



EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, THURSDAY, OCTOBER 2, 1919

Vol. 52, No. 18

One Page Ad in the Chicago Sunday Tribune

consumes ten thousand eight hundred (10,800) pounds of paper, and one hundred and fifty-four (154) pounds of ink — about five and one-half tons of raw material.

And it reaches one-fifth of the families of Illinois, Indiana, Iowa, Michigan and Wisconsin — the world's most desirable market.

There are several hundred newspapers in the Dominion of Canada. According to the Canadian Export Paper Com-

pany, they use approximately two hundred and fifty (250) tons of news print per day.

From six to seven hundred tons of paper are used in printing each issue of The Chicago Sunday Tribune — the world's greatest newspaper.

A new book entitled TANGIBLE CIRCULATION pictures the circulation of The Chicago Tribune from every angle in forty-four pages closely packed with maps and statistical tables. It will be sent free on request to any agent or advertiser.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

PENNSYLVANIA

Now is a particularly propitious time for all of us to realize that the steel industry is not all there is to Pennsylvania—not by a long shot.

While the people of that state are attempting to adjust labor difficulties in that industry the people will go right on producing

150,000,000 tons of bituminous coal.
 95,000,000 tons of anthracite coal.
 22,000,000 tons of coke.
 8,000,000 barrels of petroleum.
 63,000,000 bushels of corn.
 35,000,000 bushels of oats.
 30,000,000 bushels of potatoes.
 25,000,000 bushels of wheat.
 12,150,000 bushels of apples.
 6,500,000 bushels of buckwheat.
 4,425,000 bushels of rye.
 4,500,000 tons of hay.
 60,000,000 pounds of tobacco.
 \$80,000,000 worth of woolen goods.

These products alone are stupendous enough to make any state a great state. They are all of them produced just now to go into a receptive market, a market where prices are high and the demand brisk.

Pennsylvania, industrially is a veritable keystone state, and no one branch of industry can put the state out of the running as a commercial prospect.

Now, perhaps, more than ever, the daily newspapers of Pennsylvania will be produc-

tive, for the people, no matter what line of work they follow, will be intensely interested in the industrial situation, and daily newspapers, local daily newspapers, will have the first call with everyone.

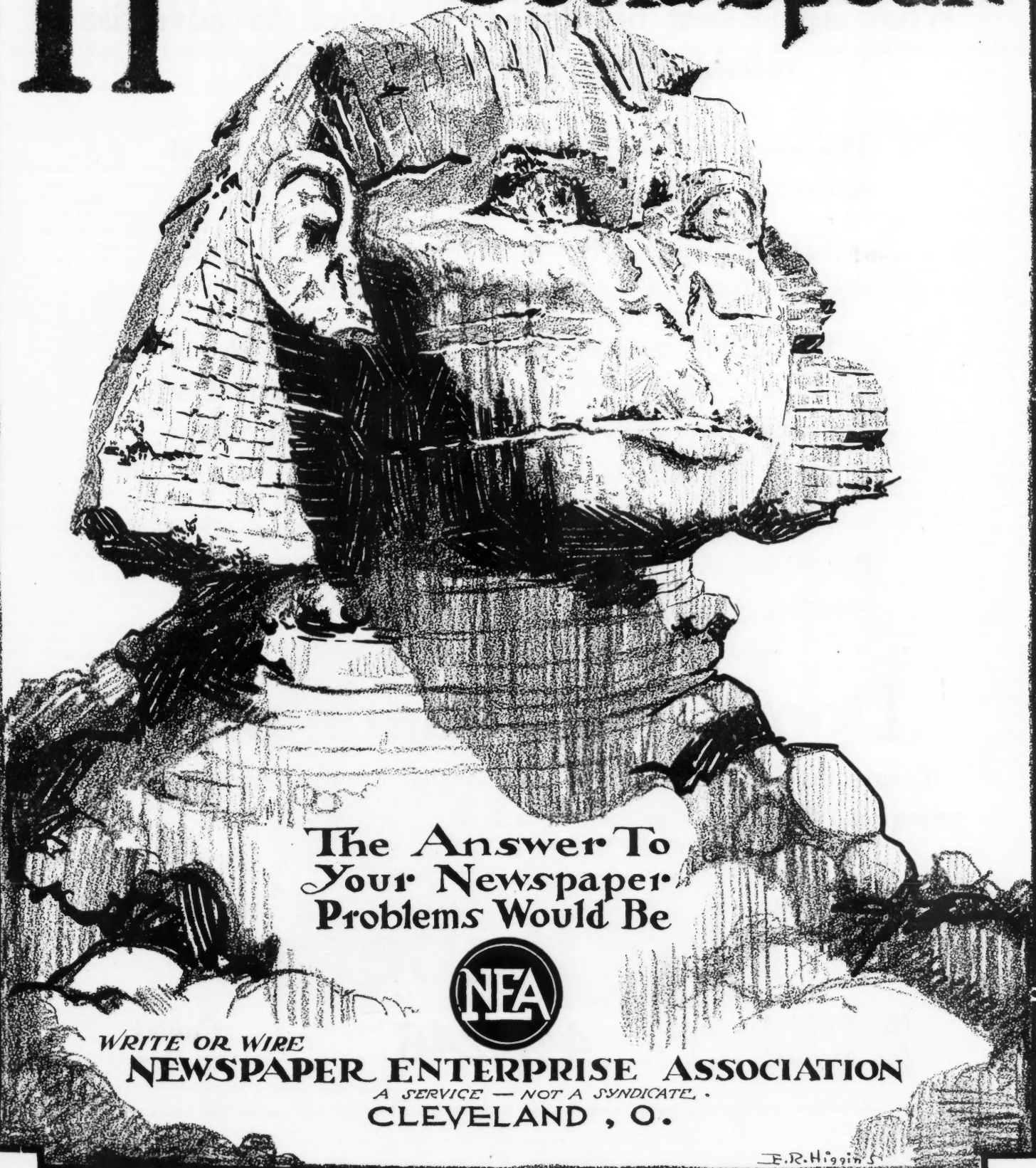
National advertisers using local daily newspapers in Pennsylvania will keep right in the front rank of interest.

