

# THE EDITOR & PUBLISHER

OHIO STATE  
UNIVERSITY

MAY 29 1918

LIBRARY

Established 1884—The Oldest Publishers' and Advertisers' Journal in America.

\$3.00 a Year

NEW YORK, SATURDAY, MAY 25, 1918

10 Cents a Copy

## April Advertising in Chicago

<b>Department Stores</b> - - - - -	<b>-FIRST!</b>
The Daily News 341,991 lines.	6 days against 7
<b>Clothing</b> - - - - -	<b>-FIRST!</b>
The Daily News 118,861 lines.	6 days against 7
<b>Books</b> - - - - -	<b>-FIRST!</b>
The Daily News 14,109 lines.	6 days against 7
<b>Groceries</b> - - - - -	<b>-FIRST!</b>
The Daily News 35,745 lines.	6 days against 6
<b>Educational</b> - - - - -	<b>-FIRST!</b>
The Daily News 1,739 lines.	6 days against 6
<b>Furniture</b> - - - - -	<b>-FIRST!</b>
The Daily News 41,469 lines.	6 days against 6
<b>Musical Instruments</b> - - - - -	<b>-FIRST!</b>
The Daily News 25,008 lines.	6 days against 6
<b>Tobacco</b> - - - - -	<b>-FIRST!</b>
The Daily News 16,035 lines.	6 days against 7

*IN EVERY IMPORTANT CLASSIFICATION*

## THE DAILY NEWS

*FIRST* in Chicago



Government is to Build \$20,000,000 Nitrate Plant on Tennessee River

Inviting Your Inquiries!

ALABAMA		Net Paid	2,500	10,000
		Circulation	lines	lines
Birmingham Age-Herald	(M)	22,516	.07	.05
Birmingham Age-Herald	(S)	31,604	.08	.06
Birmingham Ledger	(E)	40,504	.07	.07
Birmingham News	(E)	43,089	.07	.07
Birmingham News	(S)	48,280	.08	.08
Mobile News Item	(E)	7,993	.03	.03
Mobile Register	(M)	17,997	.04	.04
Mobile Register	(S)	24,802	.05	.05
Montgomery Advertiser	(M)	19,723	.05	.04
Montgomery Advertiser	(S)	21,782	.06	.05
FLORIDA				
Jacksonville Metropolis	(E)	17,723	.04	.04
Jacksonville Times-Union	(M&S)	32,714	.055	.055
Pensacola Journal	(M)	5,385	.0172	.0172
Pensacola Journal	(S)	6,500	.0172	.0172
GEORGIA				
Atlanta Georgian	(E)	62,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
Augusta Chronicle	(M&S)	6,267	.035	.025
Augusta Herald	(E)	12,029	.03	.03
Augusta Herald	(S)	11,203	.03	.03
Columbus Ledger	(E)	7,000	.035	.018
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,307	.04	.04
Savannah News	(M&S)	14,037	.04	.03
KENTUCKY				
Louisville Courier-Journal	(M)	41,078	.1250	.07
Louisville Courier-Journal	(S)	61,815	.15	.09
Louisville Times	(E)	57,372	.10	.08
Louisville Herald	(M)	55,786	.07	.07
Louisville Herald	(S)	48,562	.07	.07
LOUISIANA				
New Orleans Times-Picayune	(M)	65,500	.10	.10
New Orleans Times-Picayune	(S)	81,250	.12	.12
New Orleans Daily States	(E)	41,267	.08	.06
New Orleans Daily States	(S)	62,141	.10	.10
New Orleans Item	(E)	80,288	.12	.12
New Orleans Item	(S)			
NORTH CAROLINA				
Asheville Times	(E)	8,710	.025	.02
Charlotte Observer	(M)	13,696	.055	.03
Charlotte Observer	(S)	17,826	.065	.04
Daily News	(M)	12,753	.03	.025
Greensboro	(S)	18,219	.03	.025
Winston-Salem Sentinel	(E)	7,084	.02	.02
SOUTH CAROLINA				
Charleston American	(M)	11,151	.0286	.0178
Charleston American	(S)	11,151	.032	.0215
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	22,456	.05	.05
Columbia State	(S)	23,990	.05	.05
Greenville News	(M&S)	5,620	.03	.025
Spartanburg Jour. & Car.	(E)	5,546	.03	.03
Spartanburg Herald	(M&S)			
TENNESSEE				
Chattanooga News	(E)	19,864	.035	.035
Chattanooga Times	(M)	26,341	.06	.06
Chattanooga Times	(S)	21,682	.06	.06
Knoxville Sentinel	(E)	23,279	.05	.04
Knoxville Journal-Tribune	(M)	25,000	.04	.04
Knoxville Journal-Tribune	(S)	81,185	.12	.10
Memphis Commercial Appeal	(S)	118,359	.14	.12
Nashville Banner	(E)	46,078	.07	.07
Nashville Banner	(S)		.08	.08
Nashville Tennessean & American	(M)			
Nashville Tennessean & American	(S)	38,613	.06	.06
VIRGINIA				
Newport News-Press-Times-Herald	(M&E)	12,320	.025	.025
Newport News Daily Press	(S)	7,024	.025	.025
Norfolk Virginian Pilot	(M)	31,241	.05	.05
Norfolk Virginian Pilot	(S)	39,759	.06	.06
Norfolk Ledger-Dispatch	(E)	39,614	.07	.06
Richmond News Leader	(E)	39,401	.08	.06
Roanoke Times	(M&S)	10,567	.04	.035
Roanoke World & News	(E)	9,918		
Government Statements April 1, 1918.				

# SOUTHERN STATES in 1917

produced farm crops  
to the value of

about **Six Billion Dollars**

out of a total of \$13,500,000,000  
for the whole United States—*nearly  
half!*

Almost three times MORE than 1913—almost  
sixty per cent. MORE than 1916.

*The great nitrate plant on the Tennessee River, to be  
completed this year, will go far toward insuring the  
United States perpetual agricultural supremacy.*

Certain stability attaches to a market like THIS. It  
is not an over-night growth nor a boom but the logical  
consequence of persistent industry and foresight. It  
creates a solid foundation for Southern manufacturing  
near sources of fuel, lumber and raw materials and  
the centers of distribution and export.

*Speaking of production, manufacturing and export, and  
incidentally of war, one characteristic southern specialty  
is on the road to Berlin via France in the camouflage of  
SHRAPNEL: that is ROSIN,—Shiploads of it.*

**Also incidentally, WHY DON'T  
YOU START YOUR ADVERTISING**  
in the Southern papers while  
you can be among the first to do it.  
There are calls here now for all  
sorts and varieties of things hither-  
to not much sold in the South. If  
you are interested enough to write  
to these papers, one or all of them,  
they will gladly tell you what the  
prospects are in their locality for  
whatever you want to push.

It costs you *nothing* to ask and it  
will give them *pleasure* to reply.

**I**F you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

“Put it in  
**The Bulletin**”

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

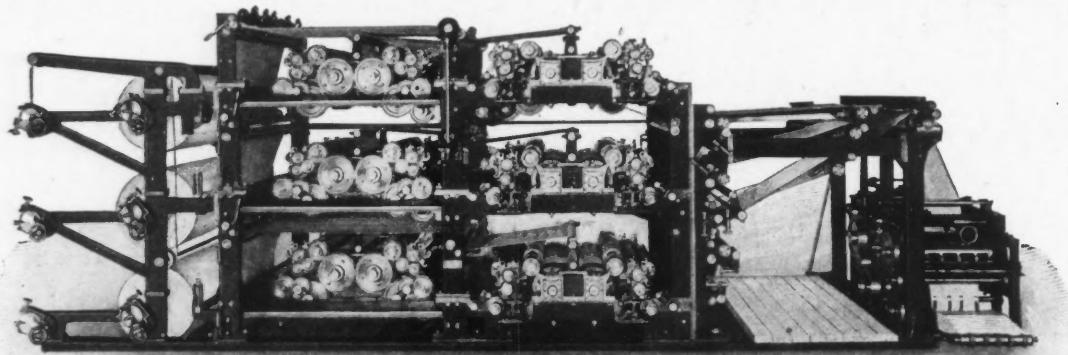
*Net paid daily average circulation for April:*

**415,056** copies  
a day

---

New York Office...Dan A. Carroll, Tribune Bldg.  
Chicago Office.....J. E. Verree, Steger Bldg.  
Detroit Office....C. L. Weaver, Free Press Bldg.

# DUPLEX TUBULAR PLATE PRESS



MAY BE BUILT TO ANY DESIRED PAGE CAPACITY

(Via Western Union)

Richmond, Va., March 30, 1918.

I. L. Stone,  
Duplex Printing Press Co.

Your Tubular made its first run yesterday. We put on full edition of twenty pages and ran forty-two thousand without slightest hitch. Upon this remarkable record and upon diligence of your men in erecting machine in two weeks and five days we congratulate you most heartily.

D. S. FREEMAN, Business Manager, News-Leader.

Richmond, Va., 5 P. M., May 16, 1918.

I. L. Stone,  
Duplex Printing Press Co.,  
Battle Creek, Michigan.

Your second Tubular made its first regular run today and by the excellence of its performance and the smoothness of its delivery set a new standard above even that of our first Tubular. You have our heartiest congratulations upon this magnificent machine.

THE NEWS LEADER COMPANY.

Richmond, Va., April 5, 1918.

We bought the first Duplex press in the South in 1907. We bought three more in 1912. We bought two "Tubulars" in 1917, with 48-page capacity. This is the fifth proof of our confidence in and admiration for the Duplex Printing Press Company and its management. We have just installed one of these Tubulars and its success has amply justified our expectations.

JOHN STEWART BRYAN, Publisher.

At no more cost (really at less cost) the Duplex Tubular Rotary Newspaper Press, as compared with any other carrying the same number of plates and running at the same speed, delivers, in the same time, precisely double the product.

The simple reason is: When the press is in operation the tubular plate is on the web printing all the time, while the semi-cylindrical plate is on the web printing only half the time.

## PRACTICAL DEMONSTRATION

In the small city field, by which we mean newspapers to which Rotary Presses of twelve to twenty pages are adapted, no other new presses are now being sold, while we are constantly far behind our orders for the Tubular. In this field many scores of "Tubulars" are operating every day and no second hand ones are on the market. Consult any of the users.

We have recently developed this press for the Metropolitan field by constructing it four pages wide.

The first machine of this style was sold to the Detroit Times. It carries thirty-two plates. Communicate with the publisher.

The second purchaser was the Vancouver Province, two thirty-two page machines. Communicate with the publisher.

The third purchaser was the Richmond News-Leader, two twenty-four page machines. See above.

The fourth purchaser was the New York Journal of Commerce, a thirty-two page machine, now being built.

The succeeding purchasers will be—everybody. No enterprising publisher will be content with a half-capacity press.

## Duplex Printing Press Company

Battle Creek, Michigan

Canadian Agents:

MILLER & RICHARD  
Toronto and Winnipeg

New York Office,  
World Building

Pacific Coast Agent:

F. H. BOYNTON,  
86 Third St., San Francisco

# THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer

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

Vol. 50

NEW YORK, SATURDAY, MAY 25, 1918

No. 50

## EDITOR LUCIUS W. NIEMAN FIGHTS GERMANISM IN ITS CHIEF AMERICAN STRONGHOLD

Founder and Owner of the Milwaukee Journal Has Led Relentless Campaigns Against Disloyalty, Exposing Pretensions of German-Language Newspapers Through Printing Exact Translations of Their Seditious Utterances—Has Made His Newspaper Feared by All Kaiserites in the Badger State

**I**N the fight against Germanism in America—a fight which is gathering new force as the people of the country are being made to realize the sinister import of organized hostility to the nation's cause in this war—it has been the privilege of a Western editor to serve his country with conspicuous usefulness.

Lucius W. Nieman, founder, controlling owner and chief editor of the Milwaukee Journal, has lived for most of his life in the stronghold of Germanism. In Milwaukee there are many thousands of Germans who do not speak English at all—who hold an almost fanatical allegiance to the Kaiser and who seek in every way to serve his cause. Here, as in other parts of Wisconsin, the melting pot has failed to fuse the German racial metal with the finer metals out of which Americanism is forged. It is recent history which recounts how this sovereign State of our Union struggled to throttle the enemy alienism within its borders. That Americanism triumphed in that late fight at the polls is due to the patriotic efforts of the sturdy Americans out there, who fought in the open and insisted that the citizens of the State should be counted and aligned on the straight issue of loyalty against disloyalty.

In this fight Mr. Nieman was a leader, of course. But his campaigns against Germanism have been many. They have been fought without compromise and without fear of consequences.

Through his newspaper Mr. Nieman has exposed the various organized pro-German movements, including the "German-American Alliance," the "American Embargo Conference," the "Teutonic Sons of America," and other similar associations with disloyal aims.

The Journal was among the first of American newspapers to urge Congress to repeal the charter of the German-American Alliance. The paper has shown that the study of German in the schools has been turned to a form of German propaganda, through which German ideals and national policies have been exalted and Americanism belittled. The Journal's fight to eliminate German as a study from the public schools of Milwaukee has been practically won. It seems that, heretofore, this study was compulsory. That American children should be forced to study this alien and enemy language, in which the ideals of "Kultur" were



LUCIUS W. NIEMAN,  
Editor and owner, The Milwaukee Journal.

glorified, while their relatives are sacrificing their lives in defence of American democracy, seems too grotesque a thing to be credible. Yet that has been the situation in Milwaukee.

### REALIZED MENACE OF GERMAN NEWSPAPERS.

Mr. Nieman has been a pioneer in the fight against German-language newspapers in this country. He has printed thousands of translations from these papers, showing the seditious nature of the propaganda matter they have printed for their Potsdam master. He has shown by these translations—whose accuracy has never been disputed—how these newspapers have sought to create racial animosities in the United States and to make national unity impossible.

Every article which the Journal has printed in its task of exposing the working processes of Germanism in America has been prepared with the utmost care as to the facts. Its disclosures have never been seriously questioned, even by those involved in them.

Mr. Nieman's battles for Americanism have placed him in the limelight in his State. He has made enemies of all who espouse the cause of the Kaiser. He

has won the admiration of Americans who are familiar with the courageous work to which he has committed himself and his newspaper. It is one thing to fight Germanism in a community where its adherents are few, and quite another thing to fight it in a city where its sympathizers are many and powerful—where they have their clutching hands upon every line of business and trade. Mr. Nieman has had to fight face to face with America's foes, for Milwaukee has been a sort of German outpost.

Milwaukee's loyal citizens—and, of course, these are in the majority—honor Mr. Nieman for his courage and uncompromising allegiance to American ideals. They know the forces opposed to him. They know the temper of the adherents of Germanism. They have encountered the ugly thing at close range. They know the processes of the Prussian mind. And, knowing these things, they appreciate Mr. Nieman and his newspaper. They have not failed to come to his support in his fight against a transplanted and alien ideal and creed.

self without honor in his own city—as has been the case with so many other prophets and crusaders. Without seeking applause for his efforts to disarm Germanism, without seeking material advantage for his newspaper through fighting for his ideals, he has held to his task—and the applause and the material rewards have come spontaneously. Mr. Nieman is American by birth, education, temperament, and choice. If he were pro-German he would live in Germany—as he believes certain elements of the Milwaukee population should do. He has no quarrel with Germanism in Germany, nor does he give any quarter to it in America.

### A LONG PERIOD OF SERVICE.

Mr. Nieman was born in Mukwanago, Wis., December 13, 1857. At the age of thirteen he learned to set type in the office of the Waukesha Freeman. He studied at Carroll College, in that town, and acted as correspondent for newspapers. Later he joined the staff of the Milwaukee Sentinel, and became in due time city editor and afterward managing editor of that newspaper.

Thirty-six years ago he founded the Milwaukee Journal, and has been its guiding mind ever since. He fought to make a place for it in days and times when the task seemed very hard, but he has won in a big way. The Journal now leads all other Milwaukee newspapers in circulation, both daily and Sunday. The Journal is now a metropolitan newspaper in every sense. It is accorded that rank by the newspaper makers of the country. It is a newspaper which creates its own standards and adheres to them. Mr. Nieman is the hardest worker in the Journal organization. He impresses upon his associates their solemn duty to deal fairly and honestly with the public, to keep the news columns free from bias, and to publish the news without coloring, and to make accuracy the controlling ideal.

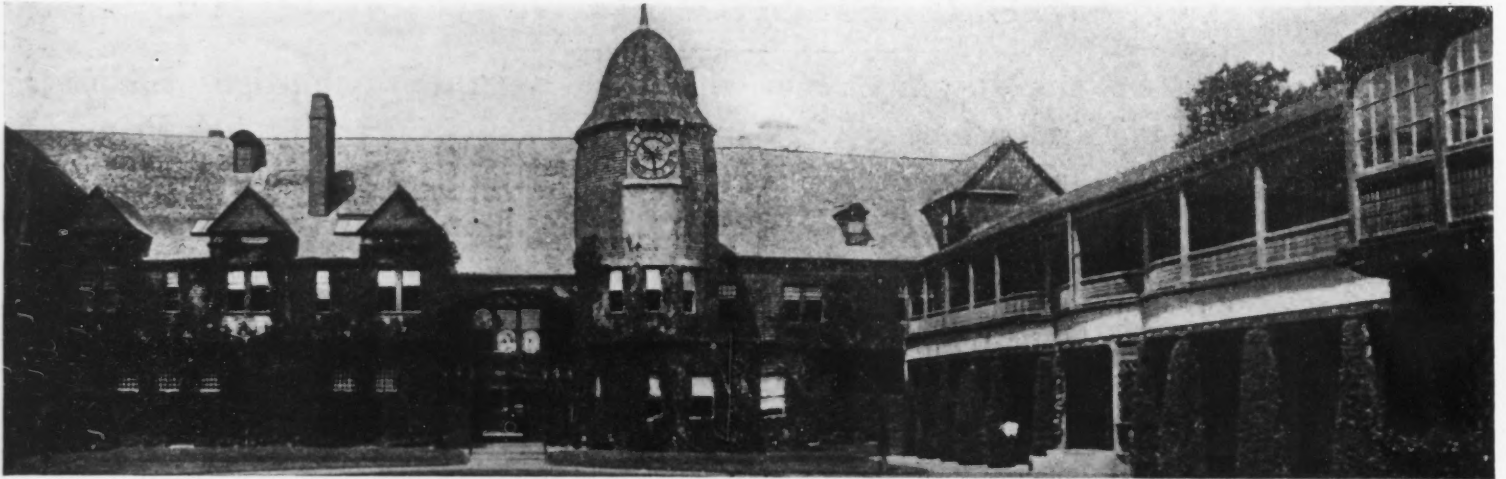
In November, 1900, Mr. Nieman married Miss Agnes Elizabeth Guenther Wahl, daughter of the late Christian Wahl, who is known as "the father of Milwaukee's public park system."

Mr. Nieman's chief diversion is golf. He has travelled extensively in America and Europe. He sometimes talks about getting out of harness and taking life easy. But those who know him smile at the notion—for they know that he could not be happy very long away from the daily grind.

Thus Mr. Nieman has not found him-

# NEWSPAPER MEN, IN CHURCH SERVICE, HONOR MEMORY OF JAMES GORDON BENNETT

Herald and Telegram Employees Arrange Fitting Tribute to Memory of Their Late Chief  
—Representatives of All New York Newspapers Hear Rev. Dr. Watson, His Pastor and Close Friend, in Eloquent Eulogy of Editor's Services to France and America Since Great War Began



NEWPORT CASINO, WHICH JAMES GORDON BENNETT HELPED TO ESTABLISH. MR. BENNETT RETAINED HIS INTEREST IN THIS INSTITUTION THROUGHOUT HIS LIFE—ITS FLAG WAS PLACED AT HALF-STAFF UPON HIS DEATH.

SCHELDOM has there been such a great gathering of representative newspaper workers as that which filled Grace Episcopal Church, Broadway and Tenth Street, Tuesday afternoon last at the memorial service for James Gordon Bennett, arranged for by the staffs of the New York Herald and the Evening Telegram, Mr. Bennett's New York newspapers.

About six hundred men, representing every department of the Herald and the Telegram, attended. A host of friends and former employees of Mr. Bennett, who had been notified of the service, occupied fully that portion of the seating capacity of the church which had not been set aside for Herald and Telegram employees. Many were there who long ago severed their connections with the Herald or Telegram, some to engage in other lines and some to continue in their chosen profession under other auspices, come to pay their respects to the memory of their late chief.

The Rev. Dr. Charles Lewis Slattery, rector of the church, conducted the ceremony, and the Rev. Dr. Samuel Newell Watson, rector of the Holy Trinity American Episcopal Church in Paris, intimate friend, pastor and confidante of Mr. Bennett, who officiated at his wedding and baptized him into the church, delivered the eulogy with rare eloquence and deep feeling. Dr. Watson, who came to New York from White Sulphur Springs, Va., where he had been resting, that he might speak his appreciation of his friend, said after the service:

#### BEST TESTIMONIAL.

"The best possible testimonial to the memory of Mr. Bennett was this great outpouring of men—busy men at a mid-afternoon hour—to attend this service, particularly of the scores of men who had been identified with him in his varied activities for many years, some of them for fully half a century."

The full choir of the church, ten men and thirty boys, rendered the music, the choir and organ offerings being reinforced by harps and 'cello. The processional was most impressive, the sweet, young soprano voices sounding faintly as the choir, singing, approached from the cloister, and swelling gradually into full chord as the surpliced band entered the church.

A great thunder storm had swept over the city in the late morning, but the menacing clouds cleared away before the hour of service. Again, however, while Dr. Watson was speaking, the rain descended in floods, beating heavily on the beautiful stained glass windows, and peal after peal of sonorous thunder punctuated the periods of the preacher and intensified the solemnity of the occasion. But his full, deep voice rose above the crashing of the storm, reaching to the uttermost pew with clarity and distinctness.

After the sermon choir and congregation joined in singing "Just as I Am, Without One Plea." The recessional was, "Hark, Hark, My Soul," growing fainter as the choir marched through the cloister until it died away, leaving the great audience standing with bowed heads in an attitude of reverence.

#### DR. WATSON'S ADDRESS.

In his address Dr. Watson dwelt especially upon the great and patriotic service rendered by Mr. Bennett in weaving closer the bonds between America and France. He said:

"Let me first express to you all my sense of deep personal gratitude that I am privileged to-day to speak to you of James Gordon Bennett. I was his pastor, he was my friend. I baptised him; I officiated at his marriage; I saw him in the most intimate of relationships, and a feeling which began with admiration grew into one infinitely deeper. He would not wish that I should say much of that side of his character which was revealed in those

relationships, and I will refrain from doing so; but I may tell you this, that his faith was just as simple, just as positive, just as unswerving, just as loyal as was his allegiance to all else which he gave himself to. When he said, 'I believe,' whether it was 'I believe in God, the Father,' or 'I believe in you, my friend,' the declaration was not qualified. The forces of an intense character went straight into every faith of his life.

"In this he seemed peculiarly assimilated to the French people amongst whom he lived; there was that in his nature which made it easy for them to understand him, and he knew them and was sympathetic to them. This was the reason why he was such a strength to France in her hour of need.

He was whole hearted, and so are they. If he took up a cause or an idea it was never with hesitation; it was with an intensity of feeling and of movement which carried away every reserve. It is a characteristic peculiarly French. No matter what issue moves him, a Frenchman is intense. He is swayed by a political or by religious opinion, and he makes it the passion of the hour, if not the passion of his life, and we who, with our colder rationalism, have a tendency to look unsympathetically at what we call 'internal quarrels' in France, would do well to remember that a Frenchman did not hesitate when the tocsin sounded in his village, and that the thin line of horizon blue held back the enemy for three long years from the Vosges to Arras, and holds him still. It is the passionate intensity of the French character which gives it its force and which makes of the plain citizen, when the hour sounds, the hero who mounts the breach and risks all for his faith.

#### THE AMERICAN COLONY.

"Let me here just put in as a parenthesis one word of tribute about that old American colony as I knew it in

Paris before the war, and of which Mr. Bennett was a part. They were people almost all past middle life; they had served their own country well and loyally at home and they were doing wonderful work for mutual understanding between two great people. They were a strong, sane, conservative nucleus for Americans in Paris.

"It is one of the blessings of advancing years that things assume their rightful place in our environment, and that the powers of the spiritual realities attain their true worth to us, and that was preeminently true of Mr. Bennett.

"I will never forget—none of us who were present will ever forget—one evening just after that marvellous recoil of the armed might of the enemy forces, the battle of the Marne, there were gathered an intimate company of six around a simple dinner table at the house on the Avenue d'Iena—I recall it but a day or two since to our American Ambassador, Myron Herrick, who was one of us—and, the dinner ended, Mr. Bennett pushed back his chair from the table and spoke of the meaning of the war. He spoke with a prophet's fervor and with a prophet's vision.

"Remember that the war had just begun; that leaders of the people in many lands hesitated to form a judgment as to what its meaning was; that men who ought to have been qualified to see clearly formulated no clear message to the waiting peoples. But the prophecy which came from James Gordon Bennett's clear intelligence that night has never been defaulted by events as they arrived. He spoke of the war as 'a war of imponderables.' He said that men were deceived who looked upon it as a conflict of political aspirations, or as motivated by national greed on one side or the other; the causes went far back in the history of men.

TENDENCY TOWARD LIBERTY.

"On one side was a tendency toward liberty. It was vague, unformed, unorganized, a free spirit seeking a definite embodiment and a more permanent and effective medium of expression, and on the other side was a coordinated linked power of autocracy, whose real influence and purpose, however disguised, was to keep under the people and to maintain at any cost its master grip on their lives and fortunes, and with this despotism, sinister in design, linked itself every government, every hierarchy, every philosophy or code which saw the source of power in an authority committed to some to govern or dictate to others otherwise than by the will of the governed. There is no universal empire but the will of the people to govern themselves, if man is to be free, and any other philosophy of life is but a denial of the primeval methods of creation.

"We talked little that evening before separating; but many times since have we recalled that vision of prophecy, and realized how great a prophet of democracy, how great a champion of the people was the man who had spoken. He feared and he hated tyranny; and his frankness of criticism was not captiousness but rather the discharge of a free man's duty. He knew well that the people's rights and that human freedom can only be maintained where the Government is the servant of the people; that any pretension on the part of a government that criticism is disloyalty is but a reversion to mediævalism and the first step in the downfall of a republic; that the truest patriot is not he who says, 'My country right or wrong,' but rather he who says 'My country for the right,' and 'My whole force of being and influence given to keep my country to the right.'

A FREE MAN'S DUTY.

"And it was on that concept of a free man's duty that was based the great use which Mr. Bennett made of his power through the press. He had the same vision of the power of 'Public Opinion' which Lord Bryce embodied in those remarkable sentences in which he speaks with admiration and awe of the power of public opinion in America.

"It was the noblest possible tribute to the growth which liberty has attained in this fair land. For a people must govern themselves or else there is no alternative but that they must be governed. Government from without, or government from within, ruled or self-ruled—these are the eternal conditions. The free peoples of the earth to-day are struggling to maintain that divine ideal which the Almighty set as the goal of human life on the earth when He gave as His cradle gift to man Liberty—liberty to choose the chance to govern himself from within, or else to be compelled by hard conditions from without. And in the constructive life of peoples that education of mind and heart which leads a nation of men to self-government, and to demand that they shall be treated as those capable of self-government, is the privilege and the duty of the press.

"What a debt of gratitude do we of America owe to our free press for the high concept it has had of this duty in these recent years, and for the unshrinking courage with which it has discharged it. And it is with no thought of invidious distinction, but solely with the purpose of paying rightful tribute to the directing mind and genius of the Herald that I speak of the conspicuous part Mr. Bennett's newspaper has played in the creation of our national unity



JAMES GORDON BENNETT.

This Photograph, by Underwood & Underwood, Was Snapped on Fifth Avenue on Occasion of Mr. Bennett's Visit to New York in 1916.

and in the bringing to birth of the nation's soul.

"And I appeal to you members of the editorial profession, let nothing cause you ever to relax in your effort. This war will be won for the right, because the hands of the clock of civilization cannot move backward; of that we may be well assured, but as to when it will be won depends on that public opinion which you are the most potent factor in creating, and as to what shall be the aftermath of the winning of it depends still more on you.

WHEN RIGHTEOUS FORCE WINS.

"One of our great generals once said, 'War is hell.' It is true; it is, and therefore also it is true that we the fighting the devil with fire. We are back in the Iron Age; we are using forgotten methods; concentration of power is necessary for a good end, that we may successfully combat the most hellish concentration of power for a bad end the world has ever known. But, in the using of it, do not suffer us to forget what we are using and why we are using it. Democracy, that liberty of free peoples,

has one unvarying characteristic—decentralization. Do not let us forget this, gentlemen of the press. And though to-day we must be using methods of the most intensive centralization, keep us reminded of the fact that it is only because we are fighting concentrated mediævalism. And when in the end righteous force shall have crushed utterly unrighteous force, help us to dethrone the Pagan Ideal of Force forever; because we succeed by it, let us not learn to worship it for what it is not, and bring us back again to our old ideals of a free people, each with a free man's rights.

"How we shall miss James Gordon Bennett's prophetic vision, and his unswerving courage in declaring it, in this after struggle which is coming! He was such a believer in the certainty of the people's winning its way to freedom by freedom. How he will be missed in France, where he meant so much courage to a people struggling harder even than we have to struggle to maintain those ideals! He was an American of the Americans in the best of all interpretations of those words; and, permit me to say it, life abroad had added its only peculiar richness of coloring to his Faith. For his belief in his country was a Faith—had added a wideness of concept that could not else be had.

"He was a great American, and he loved France, too, but what he loved in each was something spiritual, something that belongs to 'the imponderables,' as he said. For he only can be a real patriot who sees the vision from the mountain top that dominates his promised land, who sees his country in this glory of its reality, that a nation is not a collection of human beings in a certain geographical area, but that a nation is an ideal, and in loyalty to that ideal alone can it fulfil its destiny before God—before God, who gave it being and who lets it live that it may bring that ideal back to Him in fulfilled reality."

JOHN WANAMAKER'S TRIBUTE.

Among the floral tributes that decorated the church was a handsome ivy wreath sent by John Wanamaker, with this message:

"I send this wreath of ivy, symbol of everlasting life, to be placed on the final resting place of my beloved friend, James Gordon Bennett, whose sorrowing and devoted employees have so fittingly resolved to hold their memorial service for him in this old Grace Church, where he used to love to come to hark his spirit before his Maker.

"It is a great thing to me that the one inheritance, at least, I may claim to have had from Mr. Stewart was the friendship of this great man, whose memory we honor to-day, and in Mr. Stewart's name and my own I lay this tribute on his grave."

Clarence H. Mackay, president of the Mackay-Bennett system, of which Mr. Bennett was one of the founders, accompanied by George G. Ward, its vice-president, represented that interest, and seated in the same row was Henry Clews, the veteran Wall Street banker.

The New York Publishers' Association was represented by a committee appointed by its president, Herbert L. Bridgeman. It consisted of Louis Wiley, the Times; Don C. Seitz, the World; Ervin Wardman, the Sun; G. V. Rogers, the Tribune; Bradford Merrill, New York American; Edward P. Call, Journal of Commerce; Victor Ridder, Staats-Zeitung; Joseph Cashman, Wall Street Journal; Victor Polachek, New York American; Jason Rogers, Globe; Dr. Edward A. Rumsely, Evening Mail; Emil Scholz, Evening Post; John Frost,

Brooklyn Citizen; Herbert F. Gunnison, Brooklyn Eagle; R. F. R. Huntsman, Brooklyn Standard-Union, and Walter A. Dear, Jersey City Journal.

The Aero Club of America was represented by Alan R. Hawley, its president; Henry Woodhouse, of its board of governors, and Charles A. Johnson. As delegates from the Polo Association were present. William Ayrault Hazard and Henry Lloyd Herbert. Representing the New York Herald Company were George E. Pollock, Robert W. Candler, and Abraham B. Cleverly, vice-president, secretary, and treasurer, respectively, and delegations from every department, editorial, business office, and mechanical, of both the Herald and Evening Telegram.

Others at the services were Frank Gray Griswold, J. Frederick Tams, Isaac Townsend, William C. Reick, New York Sun; Rodman Wanamaker, Charles M. Lincoln, managing editor of the World; Melville E. Stone, general manager of the Associated Press; John F. O'Neil, night editor of the Times; James Appel, advertising manager for John Wanamaker; E. D. De Witt, former business manager of the Herald; Commander J. D. Jeroid Kelley, U. S. N.; Battalion Supply Sergeant George Bell Wallis, of the Sixty-ninth Infantry, New York State Guard, who was present in memory of his father, Dr. G. B. Wallis, who for more than thirty years had been a member of the Herald staff; Julius Chambers; J. I. C. Clark; Robert E. Livingston; Ralph Meeker; William J. Gaard, of the Metropolitan Opera House forces; James W. Brown, THE EDITOR AND PUBLISHER; Paul Potter; Charles Henry Meltzer; Henry S. Brown, and Colonel T. Hugh Boorman.

#### OTHERS WHO ATTENDED.

Also Mrs. William Jay, Mrs. Arthur Iselin, Mrs. William P. Douglas, Mrs. Robert W. Candler, Mr. and Mrs. J. Gordon Douglas, Mrs. William Fitzhugh Whitehouse, Miss Amy Townsend, Mrs. Carolyn K. Wright, Mrs. James Speyer, Mrs. George Alley, Mrs. John Erskine Thompson, Miss Eva Madden, Mrs. Edward Rook, Mr. and Mrs. Henry C. Bennit, Mr. and Mrs. Reginald Mayhew and Messrs. James F. Lord, John G. Dater, John C. Klein, Morris E. Howlett.