These daily newspapers are doing splendid co-operative work for many national advertisers. You will profit by a liberal use of their space.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M).....	22,175	.04	.04
*Altoona Mirror (E).....	23,676	.05	.05
Altoona Times (M).....	14,940	.025	.025
Bethlehem Globe (E).....	6,766	.025	.025
*Chester Times & Republican (M & E)	14,177	.04	.03
Connellsville Courier (E).....	6,888	.015	.025
*Easton Express (E).....	11,096	.02	.02
Easton Free Press (E).....	15,455	.0285	.0285
Erie Herald (E).....	8,632	.02	.02
Erie Herald (S).....	8,491	.02	.02
Harrisburg Telegraph (E).....	28,910	.045	.045
Johnstown Democrat (M).....	9,841	.03	.025
Johnstown Leader (E).....	8,039	.015	.015
Lancaster Intelligencer & News-Jour- nal (M & E).....	22,018	.05	.05
Lebanon Daily News.....	8,349	.0179	.0179
New Castle News (E).....	13,411	.025	.025
Oil City Derrick (M).....	6,135	.023	.018
Philadelphia Record (M).....	123,277	.25	.25
Philadelphia Record (S).....	133,680	.25	.25
Pittsburgh Dispatch (M).....	54,810	.12	.08
Pittsburgh Dispatch (S).....		.19	.14
Pottsville Republican (E).....	10,797	.04	.03
Scranton Republican (M).....	27,130	.08	.07
Scranton Times (E).....	36,861	.08	.07
West Chester Local News (E).....	11,926	.03	.03
Wilkes-Barre Times-Leader (E)....	19,376	.05	.035
*Williamsport Sun (E).....	16,110	.05	.035
York Gazette (M).....	15,026	.03	.03
Total	678,802	1.6323	1.4418

Government statement April 1st, 1919.
 *A. B. C. statement April 1st, 1919.

If the Sphinx Could Speak



The Answer To
Your Newspaper
Problems Would Be



WRITE OR WIRE

NEWSPAPER ENTERPRISE ASSOCIATION

A SERVICE — NOT A SYNDICATE.

CLEVELAND, O.

E.R. Higgins

Philadelphia

What is the best newspaper in which to advertise reliable financial announcements?

The newspaper which reaches the most investors, of course!

"The Bulletin" is the favorite newspaper of Philadelphia's financial and commercial executives.

Its reliable market reports issued immediately on the close of the New York and Philadelphia exchanges are sought for daily by both the "big" and "little" investors and traders.

Practically every important stock, bond or other financial announcement intended for the Philadelphia investing public usually appears in "The Bulletin."

Dominate Philadelphia

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

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No. 18

BLAZE WAY FOR CLOSER RELATIONSHIP BETWEEN THE THREE AMERICAS

Pan-American Conference Is Established by A.A.C.W.—Editor & Publisher's Advocacy of Closer Brotherhood Between Newspaper Makers and Advertisers of All Nations Is Given Great Impetus at New Orleans.

AMERICA'S extended hand of international business brotherhood, world understanding and help was grasped sincerely and great impetus was given EDITOR & PUBLISHER'S advocacy of a "World League of Newspapers" last week by the establishment of a Pan-American Advertising Conference by the Associated Advertising Clubs of the World, meeting in convention at New Orleans.

With a full realization of America's new place as a world leader, advertising men from every section of the country—men whose very business it is to know the heartbeats of the nation—who earlier in the week indorsed President Wilson's League of Nations, reached out in welcome to members of their craft from Mexico, South America, Canada and England and asked them to join in helping make printed words blaze truth.

In more ways than one the new order of things was felt at the meeting in the southern metropolis. Newspapers—the nerve centers of communities and nations—took their place, first.

New Responsibilities

John Barrett, director-general of the Pan-American Union, sounded a note of awakening to the new Latin-American responsibilities that demand our immediate consideration, which met applause of approval and immediate action that will mean bringing together annually the leaders whose thoughts are expressed in printed words—leaders from all of North America, South America, Central America, England and probably other countries at future conventions.

One morning session of the convention was given over almost entirely to consideration of international and more especially Pan-American affairs, a number of Latin-American delegates addressing the meeting.

Chairman Herbert S. Houston, speaking on the significance of initiative, paid his respects to the Latin-Americans present, and then said that American advertising men had recognized their world obligations and had assumed them. He said in part:

"We have here created for the first time in the history of this organization a definite international conference and body to be closely co-ordinated and articulated with this organization, for I have great pleasure to announce that yesterday there was formed the Pan-American Advertising Conference, made up of representatives of all of the republics in the Western Hemisphere and that Pan-American Advertising Conference represented on this platform this morning by distinguished journalists and business men of Latin-America is defacto organization now articulated and a part of the

Associated Advertising Clubs of the World."

At the conclusion of his remarks, John Vavasour Noel, executive secretary of the Pan-American Conference, read the resolution which had brought that division into being at the special session held on Wednesday afternoon.