Among the Herald veterans present, who long ago retired from active service on the staff of that newspaper, were William H. Henry, whose term of service, including a period when he was the superintendent, was from 1860 to 1884; M. J. Geary, who for many years was the efficient foreman of the composing room; Judge Michael Blake, and John Tregaskis, who more than twenty-five years ago had been a Herald writer and its staff librarian. Mr. Tregaskis was accompanied by his wife.

Others who attended and met many friends of earlier days were the widow and daughter of John P. Jackson, who died a veteran in the Herald service in 1898.

From the Herald's Washington Bureau came this message:

"All the members of the Washington Bureau of the Herald regret their inability to be represented at the memorial services to-day, but take this opportunity of expressing their deepest sorrow at the loss of Mr. Bennett."

#### COMMITTEE OF EMPLOYEES.

The committee that arranged the memorial services, on which were represented every department of both Herald and Telegram, mechanical, editorial, and business, consisted of Hamilton Peltz, Albert Steimer, T. H. Hamilton, J. D. J. Kelley, John T. Burke, John

## MR. BENNETT'S ATTITUDE IN WAR EXEMPLIFIED LIFE PRINCIPLE

Remained in Paris, Getting Out the European Edition of the Herald, When Others Fled, Fearing German Advance

**H**ENRY S. BROWN, for many years political writer for the New York Herald, and later a member of executive council which exercised Governmental powers, representing Mr. Bennett in the conduct of many of the affairs of the newspaper, said, when asked by THE EDITOR AND PUBLISHER to write of his former chief:

"I'll write about Mr. Bennett and his conduct during the war. His attitude in this crisis exemplifies the principle that guided him through all his life."

### Was in Close Touch for Years

Mr. Brown had exceptional opportunity for knowing Mr. Bennett intimately. The first news of the death of his former chief was given to him by THE EDITOR AND PUBLISHER, for which he wrote the following articles:

By HENRY SHROFF BROWN.

There was a man! I saw him first in October, 1892, swinging down Broadway at 23d Street, toward his house in West 21st Street. He had been up to 35th Street, looking over the site of an old armory which stood on the triangle between Broadway and Sixth Avenue, where about a year later he was to locate the Herald and create the greatest change in the real estate world and the commercial life of the metropolis it had ever known. Very spry and erect and distinguished he looked in those days, for he was in the full ripeness of his powers and life was full of things in America which interested him. He had a great fortune, and the Herald made about \$750,000 that year.

Joseph Pulitzer was at his best and Charles A. Dana was still a force to be reckoned with. Whiteleaf Reid was running for Vice-President with Harrison, and getting ready for one of the greatest wallopings a ticket ever had. John A. Cockerill was still trying to make the Morning Advertiser "go," and the late "Larry" Godkin was a thorn in the flesh of all the "bosses." Elliot F. Shepherd was printing texts in the Mail and Express. Wm. R. Hearst was not thought of. The Herald had just smashed the Gutenberg race track. Gardiner G. Howland was its general manager, and William C. Reick was managing editor, with title of city editor. James Creelman was writing Herald editorials, and that morning, I think, the Herald had printed a great beat on the Abyssinian war. George Turner was trying to "found" the Recorder. I venture to say that that night the "Commodore" and Colonel Henry Watterson had a good dinner at the Union Club, which was then downtown, and there they were, figuring it out—and figuring it out rightly—just how Cleveland was to be elected again. They were destined until Tuesday, when Mr.

G. Logan, J. K. Ohl, William A. Willis, Owen Oliver, Brooks H. Beitler, W. A. Rogers, J. Harry Ballard, John P. Donlon, Snowden H. Summers, Frank B. Flaherty, Willard Bonte, George L. Cooper, T. O. Davidson, William F. Gallagher, Thomas Lambert, Paul Drane, William Brant, James A. Winters, Robert Schaefer, J. Mora Boyie, Hal Fink, Frank Cruden, James O'Sullivan, George Dorsett, Arthur Le Comte, L. B. Cutler, Abram Newman, James Gobetz, A. B. Hunt, Albert Foster, Edward McArdie, Willis Steele, Thomas J. Cecil, Richard Quann, Thomas Roche, Thomas Fitzgerald, and John Murphy.

Bennett died, to be for years the last of the Barons; the last of the great editors of the post-war period—sworn friends to the end. Of all those mentioned only Colonel Watterson and Mr. Reick survive.

#### DETERMINED TO STAY.

But I best like to think of Mr. Bennett as I knew him twenty-two years later, when he "stayed" in Paris with the American flag nailed to the mast. When everybody else was getting out, and asking him how long he was going to remain, he replied, "Oh, I shall stay till the Germans are turned away from Paris, or until they turn me out." He had just recovered from a terrible illness and, as he said, was "spry for seventy-four."

When the war broke out the European edition of the Herald, upon which Mr. Bennett had expended millions of dollars, had become an extraordinarily good and influential newspaper, and quite a profitable one. It was at last making money, and in a few years at the rate at which it was going would have returned the proprietor all the outlay he had made through the long years that it had been eating up money.

When the Germans began their atrocious warfare Mr. Bennett turned upon them, although a journalist of a neutral country, and passionately devoted his paper to the cause of the Allies. He was told that the Germans would shoot him out of hand when they came to Paris. "They must get to Paris first," he would say, "and we will see about the shooting then." He never believed that the Germans would ever reach Paris. When we were all losing faith, in London, in August, 1914, and growing heart-sick at the steady advance, he stayed true to his judgment. He felt that the Germans were getting into a trap. He wrote us in London,

"LIKE RATS IN A TRAP."

"You are entirely wrong to be bothering your heads about us here in Paris. The Germans are coming, and coming fast, but the French and English are getting ready for them faster. When they do get here they will be worn out, hungry, and away ahead of their guns. They will be like rats in a trap."

What can one do in the face of such intuition as that but take off one's hat and, as Henry Watterson said in his telegram to the Herald, "lay a rose on his grave?" Mr. Bennett saw the battle of the Marne with prophetic vision two weeks before von Gluck met his Waterloo.

I like to think of Mr. Bennett as the American who "stayed." He and Myron T. Herrick, the American Ambassador, were the ones who stayed. Both became great mutual admirers. They were like twin brothers. Panic and terror raged around Mr. Bennett. His employees were frightened and told him

that the Germans were right at the gates of Paris, that there would be no electric light to work by in the printing office in the Rue du Louvre, that there would be no gas with which to work the linotypes, that there would be no printers, "no nothing." They told him the London Daily Mail was moving its Paris edition to Bordeaux, that all the other papers were going away with the Government, that he would better save his skin and leave his paper. He had a meeting of his employees. About half of them attended. The other half had gone across the Channel. He said to these men:

"I must know what I can depend upon. You say everybody is going away. If you are all going away, say so now. Then if I cannot produce the paper I shall have to put up the shutters."

#### FLEW HIS FLAG.

Those who were there refused to sign a paper and the Herald came out next morning two pages in size—but it came out, and there flew the American journalistic flag day after day and month after month, a signal to Americans and Allies alike that there were some who believed in the cause against the Germans, and defied them.

I like to think of Mr. Bennett, who, in the face of threatened calamities, with his great interests in New York menaced by changing conditions of war, remained at his post, helping the French and the Allies by his example and his advice. Those were the days when Americanism was at a low ebb in the countries that were fighting for their very national existence. It seemed to them that all red blood had been drained out of the veins of the Anglo-Saxons south of Canada and west of the Atlantic—until they suddenly recalled Mr. Bennett and realized that he was the rallying point. He had long seen the struggle which was coming for the United States and realized that it was inevitable. He knew the Germans; he knew that they had honeycombed all America with propaganda.

He had refused to take the Kaiser's decorations, while many American journalists did. He read the German character like a book. He had been sounding the warning against German aggression in his papers on both sides of the Atlantic for years, and his warnings had been disregarded. He knew the Germans would sink the Lusitania or some other great ship with Americans on board, and in February, 1915, dictated an editorial saying: "The Germans will sink the Lusitania—they cannot help it—and that will mean war."

In season and out of season he "stayed" by his guns. He knew America would soon or late "find itself" in the war, and he stood by the cause, with the same reliance on his judgment that he showed when he nailed the American flag to the masthead at 38 Rue du Louvre.

#### ECCENTRICITIES EXAGGERATED.

As I write I am filled with a sense of hopelessness of even touching adequately the edge of the task of giving an idea of Mr. Bennett's character. His eccentricities were always exaggerated. But they were so extraordinary in many respects that they occupied the mind of the public to the exclusion of the really great things he did. His belief in himself was the belief of genius. His faith in his father was almost sublime. His confidence in America was superb. He was a patriot in the truest sense of the term, and yet many regarded him



as pro-foreign because he lived many years abroad. No material interest could swerve his independence. Money or business could not persuade him from surrendering his newspaper to support a cause which was not just. Out of a score of instances I pick one to show the real broadness of the man.

It was in the panic of 1907—the bankers' panic, the Roosevelt panic. Roosevelt called it one, the bankers called it the other. But money was locked up and securities went for a song. Mr. Bennett, believing in the country, opened his columns to the work of restoring confidence. Day after day, week after week, month after month, everything—news, advertising, and editorials—was made secondary to the argument that this was a good time to buy stocks. He showed the real intrinsic value of Pennsylvania, New York Central, Chesapeake and Ohio, Norfolk and Western, Union Pacific, etc., etc. Columns were printed to show the income from such low stocks. The Herald stood in the crisis like a rock.

A banker in Washington told me that in consequence of this campaign for confidence by the New York Herald his depositors had turned \$3,000,000 of their money into dividend-bearing securities, and every one had made 25 per cent. on his investment when the stagnation which followed the panic subsided.

It is in the light of big things, spanning the world's horizon, that I like to think of Mr. Bennett. There *was* a man!

### Flag on Newport Casino Which Mr. Bennett Aided to Found, at Half-Staff

NEWPORT, R. I., May 16.—The flag on the Newport Casino is at half-staff, as it was placed immediately upon the news of the death of James Gordon Bennett. Mr. Bennett was instrumental in building the Casino, in the winter of 1880. He acquired the property from the Sidney Brooks estate. In the summer of that year he incorporated it, holding thirty-two shares himself, the next largest shareholder owning four shares. Mr. Bennett remained on the board of governors from the day of its inauguration, April 6, 1880, until his death. The first sixteen men on the board of governors were the following prominent persons: August Belmont, William R. Travers, John N. A. Griswold, Royal Phelps, Levi P. Morton, Christopher C. Baldwin, Henry S. Fearing, David King, jr., Pierre Lorillard, James Gordon Bennett, Henry Ledyard, Thomas F. Cushing, Hollis Hunnewell, Fairman Rogers, Frederick W. Stevens, and George R. Fearing.

Mr. Bennett was the father of polo in Newport, and in 1879 was instrumental in bringing the Hurlingham Polo Club team from England to play at Newport. Mr. Bennett then played on the Westchester team. He first came to Newport in 1875 and occupied a residence on Bellevue Avenue. Of late years he passed his summers in Europe, but was in Newport for a month in the summer of 1916.

### MANY IN PROCESSION TO BENNETT GRAVE

James Gordon Bennett was buried on Thursday in Passy Cemetery, Paris. The funeral services were held in Trinity Church. It was attended by representatives of the French Government and members of the Diplomatic Corps, including William G. Sharp, the American

## JAMES GORDON BENNETT, THE ELDER, POSSESSED RARE GENIUS AS A NEWSPAPER MAKER

"Newspapers of To-day Owe to Him Most of Their Vital Features," Says S. S. Carvalho, in Reviewing His Work as Creator of the New York Herald

Written for THE EDITOR AND PUBLISHER,  
By S. S. CARVALHO.

IN the panegyrics written on the death of the late James Gordon Bennett, and which credit him with the success and greatness of the New-York Herald, I have noticed not more than a few lines about James Gordon Bennett, his father, the founder of the Herald, the man who really made it a success, and to whom all the praise is due for its former power and prestige.

James Gordon Bennett, the son, inheriting a newspaper at the time the greatest and most profitable in the world, uniformly pursued a line of procedure in its conduct which could almost be thought an intentional effort to destroy it. How the Herald under his direction has managed to live at all is one of the wonders of the world, and shows how difficult it is to kill a great newspaper.

It is therefore just to the original James Gordon Bennett, a man who has never been truly appreciated although the newspapers of to-day owe to him most of their vital features, to say a few words about him at this time.

He was born in Scotland, came to America as a poor boy, and was school teacher and proofreader before he became an editor shifting to a number of publications. On the 6th of May, 1835, he started the Morning Herald from a cellar at 20 Wall Street, New York City. His capital was \$500, real brains, energy and constructive newspaper ability. He was editor, managing editor, copy reader, reporter, business manager and circulation manager. Quoting from a contemporary, "All the brain work of the paper was performed by its editor. The leading articles, the police reports, the literary intelligence, the pungent paragraphs, the news from home and from abroad, account books, the bills, the clerks duties in the office, were all written, prepared, arranged made out, and performed by Mr. Bennett."

"Mr. Bennett's habits were exemplary," says another writer. "He arose early and sat up late, kept his own accounts, posted his own books, made out his own bills, and indeed, it may be truly said he worked more industriously than any other editor in the city, and collected more information than any three of them combined could bring together in the same space of time."

Please consider this with the sybaritic life led by James Gordon Bennett, the son.

#### HIS IDEAL FOR THE HERALD.

In his autobiography, the elder Bennett says: "My life has been one honorable series of efforts, useful to the world and honorable to myself—efforts to create an honorable reputation during life, and to leave something after my death for which posterity may honor my memory. I am building up a newspaper establishment that will take the lead of all others that appear in the world, in virtue, in morals, in science, in knowledge, in industry, in taste, in power, in influence. No public reputation can be lasting unless it is built on private character and virtue. My whole private life has been one of virtue, integrity, and honorable effort in every relation of society. Dissipation, extravagance, and fashionable follies never had any charms for me. This has been the cause of the success attending the Herald."

The fall of the Herald from its once high pedestal shows his knowledge and foresight.

The elder Bennett although born in Scotland was American through and through. His son, although born in America, was never an American at heart.

"Although I am a native of Scotland," the elder Bennett once said, "I also glory in being a man, a freeman, an American; yea, even a real unadulterated native."

"I am a cosmopolitan," was always the claim of the son.

#### SET PRESENT-DAY STANDARDS.

To the elder Bennett the newspapers of to-day are indebted for the Wall Street reports and financial articles, the ship-news reports, special correspondents, daily weather reports, and nearly all other essential features of the present news handling. He was the first man to gather all the news and fearlessly print it. For this he often got into trouble and was the object of attack by his rivals. He was often physically assaulted, but invariably continued on the lines which he believed right. He published the first war maps in 1838 and introduced newspaper illustrations.

The elder Bennett had a fine sense of humor. His son was absolutely without it. Like the father, the son did some spectacular things—sending Stanley to Africa, backing the Jeanette Expedition, and one or two others, but he was never a thorough newspaper man in any sense. He printed only what he wanted and not what the public was entitled to. The Herald's great classified advertising clientele created by the father, ship news, and the marriages and deaths, which were regarded as Herald features only, and its fine foreign news service, carried the paper along until real competition arose, when it succumbed.

Ambassador; Senor Quinones, the Spanish Ambassador, and Stephen Pichon, the French Foreign Minister.

Captain Portier, of the French navy, attended the services as the personal

representative of President Poincaré, and American naval officers were in the long procession that accompanied the cortege to Passy Cemetery. The pallbearers were attachés of the American

Embassy and friends and business associates of Mr. Bennett.

The church services were impressive and were conducted by the Rev. Frederick W. Beekman, who was assisted by Bishops McCormick and Israel.

Many floral designs were sent to the church by French and American societies and personal friends of Mr. Bennett, and hundreds of the latter accompanied the procession to the cemetery.

The funeral took place at eleven o'clock in the morning. At that hour, corresponding to six o'clock here, every activity in the Herald Building in this city was stopped for fifteen minutes, while the bell on the Herald clock tolled a requiem. In the streets about the Herald Square many passers-by, appreciating the cause for the tolling of the bell, removed their hats as a mark of respect, while others paused until the sound of the tolling died away.

#### WACO (TEXAS) PAPERS MERGE

Tribune and News Consolidated Under One Management.

Waco, Tex., May 20.—The Tribune and Morning News have been consolidated and will hereafter be issued as the News-Tribune, under the management of E. S. Fentress and Charles E. Marsh. These two gentlemen acquired a controlling interest in the News on February 1, 1917, and have since been in active control of that paper. Word of the consolidation of the Tribune with the News was conveyed in the announcement in the new paper this morning. Mr. Fentress continues as president and manager, and Marsh continues as editor.

Messrs. Fentress and Marsh were formerly business manager and editor, respectively, of the Des Moines (Ia.) News, the former having held that position for over eight years. Mr. Marsh had previously been with the Cleveland Press, Akron Press, and Cincinnati Post. They will be represented in the foreign field by Knill-Burke, of New York and Chicago.

#### GIVE CITY MEMORIAL

Owners of Indiana Newspaper Make Third Gift to Home Town.

Crawford Fairbanks and Edward P. Fairbanks, owners of the Terre Haute (Ind.) Tribune, have offered to give to the people of Terre Haute and Vigo County a memorial for the soldiers who have gone from Terre Haute and Vigo County in the present war. The memorial will be a handsome granite monument on which will be carved the names of all from Vigo County who may perish during the war. It is proposed to place the monument in the Court House yard, and the county officials have given their approval.

This will be the third memorial that has been given to the city and county by the Fairbanks brothers. The others are the Fairbanks Memorial Library at Seventh and Mulberry Streets, which has become the city library, and which houses over two hundred thousand volumes, and the other is the Fairbanks Park, the ground for which was deeded by the Messrs. Fairbanks last year, and on which important headway has been made towards its improvement.

#### Newspaper Rents Warehouse

The New York Times has taken a ten years' lease on the property at 548-550 West 46th Street, New York, and will use the four-story building for the storage of paper. It was formerly a storehouse for the Schorn and Brown Company and is owned by Hannah Schorn.

## DEMOCRATIC EDITORS ADOPT PLEDGE

"Patriotism in Our Politics, but No Politics in Our Patriotism" Is Slogan Adopted—Will Uphold Government Policies to Limit.

Fun, frolic, and a good time generally was the programme for the two days' summer meeting of the Indiana Democratic Editorial Association, which was held at Evansville, May 16 and 17. A large number of editors, their wives and friends, along with the usual array of politicians, attended the meeting. State Senator Homer Hazen, of the Boonville Enquirer, was toastmaster at the banquet which was tendered the editors by Mayor Ben F. Bosse and wife, and which was attended by about 400 persons. There were a number of speeches, among them being one by Frederick Van Nuys, Democratic State chairman, who coined a new campaign cry of "patriotism in our politics but no politics in our patriotism," amid great enthusiasm.

Evansville people gave the editors an automobile trip over the city and a steamboat trip on the Ohio River, and there was an outing at Cook's Park. An impressive feature of the business session was when the editors stood in silence for two minutes in memory of the departed members of the Association.

A resolution was adopted pledging "the entire organization to the splendid purpose of winning the war against the cruellest aggressor the world has ever known," and pledging "the columns of our papers to the widest publicity of the war aims of this Government, and in upholding the policies of that inspired statesman, Woodrow Wilson, in his consecrated effort to make this world a safe abode for democracy." The same resolution approved "in heartiest terms the splendid prosecution of the war by the President."

### TO PRINT TRENCH PAPER HERE

Stars and Stripes Will Be Reproduced in America from Mats.

Capt. Guy T. Viskniskki, editor of the Stars and Stripes, the newspaper published by and for the American Expeditionary Forces in France, is planning to publish a fac-simile American edition to cut down news print bills.

The high cost of news print in France is one of the most serious problems facing the Stars and Stripes. Rather than print copies in France for distribution in America, it is planned to mail mats to New York and print from them here.

Copies printed here will be dated about one month after date of publication in France.

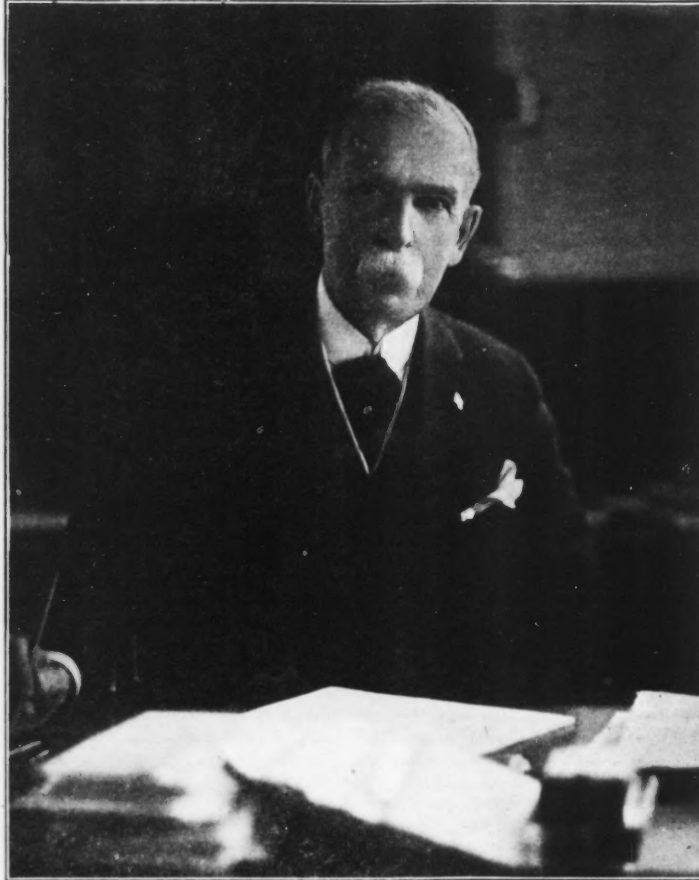
### Libel Actions Discontinued

Three actions, to recover \$100,000 damages in each case, brought by Stephen A. Nugent against the Press Publishing Company, the Home News Publishing Company, and James O'Flaherty, jr., have been discontinued. Nugent sued, alleging libel, following the publication in the Bronx Home News of proceedings in the Morrisania Police Court last October, where it was testified in a John Doe proceeding that Nugent shared part of the alleged payment for a judicial nomination with one of his constituents.

### Texas Paper Sold

Dr. John R. Allen has sold the Williamson County Sun, one of the oldest newspapers in Texas, published at

## NEWSPAPER MAKER AT WORK



COL. CHARLES E. HASBROOK.

COL. CHARLES E. HASBROOK, editor and publisher of the Richmond (Va.) Times-Dispatch, started his newspaper career as a reporter on the old Chicago Inter-Ocean. His city editor was Melville E. Stone, and the two men have been on terms of close friendship through all the years that have intervened.

Col. Hasbrook thinks of Mr. Stone as his schoolmaster, his first mentor, in the art and the ethics of newspaper-making. After serving his apprenticeship on the Inter-Ocean, Mr. Hasbrook became city editor, and later managing editor, of the Kansas City Times. He was connected with the Times for sixteen years, advancing to the post of director and vice-president of the company.

He came to the New York field as publisher of the old Commercial Advertiser, now the Globe, of which Col. John A. Cockerill was the editor. In more recent years he has been at the head of big newspaper properties in Boston, Minneapolis, and Denver.

Four years ago he took charge of the Times-Dispatch, and in that time he has not only doubled its circulation and profits, but he has added to the paper's influence and prestige until it now ranks among the foremost newspapers of the South.

When Col. Hasbrook assumed the management of the Times-Dispatch, it was serving its third generation of readers. The Richmond Times was founded before the Civil War, and was a power in the political and social life of Virginia and the Carolinas. Col. Hasbrook has maintained the old traditions of the paper, while bringing it into accord with the conditions of the new days in which we live and in which the South is coming into her own.

Col. Hasbrook knows the newspaper business from every angle. He is a practical worker, with a capacity for sustained effort and complete absorption in the task in hand. He is a born executive, an organizer, a judge of men, and a kindly critic. He secures from those associated with him the best effort which they can give—because he never demands the impossible.

He believes that a newspaper must keep its advertising pages clean, its business methods modern; that it must have the best news service that money and organization can secure; that it must publish the sort of special features which appeal most strongly to home folks. But he sees in the editorial page the final test of the value of a newspaper—the criterion by which it will be judged. In his view the newspaper without a strong editorial page is a newspaper without character and influence, without a definite mission or a constructive purpose.

Georgetown, Tex., to John M. Sharpe. Mr. Sharpe, who has been engaged in newspaper work in Georgetown for more than fifteen years, has assumed charge as editor and publisher. Dr. Allen will retire from the newspaper field.

### Discontinues Rotagravure

The Cleveland Plain Dealer and the Sunday Leader have discontinued their Sunday rotagravure sections. This means the elimination of the rotagravure from the Sunday papers of Cleveland.

## ALBANY NEWSPAPER FILES APPEAL

Seeks to Know if State Has Right to Demand Examination of Plant as Preliminary to Awarding Printing Contract.

ALBANY, May 20.—Does a newspaper which conducts a general printing business on the side have to subject itself to an examination of its plant, and if it refuses, can its bid be refused by the State? These are questions arising in the appeal of the Argus Company, of Albany, publishers of the Albany Argus, a morning Democratic newspaper, from the affirmance by the Appellate Division, Third Department, of an order of Justice Hasbrouck, at the Kingston Special Term, quashing a writ of certiorari to review the action of the State Printing Board in rejecting the bid of the Argus Company for legislative printing in 1918. The case was argued in the Court of Appeals here yesterday.

It is expected the appeal of the Argus Company will be based on alleged discrimination. The Argus has taken political views opposed to the State Administration, which is Republican, several times.

Bids were opened September 19, 1917, and the Argus Company was the lowest bidder, with \$99,892.83. The second lowest bidder, which was subsequently given the contract, asked \$104,220.62. The next day the State Printing Board sent two investigators to view the plants of the bidders. M. V. Dolan, manager of the Argus, refused to permit the inspectors to go through the plant, for what specific reason the appellant has not divulged. The appeal is based on the allegation that the State had no right to ask to go through the Argus newspaper plant and equipment.

### Editor O'Leary Jumps Bail

Jeremiah A. O'Leary, a former editor of Bull, a suppressed anti-British paper, did not appear in the New York Supreme Court last Monday when his trial on a charge of conspiring to obstruct the Selective Service law was called. The bail bond on which he was at liberty, \$2,500, was forfeited, and a reward has been offered for his apprehension.

### Plant Destroyed by Fire

CHARLESTON, W. Va.—The plant of the Gazette was completely destroyed by fire to-day. Robert L. Smith, business manager of the paper immediately made arrangements to have the paper published from the office of the Charleston Mail, and is also busy getting things in shape to re-open with a new plant and new machinery, some time early in June.

### Rochester's Contribution

Five Rochester newspaper men left this week with Base Hospital Unit No. 19 for service abroad. They are: Albery H. Longbotham and Henry W. Clune, of the Democrat-Chronicle; Lewis R. Decker, of the Times-Union, and Edward H. Kennedy and Alan Porter, of the Post Express. Mr. Decker is a sergeant in the unit and Mr. Porter a corporal.

### Newspaper Passes the Century Mark

The Penn Yan Democrat, one of the oldest Central New York newspapers, this month celebrated its one hundredth birthday. The Democrat was founded five years before Yates County (in which Penn Yan is located) was organized from parts of Ontario and Steuben Counties.

## "BUSINESS AND THE WAR" TOPIC OF JOINT BANQUET FOR MEETINGS OF A. N. A. CHICAGO MEETING A. N. A. AND A. B. C.

Advertising Under Present Conditions in Its Various Phases to Be Discussed—Extended Programme Will Celebrate Eighth Anniversary of Organization

THE semi-annual meeting of the Association of National Advertisers will be held June 5, 6, and 7, in the La Salle Hotel, Chicago, just eight years after the organization of that body.

That it will meet at the same time and in the same place as the Audit Bureau of Circulations, and that the two bodies will unite in a banquet on the night of the 7th, indicates a continuance of the entente cordiale of each to the other that acquired such a decided impetus last January.

### "Business and the War," Main Subject

"Business and the War" will be the most important subject to be discussed by the A. N. A. The programme in its essential parts follows:

June 5, 10:00 A. M.—Call to Order and officers reports.

11:00 A. M.

#### BUSINESS AND THE WAR.

"Attitude of the Government towards Business in General and Advertising in Particular. Government Regulations Affecting Advertising and Merchandising Policies." Merle Thorpe, Editor, The Nation's Business, Official Organ of U. S. Chamber of Commerce.

Discussion.

2:00 P. M.

"The A. N. A. and the Division of Advertising of the U. S. Committee on Public Information." President L. B. Jones, Director of Division of Advertising, Edward S. Babcox, Chairman A. N. A. War Advertising Committee.

Discussion.

2:45 P. M.

"Advertising When Oversold." George Frank Lord.

Discussion.

3:30 P. M.

"The Zone System in Second-Class Postage—as Affecting Mediums for Marketing Goods." G. B. Sharpe.

4:15 P. M.

"How Much Does Advertising Affect Value of the Trade-Mark, with Special Reference to the Excess Profits Tax." W. A. McDermid.

Discussion.

"How Can Present Shipping Conditions be Remedied insofar as They Militate Against Effectiveness of Advertising?" W. A. McDermid.

Discussion.

8:00 P. M.

Meeting of Board of Directors.

June 6, 9:30 A. M.

#### BUSINESS AND THE WAR.

"The False Patriotic Note in Advertising." (Illustrated by Lantern Slides.) J. D. Ellsworth.

Discussion.

10:15 A. M.

"Relationship Between Advertising and the Organization in General—the Attitude of Executives." Thomas E. Wilson, President, Wilson & Co.

Discussion.

11:00 A. M.

Report of Resolutions Committee. Election of New Director.

12:00 M.

Divisional Luncheons and Meetings in Separate Rooms. Meetings to Continue until 3:00 P. M.

3:00 P. M.

#### ORGANIZATION BULLETINS AND PUBLICATIONS.

"The Evolution of the House Organ—Securing More Specific Efficiency—Special Bulletins from Executives to Employees, to Decrease Labor Turnover, Speed Up the Organization, and so Cut Distribution Cost." Tim Thrift.

Discussion.

4:00 P. M.

#### BUDGET-MAKING IN ADVERTISING APPROPRIATIONS.

"The Unit System—Percentage System Locally Applied—Importance of Reliable Sales Statistics." F. R. Davis.

#### EVENING SESSION.

(Chairman, A. E. Ashburner, Foreign Sales Manager, American Multigraph Sales Company.)

7:30 P. M.

"Counteracting German Commercial Influence in Spanish-Speaking Countries." W. H. Ingersoll.

Discussion.

8:30 P. M.

"Effect of British Orders-in-Council and Embargo Orders on Importers—Plans Great Britain Is Now Making for After-the-War-Trade." A. E. Ashburner.

Discussion.

9:15 P. M.

Round Table Discussion. What Should a Manufacturer Do Now to Enter Foreign Markets After the War?"

"Advertising to Sell by Mail in South America."

"Selling in Foreign Countries by Dealer Distribution."

June 7, 9:30 A. M.

#### FUTURE DEVELOPMENT OF THE ASSOCIATION.

(This subject will be introduced by a report—retrospective and prospective—commented upon by various speakers, and presented for the fullest discussion.)

11:00 A. M.

"With Nothing to Sell, How Shall a Firm Keep Its Trade-mark Alive?" (Speaker to be announced.)

Discussion.

2:00 P. M.

Round Table Discussion.

#### ADVERTISING AND SALES.

"Readjustments Demanded by War Conditions—Close Coöperation Between the Two Departments—Preparation and Use of Sales Manuals—Sales Letters."

#### "AFTER-THE-WAR COMMERCE.

"What Part Will Advertising Play?—What Products Can Be Profitably Advertised Now, so as to Establish a Market for After-the-War Trade?—What Sort of Products Will Be in Demand After the War?"

#### STANDARDIZATION OF CATALOG SIZES.

Introduction by C. J. Beezley, of Reuben H. Donnelley Company.

"If the Zone System of Second-Class Postages Injures Mediums that Enable Us to Reach Our Markets Readily and Economically, What Can We Use in Their Place?" (Data bearing on each subject will be supplied in starting discussions, so as to secure quick and definite discussion.) Other subjects may be suggested, and notice of intention to introduce them should be sent to the Secretary.)

Heads of Both Organizations Will Preside at Function Emphasizing Entente Cordiale Established Last January—Programme Has Unusual Features

THE audit bureau of circulations will hold its fifth annual convention in the La Salle Hotel, Chicago, on June 7, and it is thought probable that it will be continued through June 8.

June 6, the day before the actual convention, will be devoted to presentation of credentials and registration, to meetings of the various divisions to nominate their representatives for the board of directors, members of advisory committees, and other business. The Board of directors also will meet on that day.

### Unusual Event Shows Cordiality

This will be an unusual event in the history of both organizations, and each is striving to make it a notable occasion to mark the extreme cordiality established last January. The programme has been only partly arranged so far, but indications are that the list of speakers will offer an unusually enjoyable evening.