Telling Points

John Barrett made the principal address at the general session and aroused the delegates to their new responsibilities in world fellowship, especially in its relationship to the three Americas. The telling points of his address were:

1—Representation, upon invitation, of Pan-American delegates at future meetings of the American Newspaper Publishers Association, the Associated Press and other press association meetings and meetings of other organizations pertaining to newspaper making and advertising, and the setting aside of one or more days to discuss Pan-American questions.

2—Co-operate for and encourage representative publishers, editors and advertising men of Latin-America to visit the United States.

3—Have American publishers, editors and advertising men become acquainted with Latin-American conditions and viewpoint by organized pilgrimages into the other Americas.

4—International newspaper makers' organizations with North, South and Central America membership.

5—Establishment of a Pan-American section and Latin-American information bureau in the New York headquarters of the Associated Advertising Clubs of the World.

6—Greater exchange of news between the Americas.

7—Holding of a great meeting of editors and shapers of public opinion of the Americas at an early date to discuss frankly Pan-American friendship, politics, commerce, co-operation and all other matters of common interest.

Probably no other single action, relative to general affairs, since the organization of the A. A. C. W. has attracted such wide-spread attention as the step into world affairs in full accord with the progress of our time.

The resolution, adopted at the Pan-American meeting Wednesday afternoon and read before the convention by Mr. Noel, first provides for a Pan-American Commercial Conference to be held the next annual convention at Indianapolis, when the permanent form purpose and ways and means of support and direction of this Pan-American Conference will be determined, as well as its relationship to the general organization of the Associated Advertising Clubs.

Aims Set Forth

These aims in the form of a resolution were read by the secretary at the Wednesday meeting, and in order to be discussed, were duly accepted, upon motion of Dr. Enrique Gil, representing La Nacion of Buenos Ayres, and seconded by Senor Massaguer, publisher of Social.

During the discussion that followed Senor Felix F. Palavicini, editor of El

Universal of Mexico City, approved fully the excellently prepared resolutions, and called attention to the wisdom of preparing Latin-American publishers for the advertising that will come from the United States and from European nations in competition with them now that the world war is over.

Senor Emilio Garisa, representing La Revista de Yucatan, speaking for himself and his colleague, Senor Aznar, also supported the motion, as well as Dr. Enrique Gil, who spoke about the good will being a valued asset desired by all, and which the present initiative had greatly helped. Senor Massaquer also gave his full support to the resolution and related some of his experiences with advertising conditions in Cuba.

Pan-American Ideals

Senor Manuel I. Levada, vice-president of El Heraldo de Mexico, in approving the resolution, added that the committee was carrying out real Pan-American ideals, which will advertise in Latin America the spirit of the United States and vice versa, tell the public of the United States something about people of Latin-America.

Mr. Huston, who is publisher of La Revista del Mundo, of New York City, discussed the question in general and introduced Mr. Sidener, Chairman of the National Vigilance Committee of the A. A. C. W., who stated that with the co-operation of the Pan-American Committee, the Vigilance Committee had become a great international organization, all aiming to preach the great doctrine of honesty in advertising.

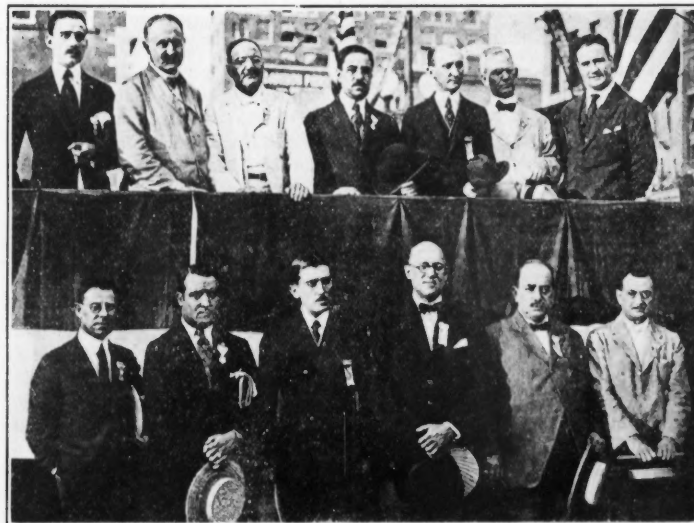
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(Continued on Page 28)



LATIN-AMERICAN newspaper makers and advertising men, with some of their American friends, attending the laying of the corner stone for the new Times-Picayune building at New Orleans. William D'Arcy, retiring president of the A. A. C. W., was master of ceremonies. In the picture are:

Top row, left to right: Jose J. Pesquer, Consul-General of Mexico at New Orleans; Herbert S. Houston, vice-president, Doubleday-Page Company; Lamar C. Quintero, Consul-General of Costa Rica and dean of New Orleans Consular Corps; Manuel Carpio, editor, El Heraldo, Mexico City; Felix Palavicini, editor, El Universal, Mexico City; D. D. Moore, editor and manager, New Orleans Times-Picayune; Enrique Gil, business representative, La Nacion, Buenos Aires. Lower row, left to right: Jaime Baccarús, Havana; C. W. Massaguer, Havana; Manuel J. Zevada, Mexico City; John Barrett, director-general, Pan-American Union; Martin Behrman, mayor of New Orleans; Lic. Emilio Garcia Fajarda, La Revista, Yucatan.

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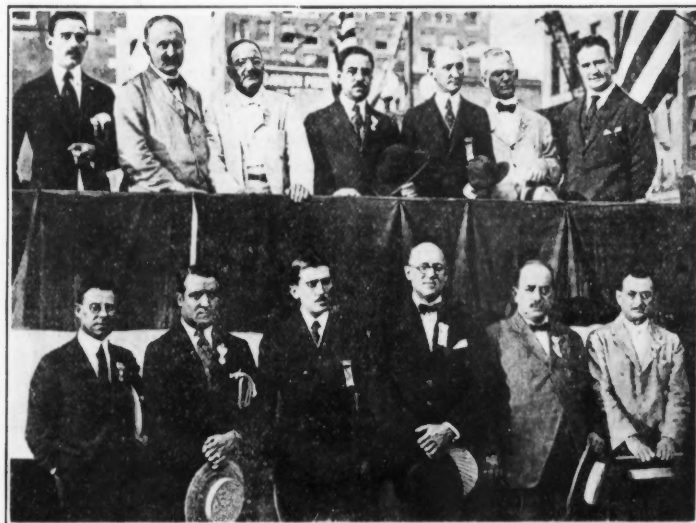
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TOLEDO ADVERTISING CLUB IS DECLARED WINNER OF TROPHY FOR BEST WAR WORK

A. A. C. W. Committee Also Makes Awards to Cleveland Club for "Better Business" Activities and to Chicago Women's Club.

THE HANDSOME TROPHY which, it was announced at the San Francisco convention of the Associated Advertising Clubs of the World last year, would be awarded to that club which led in service to the nation during the war, was presented to the Toledo Advertising Club, during the convention last week at New Orleans. The trophy, which was the gift of the Advertising Club of St. Louis, was won by the Toledo Club by excellent work in advertising war loans.

Two other awards were made. A "Truth" trophy, offered by the Advertising Club of Baltimore, for the best work done for the "truth-in-advertising" movement by any of the sixteen clubs having "Better Business Bureaus," was won by the Cleveland Advertising Club. A trophy offered by the Los Angeles Women's Advertising Club for the best work done during the year by any women's club in the national organization, was won by the Women's Advertising Club of Chicago.

Advertising Helped Toledo Go "Over the Top"

In awarding the St. Louis trophy for war work to the Toledo Club, Herbert S. Houston, chairman of the committee on awards, said the advertising copy prepared for war loans by the Toledo organization was "full of a patriotic fervor and a moving sentiment that were simply irresistible."

"I think it is quite in order to state," he continued, "that seasoned advertising men though the judges were, not a single man read these advertisements prepared by the Toledo Club without tears coming to his eyes and a quick beat to his pulse and a feeling that he would immediately respond up to his last dollar had he been a citizen of Toledo. The committee was in no degree surprised that, largely as a result of these remarkable advertising campaigns, that Toledo was the first American city to go 'over the top' in reaching its quota in the fourth and fifth government loan campaigns—the only two campaigns that came within the scope of this competition. It is proper to remark, however, that Toledo was the first to go 'over the top' in the third campaign as well.

Paved Way for Salesmen

"In speaking of the campaign having a creative quality, the committee wishes to direct special attention to a most effective and unusual feature. The Toledo Club prepared and sent to France a full-page advertisement for the 'Stars & Stripes,' the famous paper of the American Expeditionary Forces and arranged to have this page advertisement held awaiting cable advices to release it. This advertisement had this striking caption—'Toledo Once Again Leads All United States Cities on Fourth Liberty Loan.' Then a striking page advertisement was used in the Toledo papers urging Toledo to make the insertion of this advertisement possible.

"The campaign did not merely consist of newspaper copy, but it was in the truest sense a broadly conceived campaign that took advantage of every advertising medium, billboards, street cars, direct-by-mail advertising, and motion pictures.

"The Toledo Club modestly and properly does not take all the credit for the success of the city in being the first to fully subscribe its quota in these first two loans, but it does lay proper stress on the fact that the advertising was so well conceived, co-ordinated and ex-

ecuted that it prepared the way for the Toledo Liberty Loan organization of 6,000 salesmen so that this organization was able to sell \$18,600,000 worth of bonds in just five days' time from the date the loan started on September 28. While this was considerably beyond its



Reproduction of trophy won by the Advertising Club of Toledo for having done the most valuable Government co-operation work from June 1, 1918, to June 1, 1919. This bronze plaque, presented by the St. Louis Advertising Club, is 33 by 25 inches in size. The flags are enameled in red, white and blue. The base is of mahogany.

quota, an effort was made to set a new quota of 95,000 subscriptions which, due largely to the close relationship between the advertising and the selling, the effort was reached and exceeded before the end of the drive.

An After-War Campaign

"The condition made by the St. Louis Club in awarding this trophy stipulated that the committee should take into consideration after-the-war advertising during the period of readjustment precisely as it took into consideration war advertising. This consideration was carefully respected by the Toledo Club, and in the complete exhibit made after the war of its claims in the contents, it submitted the advertising that was done in the 'after the war period.'

"After the signing of the armistice, the Toledo Club inaugurated an advertising campaign that appeared in all the daily newspapers of Toledo under the caption—'Toledo, Let's Go,' and bearing

the slogan, 'Double Your Effort in Double-Nineteen.' This campaign definitely resulted in creating the right kind of optimism for starting the New Year after the war. The Toledo newspapers were unanimous in their reports that the club's campaign had this remarkable feature in producing confidence, resilience and courage to go forward.

"Then as a climax to this wonderfully rounded out campaign the club erected at Union station in Toledo a large welcome sign as a greeting to the boys as they arrived home from the war. This sign, which was brilliantly illuminated at night, bore this legend—'You Have Done This Job. Welcome Home, Boys. Toledo Will Not Forget.'