There will be two presiding officers. Louis Bruch, president of the A. B. C., and L. B. Jones, president of the A. N. A., will share the honors of the chair. Among the speakers will be George W. Coleman, former president of the A. A. C. of W., who has just returned from the fighting front in France, will speak on "What I Saw and Heard 'Over There,'" Col. John Currie, a member of the Canadian Parliament, who commanded the 48th Highland Regiment, of Toronto, which went to France with the first Canadian contingent and was in the battle of St. Julien, will tell of his experiences. Ogden Armour will be among the guests.

Arrangements are pending with the Federal authorities at Washington to have a high Government official to attend the dinner and make a patriotic speech.

A musical treat has been arranged for the diners. The Rev. Dr. Gunsauls, president of the Armour Institute, has consented to the presence of the institute's choir of 80 voices and the famous Central Quartette, which will render selections during the evening.

The convention proper will open at ten in the morning of June 7, the first session being confined to routine matters and adjourning at 12 noon. The afternoon session, called for two o'clock, will terminate with election of officers and members of the board of directors. The new board is scheduled to hold its meeting for organization at 6 in the evening, and at 6:30 the A. B. C. members will unite in a banquet with the Association of National Advertisers, who hold their convention in the same hotel June 5, 6, and 7.

#### DIVISIONAL MEETINGS.

The time and place for the meeting of advertiser members has not been fixed. Other meetings will be held at 4 P. M. Thursday, as follows: Advertising agent members, Room 1808, to nominate a successor to Director Frank B. Sawin, whose term expires; newspaper publisher members, Room 1811, to nominate a successor to Director Life Young, jr.; magazine publisher members, Room 1815, to nominate a successor to Director George E. Cook, retiring; farm-paper members, Room 1809, to nominate a successor to Director Frank E. Long; C class, trade and technical, Room 1812, to nominate a successor to Director M. C. Robbins; Canadian division, Room 1807, to consider:

(1.) The proposal to the convention to have Canada represented on the board of directors.

(2.) Shall the publications of Canada conform to the present ruling now applicable to United States publications that all subscriptions in arrears over twelve months be not considered and given credit as paid circulation?

Postal regulations in this respect differ from those of the United States. A proposal to make the rule that all subscriptions in arrears over one year shall after January 1, 1919, be applicable to all Canadian publisher members.

Proposed changes in the by-laws to be considered by the convention include: Wherever the words "six day" appear in Article II, section 4, substitute the words "week day"; amend Article II, section 4, sub-section (a), by striking out "Quarterly dues to start with the quarter following the period for which initial audit is made"; add the following to sub-section (c): "Fourth, of publishing in directories the total net paid figures, stating whether from publishers' statement or auditor's report, with date"; substitute the following for section 9 of Article II: "A member may withdraw from the Bureau at any time by giving to the board of directors three months' notice of such intention of withdrawal in writing, providing such member has paid the quarterly dues up to and including the period covered by such notice, has rendered a statement for the period immediately preceding such resignation and submitted to an audit of all statements released"; amend Article II, section 4, service 20, to provide a new class of newspaper service which would require a simplified statement and simplified audit; amend Article IV, section 1, by the creation of the office of third vice-president.

#### Business Papers to Meet

President Arthur J. Baldwin, of the Associated Business Papers, Inc., has issued a call for a special meeting of the entire membership, to be held at the Hotel Astor, New York, on June 4. On the day preceding there will be a meeting of the executive and advisory committees of the organization, also at the Hotel Astor. A number of important subjects will be considered, which cannot be deferred until the regular annual convention of the Associated Business Papers, Inc., which will be held, as usual, late in September or early in October.

Circulation for a newspaper is gained and held through the same process. If gained through service it is held through service. If gained through premium offers it must be held in the same way.

## GUARANTEE OF CARTOON RIGHTS ISSUE IN BUD FISHER SUIT

Cartoonist Brings Action to Restrain King Feature Syndicate from Issuing "Mutt and Jeff" Series in Page Form

THE right and power of all newspaper feature syndicates to guarantee to publishers exclusive publication of newspaper comics is the basic principle at stake in a suit filed Wednesday by Charles E. Kelley, counsel for Harry C. ("Bud") Fisher, creator of the "Mutt and Jeff" cartoons, against the King Feature Syndicate.

The suit, filed before Justice M. Warley Platzek in the Supreme Court, of New York State, seeks to restrain the King Syndicate from republishing, in page form, "Mutt and Jeff" cartoons drawn prior to 1910 and published at that time in strips in the New York American and other papers. In essence the suit is a reopening of the old litigation, but, in this action, the validity of all syndicate contracts with publishers is involved.

Through William A. De Ford, attorney of record for the Star Publishing Co. the King Feature Service and other syndicates, appearance and admission of service was filed Thursday and the first hearing in what promises to become one of the most important, as well as one of the most involved, newspaper cases is set for next Monday.

At the same time that suit was filed here, the Detroit News filed in the Wayne Circuit Court, in Detroit, a plea for an injunction restraining the Detroit Free Press from publishing, next Sunday the "Mutt and Jeff" pictures of 1910, sold to the Free Press by the King Syndicate. The News, for the last three years, has been running the current drawings of Fisher, having contracted with the Wheeler Syndicate for the exclusive use of them in Detroit until August 8, 1918. The News also has a contract with the Bell Newspaper Syndicate, which will syndicate Fisher's drawings after August 8, for a weekly page of new "Mutt and Jeff" drawings, in color, to appear every Sunday for three years. The News felt that publication now, by the Free Press, of drawings of 1910 would be a gross violation of the Wheeler Syndicate's contract and hence brought suit. The hearing on the petition is set for Saturday.

Precisely the same situation exists in Philadelphia, where the Evening Bulletin has a contract with the Wheeler Syndicate for the current "Mutt and Jeff" cartoons while the King Syndicate has sold its proposed page to the Press; in Baltimore, where the Sun has the current pictures and the American has bought the King page, and in Pittsburgh where the Gazette-Times has the Wheeler contract and the Press 1910 pictures. Consequently the suits filed in New York and Detroit will be watched with great interest.

Mr. Kelley, in discussing the matter with a representative of THE EDITOR AND PUBLISHER, said:

### FISHER-HEARST LITIGATION.

"Mr. Fisher came to New York from San Francisco, in May, 1909. He was under a salary contract to draw "Mutt and Jeff" pictures for the New York American and the pictures were published simultaneously in some other papers. All the pictures drawn at that time were strips. The copyright to them was not held by Mr. Fisher, but by

the Star Publishing Co., publishers of the American and Evening Journal.

"When Mr. Fisher's first contract expired, he made another, and that was succeeded by a third. This latter contract engaged his services in drawing "Mutt and Jeff" up to August 8, 1915, but Fisher refused, in January, 1915, to draw any more pictures. The reason was this. Fisher had created the characters of "Mutt and Jeff" and that title. As copyright to the pictures did not then rest in him, he always refrained from putting the title "Mutt and Jeff" at the head of the pictures, putting some other wording instead. In January, 1915, it was said that Fisher, possibly, might not renew his contract—after which the editors began crossing out the titles Fisher put above the pictures and writing in "Mutt and Jeff" so that the title, the copyright of which, as well as the pictures, might rest in the company. Fisher prevented that by drawing no more pictures.

"Going to Washington, he registered the title "Mutt and Jeff" in the Patent Office in his own name. This action was contested on the ground of usage, but the Patent Office ruled in favor of Fisher.

"When his contract expired, Fisher began drawing again, himself copy-righting his pictures and, in August, selling the syndicate rights for three years to the Wheeler Syndicate. Last December various syndicates sought to engage the "Mutt and Jeff" feature, among them the Wheeler, Bell, and King concerns. In the meantime, Fisher had conceived the idea of putting "Mutt" and "Jeff" in the army and running a weekly page of their adventures, in color. The new contract was to involve both the daily strips and the Sunday page in color, and, on this proposition, the Bell Syndicate was the successful bidder. Fisher is now abroad, a captain in the Canadian army, getting the material for the pages which are to start next August.

In August, 1915, other artists imitated "Mutt and Jeff." Fisher sued, won and stopped the imitation. Then the Star Company sued Fisher, trying to prevent him from drawing "Mutt and Jeff" for anyone else, Fisher won again. Then the Star Company sued the Wheeler Syndicate trying to prevent it from syndicating the "Mutt and Jeff" pictures. This suit was won by Fisher.

"In these actions Justice Greenbaum made rulings which are an absolute guide in the present suit."

H. S. Scott, general manager of the Detroit News, in New York on business, was asked by a representative of THE EDITOR AND PUBLISHER about the suit of the Detroit News against the Free Press.

"We are going to fight," he said, "for two reasons. First, the republication of these eight-year old pictures, even though they are dressed over into page form, is a violation of our exclusive right to the "Mutt and Jeff" feature in Detroit which we cannot, and should not, permit. Second—and this is the great, big reason—if, after one syndicate has given its guarantee that a newspaper's right to this feature shall be exclusive, another syndicate can come in

and sell for publication a competitive feature of the character described, then the honor and the protection of all syndicate contracts is voided and made worthless. If it can be done with "Mutt and Jeff" it can be done with every other comic cartoon and every other serial. Every syndicate manager in America who has the least sense of justice or business right should see that the very existence of the syndicate business is at stake and should be on our side in this matter.

"If the courts decide that a thing of this kind is right and can be done, what reception, do you think, syndicate feature salesmen will receive in the offices of the publishers of the country? I know at least one office where they will be received with wariness and suspicion."

J. D. Gortatowsky, representing the King Feature Syndicate, said to THE EDITOR AND PUBLISHER:

"The proceedings brought against the King Feature Syndicate in connection with the "Mutt and Jeff" case is, in our judgment, an effort to deprive us of property rights. We bought from the Star Company a number of drawings made by 'Bud' Fisher, while he was in the employment of the Star Co. If there was ever any doubt about the ownership of those drawings that doubt was dismissed by the decree of Justice Greenbaum in the litigation between Fisher and the Star Co., which decree clearly confirmed the absolute right of the Star Co. to do whatever it elected to do with the drawings made by Fisher and copyrighted by the Star Co.

"We have bought that property, and we are engaged in the sale of it. The case might be compared to the purchase of a thousand barrels of Gold Medal flour by a grocer. Gold Medal is a trademark of great value. Can any one conceive of a situation in which that grocer having paid for the thousand barrels, could be stopped from advertising and selling that flour as anything else except Gold Medal flour?"

"Another case in point is that of a newspaper which prints and copyrights a serial story, in a hundred instalments.

"Can any one question the right of that newspaper to exercise its copy-ownership by reprinting that story, in book form, in full-page form, or in any other form?"

### New Orleans to Advertise

An advertising appropriation of \$200,000 has been made by the city of New Orleans to advertise their city in national magazines and periodicals as a general circulation. The plan as submitted by the Ferry-Hanly Advertising Company was adopted by Mayor Behrman and a committee of business men. The raising of the \$200,000 for this purpose will begin just as soon as the Red Cross drive is completed.

### Preparing for A. A. C. W. Convention

The On To San Francisco Committee of the New York Advertising Club has sent out a special appeal to the members, asking all to register who intend to go to San Francisco. The appeal states that a route has been tentatively agreed upon, stopping on the outward trip at the Grand Canyon, Redlands, and Los Angeles, and adds that the return trip cannot be laid out until an expression has been had from those who intend to go. It is estimated that the total expenses of the trip will be about \$400.

### TO AID AMERICANIZATION WORK

Editorial Conference Assures Miss Keller of Support of Trade Papers.

Miss Frances Keller, head of the Americanization movement, made an interesting address at the Editorial Conference of the Business Papers, at the Automobile Club, New York, last Friday. She told of the plans of the Americanization Committee to combat the spread of German propaganda, and told the trade paper editors how they could help. A committee of five members is to be appointed to carry her suggestions into effect.

Capt. George Dixon, of the American Red Cross, who has lately returned from abroad, described in great detail the work of the organization in France. He urged the fullest measure of support for the Red Cross drive.

### WANTS NEWS PHOTOGRAPHERS

Asks for Men for Signal Corps, Used to Handling Speed Cameras.

WASHINGTON, May 15.—General Pershing has asked the Signal Corps for forty-four high grade news photographers, especially qualified in handling speed cameras. Applicants, the Signal Corps announced, must be citizens or registrants between the ages of twenty-one and thirty-five. Draft men qualified for the work may volunteer.

The men selected will be sent to a school for military training, and upon completion of a short course there they will be promoted to grades of sergeant, first class, and ordered overseas.

### EDITOR THREATENED BY HUNS

Received Death Threat From a "Subject of the Kaiser."

William T. Davis, editor and publisher of the Pleasanton (Cal.) Times, has been threatened with death unless he stops printing anti-German articles in his newspaper. The threats were conveyed in a note signed "A subject of the Kaiser", found under the door of his office.

"If you don't quit printing that anti-German stuff you'll be shot," is the substance of the note, printed by hand in red ink.

"I have roasted the Germans a bit in my editorials," said Davis. "I don't attach much significance to the note. I know, however, through investigation that it was intended to intimidate me."

### Four Conventions at Once in Asheville

The Southern Newspaper Publishers' Association will hold its sixteenth annual convention at Grove Park Inn, Asheville, N. C., on July 8, 9, and 10. The Southeastern Advertising Agency Association, the Association of Southern Advertising Agencies, and the Southern Council of the A. A. A. will hold their conventions in Asheville at the same time. An invitation has been extended to the publishers of the leading farm papers of the South to meet one day of the convention with the Association of Advertising Agencies.

### Detroit News in Line

The Detroit Evening News has installed a gravure plant, and will issue, beginning to-morrow, an eight-page rota-gravure supplement—the first in the State of Michigan.

Old Rye and Wild Oats were two famous horses, but they never could succeed as a business team.

## NEW FEATURES

*Catalog, Price List and Sample Sheets*

ready

## JUNE FIFTEENTH

Sample Sheets Mailed On Request  
Is Your Name On Our Mailing List?

---

Measured Features

All features illustrated and prepared for publication seven days a week

Copy and Mats of all Features

***ONE PRICE ONLY***

---

### *Planographic Eight-Page Pictorial Supplement*

We have made an exclusive long term contract with the Planographic Equipment Company to purchase for use by the newspapers of United States and Canada an eight-page pictorial supplement printed by this process, which is better than rotogravure.

We are ready to submit samples, price, and a *plan* which brings an eight-page pictorial supplement within reach of any newspaper, no matter how small its circulation and to explain all the advantages, one great advantage of this process in particular and to name release date of first issue.

---

**THE SLOAN SYNDICATE, Inc.**

47 West 34th Street

New York, N. Y.

# FIGHTING GERMAN PROPAGANDA BY ORGANIZED PUBLICITY

Cabinet Ministers in Charge of the Work in England, France and Italy—Ivy Lee Establishes Red Cross Units Abroad

IVY L. LEE.

"THE most remarkable and serious things I observed in Europe was the extraordinary German propaganda," said Ivy L. Lee, just returned from a tour of England, France, and Italy for the Red Cross, to THE EDITOR AND PUBLISHER. Mr. Lee is assistant to the chairman of the Red Cross War Council, and went abroad to organize Red Cross publicity work, news matter, special articles, pictorial material, etc., in the three countries mentioned.

"The Germans are fighting this war with the propaganda of deceit, as well as with bullets," continued Mr. Lee, "and have shown themselves to be experts.

"They have even reproduced and circulated fac simile issues of well known newspapers, filled with false reports to break down the morale of the women, and civilians behind the lines. This work is still especially active in Italy, where it was one of the main causes of the Italian defeat on the Isonzo. They have undertaken all sorts of activities. In Berne, Switzerland, they have 700 persons attached to their Embassy, most of whom are engaged in spreading German propaganda.

### Motion Pictures Strong Instrument

"Of course, they get all the favorable matter they can into the newspapers, but one of their most important instruments is the motion-picture screen. They display pictures of the German troops in the field, and illustrate every phase of German efficiency, with the purpose of inducing a favorable attitude towards Germany and her cause in the war.

"At Stockholm, Sweden, also, they have a big building, where they show motion-pictures of the same class. Here they display a huge war map, and the story of the war's developments is told in a way to produce a decided pro-German effect upon the minds of the people.

"Another scheme, now well-known here, is for their flyers to drop pro-German leaflets into enemy countries.

"The Allies are determined to baffle the Germans in their schemes of deceit, and have already perfected certain plans for doing so. Great Britain has a Publicity Bureau, under the supervision of Lord Beaverbrook, the Minister of Information, that is doing splendid work in furnishing real information. Sir Rhoderick Jones is in charge of this work in the Allied countries, and Robert Donald takes care of English publicity in neutral countries. The press representative for the British Government is Col. John Buchan, whose field is the whole world. The establishment of men of this character in the work evinces a recognition of its importance. For the first time in the history of organized publicity Cabinet Ministers are engaged in it.

Lord Northcliffe has charge of an important part of the publicity work.

### MANY POSTERS IN ITALY.

"In Italy there are two Cabinet Ministers engaged in publicity work. Romeo Galanga-Stuart is Minister of Publicity in Foreign Countries, and Senor Bambini has charge of the work in Italy. They not only send motion pictures to neutral countries, but also put out a host of pamphlets and posters bearing patriotic legends. The most effective method in Italy, it has been found, is the use of posters. The blank walls are covered with them, and none is allowed to grow stale. Almost daily the old posters are taken down and new ones put into their places.

"In France, Franklin Bouillon, chairman of the Commission for Foreign Relations of the Chamber of Deputies, is in charge of publicity work for France

in foreign countries, and is doing splendid work.

"There is also the institution called 'The Effort of France and Her Allies,' under the auspices of the Government and having a personnel both army and civilian. Of it is the Maison de la Presse, an organization similar to our own Committee on Public Information. It is under the control of a Minister of the Government. Weekly meetings are held of the Maison, which are attended by the heads of various communities, such as schools, the religious press, and other organizations. Each representative who has anything to communicate to the Maison, does so, and the result of the future meeting is taken by the representatives to their various groups. In this way all the mental resources of France meet each week to formulate plans for telling their story.

"My mission had to do with Red Cross publicity only. We have placed Daniel T. Pierce in charge of our publicity work in Europe; W. Orton Tewson, formerly with the New York Times, is in London, in charge of publicity in England, and William R. Hereford, an American newspaper man and author, in charge for Italy."

Speaking of newspapers and correspondents, Mr. Lee said:

### NEWSPAPERS DOING WELL.

"Notwithstanding the war, the newspapers are making money. Lord Northcliffe's papers, and I suppose others, have raised their prices and are getting plenty of advertising, though their circulation has been greatly reduced. France is very short of news print, but all the papers are doing business in a very large way as to circulation, though greatly reduced in size. The newspapers are very severely censored, and in both France and Italy frequently appear with blank spaces where the censor has forbidden a piece of news to be printed.

"Three daily papers are printed in English in Paris—the Chicago Tribune, the New York Herald, and the Daily Mail, besides the weekly army paper, the Stars and Stripes—and they are all very useful in spreading pro-Ally material.

"I saw a number of American correspondents while I was at the front. At the Great British Headquarters they all live with the censor and have come to understand his requirements fully, so they have no trouble. There are five correspondents there, if I remember cor-



IVY L. LEE.

rectly, and they work hard. Before an attack the correspondents are all brought together and the plan of attack is explained to them, every part being shown on a big map. They can thus view the operation intelligently and are

prepared to write a proper and accurate account of the operations after they are over.

"In Gen. Pershing's camp there are ten or fifteen American correspondents. They are a little restive under the strict censorship, but are working their way to a better understanding on both sides. They sometimes travel 200 miles a day by auto to gather their news."

### A Boston Service Flag

A service flag with seven stars has been unfurled in the reporters' gallery in the State House at Boston. There is a blue star each for Lieut. George E. Stephenson and Elliott H. Paul and Donald Buck, of the National Army; Walter (Dutch) Mahan, of the 101st Infantry; Frank Chase and C. Willard Cooper, of the United States navy, and Forrest L. Morton, Quartermaster's Department, U. S. A. The flag was presented by Mrs. Elberta F. Copeland, the first and only woman ever admitted to the floor privileges of the Massachusetts Legislature.

Don't spend so much time looking after your dignity that you neglect business.

## SUPREME IN DES MOINES THE CITY OF CERTAINTIES

1,250,000 well-to-do Iowans live in the Des Moines trade territory, central, southern and northern Iowa. Two out of every five families in this territory are reached by The Register and Tribune.

The Register and Tribune (M. & E.) absolutely dominate the Des Moines field with—

- more circulation
- more display advertising
- more department store and women's wear advertising
- more food and grocery advertising
- more automobile advertising
- more national advertising
- more classified advertising

than both other Des Moines papers combined.

No objectionable copy of any kind accepted.

### Circulation Has Doubled in Five Years

Paid Average for Six Months Ending March 31st

	Morning and Evening	Sunday Register
1913.....	52,829	37,013
1914.....	60,085	42,521
1915.....	68,793	49,939
1916.....	73,436	55,572
1917.....	80,696	63,893
1918.....	106,069	66,893
April, 1918.....	116,154	69,638

Our Service Department Helps You Make Your Advertising Pay.

## REGISTER AND TRIBUNE Des Moines—110,000 Daily

John Glass  
Peoples Gas Bldg.  
Chicago

I. A. Klein  
Metropolitan Tower  
New York



# June 5<sup>th</sup> - 8<sup>th</sup> 1918

—the big week  
for Advertisers,  
Publishers and  
Advertising Agents

— The combined  
conventions of the

**A·B·C·**

and the

**A·N·A·**

will be held  
in Chicago  
on these dates

## Are You Coming?

It will be a great week in Chicago, June 5, 6, 7 and 8th for Advertisers, Agents and Publishers—and for Sales Managers too.

The Semi-Annual Convention of the Association of National Advertisers will occupy the first half of the week.

The Annual Convention of the Audit Bureau of Circulations will be in session on the 7th and 8th.

The big banquet of both organizations will be held on the evening of June 7th at the Hotel La Salle. Speakers of national importance will address this gathering.

But the main attraction will be the business meetings of these organizations.

If you cannot be there yourself, send a worthy representative or be present by proxy.

**AUDIT BUREAU of CIRCULATIONS**  
15 E. Washington Street  
Chicago, Ill.

## INLAND DAILY PRESS ASSOCIATION HOLDS INTERESTING MEETING

Membership Now Open to All Newspapers in Central West—  
Jason Rogers Talks on Vital Problems, and Is  
Elected Honorary Member

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, May 22.

MEMBERSHIP in the Inland Daily Press Association was unqualifiedly thrown open to all newspapers published in the Central West at the May meeting of that body held at the Hotel La Salle, Chicago, Tuesday, May 21. This action breaks down the barrier that has heretofore prevented more than one newspaper in a given city from becoming a member of the organization without the consent of the publication already a member.

An amendment to the constitution, making possible the reorganization of the association to embrace a larger membership, was made following a report by Thomas Rens, chairman of the committee on reorganization. The action was based upon a mail vote taken recently by the committee among members and was designed to allow the body a greater latitude of operation.

### Almost Entire Membership in Attendance

Mr. Ross in proposing the amendment, declared that a reorganization was essential for the future welfare of the Association, owing to its recent growth, and to the fact that its field was too limited for the successful continuation of the organization. It was passed with scarcely a dissenting vote.

The meeting, which was called to order at 10 A. M. by President A. W. Peterson, publisher of the Waterloo (Iowa) Courier, was the largest ever held in the history of the Association, almost the entire membership being present.

Jason Rogers, publisher of the New York Globe, who was among the interesting speakers of the day, urged the members of the Association and the publishers of newspapers in the smaller towns to hasten their action at Washington to do all in their power to bring about an amendment to the Postal law.

He further urged conservation of news print, and suggested several methods, one of which, he said, had proven its worth to the New York Globe by bringing about a saving of \$60,000 in one year. It consisted simply, he explained, in changing the ruling of the head of the publication.

In commenting on the question of publisher's representatives, Mr. Rogers stated that he favored the salaried representatives as against the one working upon a commission basis. This plan, he said, made the "special" a member of the staff, and not merely a go-between.

### FAVORS ADVERTISING IN TRADE PRESS.

Mr. Rogers put himself on record as being in favor of using the trade press for newspaper publicity, and declared that it had proved a great benefit to the New York Globe.

Following this Hopewell Rogers, business manager of the Chicago Daily News, spoke for a brief period on the news print situation, and sounded an optimistic note regarding the outlook for the future.

The Hon. Josephus Daniels, Secretary of the Navy, and President Frank P. Glass, of the A. N. P. A., who were invited to speak at the meeting, were unable to get away from Washington to attend, owing to urgent business in the capital.

The feature of the morning session was a carefully prepared speech by J. R. Hamilton, head of the Chicago agency that bears his name, and former advertising of Wanamaker's Philadelphia stores. His subject was "The value of Attention and Illustrations in Newspaper Advertising," in which he described the advantages that the Inland

Press has over the metropolitan press by being able to govern the nature of news and advertising illustrations.

E. Le Roy Pelletier, advertising manager of the Reo Automobile Company, Lansing, Mich., departed from his scheduled speech, which was to have been on newspaper advertising, and gave a detailed discussion of airplane and ship production, in which he said that the air programme was not successful, because America set out to do more than was humanly possible, but that the Government was doing very well to meet the situation.

### THE POSTAL LAW.

The report of the postal committee was made by Urey Woodson, of Owensboro, Ky., who stated that he had just received a telegram from Senator McKellar to the effect that he, Senator McKellar, and Senator Simmons were doing their utmost to postpone the enforcement of the Postal law. Mr. Woodson was of the opinion, however, that efforts would be without avail, and that only an extended session of Congress to repeal the law would serve to prevent its enforcement.

In this connection a telegram from Major E. B. Stahlman, of Nashville, Tenn., an honorary member, who has been in Washington in the interests of the Association, was read to the members. Major Stahlman said that the attitude of the Senate was quite encouraging, and stated that he had written the chairman of the postal committee of the Association to meet in Washington with such members as he desired to have present to determine a future course of action.

Frank D. Throop, publisher of the Davenport (Ia.) Democrat, spoke against afternoon papers running a Sunday edition, and cited the instance of a publisher who spent all the profits of the week in getting out a Sunday paper. In his own case, Mr. Throop said, his Sunday edition is a matter of custom, and is published because his readers expect it, but that he uses local news, and does not attempt to compete with the Chicago papers in their features.

Near the close of the afternoon session, Jason Rogers was elected an honorary member of the I. D. P. A. In acknowledgment of his help to the organization, Mr. Rogers having come West three times during the last year to speak before the body.

Among the other speakers of the day were Joseph E. Finley, of New York, former advertising manager of the Philadelphia Record, and David R. Forgan, president of the National City Bank of Chicago. Mr. Finley said that foreign

representatives wished to be considered of the same family as the publisher, and that he wanted to stand in the same relation to the publisher that the advertising agent stands in his relation to the advertiser.

Mr. Forgan sounded a note of optimism regarding American finance, and said that the \$10,000,000,000 that we had loaned "had not made a ripple in the lake of our resources."

The following new members were elected: The Bloomington (Ill.) Pantagraph, the Springfield (Ill.) State Journal, the Springfield (Ill.) News-Record, the Mason City (Ia.) Globe-Gazette, the Waukegan (Ill.) Sun, the Manitowac (Wis.) Herald, the Antigo (Wis.) Journal, the Iowa City (Ia.) Citizen, the Streator (Ill.) Independent-Times, the Freeport (Ill.) Bulletin, the Grand Forks (N. D.) Herald, the Albert Lea (Minn.) Tribune, the Kewanee (Ill.) Star-Courier, and the Peoria (Ill.) Journal.

### TO TESTIFY IN FORD SUIT

Chicago Tribune to Call on Men in Trenches for Evidence.

Thirty men in service with the American forces in France and England will give testimony by deposition in Henry Ford's million-dollar libel suit against the Chicago Tribune, by an order of Judge Tappan, in Detroit last Saturday.

The newspaper claimed it could not defend itself adequately without the depositions. As many as possible will be taken before the American Consul in Paris, but most of them will have to be taken from men in the trenches, attorneys for the Tribune say.

The judge withheld decision on the motion of Mr. Ford's attorney that the Tribune's answer to the Ford charges be stricken out on the ground that it was not material. Tribune counsel argued that the editorials were justified by Ford's attitude toward conditions at the time they were printed. He also claimed that Ford was of world prominence, in justification of the Tribune's discussion of his attitude.

## WISCONSIN IS LOYAL, EDITOR SAYS

Issues a Booklet Showing Just What Has Been Accomplished by State Along Patriotic Lines and Disproving Charges that State Is Disloyal.

John R. Wolf, city editor of the Evening Wisconsin (Milwaukee), has compiled a booklet whose purpose is to show that Wisconsin is not deserving of the charge of disloyalty. The booklet is entitled "Wisconsin's Part in the Great War."

Figures are given to show that Wisconsin has supplied 45,750 men, 31,060 of whom were volunteers, to the army and navy; has oversubscribed the three Liberty Loans; sent more men to France than any other State except one; stands eleventh in the list of States selling the largest number of War Savings and Thrift Stamps; that Senator Irvine L. Lenroot, Republican, and Joseph E. Davies, Democrat, loyal candidates, polled a combined vote of 313,139, at the recent Senatorial election, and that Victor L. Berger, Socialist, under indictment because of matter about the war printed in his newspaper, polled 110,487; that only 2 per cent. of those subject to the draft failed to respond, while in other States the percentage was 8; that Milwaukee oversubscribed its allotment during the first Red Cross campaign by \$280,000; that Milwaukee over-subscribed its allotment during the Y. M. C. A. campaign by \$200,000; that Wisconsin was the first State to file a report of its registration on June 5, 1917, four hours earlier than the District of Columbia.

Mr. Wolf is president of the Wisconsin City Editors' Association. Roman Behrens, assistant city editor of the Evening Wisconsin, is associate editor of the booklet.

Certainly it's your war. If you can't carry a musket, don't carry so many dollars.

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

Permanent weekly industrial pages among non-regular advertisers.

Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint.—Entire supervision of news and mechanical ends given when requested.

All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

## JOHN B. GALLAGHER COMPANY

Main Office, Ninth Floor, Dexter Building, Boston, Mass.  
Branch Offices.—Room 403, United States Express Building, 2 Rector St., New York;—North American Building, Philadelphia;—Plata Dealer Building, Cleveland;—Courier Journal Office Building, Louisville;—Constitution Building, Atlanta;—Esrad and Traveler Building, Boston;—Gazette Building, Worcester, Mass.;—Tribune Building, Providence, R. I.



# Service that Builds

TWO HUNDRED THOUSAND TROOPS IN FIRST AMERICAN FIELD ARMY IN FRANCE—TRENTON RESPONDING NOBLY TO APPEAL OF RED CROSS

## Trenton Evening Times

Est. Oct. 12, 1882

14 Pages—112 Columns

Trenton, N. J., Tuesday, May 21, 1918.

14 Pages—112 Columns

Price Two Cents: Delivered by Carrier  
Retailer—Cent a Week



### TRENTON LEADS U. S. CITIES IN THAWING PIPES

Water Superintendent Bugbee Brings Unique Report From St. Louis

### NEW PUMP WILL BE INSTALLED HERE

Superintendent Bugbee of the Trenton Water Department, has returned from St. Louis, Mo., where he was in attendance at the annual convention of the American Water Works Association. He delivered an address telling how Trenton thaws out from water pipes the past season. In this connection Superintendent Bugbee learned that Trenton again led practically all other of the 100 municipalities represented at the gathering. The exact method employed in the thawing by Trenton was found to be in advance of systems in nearly every other city.

### CAR STOP RELIEF

Sergeant V... Is Appro...

### SUIT FOR \$20,000 BEING TRIED HERE

Case of J. C. Van Horn Against Paul J. Tippner Now in Jurors' Hands

### MORE ACCIDENTS AMONG WORKER

Women Urged to Wear Suits Clothing and Hair Covering Report For April

### MARCHAND, FOUND GUILTY, TO APPEAL

Increased at an off-hand remark about a Red Cross meeting held at the Elite Ptery yesterday, at which a woman worker delivered an address, employees of the plant held a

### STRAPHANGERS, DANGER, ARE SA

Policeman Stops Over Trolley in Spite of tests of Worker

Another instance of the service given by the Mercer County Traction was reported to a quarters today by Patrolman who had to take to save a dozen or more from possible injury. The patrolman was Clinton and Hamilton 4:35 o'clock this morning as approaching a trolley car literally piled. Not only was it jammed with even more or men work, but even the tied its human coat. Hearing that some of the men would be the policeman stopped ordered a number. The crew then took lead, leaving men standing in much as there might these men be in getting to work service.

### GROUCHY REMAINS

Cross Leads to Elite Meeting and Big Collection

### MANY POOR KIDDIES VITALLY

Wounded severely—Lieut. F. A. Fritz, rather N. J. Sergt. Walter W. Crider, Av. 11; John H. Victor, Memphis, Tenn.; Corp. Sanford B. Pelland, Hixley, Ia.; Frank Merrett, Mountain City, Wis.; Priv. E. C. Mandel, Lewisburg, Pa.; Bloomfield Weider, Potomac, Pa.; Priv. Windsor F. Alexander, Mio, Mo.; Frederick A. Hall Gardner, Mass.; Alex. C. Jar-

### AMERICA'S FIRST FIELD ARMY OF 200,000 MEN FORMED IN FRANCE; FIGHTING EVERYWHERE

Trenton Evening Times Sunday Times-Advertiser TRENTON, NEW JERSEY

JOHN H. SINES NEWS EDITOR

Trenton, N. J., May 22, 1918.

Mr. K. A. Bickel, Business Manager, United Press Associations, World Building, New York.

My dear Mr. Bickel-- You may be interested to note the showing that we have been making for some time past with the service that you are giving us, especially with your stories of the war. We have been taking the United Press and the Times seem to have grown together. In fact the United Press and the Times seem to have grown together. When the present management took over the Times, about seventeen years ago, it had less than a third of its present circulation of 26,000 daily, net paid, and the volume of advertising carried was far less. Since then we have experienced a steady growth in business and circulation, as well as in prestige and public good will. In the line of advertising we have been especially successful with local and national "food" ads. What is true of the daily Times is also true of the Sunday Times-Advertiser which we took over some five years ago.

Sincerely yours, John H. Sines

### MARCHAND, FOUND GUILTY, TO APPEAL

Increased at an off-hand remark about a Red Cross meeting held at the Elite Ptery yesterday, at which a woman worker delivered an address, employees of the plant held a

### MANY POOR KIDDIES VITALLY

Wounded severely—Lieut. F. A. Fritz, rather N. J. Sergt. Walter W. Crider, Av. 11; John H. Victor, Memphis, Tenn.; Corp. Sanford B. Pelland, Hixley, Ia.; Frank Merrett, Mountain City, Wis.; Priv. E. C. Mandel, Lewisburg, Pa.; Bloomfield Weider, Potomac, Pa.; Priv. Windsor F. Alexander, Mio, Mo.; Frederick A. Hall Gardner, Mass.; Alex. C. Jar-

ps Which Have a Overseas For ng Period Band-ed--Soon Will Equal British

WASHINGTON, May 21.—America's first field army—approximately 200,000 men—has been formed in France. It is understood to consist of two corps of three divisions each. The first division is commanded by Gen. Charles T. Menoher, Major General Hunter is understood to command one of the army corps.

While official announcement has been made of the make-up of this first army, it was suggested by army officers here that Major General Charles T. Menoher, Major General Hunter is understood to command one of the army corps.

The American division of which it is understood there will be three to a corps, consists of 30,000 men. In addition to these troops are some 10,000 "corps troops" signal battery, cavalry, engineer regiments and approximately 10,000 men.

Bringing of American troops with the British continues. Presently men of the national army are the ones sent to take their place with the British. Evacuation of the field army is accomplished by the British troops which have been in France for a long period.

American military effort on the front in France may result in the Great Britain some. Indeed the British army is greatly reinforced in the last few of three months, it is likely that by August 1 the number of United States troops in France will closely approach the size of this country's own fighting force.

This startling revelation of the front in France may result in the Great Britain some. Indeed the British army is greatly reinforced in the last few of three months, it is likely that by August 1 the number of United States troops in France will closely approach the size of this country's own fighting force.

Military men say that the numbers of British troops now fighting on the western front are much smaller than generally supposed in view of the tremendous fighting that has been going on. American officers are somewhat inclined to agree with Gen. Maurice's estimate of the situation.

Great Britain supposedly has 7,500,000 men in its military establishment, but the proportion actually on the western front is smaller than in other theaters of war.

This statement was not made in criticism of the war the British are playing in stopping the German drive. It is pointed out that that victory cannot be won unless every allied nation—France, Italy and the United States—does its share. However, it is expected here that the British army in France will receive very substantial reinforcements this year.

### PERSHING REPORTS 41 NAMES TODAY

Three Die in Action, According to Latest Statement—Ten Other Deaths

WASHINGTON, May 21.—General Pershing reported at a press conference today that 41 names of the fallen in action during the day. They follow, except for the slightly wounded: Killed in action—Lieut. Cyril M. Ketchum, Atleboro, Mass.; William K. Emerson, New York City; Private Leslie Allen, Sangarrat, Conn.; John Nelson, Enid, La.; Rocco V. Marone, Hartford, Conn.

Died of wounds received in action—Wagoner Roland Bigelow, Asbury Park, N. J.; Died of accident—Lieut. Harry C. Colburn, Indianapolis, Ind.; Alfred K. Metzger, Newark, N. J.; Philip Robertson, Hamilton, O.; Cook Ralph M. Pollock, El Paso, Tex.; Private Cornelius Benjamin Duray, Boston; Corporal C. Stimpson, Somerville, Mass.; Johnnie Wilson, Norfolk, Va.; Wounded severely—Lieut. F. A. Fritz, rather N. J. Sergt. Walter W. Crider, Av. 11; John H. Victor, Memphis, Tenn.; Corp. Sanford B. Pelland, Hixley, Ia.; Frank Merrett, Mountain City, Wis.; Priv. E. C. Mandel, Lewisburg, Pa.; Bloomfield Weider, Potomac, Pa.; Priv. Windsor F. Alexander, Mio, Mo.; Frederick A. Hall Gardner, Mass.; Alex. C. Jar-

### JANS DRIVE Y PATROL OUT

Aerial Activity Comes Day and Night Along Front

THIS IS THE FIRST TIME IN THE HISTORY OF THE UNITED STATES ARMY THAT AERIAL ACTIVITY HAS COME DAY AND NIGHT ALONG THE ENTIRE FRONT. The first night raid was made by the British on May 21, 1918. The first day raid was made by the British on May 22, 1918. The first night raid was made by the British on May 23, 1918. The first day raid was made by the British on May 24, 1918. The first night raid was made by the British on May 25, 1918. The first day raid was made by the British on May 26, 1918. The first night raid was made by the British on May 27, 1918. The first day raid was made by the British on May 28, 1918. The first night raid was made by the British on May 29, 1918. The first day raid was made by the British on May 30, 1918. The first night raid was made by the British on May 31, 1918.

# UNITED PRESS ASSOCIATIONS

GENERAL OFFICES

NEW YORK CITY

## PLEA FOR SUSPENSION OF POSTAL LAW MEETS SENATE HOSTILITY

Senator Watson's Colleagues Take Occasion to Voice Their Opposition to His Proposal to Postpone Operation of Measure—Old "Bounty" Idea Still Potent With Lawmakers

AS an indication of the temper of the Senate in regard to the proposition to suspend the operation of the new postal law for a year, permitting time for an investigation of the whole matter of second-class costs and service on which a fair schedule of rates may be based, the debate on last Thursday is illuminating.

Senator James E. Watson, of Indiana, opened the discussion by explaining that he did not propose at this time to press his amendment for a suspension of the law, as that would involve a suspension of the rules of the Senate. He had been assured that the Finance Committee would shortly present a measure to which the amendment might properly be attached.

### Does Not Want to Handicap the Press

Senator Watson spoke earnestly in favor of the contention of the publishers, as expressed in the resolution passed by the A. N. P. A., stating it as his belief that the new law was unnecessary and oppressive, and that no extra burdens should be placed upon the press of the country in a period when national needs demand so much of service and sacrifice on the part of newspapers. He stated that in his opinion the Liberty Loan campaigns and the other campaigns for the furtherance of war aims could not have been made successful without the unstinted support of the newspapers of the country.

Senator McKellar, of Tennessee, wanted to know whether a Governmental bounty to the press amounting to seventy-odd millions a year did not amount to paying a pretty good price for the Government's advertising? Senator Watson replied that, while we were scattering millions and billions with lavish hand on every side, he did not want to "hamper or handicap the one tremendous agency of the United States that is moulding public opinion and formulating patriotic sentiment throughout all the ranks of the people."

### THE QUESTION OF "BOUNTIES."

Senator McKellar asked: "Why select this one particular industry to confer bounties upon? There are no others the Government confers bounties upon." Senator Watson replied:

"I am selecting this one particular industry because this one particular industry is before us at this time in this measure for consideration and unless the problem that confronts us now is to be dealt with at this time it can not be dealt with at any other time, save as the promise of future relief is given, as I have above stated.

"I may say, in addition to that, that this one industry is the industry, in my judgment, that controls public opinion. I am not terrified at the word 'bounty' or the word 'subsidy.' It never has frightened me, because as a people we have believed more or less in subsidies. I may say to my friend, the Senator from Tennessee, that all my political life I have been an advocate of ship subsidy, because I believed that to be the one sane way in which to place our flag back on the sea, where it so rightfully belongs. But that is aside from the question at issue. I believed that this legislation is demanded by the conditions which surround the newspaper business of the United States at this time, and I believe, furthermore, that it will be piece of righteous legislation and that it will meet with the general approval of the people of the United States if this rate be postponed; and I hope that it will be brought forward when it can be done without parliamentary outagement."

### "AN ARTIFICIAL PROPAGANDA."

Senator Thomas, of Colorado, then announced that he had received large numbers of telegrams and letters in the last two months, urging him to support the proposition to postpone the operation of the law for a year. "These communications," he said, "bear a striking

resemblance to each other and indicate the existence of a widespread propaganda in favor of a postponement.

It is an artificial propaganda, designed to force the hand of Congress.

"I shall not," said Senator Thomas, "take up the time of the Senate to discuss the question, since it is not before the Senate, beyond asserting my conviction that instead of postponing or repealing that increased rate it ought to be extended many times. I am of the opinion that we have for years bestowed upon the publishers of the United States a privilege which has ripened into a virtual monopoly and has extended through the low rates upon second-class mail a protection that has not only been abused but which unfortunately has robbed the Government of the United States of billions of dollars, a condition whose burdens will increase as time goes on unless something is done to correct it."

The Senator then had read into the record a pamphlet issued by Charles Williams Burrows, President of the National One-Cent Letter Postage Association, in which the familiar arguments were again made as to the great losses sustained by the Government in carrying second class mail. The sum and substance of this brief seemed to be that the publishers of the country were at once robbers and beggars, using every possible influence to fasten their greedy clutches upon the national pocket-book. Mr. Burrows showed the vast increase in second class mail to be responsible for the poor condition of the book publishing industry, showing how far ahead of the United States were such nations as Spain and Russia in the matter of number of books produced per capita. He referred to "our literary decadence" as a result of the great increase in the output of periodical literature and newspapers. "This lack of 'cultural' value in the reading most available," he says, "results in impoverished development of the young intellect." This document, but briefly sketched here, but full of arguments and deductions quite as amazing as those quoted, was said by Senator Thomas to be, to his mind, "conclusive upon the subject."

### COMMITTEE NOT UNANIMOUS.

Senator McKellar then said:

"I merely rose for the purpose of making a statement, inasmuch as what took place in the Committee on Post Offices and Post Roads, in regard to second-class postage matter, has been mentioned, and very properly so. I am not complaining at all, but I merely wish to add in explanation that a sub-committee was appointed to see whether the proposed amendment to suspend the operation of second-class postage law would be in order on this bill, and that sub-committee unanimously reported that it would not, and that virtually ended the matter. I want to say also that the committee is not at all unanimous on the subject one way or the other. I am exceedingly doubtful whether a majority of the committee are in favor of suspending the operation of the law. I, as a member of the committee, desire to put myself on record as being very much opposed to a suspension of the law."

### BELIEVES IN PROTECTING NEWSPAPERS.

"It is true that so far as newspapers are concerned 95 per cent. of them circulate within a zone of 300 miles, and an amendment might not only well be made but should be made as to them, because they virtually bear the cost of transportation now; but in so far as periodicals generally are concerned, it seems to me, instead of flooding the office of every Senator and Representative with literature and getting up a propaganda all over the country, having letters written to Senators beseeching them to suspend the operation of the law, they had better be satisfied with the law as it is or as it will be on July 1, because under that law they will only pay a tithe of what the transportation actually costs. They will still be the recipients of an immense bounty and there is no reason for it. Their advertising rates can be raised to meet the cost of paper.

"I wish to put myself on record as being against Government bounty. I do not believe the Government ought to give the periodical publishers a bounty unless they are going to give bounties to every other business in the country. They are on exactly the same platform with all other industries in the country, and if we are going to give a bounty to one we ought to give a bounty to the others. They are in the periodical business for the money that they make out of it, just like the man who has a farm is in the farming business for making money out of it, or to make a living out of it. If the Government gives the periodical publishers a bounty why should it not give the farmer a bounty, the railroad man a bounty, and every class of our citizens a bounty?

"It is undemocratic; it is un-republican, unjust, and unfair to the taxpayers of the country to give a bounty to the owners of these large newspapers. I understand they are banded together in an organization, and they all stand fighting for this bounty; and every day of the week we get letters from those who as a rule do not understand what they are writing about when they write to their Senators urging them not to interfere with this bounty.

"If the matter comes up on a vote on some bill to which it can be attached, or however it may come up, I hope it will be defeated. Let us give the law a trial. It is a law which was passed after a great deal of difficulty, and I hope the Senate will give it a fair trial before anything is done toward suspending it.

Senator Gronna, of North Dakota, spoke in opposition to the proposal to postpone the operation of the law, stating that he had also received letters from constituents urging him to support the suspension plan. He did not propose to accede to these requests, but he recognized the right of the people to thus petition their representatives. He asked to have entered in the record a letter from a publisher in his state and an editorial from a newspaper, both supporting the new law. He argued, therefore, that the publishers were not a unit in demanding that its operation be postponed.

Senator Hardwick, of Georgia, who sponsored the provision of the new law covering a special zone-system charge on advertising, spoke in defence of his measure, and read—at the request of the Post Office Department, he said—a resolution passed by the Missouri Press Association, demanding that the Congress stand firm in opposition to the proposed repeal of the new law.

### Espionage Law Signed

WASHINGTON, May 21.—The Espionage law, placing a heavy fine or imprisonment, or both, upon seditious and disloyal acts and utterances, is now a law, as President Wilson signed the bill today. The provisions of this act have been fully printed in the columns of THE EDITOR AND PUBLISHER.

### German Editor Ordered Interned

CLEVELAND, O., May 20.—Edward Carl Fischer, former editor of the Waechter und Anzeiger, a Cleveland Daily, will be taken to the internment camp at Fort Ogelthorpe, Ga. Fischer was recently arrested on a Presidential warrant as a dangerous enemy alien, after he had violated his zone permit.

# Philadelphia

# Is

# a

# Morning

# Newspaper

# City

# New High Water Mark

**THE NORTH AMERICAN'S aggressive, uncompromising and militant policy of Americanism has won out**

**T**HE NORTH AMERICAN was the first newspaper to show the true significance of the world war. This as early as August, 1914.

The North American was the first to emphasize the fact that this is a mighty conflict between two irreconcilable schools of philosophy and systems of government—democracy and autocracy.

The North American was the first to point out this nation's duty and its peril.

The North American was the first to show that the cannon aimed at Brussels and Paris were, in truth, aimed at New York and Philadelphia.

The North American was the first to explain why the brutes of Berlin looked upon the United States, no less than France and Great Britain, as a foe in their path of world rule.

The North American was the first to urge the United States to give to the Allies every ounce of aid possible under international law.

**The North American was the first to advocate national military preparedness and national spiritual preparedness, that the guns and the men and the soul of America would be ready when America's inevitable hour of testing came.**

The North American led in denouncing the perilous pacifism of a Secretary of State who gave assurance to the powers making war upon America and upon Liberty that the protests of our government were only for home consumption, not to be taken seriously by our foes.

The North American showed how dangerous to national safety was the policy which issued ultimatums with no intention or means of enforcing them.

By its stand The North American came into direct conflict with the policy of the administration and with those who refused to accept actualities—those who strove to defeat and impede every proposal for preparedness, those who sought to evade responsibility and trusted to a policy of compromise or evasion.

The course of The North American was at first costly in circulation and advertising.

But eighteen months ago the tide turned. Then it became apparent to all intelligent persons that America's participation in the war was certain; then it was shown that The North American was right, that its warnings and exhortations were sound. And slowly a new interest and confidence were developed and soon swept forward at full tide. The North American's Americanism gripped, and widened its zone of influence.

## Sunday Circulation Over 200,000

The Sunday North American, which had suffered most, showed the most marked recovery. Eighteen months ago it began to make slow but consistent gains. The growth has been particularly notable during the last six months; not by leaps and bounds, but through a sort of enveloping movement, until the 200,000 mark was reached, and then far beyond that. Now it is nearly 50,000 larger than ever before in its history, two-thirds of the increase coming during the last three months. The average net Sunday circulation for the last four Sundays was 219,818.

The North American freely denounced the wicked political policy which appealed to the public for support of candidates on the ground that they had kept the country out of war, at the very time the United States was being irresistibly drawn into the world conflict.

The North American pleaded for swift and abundant preparation for national defense when this government, two months after Germany had been making open war upon us, acknowledged that a state of war existed.

The North American consistently laid before the public the stupid, studied and costly delays of the war-making departments, notably the lack of equipment and care for our soldiers, who have offered their all for the cause.

The North American was first, and almost alone, in warning the nation that Russia was in the power of Germany, and that Bolshevism would become the instrument of Prussianism, as it was the foe of democracy.

The North American led the fight against the German traitors and spies in this country, who hid behind American citizenship or the government's policy of coddling alien enemies.

**The North American, since August, 1914, has urged unrelenting and unceasing warfare against all forms of treason, sedition and un-American propaganda, and against the deadlier policy of indifference and inaction.**

The North American has, in nearly a thousand editorials, three volumes of which have been reprinted in book form, pleaded, urged, exhorted and sometimes execrated, in a desire to stir this nation into action, so that its preparation should be swift, adequate and victorious.



**BENJAMIN FRANKLIN**  
Philosopher, Statesman, Patriot  
Founder of the Pennsylvania Gazette (1728) from  
which THE NORTH AMERICAN is  
descended.

against the deadlier policy of indifference and inaction.

## Character the Test of a Paper's Value

*NEVER before has the advertiser been such a careful and exacting buyer of advertising space. Never has he inquired more into policies and influences behind a newspaper's growth. He has learned that the newspaper which has engaged the serious and thoughtful attention of its readers is the most helpful in selling his goods. And as a result of this new and more searching vision of the advertiser The North American has taken a firmer hold.*

*No newspaper was ever so clearly revealed as is The North American in its purposes and policies. And from these the trained advertiser knows infallibly that through this journal he reaches the virile, thinking, sturdily American readers who believe in and support such policies.*

*A newspaper that stands for worthy ideals, fights for those ideals and holds the confidence of an alert, intelligent and deep-thinking family of readers is a newspaper that pays an advertiser, and pays well.*

*Newspapers without foresight, definite conviction and unqualified Americanism fail to satisfy, and they will continue to do so. The North American has blazed a new trail—has set a new standard.*

In these confusing and stressful days the American public responds eagerly to the leadership of newspapers which have the vision to see the needs of the present and the future and the courage to proclaim them.

# THE NORTH AMERICAN

New York Office: 347 Fifth Avenue

PHILADELPHIA

Chicago Office: 468 Peoples' Gas Building

## BUENOS AIRES PAPERS DARING IN THEIR PUBLICATION OF NEWS

Lampoon President Irigoyen Freely, Says Mrs. Erminia P. Dargie, Owner of Oakland (Cal.) Tribune, But Show No Malice and Are Enjoyable

"IF the newspapers of the United States were to publish the matter that finds place in the newspapers of Buenos Aires, they would not only be suppressed, but the owners and editors of them would at least be hanged in effigy," remarked Mrs. Erminia P. Dargie, widow of the former owner of the Oakland (Cal.) Tribune, who retains a half interest in that property, to THE EDITOR AND PUBLISHER.

Mrs. Dargie passed through New York recently, returning to the Pacific Coast after spending nearly two years in the capital of the Argentine Republic. During her stay in South America, Mrs. Dargie made one short excursion to Chili and Brazil, but remained the rest of the time in Buenos Aires.

### Good Natured, Showing No Malice

"Now, please don't make that appear like a criticism of the papers," she pleaded. "I don't mean it that way. They are simply splendid, but the ethics of the country permit a much wider latitude than is even conceivable here. Their very freedom in criticising the political authorities, and the exceedingly good-natured spirit they display is one of the characteristics that make them so interesting, not only to foreigners who understand the language, but also to the people of the country.

"They caricature and ridicule and criticise everybody in what to us would seem the most virulent manner; but they don't follow it up and show animus. They sail into the President, for instance, most spiritedly, conveying the idea that they have swords drawn and pistols aimed. The very next day they are on another tack, forgetting all they have said in the previous issue, dropping their fusillade and wiping it out of the minds of their readers; who, to tell the truth, never had an idea that anything serious was meant.

#### DARING IN NEWS.

"They are daring in their publication of news, telling stories as a matter of current interest that in the United States would bring enough libel suits in any single week to wreck even the largest American newspaper. But apparently nobody in Argentina thinks of a libel suit against a paper if the news be true, accepting as a matter of course the right of the editor to print what has actually occurred.

"Take the President, Hipolito Irigoyen. I doubt if any other head of a



ERMINIA P. DARGIE.

Government in the world is lampooned as he is. It is a common thing for a paper to run a ribbon cartoon, in the style, for instance, of "Bringing Up Father," ridiculing him. The people laugh at them, but that is all—and that is all they are intended for. The President himself gets great amusement from them. When one of special merit is printed it is brought to his attention by his daughter, and they both have as much fun over it as though it were entirely impersonal. The same, by the way, is true of the motion pictures. In every theatre are shown comedies and cartoons depicting the President in the most ridiculous light, of which nobody

takes any notice except to laugh as at a good joke.

#### TELL OF CONGRESS VIOLENCE.

"The way they publish the news of the sessions of their Congress, too, was always a source of great enjoyment to me. You know, the Latin people are fiery, and so their Senators and Representatives are continually getting into personal rows on the floors of their respective houses. Why, they fly at each other, verbally, in the most terrifying manner, and the newspapers publish the entire controversy. Then they challenge each other to duels, meeting the next morning in a park or a cemetery or what not, firing at each other with pistols or stabbing at each other with swords, whichever weapon has been selected, and the newspapers give accounts of the entire battle in detail. Its almost like reporting a prize fight round by round. Then they return to Congress, sometimes a little scratched, for they never kill each other, and are the warmest of friends. And the newspapers tell all about that, too. It makes mighty interesting reading.

"Now, don't think by all this that the newspapers of Buenos Aires are not of high class. They are, distinctly. Nowhere in the world, I venture to say, are the papers, generally speaking, of higher grade than they. They have corps of splendid special writers, clever Spaniards for the most part, to whom they pay very high prices for articles; not only high for that country, but high even on the United States standard. When they want a special article on a given subject, they select the special writer best fitted to produce it, ask him what he will charge and tell him to go ahead, without cavil. As a consequence, when they discuss a subject, they discuss it thoroughly and in a most readable manner.

"They spend enormous sums for cable matter, too, and run it to an extent unknown in the United States. Nevertheless, the newspaper business is most profitable, and every paper is coining money. But what shocks an American,

in these days of conservation, is the great waste of white paper. Not only could the Buenos Aires papers cut down the space they take up for specials and features, but they could cut their margins, too, and make a huge saving of news print.

#### IRIGOYEN A PUBLISHER.

"There are a few papers there that are unworthy, but very few. It would scarcely be fair to mention them; and after all, they have very little effect upon Argentines. The big morning paper there, to my mind, is La Nacion, which is owned by Mrs. Paz Gainz and her brother, Ezekial Paz. It is very ably managed by them. La Prensa is, of course, an excellent and powerful paper. La Razon, the most important afternoon paper, is owned by President Irigoyen. It is independent, and it publishes all the news regardless of the politics of its owner. La Epoca is political in character, but rarely unfair or unduly biased. La Critica and La Ultima Hora are afternoon papers, bright and enjoyable. Indeed, the latter can be said of all of them. Quite frequently, offended by some characteristic, I would declare that I'd never read any of them again, but I found myself, each time, demanding them before I retired for the night, even if I had been out very late, and enjoying them heartily.

"The President and the people of Argentina are with the United States in this war. There is German propaganda of course, but it can make little headway with the people of any class. Everybody admires President Wilson and all are greatly influenced by the attitude of President Irigoyen. He is a very quiet, unassuming man, beloved by his people, no matter how they caricature him. He lives in a five-room apartment, has no automobile and devotes his entire salary to charity. He thinks a great deal of America, and is desirous of coming here to study the country. I had many long talks with him, and was impressed by his sincerity of purpose and his friendliness to America.

## THE LOS ANGELES EVENING HERALD

*Supreme in its Field*

With a total net paid circulation of

# 137,707 Copies

As shown by Government statement and report submitted to the A. B. C. for the half-year ending April 1st.

The Evening Herald guarantees that its net paid circulation is greater than that of any other Los Angeles daily paper, and is many thousands in excess of both afternoon contemporaries combined.

**FIRST IN CIRCULATION  
FIRST IN ADVERTISING  
FIRST IN EVERYTHING**

*Representatives*

E. C. Trowbridge  
347 Fifth Ave.  
New York

G. Logan Payne  
1233 Marquette Bldg.  
Chicago

## BIRMINGHAM led all cities in the United States

*in its class (150,000 to 250,000 population) in over  
subscription to Third Liberty Loan bonds (186%.)*

When you think of the South, the most prosperous section of the United States, Think of Birmingham, Alabama, the most prosperous city of the South, population now 215,000 and growing.

When you think of Birmingham, the geographical, railroad, manufacturing, financial and business

center of Alabama, Think of THE LEDGER, the great home paper of Birmingham, six days, evening, 3c. per copy. More than 95% home delivered. Circulation more than 40,000 and growing.

Write THE LEDGER for full information about the greatest field of opportunity in the South.

**THE BIRMINGHAM LEDGER COMPANY**

James J. Smith, Publisher.

Birmingham, Alabama.

The John Budd Company, Advertising Representatives.

New York

Chicago

St. Louis

Member of the Audit Bureau of Circulations

# THE TRUE NEWS FIRST!

On Thursday, May 16, when the Italians crept into the harbor of Pola and torpedoed the Austrian battleship *Viribus Unitis*, the International News Service carried the story

**2 Hours 10 minutes ahead of the Associated Press**  
**4 Hours 15 minutes ahead of the United Press**

On Monday, May 20, when the American Ace, Major Raoul Lufbery was killed in an air battle with a Hun triplane, the I. N. S. carried the first bulletin

**1 Hour 20 minutes ahead of the Associated Press**  
**2 Hours 43 minutes ahead of the United Press**

---

30 days in April—30 new clients  
24 days to date in May—24 new clients  
One every day

---

**107 New Clients Since January 1, 1918**

---

*The True News First—Always—Accurately*

---

## INTERNATIONAL NEWS SERVICE

Tenth Floor, World Building, New York City

## WORK OF THE NEWSPAPERS IN THE SECOND RED CROSS CAMPAIGN

Vast Amount of News Space Devoted to the Drive Fully Justified by Vital Need of Organization of Mercy for Unstinted Support

By LOUIS WILEY,  
Chairman, Newspaper Committee.

NEW YORK newspapers have given many columns of news space to the second Red Cross drive. They will give columns more, not only to this drive but to the future work of the Red Cross. That organization touches all because of its work of relieving suffering and distress. Contributions of space have a great monetary value, but not in all cases is a contribution of this character a sacrifice and it is sacrifice to-day that spells victory.

Students of psychology, the military leaders in this war, statesmen, leaders of industry, have declared repeatedly that the peoples who endure the longest—those who hold out over the last fifteen minutes—will win the war. To endure means to make sacrifices.

### The Deep Obligation of the Newspapers

As leaders of public opinion and distributors of the news of the crowding events of the greatest struggle of mankind, newspapers are under a deep obligation. Not only have they to point the way in the Red Cross campaign, but, by liberal one-hundred-per-cent. subscriptions from themselves and their workers, to set an example of loyalty and duty to all newspaper readers.

Many of us have boys or close friends "over there," or about to go. Can we withhold our help when we have full knowledge of its necessity—when our loved one or his companions in the ranks may be suffering for that which our contribution will provide?

The Red Cross is a part of the war organization. It is under the direction and has the aid of the leaders of the nation. Standing firmly by the Red Cross, giving it his most earnest support, is the President of the United States. When the President marched unexpectedly down Fifth Avenue last Saturday afternoon, all felt the thrill and exaltation which his presence gave. On the sidewalks there were thousands who did not have a place in the marching columns. They felt that the President represented them, in that he chose, as Chief Executive and leader, to emphasize the necessity of upholding the organization which is able to relieve the suffering due to the war. With such a leader, we cannot be recreant to the Red Cross trust.

"PROUD TO FIGHT FOR MANKIND."

There is a moral element involved in this war, on the part of the United States, which, above everything else, will lead on to victory. The President said, on Saturday night at the Metropolitan Opera House: "I could not be proud to fight for a selfish purpose, but I can be proud to fight for mankind." In his messages the President has said repeatedly that we are not fighting for territory, for commercial supremacy, but for humanity alone, against a nation which has announced its purpose to dominate the world with ruthless power. I repeat the closing sentence of the President's address: "I summon you to the comradeship; I summon you in this next week, to say how much, how sincerely, and how unanimously you sustain the heart of the world."

Arnold Bennett, the English author, is urging on the people of England (and his words come home to us in the United States) the gospel of work and self-denial. There are a million and a half more women working in England to-day than at the beginning of the war, and the self-denial of it is that, had there been no war, the majority of

these women would have been engaged in their homes, keeping them clean and attractive and adding charm to them. Hundreds of thousands of homes must be suffering now in these important respects.

More than seventeen million persons subscribed to the bonds of the third Liberty Loan. While this is a thing to be proud of, yet, taking the usual average, it is less than one subscription to a family. Some newspapers have commented proudly upon the large representations of subscriptions, but let us not stop with heads of families when we subscribe for the Red Cross.

#### MUST GIVE UP ACCUSTOMED PLEASURES.

The troops of our allies are fighting with the same determination they exhibited in 1914. There is no holding back of their strength. There is no reluctant sacrifice of life or blood. We should give of our substance with the same spirit, freely and without reluctance, even though it involves a considerable sacrifice. It is a duty. Our obligation to those who suffer must be fulfilled, even though it means the giving up of many accustomed things which bring pleasure and gratification.

Nothing so expresses the spirit and soul of America in this war as does the Red Cross. In such a campaign as the present, we are permitted to register the impress of our own character. While the army and the navy express the determination and force of America, the Red Cross stands for American ideals of mercy, of aid, and of the noblest aspirations of the human soul. It asks of every man not how large or how full is his purse, but how large and how full is his heart. The flood of contributions will be the outpouring of a nation's spirit.

#### Will Handle Publicity Overseas

Three newspaper men of Detroit leave soon for France to handle the overseas publicity for the Y. M. C. A. They are Clarence Budington Kelland, now a fiction writer; Walter K. Towers, of the American Boy, and Edward A. Batchelor, military writer on the Detroit News, and formerly sporting editor of the Free Press. Mr. Kelland heads the staff.

#### Big Cash Prize for Patriotic Work

In an effort to speed up the building of ships for Uncle Sam, the New York World has offered a special prize of \$100 each week to the riveting crew making the best record. The offer applies to all shipyards in the New York and in the Philadelphia districts.

## NEWSPAPERS ORGANIZE TO AID RED CROSS

Louis Wiley Heads Division, and Labor Unions are Pushing the Work of Getting Subscriptions in All New York Offices.

The newspapers of New York organized themselves into a working factor to aid the Red Cross War Fund drive to secure \$25,000,000 in Greater New York. Each of the large papers is working as a unit of the general committee of the Newspaper Division, under the chairmanship of Louis Wiley, of the New York Times, collecting subscriptions from employees which are to be paid in weekly or monthly instalments, the periodical payments to be deducted from their salaries through cashiers' offices.

The Newspaper Division covers more than 165 publications, dailies and weeklies. The labor unions are intensely interested, and have lent their aid to the movement. The personnel of the executive committee of the division follows:

Joseph D. Bannon, president, and Anthony H. Finamore, Newspaper & Mail Deliverers' Union; John J. McDonald, secretary International Union, Steam & Operating Engineers; E. J. Deering, business representative International Association of Machinists; William Flanagan and Timothy Healy, Eccentric Firemen's Local Union; William J. McCaddin, president Paper Handlers' Union; Leon H. Rouse, president Typographical Union; E. W. Edwards, Allied Printing Trades Council and Web Pressmen's Union No. 25; Charles Myers, German Typographical Union No. 87; Hyman Rosenson, Jewish Typographical Union No. 83; John McArdle,

Mailers' Union No. 6; Ernest Bickel, business manager United Press; Martin B. Apy, president Electrotypers' Union No. 100; G. E. Garrettson, president Stereotypers' Union No. 1; David Shmonds, Webb Press; E. J. Volz, president N. Y. Photo-Engravers' Union No. 1; Joe Bachman, Wall Street Journal; S. J. Wilson, the Hearst International Service; E. M. Scholz and Robert B. McClean, N. Y. Evening Post; A. B. Chivers and D. A. Carson, N. Y. Globe; E. S. Rumely and R. A. Budd, N. Y. Evening Mail; S. M. Williams, N. Y. World; James C. Dayton, Evening Journal; Frank B. Flaherty, Thomas G. Cecil, B. H. Beitler, George Cooper, Herald and Evening Telegram; Bradford Merrill, Victor Polychek, C. E. Tebbe, and Fred B. Trimm, Journal and American; H. Paley, Jewish Daily Wahrheit; Israel Friedkin, Jewish Morning Journal; Cay Carlos Barsotti, Il Progresso Italo; Julius Holz and M. Binheim, New York Herald; H. F. Rhoads, Evening Sun; J. J. Nell, jr., and Charles G. Snyder, Morning Telegraph; J. E. Ridder, Staats-Zeitung; L. C. Paine, New York Commercial; Edw. P. Call, Journal of Commerce; George H. Hurst and Harry P. Sykes, Financial America; Isidore Sampers and Henri Adelman, Courier des Etats-Unis; H. E. Fairchild, Daily News Record; Harold Martin, Associated Press; L. B. Palmer and F. P. Sherwood, A. N. P. A.; and T. H. Moore, A. N. P. A. Bureau of Advertising.