"The committee in making this award wishes to not merely express its unanimous opinion as to the character of this campaign, but it wishes to express a deep sense of pride on behalf of the Associated Advertising Clubs of the World that an Advertising Club and its membership should have conceived and executed a campaign that represented the very highest standards of advertising and that produced results even beyond 100 per cent."

Truth Trophy Award

In awarding the Baltimore Truth Trophy to the Cleveland Club, the chairman of the trophy committee called attention to the fact that the club had obtained subscriptions of \$33,000 to finance the work of its Better Business Commission, and that from the time of the founding of this commission only two subscribers had been lost—these being public service corporations.

"In the work along financial lines," the chairman's report continued, "the plan developed in Cleveland in respect to work against 'get rich quick' concerns was so effective that it was adopted by the Capital Issues Committee in Washington and applied in all the Federal Reserve districts of the country. The essential feature of this work was the immediate sending of an extremely comprehensive questionnaire to every concern that offered stock in the Cleveland district by advertising. This questionnaire is a model which the committee would like to commend for general adoption among all the clubs.

"The banks of Cleveland, the merchants of Cleveland and the newspapers of Cleveland have united in bearing most convincing witness both to the entire fairness of the work of the Better Business Commission and the great results which that work secured."

Under the stipulations governing the award of the Women's Club Trophy, it was provided that service to the Government should be made the first condition and that the committee should also take into consideration the work done by these clubs in educating women to the appreciation of advertising; to establish greater co-operation between dealer and consumer, to developing efficiency of individual members; and to increasing the size, prestige, and influence of the clubs.

In awarding the trophy to the Women's Advertising Club of Chicago, the chairman of the award committee reported:

"While this club submitted evidence under each one of these conditions, the committee feels that it should particularly refer to what was done in support

of the Women's Liberty Loan Committee of the Seventh Federal District. This committee made an appeal for volunteers to write a booklet to be used in connection with the government loan and for bond saleswomen in the Liberty Loan campaign.

"As a result of this two booklets were produced by the Women's Advertising Club of Chicago, one of which, 'The First Service Star,' published in Chicago for the Third Liberty Loan, was adopted by the Treasury Department and 3,000,000 copies of it were published and distributed throughout the nation in connection with the Fourth Loan, and, in addition to this, some valuable work was done in preparing copy for advertisements in the daily newspapers, which were handed to the Liberty Loan Advertisement Department and adopted.

"The general work of the club in respect to building up efficiency in its membership and in regard to the other conditions named, was of a high order.

Praise For Competitors

"But while the committee awards the Los Angeles trophy to Chicago, it must not forget this opportunity to speak of the varied and effective work done by the League of Advertising Women of New York. In particular, the League must be commended for the extremely excellent character of all that it has done in building up the efficiency and technique of its members, and the League should be further commended for what it has done in increasing the size and influence of its own organization and women's clubs in general.

"While the Women's Advertising Club of St. Louis did not cover so wide a range of activities, it is a great pleasure for the committee to say that its work was along good lines and that much that was accomplished is deserving of high praise."

PROMOTION FOR C. B. TRAVIS

Made District Traveling Representative in Southwest for Hearst

KANSAS CITY, Mo., Sept. 28.—Charles B. Travis, for the past five years bureau manager of the International News Service in Kansas City, has been made district traveling representative of the Hearst interests, both news and feature, with headquarters here. Mr. Travis is well known to newspaper publishers of this section, because of his long connection with newspapers in the midwest. His territory is one of the largest in the country, including the entire Southwest, a portion of the Central west and the Northwest.

O. K. Morrison, former telegraph editor of the Leavenworth (Kans.) Times, and for a number of years with the Associated Press, has been made assistant manager of the Kansas City I. N. S. bureau and will have charge of the I. N. S. office in the absence of Mr. Travis from the city. J. S. Lewis will remain in charge of the Universal bureau. The promotion of Mr. Travis is a tribute to his long and efficient service with the I. N. S.

Attacked by Negroes

OKLAHOMA CITY, Sept. 26.—Edward J. Webster, former publicity agent for the Oklahoma State Health Department and later with the State Corporation Commission, was found wounded on the streets here, where he said he had been attacked by negroes. He is well known to Oklahoma newspapermen.

BASIS FOR NEW STANDARDS OF PRACTICE FORMED BY NEWSPAPER DEPARTMENTAL

New Orleans Session Most Beneficial Ever Held—President Miller Will Have Board of Noted Workers to Help Him—Vice-Presidents Will Organize State Bodies—Co-operation the Keynote of 1920 Program

(BY TELEGRAPH)

NEW ORLEANS, Sept. 25.

THE Newspaper Departmental program of the A. A. C. W. convention was a tremendous success from every standpoint and members return to their homes with a new vision and clear idea of what they are going to do in the coming year and with a definite program.

The keynote of this new order is co-operation with each other for the establishment of standardization on the right business lines for publishing daily newspapers.

The sessions throughout were marked by a large attendance and intense interest in discussions looking to standardization of practices. About 200 newspaper and advertising men, with some Southern and Eastern newspaper publishers and proprietors, were in attendance. All sessions were executive, and Secretary Miller, provoked a smile on Monday by delaying the opening nearly an hour in order that he might collect dues—\$10 per member covering expenses of postage, stenographic work, etc. His insistence resulted in the collection of \$450. The department now has a membership of 154.

Officers for 1920

Walter G. Bryan, of Atlanta, who has just been made publisher of the New York American, was chairman of the departmental and Charlie Miller of the Birmingham News, was secretary and treasurer.

The feature was easily the earnest discussions of twenty topics, suggested by a questionnaire, recently published in EDITOR & PUBLISHER.