If you're too old to go over and fight don't get the idea that you can't do anything. Bullets are not the only ammunition needed to win the war. Dollars help a whole lot.

There may be sweetness in solitude, but solitude makes business very sour.

## Conditions in New Orleans Good

When bank clearances are far above normal, when department stores are doing the greatest business in their history, when great public improvements are undertaken by a city, when farmers have more money than they ever had before, when everyone who wants work has it at good wages, then business conditions are indeed good. **Such are the conditions in New Orleans today.**

This prosperity is reflected in The Times-Picayune of New Orleans, which newspaper has steadily increased in circulation until it now has more than 70,000 daily and 88,000 Sunday, 83% of which is in the city of New Orleans and the suburban territory outlined by the Audit Bureau of Circulations.

On June 1, 1918, The Times-Picayune will inaugurate a new advertising rate card, raising its run-of-the-paper rate from 10c per line daily to 12c per line, and its Sunday rate from 12c per line to 15c per line. Position rates will be advanced in proportion.

When the old rate was established in 1914, the circulation guarantee was 50,000 daily and 60,000 Sunday. It will be seen, therefore, that the increased advertising rate is more than justified by increased circulation, without mentioning increased cost of production on account of the war.

## The Times-Picayune

New Orleans, Louisiana

Representatives  
CONE, LORENZEN AND WOODMAN  
New York, Chicago, St. Louis, Kansas City, Atlanta

## RED CROSS CAMPAIGN STRENUOUS WORK

Frank Presbrey, Head of Publicity Department for New York, Says He Never Before Really Knew What It Was to Be Busy.

"I have sometimes gone home after a hard day at my office and remarked that I had been busy. My experience here, however, has convinced me that every time I have taken that story home I was laboring under a delusion. I was not busy; I only thought I was busy. When this campaign is over, let me assure you, there's one man whose name is Presbrey who is going to take a rest."

So remarked Frank Presbrey, whose advertising agency at 456 Fourth Avenue is always considered a busy office, to THE EDITOR AND PUBLISHER. Mr. Presbrey is in charge of the publicity department for Greater New York of the Red Cross drive, which will end next Monday night.

"The real strenuous work is over," he continued, "but it made the busiest kind of a busy beehive of this floor of the Woolworth Building while it lasted. Everybody here has put in three weeks of the hardest kind of close application, and there has been no let-up since the preparations were begun. But it's a real satisfaction to do it, for, not only must the work of the Red Cross appeal to every red-blooded man and woman, but the response of the subscribing public has been splendid.

### WORK WITHOUT PAY.

"Just look at the men and women in this office, of which my department is only a section. There are far more working outside, on committees, soliciting subscriptions, and doing other necessary work, and every one of them is serving without pay. Stenographers and a few others, of course, receive compensation, but they are few in number.

"The publicity department, working through half a dozen or so of solicitors, secured about thirty-five pages of newspaper advertising, all donated by business interests. The Red Cross, by the way, does not pay office expenses nor for advertising out of the general fund. The entire expenses of this campaign are borne by a fund contributed by private persons and business houses for that specific purpose, and from membership fees. That means that every dollar subscribed for Red Cross work actually goes into Red Cross work, and none into the campaign. The newspapers have taken the advertising at the charity rate, and no commission has been allowed to anybody for placing it.

"While the publicity department has nothing to do directly with anything but advertising, in newspapers and out of doors, necessarily it is intertwined with every other activity of the campaign. It has got up five or six most notable posters, sent out, through the news department, about 400 news stories averaging about a column each, distributed about a million pasters for automobiles and windows, placed 100,000 posters, and furnished a large number of pictures for reproduction in newspapers and periodicals, besides placing in the hands of all traffic policemen in the district fans upon which was painted a big, red cross, and getting 10,000 stores to contribute a percentage of their sales for one day of the week of the drive.

"The daily news service has engaged the services every day of eight trained newspaper reporters, working under the

direction of Leo L. Redding, at one time city editor of the New York Herald, besides copy editors to put their stories into proper shape for publication. It is organized on the same plan as the city office of a news bureau, serving the afternoon papers with copy up to a certain hour and then sending to the morning papers. It has been continual in its operations, and will not conclude its labors until after the great Caruso concert in the Metropolitan Opera House next Monday night."

With Mr. Presbrey on the publicity committee are Leo L. Redding, executive director; Charles D. Spalding, assistant chairman; Mrs. Victor Morawetz, vice-chairman for Manhattan; Stanley E. Gunnison, vice-chairman for Brooklyn; Ellis Parker Butler, vice-chairman for Queens; George G. Egbert, vice-chairman for Richmond, and Mrs. R. W. Lawrence, vice-chairman for The Bronx.

The sub-committees are in charge of the following: Daily news reports, Leo L. Redding; advertising space, Charles Presbrey; out-door advertising, O. J. Gude; special features, Joseph P. Day.

### Doubles Liberty Loan Purchases

The employees of the Cleveland Plain Dealer bought over \$53,000 worth of the Third Liberty Loan bonds, this subscription exceeding those for the first and second loans combined.

## GOVERNOR'S SALARY TO RED CROSS

Missouri Executive Uses Page Ads in Newspapers to Advertise Second War Fund Campaign—Extension of Last Year's Work.

Copy advertising the second war fund campaign of the Red Cross will be placed in every daily newspaper in Missouri by Gov. Frederick D. Gardner, who has set aside his annual salary as chief Executive of that State for the purpose. The advertisement, occupying a page, appeared first in the daily newspapers of St. Louis last week. It is written on the official stationery of the Executive office, and an appeal is made over the Governor's signature for Missourians to "give, give, and then double their gift" to the Red Cross.

In the first Red Cross drive last year Gov. Gardner personally placed a page advertisement in a St. Louis newspaper. The finance committee of the State organization asked him to extend the work this year. The Governor assented, adding, "I suppose it will take a year's salary to cover the advertising in all of the daily newspapers of the State, but that is small when we realize that the Red Cross means everything to our boys at the front."

## URGES MORE CARE ABOUT SHIPS

Creel Committee Asks Newspapers to Exercise Caution.

WASHINGTON, May 21.—The Committee on Public Information has again requested that newspapers print nothing that will in any way indicate the locations or movements of ships of any kind.

"This notice is not issued," the Committee says, "because of any new circumstance, but because it is felt that the voluntary censorship has not yet achieved the fullest possible measure of secrecy in the protection of merchant shipping."

At the office of the Committee it was said that some newspapers, while not mentioning the arrival of vessels, are in the habit of saying that Mr. So-and-So "arrived yesterday at an Atlantic (or a Pacific) port aboard such a steamer, and was last night the guest" at a public function in the same port. A story such as this, it was pointed out, definitely identified the port at which the vessel arrived, while not actually mentioning its name.

### Post-Dispatch 100 Per Cent.

The St. Louis Post-Dispatch was one of the 100 per cent. concerns, every employee in every department of the paper buying the third Liberty Bonds. The total placed through the office was \$46,000.

[From the New York American, May 19]

# The Memorial Day Proclamation and the Hearst Newspapers

*Typographical Error in One Edition of One of the Six Hearst Sunday Newspapers Is the Pretext for an Insane and Partisan Attack — The Plain Facts.*

An example of the insanity and partisanship of the attacks made upon the Hearst publications is the latest hysterical allegation of jealous newspapers and disgruntled politicians.

In one edition of the New York American out of the many papers which Mr. Hearst owns a paragraph of President Wilson's fine Memorial Day proclamation was omitted by a typographical error in resetting in larger type the proclamation that was printed in full in an earlier edition of the Sunday New York American of May 12.

This obvious accident happening in one edition of the paper is cited as indicating a wilful desire to mutilate the President's proclamation.

It was in fact entirely accidental and unintentional and was unknown to the editor-in-charge at the time it happened. As evidence of this the fact may be cited that the Hearst Sunday papers in Boston, Chicago, San Francisco, Los Angeles and Atlanta all published the proclamation in full, and the typographical error which appeared in one edition of the New York American was not repeated in any of them.

The Hearst publications have not only printed the President's various proclamations promptly and in full, but have, in addition, printed them on coated papers in colors for framing, and have distributed them free by hundreds of thousands, including the President's war message, his answer to the Pope and the Memorial Day proclamation.

The Hearst papers are the only papers throughout the United States, so far as we know, that have so distributed the various Presidential proclamations, messages and speeches in form for framing in great numbers and free to all citizens for purely patriotic purposes.

# EDITORIAL

## THE GOVERNMENT'S ADVERTISING

THE Third Liberty Loan was oversubscribed—but not to the extent which the Government anticipated and which all good citizens had confidently hoped. Secretary McAdoo looked for a total subscription of five billions. The amount reached was \$4,170,019,650. The total number of individual buyers was about 17,000,000. Secretary McAdoo had asked for 20,000,000.

The selling campaign enlisted the services of a host of enthusiastic, patriotic, and able men. Never before has an advertising campaign of such magnitude been witnessed in the history of the nation. A great volume of display space in the newspapers was used. In the news and editorial columns the campaign had the right or way over all else. Of poster advertising there was no end. Every device and method known to those who use publicity was employed.

But the result fell short of the expectation, and it becomes a matter of vital importance to determine why. There was no lack of patriotism in the people—there was no lack of advertising.

In his address last Saturday night, in New York, the President said: "You can't give anything to the Government of the United States; it won't accept it. There is a law of Congress against accepting even services without pay."

It requires a highly technical interpretation of the President's statement to make it harmonize with the advertising policy of the Government. For the Government does not pay for advertising space in the newspapers—while it does need and does use a vast amount of such space. The Government does not accept, directly, donations made by citizens to pay for this space. These are secured through appeals made by the Liberty Loan Committees in the various districts. These committees while serving the Government, are not the Government. Thus, when a citizen pays for a page advertisement of the Liberty Loan he does not, in a strictly technical sense, "give anything to the Government of the United States."

It is a safe assumption, however, that the citizen feels that he has, indeed, given something to the Government, and that his donation has been welcomed. It is equally safe to assume that even the President would consider that, in fact, this citizen's donation had been made to the Government—for the Government is the beneficiary. If the donation were not desired it would not have been asked or received by the Liberty Loan Committee.

Those who contend that this policy of paying for the Government's advertising through donations is the best one will ask: "Is not advertising, which is paid for by a corporation or by an individual, just as effective in selling the bonds as advertising by the Government would be?" It is not—and for very good reasons.

A citizen reads an advertisement of the Liberty Loan, and the accompanying announcement that this advertisement has been paid for by a great corporation—perhaps one which transacts business in war supplies with the Government. What is his thought? The average American will feel that it is hardly in good taste for a rich corporation to speak to him on behalf of his Government concerning his duty toward that Government. Perhaps that very corporation is a large subscriber to the bonds—but this consideration does not occur to him. The appeal, he feels, should come from the Government itself. The advertisement loses much of its force when sponsored by a private interest. Advertising men know that the psychology of the appeal is wrong. Most men want the Government to tell them directly what are its needs and what services they should render. When the admonition and the appeal come through a third party they do not enthuse. They buy bonds, of course; but they do not buy them through the appeal of such advertising.

In the smaller cities, where local business men and financiers pay for the advertising space, the effect is even more deplorable. In these communities the rich men naturally and inevitably have many enemies—and often their friends do not feel that they need advice from them

**SPEAK to me as to thy think-  
Sings.—Shakespeare.**

as to their duties to the nation. There is a feeling that these men are assuming semi-official positions as spokesmen for the Government, and their appeals, even when presented in the strongest possible way, arouse a natural resentment which reacts on the sale of the bonds.

The reason, therefore, for the ineffectiveness of much of the advertising of the Liberty Loans lies in the advertising policy of the Government.

For the Government to change this policy, and to provide for the payment of the costs of advertising, placing the advertising campaign in the hands of the Division of Advertising—acting with enlarged powers from the President—would be to eliminate tremendous waste of effort. And that is not all that would be accomplished. The Government itself would then be in direct communication with the people, without resorting to the expedient of depending upon private donations to meet the cost of such communication. The people would feel that any appeal coming to them direct from the Government was a summons to duty and service—not a preachment signed and paid for by some private citizen.

The present policy is tremendously expensive because the method of appeal is roundabout and, to a great extent, uncoordinated. By using far less space than has been used in the newspapers under the present system the results would be far greater. Under responsible direction, by such advertising men as compose the Division of Advertising, circus stunts and methods, calculated to give a tinge of the trivial to a campaign of the most serious kind in which men can engage, would be eliminated. **THE GOVERNMENT COULD BE PLACED IN DIRECT TOUCH WITH THE PEOPLE.**

These considerations are voiced by THE EDITOR AND PUBLISHER in the national interest. They are in essential harmony with the convictions of a majority of American editors and publishers. These men do not advocate a paid advertising policy for the Government for selfish reasons. They would not secure, under such a policy, as large a volume of advertising as now comes to them through the donation-plan. But they believe that the advertising of the Government should be placed on the same sound business basis provided for all other governmental tasks. They believe that the nation would benefit immeasurably through the adoption of such a policy; and they believe that, before the Fourth Liberty Loan Campaign is launched, the Government will find it expedient to broaden the powers of the Division of Advertising, and make it possible for Mr. Johns and his committee to direct coordinate and "hook up" all copy, newspaper, magazines, posters, street cars, etc., in the interest of direct and efficient administration.

Secretary McAdoo has shown himself in the Railroad Administration, to be a masterful executive. Why should he hesitate to discard and advertising policy which is cumbersome, indirect, and not in harmony with the nation's policies in dealing with other war tasks?

## THE MT. VERNON INSTANCE

LAST week the Board of Aldermen of Mt. Vernon, one of New York's suburbs, passed a resolution forbidding the sale or distribution in that city of the New York American and Evening Journal. As was to be expected, Mr. Hearst promptly secured a temporary injunction.

THE EDITOR AND PUBLISHER does not assume to discuss this case in its legal aspects. Nor does this journal desire to intervene in the conflict between Mr. Hearst and his critics—a conflict which has raged through all the years of Mr. Hearst's activities in New York. The savage attacks made upon his patriotism by the New York Tribune have served merely to further embitter his enemies and to rally his friends and supporters to a firmer allegiance to his newspapers and to his policies.

The action of the Mt. Vernon aldermen, however, has a broader significance than a mere attempt to injure Mr. Hearst's newspapers. It would set up a precedent of the most dangerous kind. It would, if finally sustained, make it possible for Boards of Aldermen and Town Councils to practically suppress the publication of newspapers whose policies did not meet with their approval. It would take away from the citizens of a city the right to procure and read whatever newspapers they preferred. Assuming that such powers of suppression may be properly exercised by local law makers, newspapers would find themselves subject to the whims of politicians and dependent for their very lives upon their favor and approval.

In such a situation a free and independent press would be an utter impossibility. In this Mt. Vernon instance it is easy to foresee how other New York newspapers, in their turn, might encounter the displeasure of the aldermen of that city, and be placed under their ban.

The Mt. Vernon aldermen assume to adjudge the Hearst Newspapers to be disloyal. The Federal Government has not ruled them to be so. Those who have followed the course of these great newspapers since the United States entered the war are convinced that they have rendered magnificent service to the Government in every way. With ample powers, under the Espionage Act, to deal with disloyal newspapers, the Government has found no fault with the Hearst papers—has, in fact, utilized them to the fullest extent in furthering the nation's war aims and tasks.

There is great danger involved to our free institutions in the growth among us of what may be termed the spirit of the Bully. The man who does not like another's ideas is inclined to use a new and dangerous weapon in fighting him. He charges him with disloyalty. Whether the charge rests upon good or bad evidence it often has great force. The motives, the intent, of the accuser are not often inquired into. His accusation is assumed, by patriotic but thoughtless people, to amount to a conviction of guilt. The accused is condemned before he is heard in his defence. This seems to be, in effect, what has happened in Mt. Vernon. It would be a trivial event in ordinary times, and quickly forgotten. Under the tense conditions of to-day such an event breeds bitterness and enmity between citizens of equal loyalty and good intent. The readers of the Hearst newspapers in Mt. Vernon naturally feel that an attempt has been made by their townsmen to decide for them what newspapers they shall read—to dictate to them on a matter in which the rights of the citizens are inviolate. No good purpose is served—and petty intolerance has once more sought protection behind the shield of patriotism.

Jefferson said that he would prefer newspapers without Government to Government without newspapers. The people of Mt. Vernon might well prefer to worry along without a Board of Aldermen rather than to yield to that board the power to dictate as to what newspapers they shall read.

THE I. C. M. A. convention at Washington in June will bring together the live circulation managers of the continent. About 400 newspapers are represented in the membership of this association—and their publishers find it profitable to delegate their circulators to attend the annual gatherings. This year's convention is held at a time when the problems of distribution are more pressing than usual, and when there is especial need for conference and discussion.

FREDERICK W. LEHMANN, counsel for the Associated Press, says that news moulds public opinion nowadays, and that editorials have been dwarfed into insignificance. Applying Mr. Lehmann's logic to his own profession, we might dispense with lawyers.

NOBODY knows what maximum price for newsprint will be fixed by the Federal Trade Commission—but everybody feels assured that it will be a price fair to both manufacturers and publishers.



## PERSONALS

**L**IEUT. HORTON EDMANDS, a former member of the Boston Traveler staff, has been awarded the Croix de Guerre for bravery on the battlefield in France.

J. D. Barnum, of the Syracuse Post-Standard, was a visitor in New York during the past week.

E. G. Pipp, for many years editor of the Detroit Evening News, has resigned. His plans for the future have not been announced.

Jack Connelly, formerly day city editor of the Boston Herald, and an ex-president of the Boston Press Club, will act as campaign manager for Miss Jeanette Rankin in her campaign for reelection to a seat in Congress from Montana.

Vincent G. Byers, of the Boston Herald, in charge of New York Times filing wire, has resigned to join the staff of the Associated Press in its New York office.

Albert A. Bruell, a reporter on the Providence Journal, is the latest member of the staff to go into the National Army. He left to-day for Camp Upton. D. Patten, of the Fall River News, takes his place on the Journal.

Frank T. Parsons, editor of the Northfield (Vt.) News, and well known in Massachusetts and Connecticut as a newspaper man, is a candidate for Senator in Vermont.

"Teek" Howarth, John Myers, and Tom Dinnenny have returned to Providence from the Detroit Free Press. Howarth and Dinnenny are to go with the Providence News, and Myers is to join the National Army.

J. W. Matson, one of the Plain Dealers' reportorial staff, has resigned and gone to Washington to enlist for war work.

"Jack" Wilson, formerly sporting editor of the Columbus (O.) Monitor and later with the Omaha News, is getting out a special service for the Newspaper Enterprise Association, this city.

William A. Reynolds, former assistant Sunday editor of the Plain Dealer, has been made day city editor, taking the place of Vivian B. Gray, transferred to the Sunday department.

Phil von Blon, formerly with the Plain Dealer, is sending some interesting letters from France, where he is stationed with the Lakeside hospital unit.

Don K. Rennels, of the Cleveland News editorial staff, has enlisted in the mortarized section of the ammunition division. His enlistment gave the Leader-News service flag over sixty stars.

Tom McKee, a Press reporter, who went to France with the Lakeside base hospital unit a year ago, has been commissioned a second lieutenant. For several months he was at Rouen, France.

William Reutner, successor of Brig-Gen. Charles X. Zimmerman, now at Camp Sheridan, as manager of Luna Park, on two evenings last week dined over fifty Cleveland newspaper men at the park, which opened a week ago.

P. W. Wilson, former staff editor of the London Daily News and member of the Parliament of the National Liberal Party of England, addressed the Cleveland Advertising Club, at Hotel Statler, during a luncheon last week. He spoke on "Britain and the War."

Henry Plass, Detroit Free Press reporter for the last five years, has resigned, and left recently for Los Angeles, where he expects to enter business.

Arthur Johnson, assistant Sunday ed-

**God answers sharp and sudden on some prayers,  
And thrusts the thing we have prayed for in our face,  
A gauntlet with a gift in't.—Mrs. Browning.**

itor of the Detroit Free Press, has returned to his work after a six months' vacation in search of health.

William A. Hardy, of the Detroit Free Press Sunday staff, has resigned to enter the navy.

Al Fischer, Detroit newspaper man, formerly connected with the Associated Press, has entered the army.

L. C. Sea has left the Detroit Free Press reportorial staff for a position on the Louisville Herald.

Bligh A. Dodds, editor of the Black River Democrat, a northern New York publication, has enlisted in the army as field clerk in the Adjutant-General's Department and has been ordered to report at Hoboken.

Eben A. Ayers, city editor of the Watertown (N. Y.) Standard, and a former Syracuse newspaper man, has enlisted as an army field clerk. He has made five previous attempts to get into service, but was rejected for physical reasons.

Herbert D. Vittum, president of the Boston Press Club, who was suddenly taken ill last week and had to undergo an operation, is slowly recovering.

George S. McLeod, formerly sporting editor of the Vancouver (B. C.) Sun, has joined the Canadian air forces and is in training at Toronto.

Frank Wolff, member of the art staff of the Seattle Times for three years, has resigned and entered the Government service as a topographical draughtsman. He is at present assigned to do military work at San Francisco.

Charles H. Marks, formerly on the Seattle Post-Intelligencer copy desk and reportorial staff, has joined the telegraph desk on the Butte Miner.

George Bellman, moving-picture editor of the Seattle Times, is on his annual tour of the California movie camps.

Frank Teek, former Seattle and Port Townsend newspaper man, has taken over the city desk on the Yakima (Wash.) Herald.

Miss Marguerite ("Peggy") Reilly, of the Seattle Times, is a member of an automobile party that left Seattle on May 12 for a tour around the United States, that will last four months.

Reese Stuart, Jr., who has been in charge of the theatrical publicity for Elbert & Getchell, of Des Moines, for several months, has joined the editorial staff of the Des Moines Capital as commercial reporter.

Carl K. Stuart is the new city editor of the Des Moines Capital. He succeeds Raymod Garrison, who has accepted the position of managing editor of the Keokuk (Iowa) Gate City. Mr. Stuart began his newspaper career on the Cedar Rapids Republican seven years ago. Later he was employed on the Minneapolis Tribune and Des Moines News.

Leon Brown, former managing editor of the Des Moines Register and Tribune, has joined the staff of the Food Administrator, J. F. Deems, of Iowa, and is looking after the publicity for that department.

Miss Beatrice Blackmar, formerly of the Ottumwa (Iowa) Courier, and Miss Aldura Haynes, a student in the School of Journalism at the State University, have joined the editorial department of the Des Moines Capital.

Lawrence Martin, former managing editor of the Ottumwa (Iowa) Review,

has joined the staff of the Des Moines Register as commercial reporter.

James K. Gorham, formerly of the Boston Globe, has taken a position on the Detroit Free Press copy desk.

Gerry Hanna, former Detroit Free Press reporter, who enlisted last fall in an ambulance company, has been discharged because of physical disability and is now working on the Detroit News.

Fred R. Barkley, Detroit Free Press reporter and copyreader, is now on the copy desk of the Detroit News.

George C. Rutherford, of the Detroit News, formerly employed on Chicago, New York, Philadelphia, and Pacific Coast papers, lost his appendix and became the father of twins in one week recently. He has just returned to his work.

Charles Howard Kessel, who has been a reporter on the Milwaukee Sentinel, Milwaukee Free Press, and Milwaukee Journal for twelve years, will leave the first-mentioned paper shortly to become manager of a national publicity campaign intended to disabuse residents of other parts of the country of the idea that Milwaukee is disloyal.

George C. Nuesse, city editor of the Milwaukee Journal, has been elected president of the board of trustees of the Public Library. Mr. Nuesse has been a member of the board for several years.

Oscar H. Morris, formerly sporting editor of the Milwaukee Daily News, has been appointed manager for Milwaukee County of the national campaign for healthier babies.

Bloor Schleppey, a former Milwaukee and Indianapolis newspaper man, has enlisted at Washington as a private in the Marine Corps. Until recently Mr. Schleppey was telegraph editor of the Milwaukee Evening Wisconsin. Previously, he had been news editor of the Milwaukee Daily News, and he also had been on the staff of the Milwaukee Journal.

H. B. R. Briggs, editor of the St. Paul Daily News, and H. R. Gault, managing editor of the Dispatch-Pioneer Press, are members of a standing committee appointed by the St. Paul Association of Business and Public Affairs, to see that

the young men leaving for the war have the proper send off.

Joseph K. Schmidt, auto editor of the Cleveland Plain Dealer, has enlisted in the truck service at Camp Sheridan. John M. Love, assistant State editor, is preparing to join the colors, and the following from the Plain Dealer have gone within the past few days: Jack J. Kalovsky, for five years employed in the pressroom; Edward T. Davis, of the classified advertising department, and Okiely Kelley, of the composing-room. Kelley went to Paris Island, S. C., to join the Marine Corps; Davis expects to serve in an ammunition division, while Kalovsky expects to become an aviator.

Lieut.-Col. John A. Cooper, former editor of the Canadian Courier, has joined the Nineteenth Canadian Battalion in France, with the rank of major. Col. Cooper was one of the organizers of the Canadian Buffs, of Toronto, and took the regiment to England. There it was broken up and various units attached to other regiments, leaving the officers to seek other berths.

Hylen L. Smurr, formerly of the city desk of the Butte (Mont.) Miner, has resigned and gone to San Francisco, where he will become wire editor of the Associated Press.

George T. Melvin, editor of the Annapolis (Md.) Advertiser and Advertiser-Republican, has been named a member of the Board of Education for a six-year term, by Gov. Harrington.



S. Adele Shaw, of the New York Evening Post is temporarily stationed in Washington.

E. Ross Bartley, formerly of the Associated Press of Pittsburgh, is now a member of the Washington Staff of the Associated Press.

Matt Foley, of the Chicago Herald-Examiner, was a visitor to the Press Galleries of Congress on Wednesday.

## Sporting Editor to Be Married

ALBANY, N. Y., May 21.—Charles F. Young, sporting editor of the Knickerbocker Press, whose marriage to Miss Marguerite Higgins, of this city, will take place next week, was guest of honor at a "bachelors' breakfast" Monday morning. Young has occupied the position of sporting editor for fifteen years, and is well known throughout the State as an authority on sporting matters.

  
The Kansas City  
Post Has Signed a  
Contract for the Haskin  
Service for One Year  


## GERMAN PAPER FOES PRESS THE FIGHT

Petition President and Members of Congress to Forbid Publication in Teuton Language—Citizens in Many Cities Take Action.

The voice of antipathy to German-language newspapers in this country is growing stronger, and meetings are being held by citizens and representative bodies in many cities, advocating their cessation and calling upon municipal and other authorities to move for their suppression.

Nearly a thousand Americans met recently in the Waldorf-Astoria Hotel, under the auspices of the American Relief Legion and the American Defence Society, and listened to speakers who told of the success the movement had achieved in various parts of the country. The sentiment was strong that the fight should not only continue to be waged, but that it should be pressed with vigor until not a single paper in the United States should appear in the German text. It was through the efforts of Mrs. Oliver Cromwell Field, a pioneer in the crusade, that the meeting was held.

Dr. Cyrus Townsend Brady, one of the speakers, placed himself on record as opposed not only to German language papers, but to the use of the German language and the music of German composers, as well. He declared that the statement made frequently that we are not at war with the German people, but with the German Government, was false, and that the German language was the vehicle for more damaging thought than any other agency.

### CALLS IT A BACKFIRE.

"The German-language press in this country is a backfire," he said, "and until we put it out we will not be able to put our best efforts into the fight overseas."

Robert George Patterson, a Y. M. C. A. field secretary just returned from the front, warned of the treachery that crippled France at the outset of the war through propaganda disseminated by German-language newspapers. Miss Florence Guernsey, former president of the City Federation of Women's Clubs, made the radical suggestion that loyal Americans should "sweep the insidious publications from news-stands." About 500 signed a petition to President Wilson demanding the suppression of German-language newspapers.

The Advertising Club of New York has taken a stand against all newspapers and periodicals published in the German language, and has sent copies of a resolution to President Wilson and members of Congress, urging that "our Government, through the proper authorities, take immediate steps to compel such newspapers, magazines, and periodicals published in America in the German language either to suspend publication or to publish their issues hereafter in the English language."

The Riding and Driving Club of Brooklyn, one of the most exclusive clubs of that borough, has posted rules forbidding the use of the German language within its quarters.

The St. Nicholas Society, of New York, has forwarded a resolution to Gov. Whitman specifically calling for action against the teaching of the German language in the public schools of the State.

In St. Louis the Board of Election Commissioners has excluded the German-language papers in advertising for bids for the publication of the official notice of the August primary election,

on the ground that naturalized citizens should read English.

The Defence Council of Beatrice, Neb., has passed a resolution demanding the suppression of the Omaha Tribune, a German publication, and Emil Schultz, editor of Die Nebraska Post, of Beatrice, was given until June 1 to purchase English type for his paper. He has agreed to abide by the decision.

The Board of Aldermen of Mount Vernon, N. Y., has passed an ordinance making it a misdemeanor to sell German-language papers in that city, under a penalty of six months in jail or a fine not to exceed \$500, or both.

The Peekskill, N. Y., Board of Commerce has passed resolutions against German literature and asking newsdealers not to handle German newspapers.

The Philadelphia Board of Education has voted to eliminate the German language from the curriculum of public schools, and the heads of city departments have been ordered by the City Council not to place advertisements in German papers.

Mayor Ruford Franklin, of Summit, N. J., has personally pledged the seven newsdealers in his town not to handle German papers, and the twelve dealers in Hackensack, N. J., have made the same agreement.

The German Correspondent, a Baltimore newspaper printed in the German language, has suspended publication. It was founded in May, 1841, by the late Col. Frederick Ralme, whose niece, Miss Annie V. Ralme, is the present owner

### PRESS CLUB'S BIG BENEFIT

Buffalo Newspaper Men Give Performance in Aid of the Red Cross.

Members of the Buffalo Press Club presented a war-time sketch recently for the benefit of the Red Cross fund. The sketch was entitled "The War Extra," and as the name would indicate, it showed the troubles and bright spots in a newspaper office while getting out a war extra edition. Every man who took part was a real newspaper man. The sketch was written by Gerald K. Rudolph. The jokes that were taken at Buffalo politicians and the jabs at war-time economies made a big hit. William Hippler, as the managing editor; Samuel Head in the trying role of the city editor; Charles Murray, sporting editor, and Mr. Rudolph, as political reporter, who sang a son, "There's a Service Flag in Our Club," written by himself, upheld the major part of the performance.

Lew Fullerton, as the policeman, and Eddie Trantor, portraying a war-crazed Socialist, also did commendable work. George Richmond made a good composing-room foreman, who has sufficient trouble in the day's work to unbalance the ordinary mortal's mind.

Others who took part in "The War Extra" were: Clark Williams (Abel Parsnip), John B. Whiston, Edward H. McBride, Ray Meyers, Walter J. Schmeiding, Ray McCarthy, and Charlie Hayden, the copy boy, who made a hit in the role of "Willie Darkcloud."

### Bought Advertising and Bonds

A. M. Snook, president and manager of the Aurora (Ill.) Beacon-News, offered to duplicate free all of the paid advertising for the Liberty Loan bonds secured by the Aurora Advertising Club. As a result the sum of \$1,000 was turned in for advertising. He then offered to invest this money in bonds if the employees "came through" with 100 per cent. of subscriptions. The money bought bonds.

# There Are 547 Reasons Why You Should Advertise in WISCONSIN



But you can forget 546 of them if you will carefully note this ONE:

A greater percentage of people own their homes and more farmers own their farms in Wisconsin than in any other great state in all the country.

The home owner, the farm owner is safe and substantial. He isn't flighty or doesn't move about, nor is he the kind to dodge his bills.

True, you've got to go to him—but it's worth while when you get there.

And it is so easy and economical to go to him—in Wisconsin. For he believes in his own home papers more than outside or general publications, and he has such a fine collection of these home papers, that it's no trick at all to "move" your goods in every section of the state, if you use *this* excellent list of Wisconsin newspapers.

### Here is the list:

Paste it in your records for reference

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,274	.02
Eau Clair Leader-Telegram (M&E&S)...	8,338	.027
Fond du Lac Commonwealth (E).....	5,592	.02
Green Bay Press Gazette (E).....	10,096	.02
Janesville Gazette (E).....	7,540	.0214
La Crosse Tribune-Leader Press (E&S)...	13,307	.03
Madison, Wisconsin, State Journal (E)...	13,711	.03
Madison, Wisconsin, State Journal (S)...	10,531	.03
Milwaukee Evening Wisconsin (E).....	39,898	.06
Milwaukee Journal (E).....	116,607	.14
Milwaukee Journal (S).....	99,154	.14
Milwaukee Leader (E).....	35,741	.07
Milwaukee Sentinel (M&E).....	81,616	.11
Milwaukee Sentinel (S).....	72,780	.11
Oshkosh Northwestern (E).....	13,486	.03
Racine Journal News (E).....	7,415	.02143
Racine Times-Call (E).....	6,255	.0150
Sheboygan Press (E).....	5,714	.0143
Superior Telegram (E).....	15,095	.035
Government Statements, April 1st, 1918.		

## GAIN IN NEWS PRINT OUTPUT IN APRIL

Current Shipments Show Prices Ranging From \$2.90 to \$3.50 at Mill—New Contracts Based on Price to Be Fixed by Trade Commission.

In the review of the news print market for the month of April, issued by the Federal Trade Commission, reports from 35 domestic manufacturers, operating 58 mills, show an improvement in production over March, but an excess of shipments.

The total news print production of these domestic mills for the four weeks of April was 104,175 tons. The total shipments of these mills for the same period amounted to 106,060 tons, which means a loss in mill stocks of 1,885 tons.

In addition to the loss of production at Niagara Falls there were small losses due to shortage of pulp, fuel, and ground wood, high water, and repairs.

The loss in production for the first four months of 1918, as compared with 1917, amounts to 30,437 tons of total print and 29,981 of standard news.

The month's reports from 217 jobbers show: Stock in warehouses at end of month, rolls, 3,065 tons; sheets, 6,887 tons.

### PUBLISHERS' STOCKS LARGER.

April reports from 634 newspaper publishing concerns indicate considerable increase in receipts and stocks on hand, but a decrease in stocks in transit. At the beginning of the month these publishers had on hand stocks amounting to 138,159 tons; they received during the month 130,733 tons; they used and sold 121,095 tons. The stocks on hand at end of month amounted to 147,797 tons, with 47,223 tons in transit.

Imports of news print from Canada for the month of March totalled 57,366 tons, while our exports for the same month amounted to 8,537 tons, double the quantity exported in March of 1917.

About 20 new contracts, aggregating 10,750 tons, were made during April, most of them at prices to be determined by the Federal Trade Commission. Current shipments of roll news were at prices ranging from \$2.90 to \$3.50, and current shipments of sheet news were at prices ranging from \$3.25 to \$3.75 per hundred pounds, f. o. b. mill.

### JOBBERS RAISE PRICES.

For ream lots of sheet news, jobbers' prices in the East and Middle West were from \$4.25 to \$7, and on the Pacific Coast from \$5.50 to \$9. In case lots the prices ranged from \$4 to \$6.50 in East and Middle West, and in ton lots from \$3.75 to \$6.25; on Pacific Coast, case lots sold from \$5.75 to \$3.50 and ton lots from \$5.25 to \$3.25.

Jobbers in the East and Middle West sold case lots (500 pounds) of roll news from \$3.60 to \$6 and ton lots of roll news from \$3.20 to \$5.25. Pacific Coast jobbers charged \$5.50 to \$8 for case lots and \$5 to \$8 for ton lots. There was some increase in jobbers' prices during the month.

The bulk of sulphite receipts (news grade) on contracts were at prices ranging from \$50 to \$75 per ton, f. o. b. mill, about 40 per cent. being between \$60 and \$65 per ton. Current receipts were largely at prices ranging from \$60 to \$70 per ton.

Receipts of ground wood pulp on contracts ranged all the way from \$25 to \$40 per ton. The bulk of the current receipts were between \$30 and \$35 per ton.

## CRITICIZES CLOTHING ADS

War Industries Board Disapproves Selling Arguments in Common Use.

The following statement was issued at Washington last Saturday:

"The Conservation Division of the War Industries Board has noticed with increasing disapproval the number of clothing advertisements appearing in the daily press which tend to stimulate the sale of clothing by such phrases as these: 'Good clothes will cost more before they cost less'; 'Buy now, before they go higher'; 'If you do not buy a suit now it will cost you 50 per cent. more in a short time'; 'When these suitings are sold out you'll have to pay 50 per cent. more for the same qualities—if you get them at all.'"

"This is as distinctly a case of encouraging hoarding as it would be to advocate the purchase of another barrel of flour because the demands of our Allies and our military forces would soon exceed the supply of wheat. Such advertising is in direct opposition to the Government's plans for conserving wool, just as the above example of wheat would be in direct opposition to the Food Administration's plans. Such publicity is most undesirable, and all branches of the clothing industry should carefully review all advertising plans and eliminate this highly objectionable feature wherever it appears."

## USING NEWSPAPER SPACE

Chicago Papers Carrying Large Amounts of Book Advertising.

Book publishers are buying a vast amount of lineage in newspapers these days, judging by the volume of advertising carried by four Chicago papers, two morning and two evening, during the four months ending April 30. In all 117,113 agate lines of paid publicity appeared in these publications during that period.

The Chicago Daily News headed the list on a six-day basis with 34,121 lines. The Chicago Tribune, daily and Sunday, carried 31,002 lines. The Herald followed with a total lineage of 21,672, also on a seven-day basis. The Chicago Evening Post, published six days a week, pressed the Herald hard with a total of 20,318 lines.

## "WHERE WILL BOOZE MONEY GO?"

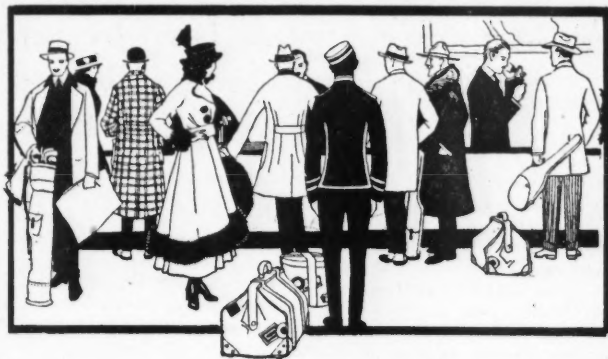
Striking Caution on Newspapers Advertising Folder Recently Issued.

"Where will the booze money go?" is the striking caption of a folder recently sent out by the Detroit (Mich.) Free Press, calling attention to the annual amount spent for booze in Michigan, and the possibility of its deflection to other channels when Michigan went dry May 1. The fact that \$89,000,000 was spent for booze in Michigan in 1917 is emphasized, and the possibility of intelligent advertising diverting that sum into other channels is brought strongly to the fore. Of course, the folder is primarily brought out to bring to the attention of the advertiser the claims of the Free Press as an advertising medium, but as a general proposition, of taking advantage of a condition for the benefit of the newspaper in general, it is an excellent argument, well conceived.

## Supreme Court in Recess

WASHINGTON, May 21.—The Supreme Court has taken a recess until the 3d of June, when it will meet to hand down decisions only. It is not unlikely that the Court will give a decision in the A. P. vs. I. N. S. case before adjournment of this term, on June 10.

# INDIANA



## Has Prosperous People And A Powerful Press

In Indiana live 3,000,000 prosperous people amid unparalleled industrial, agricultural and economical conditions.

It is a state teeming with busy factories and fertile farms. Her citizens are blessed with unequalled geographic and economic advantages, Indiana is "right in the heart of things." All leading trans-continental railroads cross her borders—no other state has a better system of electric lines—excellent lake ports on the north and river transportation on the south—more miles of improved roads than any other state—close to 200,000 automobiles and trucks (1 to every 15 persons).

But it is her people who are the buyers. They are true Americans, and they are wealthy. \$900,000,000 worth of goods were made here last year. Total value of all crops and live stock on Indiana farms for 1917 was \$783,154.00.

The citizens of Indiana are prosperous people who are live prospects for your goods. In buying they are influenced, in a large degree, by the powerful press of Indiana.

The papers listed below lead and express public opinion of the state. They have built up an enormous and representative clientele. By maintaining their papers on a strictly business basis—accepting only clean, honest advertising—using only the pick of the news—they have won the full confidence of their readers.

People with money to spend read the pages of these papers. Is your sales message there? Plan NOW to sell more goods in Indiana. The market is here—ready and waiting. Bring on the goods.

## Cover the State—Use these Papers

	Circulation	5,000-line rate
Anderson Bulletin.....(E)	5,992	.01857
Anderson Herald.....(M)	5,427	.0125
Evansville Courier.....(M)	19,660	.035
Evansville Courier.....(S)	15,709	.035
Fort Wayne Journal-Gazette(M)	28,304	.04
Fort Wayne Journal-Gazette(S)	23,000	.04
Indianapolis News.....(E)	117,879	.14
Indianapolis Star.....(M)	88,475	.11
Indianapolis Star.....(S)	102,329	.14
Lafayette Courier.....(E)	7,667	.015
Lafayette Journal.....(M)	10,041	.02143
Marion Leader-Tribune.....(M)	8,140	.0215
Muncie Press.....(E)	9,547	.01786
Muncie Star.....(M)	24,052	.05
Muncie Star.....(S)	14,160	.05
Richmond Item.....(M)	7,584	.0175
Richmond Palladium.....(E)	10,619	.025
South Bend Tribune.....(E)	16,935	.03
Terre Haute Star.....(M)	26,724	.04
Terre Haute Star.....(S)	19,253	.04
Terre Haute Tribune.....(E)	25,068	.04
Terre Haute Tribune.....(S)	19,829	.04
Vincennes Capital.....(E)	3,346	.01071

Government statements April 1st, 1918.

(Prepared by Rursel M. Seeds Advertising Co., Indianapolis, Ind.)



# NEWS PRINT EXPERTS DIFFER ON BUT TWO ITEMS IN COST FIGURES BEFORE COMMISSION

## Accountants Find Gould Paper Company Records So Incomplete They Do Not Report On it—Arbitrary Figures Used by Investigators for Stumpage and Depreciation—International Charges Showed Excess Over Depreciation—Variance in Testimony Offers Problem for Commissioners to Solve

WASHINGTON, May 22.—The news print hearing, now nearing a conclusion, will probably continue all the week before the Federal Trade Commission here. Experts for the paper manufacturers, the publishers, and the Government are presenting figures on cost. The sessions so far this week have begun at 2:30 in the afternoon, leaving but a few hours daily for presentation of testimony.

Present at the hearings were Chairman Colver, Commissioners Fort and Murdock; John Walsh, chief counsel for the Commission; G. R. Hawkins, examiner for the Commission; Dr. E. O. Merchant, in charge of news print investigation; for the American Newspaper Publishers Association; Henry E. Davis, Guthrie B. Plante, William F. Allen, and Stephen S. Gregory; for the manufacturers, Claude A. Thompson and Henry A. Wise; for the Minnesota and Ontario Power Company and the Fort Frances Pulp and Paper Company, T. L. Phillips.

Commissioner Colver opened the proceedings by stating that Dr. Merchant would make a statement as to the witnesses present, the mode of procedure as to the introduction of figures, and what agreements have been arrived at as to testimony to be produced.

It is noted in the transcript of the testimony to follow, that the joint cost reports have been signed by the various accountants represented.

Dr. Merchant's statement also covers, in brief, what it is thought would be brought out by the entire introduction of testimony to be presented. Dr. Merchant's statement follows in part:

### ACCOUNTANTS AGREED.

"As a result of the conference of the accountants which we had in New York in March, an agreement was reached regarding the principles of accounting that should be used in working up these final statements, and also a programme as to how the statements should be prepared and presented. The work was divided between the two accounting firms of Price, Waterhouse & Co., representing the manufacturers, and Perley Morse & Co., representing the Federal Trade Commission.

"The accountants have agreed upon everything they could agree upon. There are only two items upon which they were unable to agree, and those two are items which the Commission must decide. One is stumpage—how stumpage should be treated, and the other, a fair rate of depreciation.

"I have here Price, Waterhouse & Co.'s reports on the Abitibi Power & Paper Company, Limited; the Belgo, Canada, Pulp & Paper Co., Limited; Brompton Pulp & Paper Company, Limited; Donnacona Pulp & Paper Co., Limited; Laurentide Company, Limited, and Price Brothers & Co., Limited. They are in typewritten form, and duplicates are available for parties at interest and they have been separated into two parts, one covering the year 1917 and the other covering the months

of January, February, and March, 1918."

Mr. Wise: They show the individual monthly costs, as I understand it, for each month of the entire fifteen months. Then they are grouped for the twelve months of 1917, and the three months of 1918, and show the average cost for those two periods.

### REPORTS COUNTERSIGNED.

Dr. Merchant: Yes, sir. Now, we have here the figures of the International Paper Company, prepared by Perley Morse & Co. Some of the detail sheets back of this report are not yet in typewritten form, but the detail sheets are here and available for study and examination by the parties at interest. We have also the figures prepared by Price, Waterhouse & Co., for the Spanish River Pulp & Paper Mills, which is not in typewritten form, but is complete for examination; the report of the Minnesota and Ontario Power Company.

These are virtually joint cost reports, being signed in this manner:

"We certify that on the basis indicated herein, the attached statements set forth, the commercial and manufacturing costs of news print sold, and the profits derived therefrom during the three months ending March 31st, 1918.

"(Signed) Price, Waterhouse & Company, accountants for News Print Manufacturers."

The second certificate:

"We have examined the reports certified to above and have discussed it with the accountants for the news print manufacturers. In our opinion the principles involved are correct, and on that basis we agree to the report as submitted." (Signed) Perley Morse & Company, accountants for the Federal Trade Commission."

### GOULD FIGURES ABSENT.

There will be a similar stipulation in each one of these reports. The only company in this proceeding for which there is not a cost report is the Gould Paper Company, and there, I understand, the figures are so incomplete that the accountants decided it was inadvisable to attempt to make up a cost report.

Commissioner Colver: What shall we do about that, Mr. Wise? They are your clients.

Mr. Wise: I should think it would depend on whether the Commission decides there should be a separate price list to each mill, or whether you will make a price that will be an average price, or a group price.

Commissioner Colver: Is it believed that the Gould operations were not reasonably within the extremes of these other companies? Anything that is fair to the extremes of these companies will be all right for the Gould people.

Mr. Wise: I think it is probably true that the Gould Paper Co. is perhaps one of the lowest cost of all American companies, but it would be in a class with companies like the Price Brothers and Laurentide more efficient low cost

Canadian mills. It would not be in the class, for instance, with the International Paper Company or the high cost companies in this country.

Commissioner Murdock: Dr. Merchant, I would like to ask you how this agreement which is between accountants can stand, if they are in disagreement on stumpage and depreciation?

### STUMPAGE COST ARBITRARY.

Dr. Merchant: They agree entirely as to the individual costs shown in the books, the individual cost of materials purchased, the individual cost of labor, and all other expenditures. Now, when we come to the question of stumpage, these reports contain a charge of \$2 a cord, as the reports for the Canadian companies contain a charge of \$2 a cord stumpage on their wood, which is a purely arbitrary figure that has been recommended in the Canadian proceedings. Depreciation is another purely arbitrary figure. It was based, as I understand it, upon an average depreciation as found in examination of the accounts of these companies. Accountants could not agree on an arbitrary charge of this kind, which is up to the Commission for final determination.

Mr. Hawkins: The effect of the figures is to be argued, as I understand it, by this Commission.

Commissioner Murdock: I do not think that agreement says so.

Mr. White: They both agree that there must be a depreciation charge, but they do not attempt to agree as to whether these depreciation figures are the correct figures, because that is a matter for this Commission to determine.

Commissioner Murdock: That is all true enough, but the way that agreement read to me was that certain cost figures had been found by Price, Waterhouse & Co., and that Perley Morse & Co. agreed to these figures.

### COMMISSION MUST DETERMINE.

Dr. Merchant: These two accounting firms, since our conference in New York in March, have worked hand in hand together. There are some things they do not undertake to agree on, because it is not their business to do so. It is the business of the Commission to determine what shall be the fair depreciation charge allowed in here, and as to whether the stumpage charge is the proper one or not. These are the audit figures, containing various changes, corrections, and so forth.

Mr. Wise: Doctor, as a matter of fact, so far as anything has been bought, either material or labor entering into the costs, the actual figures are incorporated in these reports, and then there are two items that are always arbitrary in any accounting. For instance, depreciation does not represent any actual disbursement, and it might be taken on at 20 per cent, or 1 per cent., and in making up these amounts the accountants have taken an arbitrary of \$1 on ground wood, \$2 on sulphite, and \$2 on news print paper, per

ton, and then, figuring down the amount of ground wood and the amount of sulphite going into a ton of paper, it works out at \$3.20 as an arbitrary entry for depreciation.

Dr. Merchant: Yes.

Mr. Wise: Then as the manufacturers have consumed wood cut from their own land, the actual expenditures in connection with that wood are correctly recorded, and then the arbitrary of \$2 or \$2.40 or whatever it may be, is taken into these amounts to cover stumpage, and then, if the Commission should say that \$3.20 was an excessive depreciation, or not enough depreciation, all you would have to do would be to add so many cents per ton, or take away so many cents per ton, to correct that item, and if the Commission should say that \$2 was not enough or too much for stumpage, then all you have to do is to take off so many cents, or add so many cents, and you have got a complete actual manufacturing cost.

### FIXES DEPRECIATION.

C. C. Roberts, of Price, Waterhouse & Co., was the principal witness on behalf of the publishers. Mr. Roberts testified that, after consultation with Mr. May, of his own firm, the conclusion of \$2 per ton in newsprint, \$2 per ton in sulphite, and \$1 per ton in ground wood, would be a proper charge to depreciation. He said the Abitibi had a charge for depreciation at the time he investigated their books of \$2 per ton of ground wood, \$1.26 per ton of news print, and \$2 per ton of sulphite. Mr. Plante examined the witness.

Q. In reaching the conclusion that a proper charge for newsprint was \$2 per ton, for ground wood \$1 per ton, and for sulphite \$2 per ton, did you take into consideration the value of the physical properties to which that depreciation charge would apply?

A. The records of the company do not show a proper analysis of the property accounts to apply any special depreciation rate against it. I took into consideration the amount of depreciation which it is customary to charge, and also the rate on those companies which did keep records. This is equivalent to approximately 5 per cent. on the cost of those companies on which we were able to get a cost.

Q. What companies were those that you got the cost on?

A. Price Brothers Kenogami Mill, Donnacona Mill, the Soo plant of the Lake Superior Company and subsidiary, the Spanish River Pulp and Paper Mills, and the Pacific Mill, Ltd.

### USED ON ALL COST SHEETS.

Q. So far as the Abitibi Company is concerned, you gave no consideration to the actual value or the actual investments in the physical properties to which the rate of depreciation applied?

A. Not on Abitibi.

Q. Now, with the other companies, with the exception of those you have mentioned, Price Brothers Kenogami Mill, Lake Superior Mill, and Donna-

cona, the same would be true, you did not consider the value of the physical properties?

A. Not of each company. I looked at it from the point of view of the industry as a whole, and used this as a standard rate for the purpose of placing the cost sheets on as nearly as comparative a basis as possible.

Q. So that this \$2 depreciation on newsprint, \$1 on ground wood, and \$2 on sulphite is used in all of the cost sheets of the manufacturers in this proceeding?

A. It is.

Q. Is there any difference in the figures thus used for depreciation in the International?

A. The International uses a figure of 5 per cent., which was fixed by their board of directors and taken at the end of the year, but the rates used of \$2 a ton for newsprint, \$2 for sulphite, and \$1 for ground wood averaged about \$1,000,000 more than what they had taken out.

STATISTICAL INFORMATION.

Q. You suggested a moment ago, if I heard you correctly, that the result of these special charges for depreciation was to add \$3.20 to the cost of each ton of newsprint. How did you arrive at the \$3.20?

WORKED OUT PERCENTAGES.

A. The \$1 on ground wood, of approximately 80 per cent. of ground wood—80 per cent. of the weight of newsprint is ground wood, and approximately 20 per cent. is sulphite. Therefore 80 per cent. of the \$1 for ground wood would be applicable to newsprint, and 20 per cent. of the \$2 in sulphite would be applicable to newsprint.

Q. Is it your understanding that there is approximately in a ton of newsprint paper 80 per cent. of ground wood and 20 per cent. of sulphite?

A. That is the statistical information.

Q. Now, will you turn to statement B, exhibit 22A? I call your attention to the cost of newsprint paper for the month of December, 1917—manufacturing cost, and I read it as \$48.22.

A. That was the cost—manufacturing cost of newsprint in that month.

Q. In the last column of the page, the cost per ton of paper manufactured in that month, the first item that you have is sulphite, \$16.19. And the next item is ground wood, \$13.45.

A. That is right.

Q. In statement C you have the figure \$46.84 as the cost of sulphite used in the manufacture in the month of December—used in the manufacturing of newsprint. What proportion of that price of \$46.84 is the item \$16.19 which you have charged to the newsprint cost?

A. About 34.6 per cent.

COST OF SUITS.

The remainder of the witnesses' testimony involved the greater part of the time of the explanation of the cost of legal suits and whether or not they should be introduced as part of the cost price.

As the accountants have been unable to agree upon how stumpage should be treated, and a fair rate of depreciation, it is evident that the majority of the testimony to be presented to the Commission will cover these two points. It is also evident from the variance of the testimony on these two subjects that a cost price arrived at by the manufacturers, and one by the publishers, will be somewhat different. Whether the war cost of materials will enter into the production figures for either side has not yet been touched upon.

FOREIGN WRITERS ORGANIZE

Representatives of European Newspapers Form Society to Systematize News.

Representatives of foreign newspapers, with offices in New York city, have formed an organization to be known as the Association of Foreign Press Correspondents in the United States. The Society was formed with the knowledge and consent of the American Government authorities. The announcement states:

"America's part in the war has made of great importance in the international situation the work of newspaper men and writers representing in the United States the leading journals of other countries. Tidings from America, not since it is through them that the rest of the world obtains, day by day, an independent interpretation of America's activities and its aims for the present and the future, tidings from America not only as to hard facts, but also with regard to the views, the mood, and determination of the people, are ammunition at present for all other civilized nations."

Frank Dilnot, of the London Daily Chronicle, who is stationed in New York, is the president of the Association, and the secretary is Percy Bullen, of the London Daily Telegraph, with an office at 66 Broadway, New York. The executive committee, in addition to Mr. Dilnot and Mr. Bullen, comprises Mr. Lechartier, of Le Petit Parisien, of Paris; S. Levy Lawson, of Reuter's; H. N. Hall (Washington), of the London Times; Marcel Knecht, of the French Official Bureau of Information, New York, and W. F. Bullock (New York), of the London Times and the Daily Mail.

England Makes Sawdust Paper

WASHINGTON, May 21.—Word has been received in Washington that experiments in making paper from sawdust, which were undertaken in 1810, have been revived in Great Britain. Certain difficulties connected with conversion of sawdust into wood pulp have been overcome and, as the supply of sawdust is unlimited, it is hoped to remove part of the difficulty of finding an adequate supply of news print paper. The Paper Controller is assisting, and a mill has been started in Scotland to turn out 200 tons of paper a week from sawdust. The process will shortly be extended to other mills, it is announced.

Protest News Print Rate Advance

The Southern Newspaper Publishers' Association has filed before the Interstate Commerce Commission a brief protesting the advance in rates on news print to southeastern points. A number of papers throughout the country have joined the Association in the protest.

Most shoppers prefer to buy by daylight. It is usually the shady storekeeper who keeps the daylight out.

For fullest information on  
**NEW JERSEY NEWSPAPERS**  
 Daily and Weekly write or phone to  
*The Specialist in the Field*  
**R. W. Cooke**, Special Representative  
 Daily and Weekly Newspapers,  
 New Jersey—New York and Connecticut  
 154 Nassau St. (Phone Beekman 2376 N. Y.)

# "An Army Without Limit"

"—To Go To France As Fast As Ships Will Take Them"

That's the spirit that will win the war—that's the spirit that will win in an advertising campaign.

Why narrow the limits of your advertising? Why omit any productive field or medium? Why, especially, omit such a vigorous, pulsing, money-making state as

## New Jersey The Great War State?

In Jersey everything and everybody are in the war—its towns and big cities easily pass their quotas in every war drive. Its industrial centers are foremost in the speeding up of war materials—and now ships, the prime need of the hour, and airships, too, are being launched almost daily.

### Keep in Touch With Jersey Through These Newspapers

Paper	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,336	.0207
Atlantic City Press (M) Union (E).....	13,135	.0350
Camden Courier (E).....	11,300	.025
Elizabeth Journal (E) (A.B.C.).....	16,339	.0318
Hackensack Record .....	5,072	.0178
Newark Sunday Call (S).....	49,570	.11
Newark Star Eagle (E).....	53,913	.10
Morristown Record (E).....	3,925	.0107
Passaic Herald (E).....	6,614	.015
Passaic News (E).....	7,627	.0215
Paterson Call (M).....	13,824	.0321
Paterson Press Guardian (E).....	13,983	.03
Paterson Sunday Chronicle (S).....	8,534	.03
Perth Amboy Evening News (E).....	7,505	.018
Plainfield Courier News (E).....	7,427	.0215
Union Hill (Weehawken) Hudson-Dispatch	14,000	.02

Government Statements April 1st, 1918

Theodore S. Fetting Advertising Agency, 314 Kinney Building, Newark, N. J.

## MORE RESTRICTIONS FOR FRENCH PRESS

Deputies Restrict Use of News Print—  
Two Cent Papers to Have but  
Two Pages Three Times  
a Week.

(Special to THE EDITOR AND PUBLISHER.)

PARIS, May 14.—The Chamber of Deputies has unanimously adopted a bill giving legal power to the decrees issued by the Ministers of Commerce and Interior regulating the restriction of print paper, the price of newspapers, and such matters, which have hitherto only been observed voluntarily as having been issued with the approbation of the Inter-Ministerial Commission, lately renamed the National Press Office, on which the newspapers are fully represented.

Although there was no opposition to the bill, it was not voted without discussion, the object of which was to make sure that the liberty of the press could not be infringed under its provisions. The Minister of Commerce explained that the bill gave the Government power to obtain declaration of existing stocks of paper, but not to requisition them.

The number of days a week on which two-cent papers would have to appear on two pages only will be increased from two to three. There is no intention to prevent new papers from being created, nor any wish to create a monopoly for existing papers. The Minister added that the bill would not give the Government the right to restrict the form, circulation, nor periodicity of papers.

Penalties for infraction of the law are enacted, and fines may be inflicted of from \$10 to \$200, or more in case of fraudulent concealment of raw materials subject to declaration, with imprisonment from three months to two years. The law is to remain in force for the duration of the war and one year after.

As regards paper for books, the restrictions can only affect the quality of the paper employed, its specific weight, and the type used. Pure linen paper is authorized for art editions.

### NEW ASSISTANT MANAGER

Canadian Press Association Makes Appointment to Fill Vacant Post.

TORONTO, May 20.—After remaining vacant since last fall, the position of assistant manager of the Canadian Press Association has been filled by the appointment of Thomas Gowans, recently manager of the Fort Frances, Ont., Times. Mr. Gowans has been actively connected with the press of Ontario for many years. He was at one time publisher of the Thornbury Herald, which paper he amalgamated with the Clarksburg Reflector. After some eight or nine years in Thornbury, he purchased the Uxbridge Journal and published that newspaper for three years. Then he was editor successively of the Welland Tribune and the Brockville Times, and later manager of the Fort Frances Times.

While the position of assistant manager was vacant, W. E. Smallfield, publisher of the Renfrew Mercury and a past president of the Association, volunteered his services and gave much needed assistance to the manager. A resolution of thanks to Mr. Smallfield was passed at the last meeting of the board of directors.

### CANADIAN GOES TO NEW YORK

Victor Ross, of Toronto, to Be Assistant to Standard Oil President.

TORONTO, May 20.—Victor Ross, financial editor of the Globe, whose appointment to the position of assistant to the president of the Standard Oil Company was announced to-day, is one of Toronto's ablest and most popular newspaper men. He came originally from Walkerton, Ont., where his father was Crown Attorney for the County of Bruce, and after service successively on the Star and the Mail and Empire, joined the Globe staff in 1897 as a reporter. He was promoted to be financial editor about ten years ago, since when he has made the Globe's financial department one of the best in the country. To good natural ability, Mr. Ross adds a very pleasing personality which has won him the friendship and confidence of many of Canada's biggest business men, and it was while Mr. Teagle, president of the Standard Oil Company, resided in Toronto as president of the Imperial Oil Company of Canada, that the two men became acquainted and learned to esteem each other. Mr. Ross's special work for the Standard Oil Company will be to promote the new industrial relationship department which has recently been established.

It may not be uninteresting to note in connection with Mr. Ross's removal to the United States that the Globe's first financial editor, Erastus Wiman, made a similar move many years ago.

### CANADIAN PRESS TO MEET.

King Edward Hotel, Toronto, to Be Scene of Session.

TORONTO, May 20.—Sessions of the annual meeting of the Canadian Press Association scheduled for June 13 and 14 will be held this year in the King Edward Hotel, Toronto, instead of the Toronto Technical School as in previous years. The general meeting will be held in the Banquet Room and the sectional meetings in Rooms G. and F. Although it is only two weeks since the announcement of the meeting was sent out, the number of members who have intimated their intention of attending the gathering is larger than in case of any previous meeting, giving promise of one of the largest meetings in the history of the Association.

It was expected that the Hon. Nelson D. Baker, United States Secretary of War, would be present at this year's annual meeting but it is now announced that he will be unable to come.

### New York Times by Aeroplane

The New York Times has announced a delivery of the last or city editions in Washington daily by aeroplane cost. Probably the highest price per copy ever charged for a newspaper has been fixed for this delivery, the amount being \$1.70 per copy, postpaid.

The Best Known Slogan  
in St. Louis



Trade Mark Registered

Foreign Advertising Representatives  
**STORY, BROOKS & FINLEY**  
Chicago Philadelphia New York

### SASKATCHEWAN C. P. A. MEETS

Suggestion for Journalism Course Favorably Received.

The third annual session of the Saskatchewan branch of the Canadian Press Association has just been concluded, and C. R. McIntosh, of North Battleford, was elected president for the ensuing year. W. F. Kerr, of Regina, was elected vice-president, and S. N. Wynn, of Yorkton, was elected secretary and treasurer. These three officers, with W. G. Cates, the retiring president, and Messrs. Hynes, Hallowell, Latta, Bretts, and McDonald, will compose the executive committee for 1918.

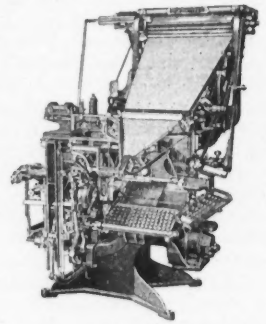
The members enjoyed the annual banquet during the meeting, during which it was proposed to have a short course in journalism at the University of Saskatchewan every year, in connection with the annual meeting of the Press Association. The matter was taken under advisement by the faculty.

### Provides for Old Men

The following members of the advertising staff of the Chicago Herald, which was recently amalgamated with the Chicago Examiner, have accepted positions in the same department of the Chicago Herald and Examiner: George Hartford, former manager of foreign advertising; James Doyle, former manager of local display advertising; John Watson and William Engelhart, of the same department, and "Monty" Farwell, manager of the poultry department. The new positions these men will fill have not as yet been announced, except in the case of Mr. Farwell, who will continue in the same line that he followed while with the Herald.

## INTERTYPE

"The Better Machine"



Ask  
Any User  
Why It Is  
"The  
BETTER  
Machine"  
He Knows

or write to us, we will send a wide-awake representative who will be particular about you getting started right.

## INTERTYPE CORPORATION

50 Court St., BROOKLYN, N. Y.

Twelve things  
to Remember

- 1 THE VALUE OF TIME
- 2 THE SUCCESS OF PERSEVERANCE
- 3 THE PLEASURE OF WORKING
- 4 THE DIGNITY OF SIMPLICITY
- 5 THE WORTH OF CHARACTER
- 6 THE POWER OF KINDNESS
- 7 THE INFLUENCE OF EXAMPLE
- 8 THE OBLIGATION OF DUTY
- 9 THE WISDOM OF ECONOMY
- 10 THE VIRTUE OF PATIENCE
- 11 THE JOY OF ORIGINATING
- 12 THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE  
**MANHATTAN PHOTO ENGRAVING CO.**

FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.  
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.

**MANHATTAN PHOTO ENGRAVING CO.**

251-253 WILLIAM ST. - NEW YORK CITY

PHONES: - 1637 WORTH 1638

## WASHINGTON NOW HAS ADVERTISING CLUB

Organized Tuesday at Luncheon Meeting with Thirty-seven Charter Members—Lester Lansburgh Will Head New Organization.

WASHINGTON, May 22.—The Advertising Club of Washington was organized Tuesday under the most enthusiastic circumstances, at a luncheon meeting.

A constitution and articles of incorporation were adopted, and officer elected. With thirty-seven charter members to start with, the list containing names of some of the most representative merchants and advertisers in Washington, it is felt that a great beginning has been made. The Club will also apply for membership in the Associated Advertising Clubs of the World.

Lester Lansburgh, one of the most active and prominent of the younger business men of Washington, was elected president and the following will constitute his cabinet: Joseph A. Berberich, vice-president; Charles J. Columbus, secretary; J. A. Whitfield, treasurer, and the following who, with the officers will constitute the board of directors: George A. Lewis, R. P. Andrews, Donn V. Smythe, A. C. Case, and Harold H. Levi.

President Lansburgh announced following the meeting, that he would call a meeting of the board of directors at an early date, when committee chairmen would be selected and plans for an intensive campaign in the study and promotion of the truth in advertising would be inaugurated.

The Washington Club has been plan-

ned along the lines of the famous Poor Richard Club, of Philadelphia.

The following constitute the membership of the organization: Julius Goldenburg, Fleming Newbold, G. R. Morrissey, George A. Lewis, George B. Ostermyer, Ernest C. Hastings, Harold H. Levi, Albert Sigmund, Milton Kronhelm, J. A. Whitfield, W. G. Kent, Thomas Grant, Harry W. Hahn, W. C. D'Arcy, A. G. Newmyer, Arthur D. Marks, Lester Lansburgh, Sidney Strauss, Donn V. Smythe, W. M. Balderston, Robert H. Isbell, R. P. Andrews, Roe Fulkerson, Charles A. Finney, Sherwood C. Stockley, E. C. Rogers, Charles J. Columbus, Joseph A. Berberich, H. M. Goddard, A. C. Case, M. A. Leese, Leonard A. Murchison, Samuel Hart, Stanley Lansburgh, W. R. Schmucker, Charles A. Goldsmith, Leo Baum, Walter Coates, Gardiner F. Johnson, and Edgar D. Shaw.