The officers and directors were elected at the closing session today, as follows:

President, Charlie Miller, Birmingham News; secretary and treasurer, Fred Millis, Indianapolis News.

Vice-presidents, representing territorial divisions: Pacific Coast, W. J. Hoffman, Portland Oregonian; South Atlantic States, A. I. Knight, Richmond Times-Dispatch; Middle Western States, George M. Burbach, St. Louis Post-Dispatch; North Atlantic States, Elmer S. Horton, Providence Journal; South, Lawrence A. Foley, Memphis Commercial-Enterprise; Canadian, George B. Cooper, Edmonton Journal.

Directors: Burt Garstin, Louisville Courier-Journal and Times; A. L. Shuman, Fort Worth Star-Telegram; C. H. Brockhagen, Oakland Enquirer; John B. Woodward, Chicago Daily News; Frank D. Webb, Baltimore News, and W. A. Beatty, Lexington Herald.

Representatives on National Commission: Arthur G. Newmyer, New Orleans Item, and Walter G. Bryan, New York American.

President William H. Johns, of the American Association of Advertising

Agencies, addressed the departmental with respect to the Navy's advertising campaign to secure 25,000 recruits of high standard—physically, mentally and morally—between October 1 and January 1. He said that 7,000 daily and weekly newspapers would be used and that the campaign would be confined to newspapers.

He made it clear that the Navy was not seeking any free publicity, but rather earnest, active patriotic co-operation of newspaper men in order that the campaign might go away over top to the extent of 50,000 recruits, instead of the 25,000 asked for. "Patriotism is lagging," he said, "in the readjustment period and it is necessary to recruit the Navy up to the highest possible standard."

The topics were twenty in number and the consensus of opinion was as follows: The newspaper departmental favored and recognized the value of co-operation with national advertisers in providing advertisers with broadsides, letters, marked copies, etc. The department went on record as opposing selling merchandise in order to obtain advertising. The department favored the flat rate in foreign advertising and the sliding rate for the local field. It decided there should be some difference between the local and the foreign rates, due to the commission paid to agencies and foreign representatives, also because foreign advertisers secure the advantage of every edition of newspapers, while local advertising often appears only in the

city edition. The department unanimously decided in favor of a uniform ratecard, as advocated by the American Association of Advertising Agencies.

It was decided that theoretically the advertiser should pay the agency charge, but that the practice is not practicable at present.

It was the sense of the department that amusement and automobile publicity should be dispensed with, except where the news department decided that such publicity was real news.

It was unanimously decided that questionable advertising of all kinds is undesirable.

Opposed to Free Art Work

It was the sense of the meeting that bonuses should be paid solicitors on increased business, thus enabling them to share in their increased production.

It was decided that it was not a good practice for newspapers to furnish free art work and cuts.

It was the sense of the department that newspapers should co-operate in every way possible, and especially in the exchange of mats and cuts. It was left to each individual newspaper to decide whether that exchange should be on free or nominal charge basis.

It was unanimously decided that it was bad practice to put news style heads on advertisements.

It was the sense of the meeting that in view of the constantly increasing cost of production, it was poor policy and bad business to make contracts for more than one year.

It was decided that newspapers should adopt the uniform advertising makeup, the departmental being practically unanimous in favor of pyramid style.

It was decided that special editions, in the general acceptance of that term, are not desirable.

It was also decided that scheme pages—"one time flashes"—lowered the standing of newspapers.

It was the sense of the members of the departmental that classified advertising could be best developed through developing reader interest.

May Form New Standard

Though there was nothing binding upon anyone in any of the votes taken to ascertain the consensus of opinions, yet the belief is that this book of proceedings will present the best judgment of representative groups of men and may ultimately form the basis for a standard of practice with respect to fundamental principles for the advertising department of the newspapers.

The Wednesday session, by far the most important of the week, was held in the magnificent hall of the Elks' Monastery and lasted from 10 a. m. to 4 p. m., with the exception of a brief recess to partake of a light repast provided by Messrs. D. D. Moore and Arthur G. Newmyer.

Resolutions were adopted thanking the New Orleans publishers for their helpfulness and kindness, also thanking Messrs. W. G. Bryan and Charlie Miller for their devotion and enterprise in providing and carrying through such constructive program.

The principal duties of the vice-presidents will be to organize state bodies of local daily newspapers. These state organizations will elect delegates to the next convention. It means practically rewriting the charter of the organization.

It is proposed that the secretary and treasurer's office be a sort of clearing house for business building ideas, distribution of mats and cuts and the hundred and one co-operative ideas that immediately suggest themselves.

Magazines of national circulation are put on notice that they have a fight on hand, as one of the delegates remarked that the magazines buy circulation in the newspapers at the rate of one-fifth of a cent per line per thousand, and sell their own space to the national advertisers at three-fifths of a cent.

Another delegate remarked that he had increased his "publishers'" rate from 30 to 60 cents per line.

"I have attended every convention since the third, which was held in Kansas City twelve years ago," said retiring President Walter G. Bryan to Editor &

(Continued on page 11.)

President Wilson Thanks Advertisers for Their Peace Treaty Endorsement

PRESIDENT WOODROW WILSON sent the A. A. C. W. a telegram, thanking the convention for the resolution adopted in favor of a League of Nations. The message was:

"May I not express to you my very deep and hearty appreciation of the resolution unanimously adopted by the Associated Advertising Clubs, in favor of the acceptance of the Treaty and the Covenant of the League of Nations? It is an added illustration of the public spirit and wide statesmanlike view of the Advertising Clubs.

(Signed) WOODROW WILSON."