### E. H. BAKER A BUSY MAN

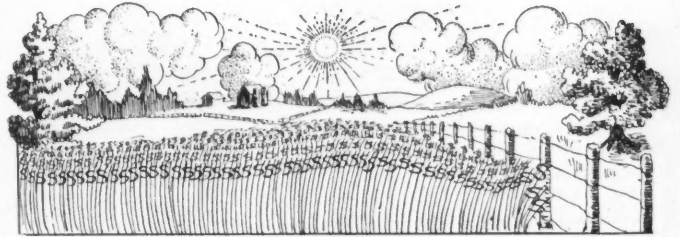
Cleveland Publisher Active in Many Patriotic Organizations.

CLEVELAND, O., May 20.—E. H. Baker, president and general manager of the Cleveland Plain Dealer, was named by Mayor Davis as one of the five prominent citizens to organize a plan of caring for disabled American soldiers upon their return from the war front.

The committee was appointed after a visit of the Mayor, Mr. Baker, and a score of other business men to Toronto, where the relief and reclamation work in that city was studied preparatory to doing similar work in Cleveland.

Mr. Baker is also chairman of one of the teams which started Monday to raise a \$6,000,000 "Victory Chest" fund for fifteen phases of war work in Cleveland.

# Cultivate Your Business In ILLINOIS



## An Analogy—

If you have Distribution in Illinois, it means that your Seed of Merchandise is planted in the most fertile Commercial Soil. It takes Advertising to nourish that Seed, to bring it to life, to make it grow.

Advertising is everywhere. It is to your Distribution as the Air is to the Plant.

But the advertising air of the twilight and evening, the dark and the night, or the bright daylight air in other lands will not help your plant of Distribution to grow in Illinois.

Your Illinois Distribution needs the Sun and Rain and Warmth of Illinois Advertising, if the plant is to live and grow till it yields, in full growth, a bumper crop of Illinois Sales.

Yes—the Illinois field is very fertile for Distribution. It is more centrally located than any. The roads and waterways to and from that field, and within its borders are the best and greatest in the country.

And the Sun and Rain and Warmth of Advertising that cultivate and make grow the seeds of Distribution in that field are incomparable in their effectiveness, when embodied in—

## The Newspapers of Illinois

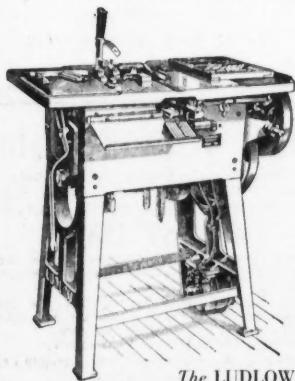
Here They Are—Use Them

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	15,855	.04	.04
Bloomington Pantagraph (M).....	16,637	.03	.03
Chicago American (E).....	326,998	.42	.38
†Chicago Examiner (M).....	200,378	.30	.25
†Chicago Examiner (S).....	513,000	.53	.46
†Chicago Herald (M).....	150,308	.36	.25
†Chicago Herald (S).....	180,207	.40	.28
†Chicago Herald & Examiner combined, May 9, 1918.			
Chicago Journal (E).....	110,641	.24	.21
Chicago Daily News (E).....	386,775	.43	.43
Chicago Post (E).....	55,477	.25	.12
Chicago Tribune (M).....	367,798	.50	.35
Chicago Tribune (S).....	606,111	.60	.45
Elgin Courier (E).....	7,857	.02	.02
Freeport Journal-Standard (E).....	6,170	.015	.015
Galesburg Evening Mail (E).....	9,147	.015	.015
Rate after July 1st, 1918, will be .0178 per line flat.			
Moline Dispatch (E).....	10,147	.025	.025
Peoria Star (E).....	22,470	.045	.035
Quincy Journal (E).....	8,423	.02	.02
Rock Island Argus (E).....	6,400	.015	.015
Springfield State Register (M).....	25,000	.035	.035
Sterling Daily Gazette (E).....	5,159	.017	.017
Government Circulation Statements April 1, 1918.			

## The RIGHT WAY to Set Display

ANY SYSTEM for display composition that necessitates the casting and storing of nearly one hundred times the amount of type actually needed, is *economically wrong*. The investment required for metal, storage equipment, and floor space is not only big, but is 95% non-productive.

THE LUDLOW TYPOGRAPH offers the only system for display composition that is *economically right*. It supplies any quantity of display type when you want it, and requires only the actual amount of metal which goes into the forms.



Know the Economical Advantages of Ludlow Slug-Composed Display. Send for The LUDLOW Book.

Manufactured by  
**LUDLOW TYPOGRAPH CO.**  
2032 Clybourn Avenue, CHICAGO

Selling Agents

**MERGENTHALER  
LINO TYPE CO.**

Tribune Building, NEW YORK  
CHICAGO SAN FRANCISCO NEW ORLEANS

The LUDLOW  
TYPOGRAPH

### TIPS FOR THE AD MANAGER

ATLAS ADVERTISING AGENCY, 456 Fourth Avenue, again placing orders with California papers for Pacific Coast Borax Company "20 Mule Team Borax."

GEORGE BATTEN COMPANY, Fourth Avenue Building, placing orders with a few large papers for the Hamilton Watch Company.

WITT K. COCHRANE ADVERTISING AGENCY, Boyce Building, Chicago, placing orders with some Western newspapers for the Phenol Chemical Company.

L. S. GOLDSMITH, 244 Fifth Avenue, placing orders with large city newspapers for Goodall Worsted Company.

H. E. JAMES ADVERTISING AGENCY, 110 West 19th Street, making contracts with newspapers generally for William R. Warner & Company.

WYLLIE B. JONES ADVERTISING AGENCY, Binghamton, N. Y., placing orders with some Western newspapers for Stearns Electric Paste Company.

LEWIS AGENCY, District National Bank Building, Washington, D. C., placing orders with newspapers generally for the Moorhead Knitting Company.

H. K. McCANN COMPANY, 61 Broadway, placing orders with a few newspapers for the American Thermos Bottle Company.

MITCHELL ADVERTISING AGENCY, Plymouth Building, Minneapolis, Minn. reported to be making up lists for July 1, for the Econ-O-Kleen Fuel Company.

J. ROWLAND MIX, 381 Fourth Avenue, placing orders with newspapers in selected sections for Wykeham Inn.

MORSE INTERNATIONAL AGENCY, Fourth Avenue and 30th Street, again placing orders with newspapers generally for the Rumford Chemical Company.

PICARD & Co., 50 East 42nd Street, again renewing the newspaper contracts of the United Shirt & Collar Company.

VANDERHOOF & Co., Marquette Building, Chicago, will place the advertising of the Bankers' Mortgage Company of Des Moines.

LORD & THOMAS, Mallery Building, Chicago, placing the account of the Claire Manufacturing Company, "Jinx" soft soap. They are about to increase the foreign list.

N. W. AYER & SON, 308 Chestnut Street, Philadelphia, will make up lists within the next two months for the Crown Packing Company.

WILLIAM G. DUGLAS, 537 Arch Street, Philadelphia, will make up lists during July for the Dr. J. H. Schenck Mandrake Pills Company.

THE THOMAS M. BOWERS ADVERTISING AGENCY, of Chicago, now handling the accounts of the Columbia Fastener Company, of Chicago, and the Imperial Folding Chair Company, of Racine, Wis.

#### Represent Oliver Newspapers

Knill-Burke, Inc., publishers' representatives, have been appointed Eastern advertising representatives of the Pittsburgh Gazette-Times and the Pittsburgh Chronicle-Telegraph. This agency now represents the Oliver papers both East and West.

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

The Lynchburg (Va.) News and the Alliance (Ohio) Review have been transferred from the associate to the active class of membership in the American Newspaper Publishers Association.

### MISS F. J. McKINNEY ENGAGED TO WED

Daughter of Prominent Special Representative Will Marry Dr. James A. Cahill, Lieutenant in U. S. Army Medical Corps.

J. P. McKinney, of the special representative firm of J. P. McKinney & Son, 334 Fifth Avenue, and Mrs. McKinney, announce the engagement of their



Copyright by Underwood and Underwood.  
MISS FLORENCE JANE MCKINNEY.

daughter, Miss Florence Jane McKinney, to Dr. James A. Cahill, jr., a lieutenant in the Medical Corps of the United States army. Miss McKinney's home is with her parents in Bensonhurst, a suburb of Brooklyn, and Lieut. Cahill is stationed at United States General Hospital No. 1, Williamsbridge, New York. No date has been set for the wedding.

Miss McKinney was born in Rochester, N. Y. She was educated in the Ursuline Convent in New Rochelle, N. Y., and St. Angela's Hall, Brooklyn. She also took a special course at Columbia College.

Dr. Cahill is a son of Mr. and Mrs. James A. Cahill, of Washington, D. C. He was graduated from the Georgetown Medical College and entered army service last November as a first lieutenant in the Medical Reserve Corps.

#### Stops Outdoor Advertising

"Telephone-pole advertising," or the nailing of cards, circulars, signs, etc., on telephone poles along the streets, has been ordered discontinued in Dallas, Tex. A city ordinance has been placed on the statute books of the city prohibiting this practice, and Chief of Police Ryan has issued orders to his force to see that the law is obeyed.

#### The Globe-Democrat Figures

In a news item in a recent issue of THE EDITOR AND PUBLISHER it was stated that, previous to last April, when morning papers in some of the larger cities went to two cents, the Detroit Free Press—which has always sold at that price—had the largest two-cent circulation of any morning newspaper in the country, the last figures being given as 118,000 copies. Joseph Traxler, advertising counsel of the St. Louis Globe-Democrat, challenges the statement. The Globe-Democrat raised its price to two cents August 1, 1916, and Mr. Traxler states that "at no time since has its circulation been anywhere near so low as 118,000." At the present time, he says, the circulation is over 165,000.

### AD FIELD PERSONALS

JOHN S. KING, formerly with the Far-raw Advertising Company of Pittsburgh, has joined the forces of the Carpenter-Webbe Company at Cleveland.

FORREST H. RIORDAN, for three years with the advertising department of the Philadelphia Public Ledger, is now associated with the W. Hancock Payne Agency in Philadelphia.

FRANK CLEVELAND, an advertising solicitor on the Milwaukee Journal, has been made secretary of the convention division of the Milwaukee Association of Commerce. Mr. Cleveland formerly was an advertising solicitor on the Evening Wisconsin (Milwaukee), and previously had been an editorial department man, having been assistant city editor of the Evening Wisconsin and State editor of the Milwaukee Free Press and the Milwaukee Sentinel.

CHARLES J. GOE, formerly of the office staff of the Associated Advertising Clubs of the World at Indianapolis, has been appointed Chicago representative of Associated Advertising, succeeding George B. Bassler, who resigned.

CHARLES PRONER, of the service department of Wales Advertising Co., and formerly advertising manager of Smith & Hemenway Co., Inc., manufacturers of "Red Devil" tools, has joined the Radio Service, and should be addressed in care of Training Detachment, National Army, N. Y. University, University Heights, N. Y.

WILLIAM G. ROOK, of Toronto, Canadian vice-president of the Associated Advertising Clubs of the World, has taken active charge of the work of organizing advertising clubs in the more important Canadian cities. The primary reason for this activity is the desire of those in charge of food control advertising to have local contact, through the clubs, in forwarding food conservation propaganda.

RICHARD N. SCHWAB, formerly of the Messengale Advertising Agency, of Atlanta, Ga., has been promoted to a second lieutenant at Camp Johnson, in Florida. Lieut. Schwab enlisted in the ranks and has made his way to a commission through his own efforts.

L. E. (BERT) WARFORD, advertising manager of the Seattle branch of the B. F. Goodrich Automobile Company, has resigned and will leave for San Diego to join the aviation section of the United States Signal Corps. Warford is one of the best-known advertising men on the Pacific Coast, first looming into prominence as a publicity expert in his organization work at the Panama-Pacific Exposition.

#### Young Ad Men Elect Officers

The Young Ad-Men's Club, of New York, celebrated the second year of its existence last Saturday evening with a banquet, election of officers, and a dance. The affair took place at the Advertising Club, 47 East 25th Street, and was well attended. The following officers were elected and installed: John Goldstein, president; John Frohlich, vice-president; Charles C. Forbes, secretary, and Martin F. Ficke, treasurer.

#### Former Weekly Now a Daily

The Venita (Okla.) Journal has changed over from a weekly and is now publishing a daily edition with Associated Press reports.

A man's best work is always good work.

### FINDS THAT WOMEN DO BULK OF BUYING

Trade Report on Merchandising of Men's Underwear Shows Interesting Facts for Advertisers — Campaigns Should Be Sectionalized.

The latest trade survey completed by the Bureau of Advertising of the A. N. P. A. covers the results of an inquiry into the merchandising conditions surrounding the sale of men's underwear. The report covers a group of small and middle-sized cities, and is intended to throw light on the sort of advertising appeal which is most effective in this line of retail trade.

Department stores find that the greater part of their sales of men's underwear are made directly to women, some of them reporting as high as 90 per cent., others as low as 30 per cent. Men's clothing and furnishing stores find a smaller percentage of sales to women, a few of them finding them negligible. The average with such stores runs to about one-third of total sales.

The inquiry developed that the underwear business is a sectional one, climatic conditions controlling. In the milder climates garments made of cloth of the "B. V. D." sort have the call, while in Northern States balbriggan is in popular demand. In styles the trend is more and more to union suits and athletic modes.

Dealers agree that it pays to emphasize in their newspaper advertising the types and styles in demand in their localities. As a rule they depend very little upon window displays.

This trade survey shows the advisability of sectionalized copy for national campaigns. While the inquiry was limited to selected localities it is believed that the facts secured by the Bureau will be found to indicate the general trend. The Bureau will furnish to manufacturers who may be interested the full details of the investigation.

### Advertising Agents

**COLLIN ARMSTRONG, INC.,**  
Advertising and Sales Service,  
1457 Broadway, New York.

**FRANK, ALBERT & CO.,**  
26-28 Beaver St., New York.  
Tel. Broad 3831.

**HOWLAND, H. S., ADV.**  
AGENCY, INC.,  
20 Broad St., New York.  
Tel. Rector 2573

### Publishers' Representative

**O'FLAHERTY'S NEW YORK**  
SUBURBAN LIST  
225 W. 39th St., New York  
Tel. Bryant 6875

### New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6  
Months Ending April 1, 1918

**41,267 Daily**

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

**The S. C. BECKWITH SPECIAL**  
AGENCY  
Sole Foreign Representatives  
New York Chicago St. Louis



## CHICAGO COMBINATION TAKES RALSTEN

Herald-Examiner to Have Well-Known Merchandising Expert as Associate Publisher and Advertising Director—Resigns from Rankin Company.

Fred H. Ralsten, well-known merchandising expert and vice-president of the William H. Rankin Company, Chicago and New York, has resigned to accept the position of associate publisher and advertising director of the Chicago Herald and Examiner. He assumed his new duties on Monday, May 20.

Mr. Ralsten has long been considered a specialist in merchandising lines. He was educated at Hamilton and Wesleyan Colleges and then spent five years in the publishing end of the newspaper business. Later he became sales manager of the American Book Company, and following that accepted a like position with the Library Bureau. For thirteen years he was Western manager and general sales manager of the Butterick Publishing Company. Then Mr. Ralsten entered the firm of N. W. Ayer & Son, only to resign after a short period to become sales manager for Lord & Thomas, Chicago. His next connection was with the William H. Rankin Company.

The Herald and Examiner was recently formed through the amalgamation of the Chicago Herald, edited by James Keeley, and the Chicago Examiner, owned by Mr. Hearst.

## NESBIT HEADS AD CLUB

Elected to Presidency of Chicago Organization When Burlingame Resigns.

Widbur D. Nesbit, vice-president of the William H. Rankin Company, Chicago, well-known advertising man and author of "Your Flag and My Flag," has been elected president of the Advertising Club of Chicago to fill the vacancy caused by the resignation of Charles H. Burlingame. Mr. Burlingame, who is advertising manager of the Morton Salt Company, has removed to Indianapolis to look after the interests of his concern in that city.

Mr. Nesbit was elected first vice-president of the club last September and has long been identified with club activities. His fame as an advertising man is, if possible, heightened by his literary prominence. His poem, "Your Flag and My Flag" threatens to become world famous.

## Canadian Publishers to Meet

TORONTO, Can., May 22.—The Canadian Press Association will hold its sixtieth annual meeting here on Thursday and Friday, June 13 and 14. It is expected that the question of news print will be thoroughly discussed.

## Unique House Organ

The Retail Public Ledger, an eight-page monthly newspaper devoted to the problems of advertising and distribution for Philadelphia merchants, has made its appearance. It is similar in style and make-up to the Public Ledger, and the May issue contains an interesting array of news and feature stories on advertising and selling. It is, on the whole, a very unusual sort of house organ, quite up to the Curtis standard in publications.

## OLIVER HEADS BUSINESS MEN

Pittsburgh Publisher Elected President of Chamber of Commerce.

George S. Oliver, president of the Newspaper Printing Company, publisher of the Pittsburgh Gazette-Times and the



GEORGE S. OLIVER.

Pittsburgh Chronicle-Telegraph, was elected president of the Pittsburgh Chamber of Commerce Thursday, May 16. Mr. Oliver had no opposition. Being president of the Chamber of Commerce, with over four thousand members, is a very important position, especially now during war-times, in the steel city of Pittsburgh.

Mr. Oliver is the oldest son of United States Senator George T. Oliver, and was born in 1878, educated in the schools of Pittsburgh, and was graduated from Yale University in 1899. In Pittsburgh's social, business, and commercial affairs he has been an active man, and his election as president of the Chamber of Commerce is expected to give this body an extra speeding up during his term of office.

## MILWAUKEE MEN PATRIOTIC

Newspaper Men of Western City Busy on War Work Committees.

The latest addition to the group of newspaper men on the staff of the Milwaukee County Council of Defence is Harold L. Merkel, who has been a general assignment reporter on the Milwaukee Journal. Coincidentally, however, Edward Harris, who resigned as City Hall reporter of the Journal two months ago to accept a position with the Council, is returning to the Journal as a general assignment reporter.

The other newspaper men on the staff of the Council are Osmore Smith, who formerly held various positions on the editorial staffs of the Milwaukee Sentinel, Milwaukee Leader, and Milwaukee Journal; Walter L. W. Distelhorst, formerly dramatic editor of the Milwaukee Sentinel and Milwaukee Journal, and Howard Ashworth, formerly City Hall reporter of the Milwaukee Journal. Mr. Smith is at the head of the Food Division of the Council. Mr. Distelhorst heads the publicity department, and Mr. Ashworth is assistant to the secretary, Willis Pollock.

## In New Quarters

The Twin City Sentinel, of Indiana Harbor, Ind., has moved into a new and larger building and installed much new equipment.

## The Following Newspapers are Members of

# THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

### ALABAMA

Birmingham.....NEWS  
Average circulation for Feb., 1918, Daily 44,690; Sunday, 50,673. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.

### CALIFORNIA

Los Angeles.....EXAMINER  
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

San Jose.....MERCURY-HERALD  
Post Office Statement.....11,434  
Member of A. B. C.

### GEORGIA

Atlanta.....DAILY  
GEORGIAN AND SUNDAY AMERICAN.  
Circulation daily 62,537; Sunday 105,287.

The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.

Atlanta.....JOURNAL  
Clr., Daily, 55,687; Sunday, 67,870.

### ILLINOIS

Joliet (Circulation 15,190) HERALD-NEWS

### IOWA

Des Moines.....SUCCESSFUL FARMING  
More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.

### LOUISIANA

New Orleans.....TIMES PICAYUNE

### MICHIGAN

Jackson.....(No Monday Issue).....PATRIOT  
Last Gov. Statement—Daily, 11,329; Sunday, 12,316. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 56 cents Inch; yearly contracts, 35 cents Inch; position 20% extra.

### MINNESOTA

Minneapolis.....TRIBUNE  
Morning and Evening.

### MONTANA

Butte.....MINER  
Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.

### MISSOURI

St. Louis.....POST-DISPATCH  
Daily Evening and Sunday Morning.  
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city.  
Circulation for entire year 1917:

Sunday average.....361,263  
Daily and Sunday.....194,593

### NEW JERSEY

Elizabeth.....JOURNAL

Paterson.....PRESS-CHRONICLE

Plainfield.....COURIER NEWS

### NEW YORK

Buffalo.....COURIER & ENQUIRER

New York City.....IL PROGRESSO ITALO-AMERICANO.

New York City.....DAY  
The National Jewish Daily that no general advertiser should overlook.

### OHIO

Youngstown.....VINDICATOR

PENNSYLVANIA

Erie.....TIMES

Wilkes-Barre.....TIMES LEADER

TENNESSEE

Nashville.....BANNER

TEXAS

Houston.....CHRONICLE

The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.

VIRGINIA

Harrisonburg.....DAILY NEWS RECORD

Largest circulation of any daily paper in the famous valley of Virginia.

WASHINGTON

Seattle.....POST-INTELLIGENCER

## ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:

### ILLINOIS

Chicago.....SKANDINAVEN

### KENTUCKY

Louisville, Ky.....MASONIC HOME JOURNAL  
(Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.

### GEORGIA

Athens.....BANNER

A gilt-edge subscription—not a mere circulation claim.

### NEBRASKA

Lincoln.....(Clr. 128,384).....FREIE PRESSE

### NEW YORK

New York.....BOELLETTINO DELLA SERA

PENNSYLVANIA

Johnstown.....DAILY DEMOCRAT

## R. J. BIDWELL CO.

Pacific Coast Representative of

# DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

We spend more than \$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service  
729 Seventh Ave. New York, N. Y.

## WASTE OF NEWS PRINT OFTEN DUE TO LACK OF PROPER CHECKING

Press and Mail Room Wastage May Be Traced and Responsibility Fixed Through System of Up-to-Date Accounting—Small Leaks Expensive

By JOSEPH P. BARRY,

Circulation Director, the Providence Journal and Bulletin.

A PROMINENT advertising man recently drew attention to the fact that most of the advertising published this year contains the words "save" and "economy." In fact, economy in some form or other is the best selling argument a manufacturer can use to-day.

To publishers more perhaps than to any other class of manufacturers (and publishers are manufacturers), any suggestions which enable them to economize without cheapening their product, are as the sweetest music in their ears.

### Saving 10,000 Tons of News Print a Year

The A. N. P. A. Bulletin No. 3883, dated April 13, 1918, sets forth in very concrete form the rigid economies which are being effected by the Pittsburgh publishers. It is estimated that they are saving altogether about 10,000 tons of news print per annum.

If it is possible for Pittsburgh publishers to cut their paper consumption 20 per cent. and still produce, if anything, better newspapers than before, why is it not possible to effect similar economies throughout the country?

Great strides have been made in eliminating unnecessary news print waste during the last few years, but there is still an enormous waste which is inexcusable. A very large number of publishers do not even know what their paper loss is, in percentage. This can readily be seen by examining the percentage of waste claimed by various publishers in A. N. P. A. Bulletin No. 3883. Several claim a pressroom waste of less than 2 per cent., which is obviously incorrect, as it is generally conceded, by paper experts, that it is almost impossible to keep the pressroom waste beneath 4 per cent., although a few publishers have forced it down as low as 3.75 per cent., but this can only be done when the wrappers weigh less than 2 per cent.

It has been the writer's experience that publishers who "estimate" but do not "know" that their paper loss is very low, have in reality a loss far greater than they even dream of.

#### HOW TO CHECK PRESSROOM WASTE.

It must be remembered that the pressroom waste only represents the paper lost in producing the net press run, or the number of perfect papers printed, and that if a very careful check is not kept on the number of papers distributed, a considerable amount of paper will surely be wasted.

The use of system in balancing the paper consumption against the press run, and then balancing the press run against the gross distribution, and in turn balancing that against the circulation earnings, is absolutely essential. No estimating or approximating should be tolerated here, because thousands of dollars are lost in many newspaper offices because there is a looseness and disregard of details in checking the paper loss.

Every publisher should have the following data every month:

- (1.) Number of pounds of paper on hand on last day of month.
- (2.) Pounds consumed/during month.
- (3.) Total net press run for month reduced to two-page papers.
- (4.) Pounds of paper that ought to have been used in producing that number of two-page papers, based on the contract weight of the paper.
- (5.) Average net press run for month.

(6.) Average gross distribution of papers, itemized as follows:

Net paid circulation.

Average returns (if any).

Average unpaid circulation.

Average copies left over.

Average copies unaccounted for.

(7.) Circulation department earnings for month.

(8.) Circulation department cash receipts for month.

Equipped with this data, a publisher can tell at a glance whether or not his circulation department is being run efficiently.

The difference between the amount of paper actually consumed and the amount that ought to have been consumed, will show the number of pounds wasted in the press-room and the extent the paper ran over the contract weight.

Allowing 2 per cent. for overweight, the total press-room waste should not exceed 6 per cent.

Having established this check on the press-room, the next step is to check the number of copies printed against the number distributed. This is where the big leak usually is, and if no check is kept on the mailing-room, they are likely to run more papers than they need, and frequently will be unable to account for the number of papers delivered to them by the press-room.

#### BOOKKEEPING METHODS.

We now come to the bookkeeping department. All papers charged on the dealers' ledgers, sold for cash, sent by mail, and given free, should be so accurately recorded in the books every day that the grand total will balance with the net press run; if it does not, then it is certain that there is a screw loose somewhere.

All opinions to the contrary notwithstanding, the writer is convinced that it is essential to balance all newsdealers' ledgers to the cent, once every month, as many thousands of dollars are thrown away every year by publishers, on account of the failure of their bookkeepers to charge up and collect for the full number of papers sold.

Most news dealers treat their paper bills as they do their bills for gas and electricity, and do not check them in detail, with the result that, if undercharged, they say nothing; and as, by the law of averages, errors of omission are more frequent than errors of commission, undercharges will be more frequent than overcharges. However, if a trial balance is taken off and the ledgers balanced monthly, all errors will show up and can be corrected.

The moral effect of establishing these checks is very great, as a man does far better work when he knows that any negligence on his part will come back on him at the end of the month. For that reason, efficiency follows closely on the trail of system.

## CIRCULATION MEN HAVE DAY OFF

Men in Charge of Distribution of Metropolitan Dailies Enjoy Annual Two Days in the Mountains, Guests of Steamboat Company.

The circulation managers of New York and vicinity will again be the guests of the Hudson River Day Line, when, on Monday evening next, they embark on the steamer *Ida*, of the Saugerties Evening Line. A banquet will be served to all on board at 8 P. M., and the party is expected to arrive at Saugerties at 6 A. M. Tuesday. After breakfast the party will spend two hours sight-seeing, followed by an auto trip through the mountains. Luncheon will be served at one o'clock, and will be followed by an auto trip of the Ashokan Reservoir district. Catskill will be reached at 6 P. M., and another banquet will be served at Smith's Hotel, Catskill, at 8 P. M. After the night at Catskill there will be a tour of the industrial plants of that city until 11 A. M., when the party will embark on the Hudson River Day Line boat for home.

As has been usual for the past eleven years, the trip will be under the direction of Richard S. Barrett, who is known as "The man who knows the mountains." Assisting him will be E. E. and A. V. S. Olcott, of the Albany Day Line, and John Snyder and Daniel Finger, of the Saugerties Line.

It is expected that about sixty will be present. Those who have already signified their intention of being present are:

Charles Flanigan, New York Times; R. B. McClean and Robert W. McClellan, Evening Post; William Henry, New York American; Victor Ridder and William Hoffman, Staats Zeitung; Frank O'Raw, New York Tribune; M. Goodman, Scrantonian; S. Booth, the Globe; Victor Ryberg, Morning Telegraph; William Rague, Staten Islander; R. D. M. Decker, Knickerbocker Press; M. Burke, the Brooklyn Eagle; F. Furgone, Bulletin Del Sera; David Wilson, Nassau News Company; William Braum, American News Company; ex-Mayor Frank Appleby, Asbury Park; J. M. Annenberg Schenectady Union-Star; E. Gans, THE EDITOR AND PUBLISHER; J. J. Goode and Chauncy Stout, Plainfield Courier; S. Rachels, Passaic News; Louis Weinstock, representing the Daily Jewish papers; Commissioner George D. Morrow, Allenhurst; James McKernan, New York World; J. Mansfield, Evening Journal; J. Savadel, the Fourth Estate.

### OF INTEREST TO CIRCULATORS

The Bridgeport (Conn.) Telegram gives Thrift Stamps to carriers in lieu of cash bonuses for new subscribers. Boys whose records for service are good receive each month two extra 25-cent stamps, and one stamp is given each week to the boy bringing in the largest number of new subscribers.


### Providence News Contest

PROVIDENCE, R. I., May 20.—The Providence News has inaugurated a subscription contest. They offer \$7,000 in prizes. In the list are three automobiles, the highest valued at \$2,200 and the lowest priced at \$760. The News started with an extremely small circulation, and President Hennessy has taken this means of building it up. The paper had already gained considerably in its advertising columns.

## MID-WEST TO BE ORGANIZED

Five States to Be Represented at Meeting in Wichita, Kansas, June 4.

WICHITA, Kans., May 21.—The Central Mid-West Circulation Managers' Association, comprising Kansas, Oklahoma, Missouri, Nebraska, and Colorado, will be organized at a meeting to be held at Wichita, Kansas, on June 4. At that time a constitution and by-laws will be adopted and officers elected. The meeting will be called to order at 9 A. M., and after the business session is completed, papers will be read on several topics of interest to circulation men. At six o'clock in the evening, the visiting members and their wives will be entertained at dinner at the Wichita Club. During the business session, the ladies who accompany the visitors, will be entertained by a special committee of Wichita ladies. The committee in charge of the organization is composed of the following: W. W. Rhodes, Topeka Capital; J. A. Mathews, The Oklahoman; Roy Bailey, Salina Journal; R. C. Hookey, Tulsa World; E. R. Sterbenz, St. Louis Republic; W. C. Hawk, Atchison Globe; C. B. Hogobaum, Tulsa Democrat; J. J. Holohan, Miami News; R. C. Ballard, Hutchinson News; O. S. Wespe, jr., Hutchinson Gazette; W. Boeshans, St. Joseph Gazette; Robt. Corrigan, Denver News; Arthur T. Butler, the Wichita Beacon; Sidney D. Long, the Wichita Eagle.



**Hollister's**  
CIRCULATION CAMPAIGNS  
PRODUCE BIG RESULTS

Write or Wire, care  
Gazette, St. Joseph, Mo.  
where we are conducting  
second campaign.

**NORTH EASTERN  
CIRCULATION CO.**  
Davenport, Iowa.

## PUBLISHERS' SERVICE BUREAU

invites editors, publishers, motion picture producers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

## Food Medium

of

## New Jersey

## Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue  
NEW YORK

Lytton Building  
CHICAGO

## Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

## The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

**PUBLISHER CAMPAIGNS FOR SEAT IN SENATE**



VIRGIL L. HIGHLAND.

Hon. Virgil L. Highland, majority stockholder in the Clarksburg Telegram Company, publisher of the Clarksburg (W. Va.) Telegram, has announced his candidacy for the Republican nomination for United States Senator from West Virginia.

Mr. Highland started in the newspaper business in 1901, when, with some business associates, he formed a corporation and bought the Clarksburg Telegram. At that time the paper was a four-page daily of one thousand circulation, and was printed on a small hand-fed press. Under his able management the Telegram has grown to be one of West Virginia's leading newspapers, with two twelve to twenty-page editions daily, a twenty to forty-page edition on Sunday morning, and a net paid circulation in excess of eight thousand copies.

In addition to his newspaper business, Mr. Highland is president of one of the largest national banks in his State, and is active in many other business enterprises. He has been Republican National Committeeman from West Virginia for several years, and is well known throughout the State and country for his activities in finance, industry, and politics. His friends predict his nomination and election by handsome majorities.

**Prosperity in Oklahoma**

The Miami (Okla.) District Daily News carried nearly 20,000 inches of advertising during March and not 20,000 lines as was incorrectly printed in a recent issue of THE EDITOR AND PUBLISHER. This is one of those little errors that will break into the best regulated newspaper offices.

**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  
NEW YORK

Luton Building  
CHICAGO

**EVERY WEEK TO DISCONTINUE**

Increased Cost of Raw Materials Given as Cause of Cessation.

Every Week, the cheery little magazine produced by the Crowell Publishing Company, is to be discontinued after the issue of June 22, according to an announcement made at the office of publication. Subscribers will be carried on the lists of the American Magazine, Good Housekeeping, or Farm and Fireside, other publications of the company.

Every Week has been in existence only three years, but is said to have reached a circulation of more than 500,000 copies. The statement by the Crowell Company says the cost of raw material has made it impossible to carry out the plans they had for the paper, and they considered it wise to discontinue while it was in good favor.

**Will Show Newspaper Film**

Men in all branches of newspaper work throughout the country who have not had opportunity to inspect the plant of the Detroit News, said to be the finest in the world, will be interested in an early issue of the Ford Educational Film, which will be released soon for exhibit in theatres throughout the United States and Canada, and which shows every department of the News plant in operation. The film has recently been taken by the Ford Motor Company film department, and follows the course of news items from the time they come into the office from local reporters or over the News Association wires until they appear in the completed papers.

**France Expels Correspondent**

Robert Dell, Paris correspondent of the Manchester (Eng.) Guardian, was notified at eleven o'clock in the forenoon of May 21 that he had been ordered expelled, and five hours later he had started for Havre. This action was said to be the result of a long dispatch from Paris in the Manchester Guardian on a discussion by the Committee of Foreign Affairs of the Chamber of Emperor Charles's peace letter and the part alleged to have been taken by President Poincaré and Ribot in the peace conversations last year.

If you want other people's money to make your business a success, advertise and let them know what you have.

**Camera News**

A Page of Pictures which can be used singly if desired, all illustrations conforming with standard column widths.

Begins June 2nd, so order at once

**The International Syndicate**

Features for Newspapers

Est'd 1899

BALTIMORE, MD.

**Why Does The Detroit Free Press**  
"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper?

BECAUSE

The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN } Foreign Representatives } New York Chicago Detroit

**LIVE TOPICS DISCUSSED BY OUR READERS**

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the cooperation of our readers.—Ed.]

**The Matter of Waste**

THE PARKERSBURG SENTINEL,  
Parkersburg, W. Va.

May 20, 1918.

THE EDITOR AND PUBLISHER:

I notice in the Federal Trade Commission report of the publishers' statistics for April 1918, that Boston papers showed returns amounting to 37 per cent., New York 28 per cent., and Philadelphia 25, while some monthly magazines showed drawbacks ranging from 28 to 42 per cent.

How can an argument that the new postal rates are ruinously high, coming from such wastrels, convince any congressional committee, if it be made up of men possessed of a rudimentary knowledge of good business practice?

We bill bills down here have to sweat blood to get enough paper to print. The total gross daily press run of all the West Virginia dailies is probably 140,000. If the gentlemen in Boston who have 37 per cent. returns have a gross press run of 400,000 they waste more news print than I take to publish all the West Virginia dailies. If the New Yorkers spoken of have a gross press run of 500,000—which is probably away under the mark—they do the same trick. In the words of the old song, what kind of dash-banked management is this? If a little sheet like the Sentinel in the teeth of direct competition, which refused to do the same, can raise subscription rates and abolish the return privilege and get away with it, why cannot the powerful Eastern dailies do as well? Incidentally, the direct competitor that refused to do the same, has since passed away, a martyr to the high cost of living.

ALLAN B. SMITH,  
Business Manager.

**TODAY'S HOUSEWIFE**

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

GEORGE A. McCLELLAN  
President

You can materially increase your advertising receipts by the publication of a series of

**Anti-Mail Order Articles**

written in an easy conversational, human interest style, compelling the readers' attention from start to finish.

The Mail Order house methods are made to appear ridiculous, their mysterious lure and varied misleading ramifications laid bare without antagonism or offence.

These articles will cause favorable comment and attention in the community and bring increased advertising. They are different.

PHIL DEAN

Astor Court Building New York City

**Editor Is a Terror in War**

John H. Donnelly, formerly editor of the Long Island Globe, is making a reputation for himself in France as a fighter. In a letter received at Great Neck from a wounded soldier, Raymond D. Gilliar, it is stated that "John went with me over the top. I got my first man, but the second got me. Donnelly had luck and got five. Donnelly then picked me up and carried me back. We have been in the thick of the fighting and Donnelly is known as the fighting harp. He is a good shot, and never goes over the top without getting his man."

**May Settle Telegraph Strike**

WASHINGTON, May 22.—The Western Union and Postal Telegraph Companies have submitted to the National War Labor Board counter proposals which may lead to an amicable adjustment of the differences with the union operators. It is hoped to effect a settlement in Chicago next week. While not approaching the point of acceptance by the operators, it is known the officials of the Commercial Telegraphers' Union are more hopeful of adjustment without a strike.

The smile of a satisfied customer will bring you many others.

Net Paid Average Circulation

**The Baltimore NEWS**

For the Month of April 1918

113,956 Daily  
119,485 Sunday

Daily Gain, 15,004  
Sunday Gain, 39,684

News circulation is now the largest any Baltimore papers has ever known.

Frank A. Webb  
Advertising Manager

DAN A. CARROLL  
Eastern Representative  
Tribune Bldg.  
New York

J. E. LUTZ  
Western Representative  
First Nat. Bk.  
Bldg., Chicago

**The McClure Newspaper Syndicate Features Include**

Daily Comics, Four-color Comic Mats and Supplements, Fashion and Household Services, War, Detective and General Fiction Serials, Daily Short Stories, Children's Bed-time Stories,

and Numerous Timely Star Features Such as Brand Whitlock's Story of Belgium, Balderston's War Articles, "With Our Boys in France," by Henry J. Allen, and a Timely Weekly Humor Series by John Kendrick Bangs.

Send for Our List of Services and Price For Your Territory.

The McClure Newspaper Syndicate  
120 West 32nd Street, New York City

**The Pittsburg Dispatch**

solicits your business on the basis of genuine and established merit.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago

H. C. ROOK  
Real Estate Trust Building, Philadelphia

**The PITTSBURG PRESS**  
Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

I. A. KLEIN, Metropolitan Tower, N. Y.  
John Glass, Peoples Gas Bldg., Chicago  
Foreign Advertising Representatives

**GOV. WHITMAN SIGNS ADVERTISING BILL**

Signature Affixed to Measure Providing for Advertising Registration and Polling Places in 30 Newspapers—Real Estate Ad Bill Amended.

ALBANY, May 20.—Governor Whitman has affixed his signature to a bill introduced by Senator Slater, of Westchester, passed at the last session of the Legislature, which will materially affect the revenues of the daily newspapers of the county. The law, which takes effect immediately, authorizes the publication in the newspapers for the first time of the list of registration and polling places and boundaries of election districts.

The law has its first effect on the papers in the publication of the registration and enrollment of women voters this month. The bill was aimed to acquaint the newly enfranchised women in New York State with the election requirements. Thirty newspapers are affected.

Governor Whitman also signed Senator Walker's bill amending the civil code relative to the sale of real estate pursuant to judgment, by striking out the provision requiring judgment to designate papers for the publication of such notice where property is located in New York County. The law allows a wider scope in the selection of newspapers, and the procedure will, in a majority of cases, be based on circulation statements.

**CANNOT BAN HEARST PAPERS**

Plainfield, N. J. Common Council So Advised by Mayor Calkins.

The Common Council of Plainfield, N. J., has been advised by Mayor Leighton Calkins that it has no legal power to forbid the sale of the New York American and the Evening Journal in that city. The Mayor's opinion was sought because of the injunction that followed the banning of those publications by the Mount Vernon, N. Y., Board.

"We should be especially careful," the Mayor said, "not to allow our sympathy to run away with our judgment. If the Hearst papers are disloyal, that is a matter for the cognizance of the Federal authorities, not for local boards."

Mayor Ruford Franklin, of Summit, N. J., who conducted a campaign against the Hearst papers in his city, has been ordered to answer the \$100,000 damage suit brought by the American and the Journal within twenty days.

To Reach the Rich Trade of Kansas  
**Topeka Daily Capital**

Net Circulation (latest Government report)

**34,487**

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*  
Publisher

Member A. B. C.

**ITALIAN WEEKLY SUED FOR LIBEL**

Official of Foreign Language Press Asks for Damages in Large Sum.

A libel suit, asking for damages in the sum of \$100,000, has been filed by Louis N. Hammerling, president of the American Association of Foreign Language Newspapers, Inc., against Joseph Personeni, president and treasurer of the Civic League Publishing Company, Inc., which publishes Il Cittidano, an Italian weekly. Hammerling states that he is a naturalized American citizen and an "aggressive" supporter of the Government. He charges that the weekly on April 4 referred to his action in wiring the Soviets of Russia "in the name" of 734 foreign language newspapers in the United States as "deceitful patriotic camouflage." Il Cittidano also falsely accused him, he complains, of "shamefully" withdrawing his \$5,000 Liberty Loan subscription.

He quotes Il Cittidano as asking him how much he received from the German and Austrian Governments through former Ambassador von Bernstorff.

**Proves Value of Advertising**

The United States Power Company, of St. Paul, has furnished further proof of the value of newspaper advertising. It is democratizing itself by admitting its customers as profit-sharing partners. As a result of the advertising campaign up to April 1 5,000 people had bought upwards of \$4,000,000 in securities of the subsidiary utility organizations.

**Peoria Ills. TRANSCRIPT**  
Only morning newspaper in Peoria.

**Peoria Ills. JOURNAL**  
Only evening paper in Peoria with Associated Press franchise. Member A. B. C. SUNDAY JOURNAL-TRANSCRIPT  
Combination Advertising Rate  
HENRY M. PINDELL, Proprietor.  
CHAS. H. EDDY CO., Representative  
NEW YORK BOSTON CHICAGO

**The Evening Star**

"One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included.

Net A. B. C. Circulation 2 Cent Basis  
March 1st, 1918—98,714

Morning Record  
Morning Record  
Morning Record  
Morning Record  
Morning Record  
Morning Record  
Morning Record  
Morning Record

MERIDEN, CONN.  
ONLY A. B. C. Paper in the City

**U. S. P. O. REPORT**

For the period ending April 1, 1918

**The New Orleans Item**

Daily .....62,141  
Sunday .....80,288  
Average .....64,733

Foreign representatives  
THE JOHN HUDD COMPANY  
New York Chicago St. Louis

**Changes in Cheyenne Leader Staff**

CHEYENNE, Wyo., May 20.—Changes in the staff of the Leader here, take three men out of town and bring in two others. E. A. Swezea, business manager, goes to the Pacific Coast for a short stay before making permanent arrangements for the future. Meredith Davis, editor, will become night editor of the Denver (Col.) News, while Jack A. Bristol, reporter, goes to the Wyoming Derrick, a weekly news review of the industrial field. Dandolph Leigh, of the Sheridan Enterprise, will become business manager of the Leader and will also act as editor for the present, and Walter Hawes of Wheatland becomes reporter.

**Thieves Explore Newspaper Office**

INDEPENDENCE, Ia., April 30.—Sunday night thieves entered the publication office of the Conservative, pried open the safe, took ten dollars, and left a quantity of checks and other valuable papers.

A bad advertisement is like a bad play; it should never start because it can't draw.

**Service**

Thorough Trade Investigations, before and after the inauguration of your Boston campaign, will help you get more business.

Merchandising Service Department of the

**Boston American**

**The Times-Dispatch**

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

**Story, Brooks & Finley**

Special Representatives  
200 Fifth Ave. New York  
People's Gas Building Chicago  
Mutual Life Building Phila.

**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

**His Fine Was Remitted**

A fine of \$50 against Charles Clogston, formerly managing editor of the Terre Haute (Ind.) Post, but now of the Denver Express, for contempt of court at the time of the Terre Haute election frauds in 1914, has been remitted by Gov. Goodrich, of Indiana. Clogston was fined and sentenced to jail by Judge Eli Redman, who afterward was sent to the Leavenworth Prison for participation in the election frauds. Clogston escaped the jail sentence through habeas corpus proceedings.

You can always have the law, but it takes a satisfactory business deal to get the smile.

**The New York Times by Airplane**

Price \$1.70 a copy, postpaid. The 4 A. M. or city edition of The New York Times will be delivered in Washington, D. C., by Airplane Postal Service every day at 2:30 P. M. Address, The New York Times, Times Square, New York City.

**THE LOUISVILLE HERALD**

Net paid circulation in April, 1918:  
**Daily, 60,499**  
**Sunday, 50,249**

The Herald carried largest volume of display advertising in April, 1918:

**Herald 1,344.84 cols.**  
Courier.....1,006.03 "  
Times.....1,233.45 "  
Post.....931.62 "

Largest Non-Duplicated Circulation  
Member (A. B. C.)

**Lynn (Mass.) Telegram**

**Lynn's Best Buy Over 9000 Daily**

(Member A. B. C.)

Reaches the great middle class. Has excellent service department, available to advertisers.

**When the A. B. C.**

makes their audit of our circulation, you will find

**The Virginia Enterprise**  
VIRGINIA, MINNESOTA HAS

**Double the Paid Circulation**

of any daily paper published on the Mesaba Range  
Representative  
**ROBERT E. WARD**  
225 Fifth Ave. 5 S. Wabash Ave.  
New York Chicago

## PACIFIC NORTHWEST TO ADVERTISE

Tourist Association to Use Newspaper Space in Campaign to Attract Travelers—State Legislatures and British Columbia Make Appropriations

Thousands of dollars for newspaper advertising will be spent by the Pacific Northwest Tourist Association within the next two months. This organization, which is official and represents the States of Oregon and Washington and the province of British Columbia, is opening an aggressive advertising campaign to attract visitors to that part of this country and Canada.

The campaign will start the last of May, when half-page advertisements will be inserted in sixteen Eastern newspapers. These will be followed a week later by quarter-page display in the same publications. After another week sixty newspapers will carry for six issues 300 lines of display.

The Pacific Northwest Tourist Association has available as an appropriation of \$112,000, voted by the Legislatures of Oregon and Washington, and the Parliament of British Columbia. The head of the advertising committee is W. J. Hofmann, advertising manager of the Portland Oregonian. The executive secretary is H. C. Cuthbert, of Seattle, and the president is A. E. Todd, Mayor of Victoria, B. C.

The Association believes that it will reap excellent results from a newspaper advertising campaign. They expect that much of the tourist traffic that used to go to Europe will find its way this year to the cities and outing resorts of the Pacific Northwest.

### NEW ENGLAND COUNCIL TO MEET

Publishers to Be Entertained at Luncheon and Dinner by A. A. A.

The New England Council of the A. A. A. will have "A Day in Advertising" in Boston on May 29. Many New England publishers have been invited to attend the luncheon, which will be held at noon in the City Club, where discussions of profit to both publishers and advertising agents have been arranged. In the evening a dinner will be held at the same place, the subject for discussion being "Advertising in War Time."

A number of A. A. A. representatives from Chicago and New York will be present. George Coleman, former national President of the A. A. C. of W., will make an address on his experiences on the French front during a recent trip abroad.

### Portland Hears Ad Club Plans

Celestine J. Sullivan, emissary of the San Francisco Advertising Club, who is touring the country in the interest of the convention of the Associated Advertising Clubs of the World, to be held in his home city on July 7-11, spoke to a large joint meeting of the Portland (Ore.) Chamber of Commerce and Advertising Club on May 13. He received assurances from the officers of these organizations and from Mayor Baker that Portland will have a large delegation at the convention.

### Ad Club Charity Show

The Advertisers' Club of Indianapolis gave a vaudeville show last week, the proceeds to be devoted to charity.

## SITUATIONS WANTED

Advertisements under this classification ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

### Washington Correspondent

Newspaper man, resident of Washington, D. C., will represent outside papers as correspondent. Not a Government employee. Address E. 532, care of Editor and Publisher.

### Newspaper Man

experienced reporter, copy reader and head writer is open for engagement. Young man, draft exempt, well educated. East or South. Address E. 533, care of Editor and Publisher.

### Business Manager

Would like position in city of 20,000 to 50,000; know the newspaper and printing business thoroughly; 34 years of age; started on country weekly; now working on advertising staff of big city daily; salary not important, future the big bet. Address E. 537, care of Editor and Publisher.

### Advertising Manager

of proven ability desires permanent position on Central States daily, that will pay not less than \$35. Thoroughly versed in newspaper work, mechanical end as well as front office. Address E. 527, care of Editor and Publisher.

### Advertising Manager

wants position on good daily. Am producer and a loyal worker. References furnished. Prefer Eastern or Central States. Address E. 529, care of Editor and Publisher.

### Advertising Solicitor

experienced newspaper man, engaged in work in New York city, has mornings which he could devote to soliciting for special agency. Knows South especially. State salary or commission. Address E. 521, care of Editor and Publisher.

### Managing Editor

Any publisher of a daily paper in a small city, in need of an especially experienced managing or city editor, can find one in the advertiser. Good in all departments, backed by an experience of 25 years. Address William Armstrong, Spray Cottage, City Island, Pelham Bay, N. Y.

### Circulation Manager

with ten years' experience, desires connection with live publication. Daily paper preferred. Last four years record as City Circulator and Circulation Manager, shows fine gain in business. Qualified to handle any circulation up to 75,000. Married and past draft age. Address E., 541, care of Editor and Publisher.

### Business or Advertising Manager

Married man, live, wideawake, progressive and untiring worker, who shows big results with his efforts. More than twelve years' experience, knows how to handle and get the most out of his force. Have gone as far as possible in present position. If you want a man who can execute and do what you have long desired, write me what you have to offer. Address E. 536, care of Editor and Publisher.

### Editorial Man

I drink, smoke, and swear. Am reasonably truthful though married. Have been to the war as aviator and lost good job thereby. Ten years' editorial experience. No salary too high, anything under \$5,000 a year too low, New York and Chicago barred. Address E. 534, care of Editor and Publisher.

### Newspaper Man

Capable of writing clean-cut, forcible news, or editorial copy, or handling city-telegraph-news desks individually or collectively, desires to locate with live afternoon daily in city of 5,000 to 25,000 population, preferably in Rocky Mountain region, but will go anywhere if I find what I want. Am a fast and efficient desk man of proven ability, and can delight the most fastidious taste in any work pertaining to news or editorial departments. Will start at \$35 weekly and demonstrate quickly that I am worth \$50. Seek field where there are chances for advancement, and am willing to buy interest in the right newspaper. Address E. 538, care Editor and Publisher.

## HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

### Editor

for a semi-monthly Labor Publication, One experienced on make-up. Splendid opening for right party. Address The Labor Standard, 284 Asylum Street, Hartford, Conn.

### Advertising Solicitor

who will prove competent to manage department by progressing Illinois daily near Chicago. Member of the A. B. C. Must not only be willing to work, but must have the initiative and confidence in self necessary to put things across to one able size opportunity. A good salary and unlimited future. Write telling of experience and give reference. Address E. 535, care of Editor and Publisher.

## MISCELLANEOUS

Advertisements under this classification, twenty cents per line. Count six words to the line.

### Leading New Jersey Daily Wrote

Send four more vest pocket "Punch Words for Heading Writers, enclosed find \$1." I'll send your money back if the book isn't worth a quarter to you. W. F. Bailey, the Washington Star, Washington, D. C.

## F O R S A L E

Advertisements under this classification, twenty cents per line. Count six words to the line.

### Linotype

Three Model 1 machines, with complete equipment of molds, magazines, and matrices. New Haven Union Co., New Haven, Conn.

### Linotype

Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

### Colorado Weekly

In Rocky Mountains; excellent advertising and printing patronage in field of 40,000 population. No limit to possibilities for development. Must sell quick in order to take up daily proposition. No leases. For particulars write E 539, care Editor and Publisher.

## SITUATIONS WANTED

Advertisements under this classification ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

### Copy Editor

A good dependable copy editor, now employed, wishes new opening. Can write editorials, reviews, criticisms; read proof; make up paper; strong, clear, original, judicious. Address E. 540, care Editor and Publisher.

### Editor

with unusual reputation as brilliant writer and successful executive, now permanently employed, will consider proposition for change if really inviting. Remarkably original in style, far-visioned in planning, inspirational to those working under him, and therefore always able to realize efficient results. Address E., 518, care Editor and Publisher.

### Editor Assistant

Fifteen years' experience, capable of writing snappy feature column, light editorials, city or copy desk, strictly temperate, not afraid of work, wants position in South. Can connect on short notice. Permanency paramount feature. Now in New Orleans. Reliable paper only. Address E., 519, care Editor and Publisher.

### Circulation Manager

with eleven years' experience in the game desires change. Capable of handling city or country circulation on any daily paper. Married, 35 years old. Record shows fine gain in amount of business produced. Prepared to leave on short notice. Address E. 520, care of Editor and Publisher.

One of my buyers wants to purchase a daily newspaper property in New England, preferably not far from Boston.

Proposition Q. V.

**Charles M. Palmer**  
Newspaper Properties  
225 Fifth Avenue, New York

Sales  
Purchases  
Consolidations  
Appraisals of  
Newspaper and  
Magazine  
Properties

Aubrey Harwell Henry F. Cannon

**Harwell & Cannon**  
Times Building NEW YORK

## Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

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

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
37 WEST 30TH ST., NEW YORK

## The True News

—FIRST—

Always—Accurately

International News Service  
World Bldg. New York

## GOSS OCTUPLE STRAIGHTLINE PRESSES

with Two or Four  
Folders

For sale by

**WALTER SCOTT & COMPANY**  
Plainfield, New Jersey

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

## BURRELLE

60-62 Warren St., New York City  
Established a Quarter of a Century

## BRINGS MESSAGE TO EX-PRESIDENT TAFT

Former Washington Newspaper Man, Home from Trenches, on Furlough, Says Americans Giving Good Account of Themselves.

WASHINGTON, May 21. — Corporal Leonard Ormerod, who previous to joining the army was a member of the Star and Times staffs, was in Washington last week, having returned with Pershing's fifty veterans. Corporal Ormerod brought a personal message from Charlie Taft to his father, former President Taft, and when he returns to France, he will carry a message from the former President to young Taft, now on the firing line. Corporal Ormerod gives a good account of American troops.

"Our soldiers," says the Corporal, "seem to know no fear, which is the report all along the line. As an example, our detail is frequently called upon to work before battery. Though the job is dangerous, every fellow in the detail feels proud of the opportunity to do the work. Frequently we have to wear gas masks and sometimes we wear a special oiled suit to protect us from mustard gas. When this gas breaks, it leaves an acid which eats into the clothing and burns the skin.

"How does one feel when first under fire? Well, I'll tell you. When the first couple of bullets whizz over your head a peculiar feeling comes over you, but after that you want to find out what it's all about. When about the sixth one makes music in the air defiance takes possession of the boys, and they get so mad that they want to fight. The bursting of shells is irritating. The nervousness due to the first firing is a matter of only about thirty seconds. From then on one begins to assimilate conditions and settle down to work. The boys are upholding the traditions of their country and doing all they can."

### Collected One Million Pennies

Miss Emilie Blackmore Stapp, book and literary editor of the Des Moines Capital and creator of the Capital's "Happy Tribe," has just completed a remarkable achievement by securing a million pennies, or \$10,000, for the war orphans of France and Belgium. When Miss Stapp announced, less than a year ago, that, through her children's department, she proposed to raise a million pennies, her associates were inclined to believe the task impossible. Miss Stapp was not daunted, however. Immediate responses to her pleas for pennies were noted. It was only a short time until the youngsters in Des Moines and Iowa were giving shows, concerts, and assisting in every way possible to collect the pennies. The fund went over the top May 10, ten months after it was started, and the total has exceeded the million pennies by some forty thousand pennies, with more still coming in. Among other newspapers which assisted Miss Stapp were the Birmingham News, Milwaukee Journal, Houston Chronicle, Davenport Times, and Waterloo Courier.

### Boycotting a Newspaper

PROVIDENCE, R. I., May 20.—Merchants in Newport, R. I., have started a boycott on the Newport News and have withdrawn their advertising. The reason given is that the News accepts advertising of out-of-town concerns.

## WEDDED SIXTY YEARS

Mr. and Mrs. Henry Wood Booth Receive Congratulations on Anniversary.

Members of what is probably the leading "newspaper family" in the United States gathered to observe the sixtieth wedding anniversary of Mr. and Mrs. Henry Wood Booth at Cranbrook estate, Bloomfield Hills, Mich., last Saturday. Mr. and Mrs. Booth are the parents of George G. Booth, president of the Evening News Association, publishers of the Detroit News; Ralph H. Booth, president of the Booth Publishing Company, publishers of eight papers in other Michigan cities, and Edmund W. Booth, general manager of the Grand Rapids (Mich.) Press. Mr. and Mrs. Booth, though eighty-one and seventy-eight, respectively, still take keen interest in present-day affairs. Mr. Booth was born in England and was interested in some of Detroit's earlier industries. He also took an important part in bringing about public reforms of earlier days.

### Celebrates Seventy-ninth Birthday

Capt. William Rule, editor of the Knoxville (Tenn.) Journal and Tribune, recently celebrated his seventy-ninth birthday. Capt. Rule is a Civil War veteran. He wrote his first news story for Parson Brownlow's Whig, fifty-four years ago. For forty years he has been writing editorials for the Knoxville Chronicle, the Knoxville Journal, and the Knoxville Journal and Tribune, in the order named. Both in age and in point of service he is the oldest editor in Tennessee. He plays golf three times a week, walks to and from home three times a day, and can still whip any bully who beards him in his den. It is claimed that Capt. Rule started Adolph Ochs, publisher of the New York Times, in the newspaper game, as his office boy.

## WEDDING BELLS

Abe Hurwitz, managing editor of the Seattle Star, was quietly married on Saturday, April 12, at Portland, Ore., to Miss Charlotte Lippard, an accomplished musician of Oakland. The event was kept secret for a month.

Russell E. Goodrich, city editor of the Shelbyville (Ind.) Republican, and Miss Frances Slafford, were married on May 12.

### Ad Man Writes Play

The premiere of "High and Dry," a play by Lewis B. Ely, a member of the staff of the D'Arcy Advertising Co., St. Louis, took place this week at Albany, N. Y. It will open in Boston on May 27, and after a brief run is to go to New York. The play is a revision of Mr. Ely's, "A Dry Town," which ran for six weeks at the players theatre in St. Louis several winters ago.

## The Home Newspaper

In the classifications of advertising which have the greatest appeal to the home—department stores, women's specialty shops, boots and shoes and foodstuffs—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1916.

THE GAIN	
Department Stores	19,017 lines
Women's Specialty Shops	4,536 lines
Foodstuffs	3,941 lines
Boots and Shoes	1,609 lines

This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

The New York Evening Mail

## VETERAN CAMDEN EDITOR DEAD

Schoolmate of Prominent Men Passes Away at Advanced Age.

John C. Harper, chief editorial writer of the Camden (N. J.) Daily Courier since 1888, died last week at his home, 110 North Broghton Avenue, aged eighty-six years.

Mr. Harper had an interesting career in the newspaper field, for it extended back to his graduation from the Washington College, when he was only eighteen years old. There he was a fellow-student of Matthew Stanley Quay, later United States Senator from Pennsylvania. James G. Blaine also was a student at the College while Mr. Harper was there.

He became a reporter on the Pittsburgh Despatch in 1858, later on the Chronicle, and in 1863 became city editor of the Pittsburgh Commercial. He came East to Philadelphia in 1877 and he became successfully affiliated with the Press, the Evening News, and Evening Call.

Mr. Harper is survived by a widow, Mrs. Caroline R. Cooke Harper, who was born in Harrisburg, Pa. They had been happily married more than sixty years. Two children survive, Mrs. C. D. Bingham, of Chicago, and W. C. Harper, who lives at his parents' home at Chelsea.

### Melville E. Stone, Jr., Buried

CHICAGO, May 18.—The ashes of Melville E. Stone, jr., son of the general manager of the Associated Press, who died in California January 4 last, and whose body was cremated, were buried to-day in the Stone family plot in Graceland Cemetery, here. Services were held at the grave, the Rev. Dr. James S. Stone and the Rev. Dr. Gun-saulus officiating.

## OBITUARY NOTES

WILLIAM PAIRSON, for fifteen years a reporter with the Hudson (N. J.) Observer, died at his home Sunday after-

You MUST Use the  
**LOS ANGELES EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN..... 150,000

## Wilder and Buell

Newspaper Features and Advertising copy

225 Fifth Avenue  
New York

## Take It To POWERS

Open 24 Hours out of 24  
The Fastest Engravers on Earth

Powers Photo Engraving Co.  
154 Nassau St., Tribune Bldg.  
New York City

noon of heart trouble. He was fifty-five years of age. While returning from a visit to his nephew at Camp Dix, Mr. Pairson was taken ill on the train and succumbed a few hours after he arrived at his home. He is a brother of William A. Pairson, city editor of the Observer.

JAMES CLARK CLINE, a pioneer newspaper man of Kansas, died at his home in Kansas City last week of old age. He had been ill for six weeks. Born in 1835, Mr. Cline was educated for the ministry. In 1880 he forsook the ministry for the newspaper life, and at different times published newspapers in Leadville, Col., Clyde, Miltonvale, and Minneapolis, Kan.

P. E. DOWLING, former member of the Minnesota Legislature and editor of the Eveleth (Minn.) News, is dead at his home in St. Paul of paralysis. Mr. Dowling was at one time Mayor of Eveleth.

W. W. BLAKE, one of the founders of the first American newspaper, The Two Republics, in Mexico City about thirty-five years ago, is dead at his home in Mexico City. Mr. Blake stepped from the front door of his office just as a big motor truck was passing, was struck and knocked down, and died from his injuries three days later. He has been a prominent member of the American colony in Mexico for nearly forty years.

LIEUT. EDDY DAVIS, who was killed when an aeroplane fell recently near Houston, Tex., was a son of President H. O. Davis, of the Pantagraph Publishing Company, of Bloomington, Ill.

HENRY L. BRINTON, who settled in Oxford, Pa., in 1861 and founded the Press in 1866, is dead at eighty-two years of age. He was editor of the Press for more than forty years.

The Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.



In the Northwest The Daily News St. Paul, Minneapolis with a combined circulation of 155,000 with not a single copy duplicated is the best and simplest way to cover the Twin Cities and adjacent territory. 19c per line C. D. BERTOLET General Advertising Manager Boyce Building Chicago

Hemstreet's PRESS CLIPPINGS Tenth Avenue at 45th Street New York

# One-Seventh of the Entire Exports of the United States Go to Canada

All the countries of Europe, Asia, Africa, Australasia and South America with over a billion inhabitants buy only about seven-tenths as much from Americans as is bought by Canada with its eight million people.

The New York Correspondent of the Financial Post says:

*Frequently in this correspondence emphasis has been laid on Canada's importance as a buyer in these markets, Canadian buying alone being greater in volume than that of eleven countries of South America whose potentialities as a trader have been "tooted" before the American buyer for four years. It is interesting to find an awakening, here, an increasing appreciation of Canada as a trader.*

The New York Sun says: "There is no richer prize for this market than the Canadian Market."

Continuing its analysis of Canadian-American trade relations, the Sun says:

*"For years before the war Canada has been buying from us at an increasing pace, not approached by any other country. While we were dreaming of Latin-American markets, Canada had come to be a larger customer of the United States than all the rest of the nations of the Western hemisphere. The rewards of our barter with the hundreds of millions of people in the Orient had become a bagatelle to what we were gaining from Canada. . . ."*

*"After the war if we are not so selfish as to disregard a duty and such fools as to throw away the opportunity Canada will lead all."*

The door to the Canadian Market is not locked. No magic key or "open-seesame" is required. The pass word is "Advertising."

Advance, friend and give the countersign.

PROVINCE OF ONTARIO								
Population 2,523,274								
	Circulation		Lines		Circulation	Lines		
	Net Paid	2,500	=	10,000	Net Paid	2,500	=	10,000
Brantford Courier (E).....	5,093	.015		.01	Toronto News (E) .....	49,000	.06	.05
Galt Reporter .....	3,954	.0143		.01	Toronto Star (E).....	93,911	.11	.0850
Guelph Mercury .....	3,471	.0128		.0085	Toronto Star (S).....	55,365	.0650	.0550
Hamilton Spectator (E) .....	29,157	.0550		.05	Toronto World (M).....	41,214	.095	.06
Hamilton Herald (E) .....	18,479	.04		.0350	Toronto World (S).....	89,614	.11	.08
Kingston British Whig (E).....	5,859	.02		.015	Windsor Record (E).....	10,373	.0275	.0225
A. B. C. statement for 6 months' period, ending April 1, 1918.								
London Advertiser (M N & E)...	43,589	.06		.05	PROVINCE OF QUEBEC			
Net paid average A. B. C. Six months, ending March 31, 1918.								
London Free Press (M N & E) ..	39,973	.06		.05	Population 2,002,731—English 397,392			
A. B. C. statement for 6 months' period, ending March 30, 1918.								
Peterborough Examiner (E) .....	4,900	.017		.0128	Montreal Gazette (M) (2c-\$6 yr.)	34,294	.0725	.06
Sarnia Observer .....	2,400	.0172		.0107	Montreal La Press (E).....	149,718	.11	.09
Stratford Herald .....	3,303	.01		.0071	Montreal Le Devoir (E) (2c-\$5 yr.)	20,337	.05	.04
St. Thomas Times (E).....	6,559	.025		.01	Montreal Star (E) .....	113,548	.12	.1050
St. Catharines Standard (E).....	8,189	.025		.015	Quebec Le Soleil (E) .....	35,000	.05	.05
Toronto Globe (M) .....	90,145	.12		.09	Sherbrooke Record (E).....	10,274	.03	.0250

# When the Advertiser

seeks to select mediums to be used for his campaign there are many points besides circulation and rates to be considered.

To one who has made a study of newspapers throughout the country, covering a period of years, it is an easy matter to select several hundred in many cities which are more than mere newspapers—purposeful enterprises holding public confidence in a large way far beyond the ordinary.

For example:

The Kansas City Star	The Chicago Daily News	The Montreal Star
The Chicago Tribune	The Washington Star	The Buffalo News
The Philadelphia Bulletin	The Boston Transcript	The Indianapolis News
The New York Times	The Sacramento Bee	The Springfield Republican
The Salem (Mass.) News	The Utica Observer	The Brooklyn Eagle
The Des Moines Capital	The St. Paul Dispatch	The Los Angeles Times

The New York Globe prides itself that it belongs among such a grouping by reason of what it has done in big constructive ways and in recognition of the kind of a newspaper it is every day, in striking contrast with others of perhaps greater pretense but lesser performance.

The Globe is absolutely independent in its point of view, fearless in its policy for constructive purposes, does not pander to the whims of vested interests or apostles of unrest, and is fundamentally and unqualifiedly back of the Government to win the war.

## THE NEW YORK GLOBE

Member  
A. B. C.

JASON ROGERS, PUBLISHER

Member  
A. B. C.