The complete text of the treaty ratification resolution, which was presented by James Schermerhorn, editor of the Detroit Times, follows:

"The Associated Advertising Clubs of the World, upon the threshold of this, their Victory Convention, to express their gratification that the United States Senate is giving uninterrupted consideration to the one matter upon which hang the settlement of gravest business and industrial problems and the assuagement of the agonies of the whole world.

"Pledged in the printed word, as it helped to rally the patriotic man power and monetary strength of the nation in a war against wars, this body feels impelled by good faith as well as by its desire to hold to the high vision that made America invincible, to reaffirm its unanimous advocacy of the Peace Versailles and the League of Nations at the earliest possible moment, without amendment or reservations involving the re-negotiations of the treaty with Germany.

"To hold companionship with Truth, with which it has linked the business ideals of two hemispheres, the Associated Advertising Clubs of the World would speedily evoke Peace, Covenanted Peace, so that the economic world—now divided and discordant—may catch the inspiration of the wiser way of composing its differences, and that this Republic may garner the full fruitage of its wartime unity, heroisms and sacrifices."

ADVERTISING MEN FINISHED THEIR WAR WORK WITH COLORS FLYING

New Opportunities for Service Pointed Out by James Schermerhorn, Editor of Detroit Times—Aided All Branches of Government.

ADVERTISING MEN, who "helped fill with printed matter the places of millions of men called to war," seem to be the only persons engaged in war work who came out of it unscratched by unjust censure, James Schermerhorn, editor of the Detroit Times, told delegates to the convention of the Associated Advertising Clubs of the World at a general session. He said, in part:

"According to some of our newspapers, our European comrades in arms were arch conspirators in aims, the world savers were world wasters, the battle cry of business should have been 'bring forth the royal divided,' patriots were only profiteers, and the red triangle bled the boys in the trenches at every angle. The Hall of Mirrors at Versailles, these prints would have us believe, was no attempt of justice, but was a torture chamber where unprotected little states had to walk on the fourteen points in their bare feet.

Advertising Men Alone "Unscathed"

"If Germany has any time to turn from the contemplation of the wages of sin, she may have a measure of consolation from the deduction from the American press reports that the war which did nothing her way besmirched everyone of us. She called it a 'Peace of Death,' but all that was killed was her hope of a merciful indemnity, while we, the victors lost our peace of mind and our reputations

"All but the admen. These are they who have come up out of the great adventure unscathed. Let partisans rage and propagandists imagine vain things, for 'tis their selfish nature to! but for the publicity host there is no back swing of the spiritual exultation that made us unified and unconquerable while the shade of Prussian despotism lay across our threshold.

"Advertising enlisted and served for the entire period of the war. There was more printers' ink than munitions at the beginning of the war. And the winged word was the real liberty in the matter of productions. Through advertising, we pressed Wilson's word forth that it would be 'force without stint' until a triumph of righteousness was achieved, and so it was.

A Versatile Medium

"Through advertising, Mr. McAdoo solicited our complaints so persistently at every retiring and waking hour in the Pullman posters that we had to complain about his invitations to complain.

"Through advertising, Mr. Hoover pronounced grace and denounced waste, at every meal, taking for his text that portion of Scripture that declares 'Better a meal of herbs where harmony is than a stalled ox and strife therewith.'

"Mr. Garfield verified, through advertising, the Lincoln slogan that you can 'fool all of the people some of the time, but you can't fool all of the people all of the time.'

"Through advertising the American ships sang again, 'Build me straight, O, worthy master, safe and strong against all disaster'; capital and labor were aligned, and womankind was classified and registered.

"The marines, through advertising, proclaimed in a manner to give the impression that there was not much for other branches to do but to stand on the side lines and look on; aviation was

urged as offering the best opportunity to see the country with the privilege of dropping out if dissatisfied.

"The navy was next to a college fraternity in personnel, culture and scholarship. The tanks called to molly-coddles to become devil dogs, and treat 'em rough. The public libraries were beseeched to jump in and win the war.

"Advertising was one branch of the service with two extra presses, General Pershing and Billy Sunday counting it a great distinction to be enrolled among the copy makers.

"Advertising was the alert and the clarion, sounding warnings and saving cities. It was the wig-wag from the hill-top, the white arc on the star shell, the flash of the heliograph, the only Allied invader that got to Berlin through the President's classified copy under the heading, 'Wanted—someone to speak for the German people.'

Peace-Time Service

"Heralds of a happier time—men of the puiscent pen—the hemisphere wait for another symbol, fairest sister of the one you have engarbed upon the globe. It is Peace! It is convenanted peace, companion of the truth, which makes men free. You who called the country to save, to serve, and to succor, in order that self-government might encircle the globe, speak to the country again, lest it forever lose the vision that made us so unified and so sacrificial.

"Let peace hold companionship with truth, speedily, so that great industrial problems and world agonies may have attention, and the martyrdom of the heroic dead may not be in vain—enduring peace, through the League of Nations, linked with the legend of truth which you have upraised.

English Visitors Return Home

A. R. Linforth and A. B. Blayney, of the Amalgamated Press, London, who have been inspecting publishing plants in the United States for several weeks, sailed for home on Saturday last. Mr. Blayney is manager of the printing department of the Amalgamated Press, not general manager of that corporation as was erroneously stated in last week's issue. Sir George Sutton is general manager.

KAUFMAN HAS ONE "HUNCH" HE ALWAYS PLAYS

TRAVELING around with a hunch that there is more to learn than he knows, there is every indication that Charles K. Kaufman, first advertising manager of the comparatively new Du Pont Chemical Company of Wilmington, Del., will some day arrive.

The Du Pont Chemical is something new and has several unique business problems to solve, not only in operation but in its advertising. As a short cut, it might be called "an industrial department store." Its present advertising policy is to use the trade and technical press. They have much machinery for sale that was built for war uses that are now being offered to plants for the manufacturer of peace products.

"This company, we feel, is doing a practical part of the actual transition of the world from a war to a peace basis," said Mr Kaufman to EDITOR AND PUBLISHER recently.

Mr. Kaufman, who, by the way, is only 33 years of age, secured his first advertising experience as a classified solicitor for the New York *American*. From 1909 to 1915 he sold real estate and summer resort advertising for that paper. In 1916 he was special copy writer for the Knapp Company, Inc. Later he was connected with the Arkenberg Special Agency, where he helped to handle classified advertising for American and Canadian newspapers.

In 1918 Mr. Kaufman joined the Du Pont Company as assistant to E. F. Carley, advertising manager of the Explosives Division.

Francis Is Welcomed Home to St. Louis

Ambassador to Russia Guest of 1,000 Business Men—Praised by President Wilson

ST. LOUIS, Mo., Sept. 29.—Upon his return to St. Louis after three and a half years of service as Ambassador to Russia, former-Governor David R. Francis, owner of the St. Louis Republic, was the guest of honor at a banquet, attended by a thousand of the city's leading professional and business men. The hosts were members of the St. Louis Chamber of Commerce and the Merchants' Exchange.

A letter of regrets was read from President Wilson, as follows:

"I wish with all my heart that I might be present at the reception and banquet to be given Ambassador Francis. Inasmuch as it is impossible for me to be there, will you not convey my sincerest congratulations to the Ambassador? He has merited the admiration and gratitude of the country. No one could have been more steadfast, more courageous or more consistently guided by principle than he was in all of his dealings with a situation which was difficult to the point of impossibility."

Governor Francis reviewed his experiences in Russia and pointed out the dangers of Bolshevism in this country.

George F. Lord Resigns

WILMINGTON, Del., Sept. 24.—George Frank Lord, for nine years advertising director of the Dupont de Nemours Company, tendered his resignation last Saturday to take effect October 20.

Editor Describes Suffering in Corpus Christi

Whitehead, Last to Be Rescued from Spohn Sanitarium, Realized Comfort of Prayer

CORPUS CHRISTI, Tex., Sept. 23.—Col. Ben G. Whitehead, editor of the McAllen Sun, was the last patient to leave the Spohn sanitarium on North Beach, which was under several feet of water and badly damaged by the terrible storm that swept life and property in this part of Texas last week. Col. Whitehead was one of 53 patients in the institution, 48 of whom were saved, the other five, including a nurse, are missing and are believed to have been drowned. Describing his experience during the storm Col. Whitehead said:

"It was the most horrible night that can be imagined. Wing after wing of the building was swept away, but we kept clinging to the remaining parts of the structure.

"While I did everything to quell the rising hysteria among the patients and other inmates of the hospital, I continually felt that every minute would be our last, as we were cut off from land and the water was steadily eating away our shelter.

"Once we were all huddled together in the rear portion of the old building over the boiler room. The sisters were all saying their prayers in concert. I did not know how to say them their way, and I was sorry, for it was time to pray.

"At 3 o'clock the last patient was transferred from the new wing to the old portion of the building when the vacated wing dropped into the sea, carrying the chapel with it.

"With the sunlight came hope, and instead of prayers for helpfulness, on every lip came prayers of thankfulness. Finally a boy named McCuiston and another lad waded out to us and in another hour a boat came. During the afternoon we were all taken off and brought to the court house."

Oregonians Favor Taft

SALEM, Ore., Sept. 24.—Some forty-five editors of Oregon Republican newspapers have made public their respective preferences for President, giving their first, second and third choice. Mr. Taft had 15 votes on first choice, Mr. Hughes 12 and General Wood 11. A significant feature of the poll of these editors was fixing the standing of possible candidates, like Borah, Johnson and Poin-dexter, who have taken a position of open hostility to the league of nations.

Former Editor Heads Bank

WICHITA, Kan., Sept. 26.—Miles Lasater, at one time owner and publisher of the Pauls Valley Oklahoma Democrat and a prominent Oklahoman, has been made president of the Wichita (Kan.) Federal Farm Loan Bank.

Chicagoan Buys New York Paper

CHICAGO, Sept. 24.—The Sporting Goods Sales Journal, of New York, has been bought by the Trade Press Publishing Corporation, of this city, where it hereafter will be published under the name of the Sporting Goods Journal. T. J. Sullivan is the editor.

"HUMAN DYNAMO," CHARLIE MILLER, OUTLINES PLANS FOR NEWSPAPER DOMINATION IN 1920

Supported by Secretary-Treasurer Fred Millis and Other Wide-Awake Leaders, He Says Nothing Less Than Departmental Membership of 1,000 Before Indianapolis Gathering Will Satisfy—Has Record for Completing Everything He Starts

By W. H. HENDRIX

(Telegraph from Birmingham, Ala.)

NOW THAT YOU are president of the daily newspaper department of the Associated Advertising Clubs of the World, what are you going to do about it?" was the first question fired at Charlie Miller, advertising manager of the Birmingham News, after he had concluded a conference Saturday with Fred Millis, of the Indianapolis News, newly elected secretary-treasurer of the organization.

Saturday afternoon was the first time "the little human dynamo of Birmingham" had been within reach of an interviewer for days. Arriving home from the New Orleans convention of the advertising clubs, he had brought with him a score of delegates from different sections of the country for a stop-over on their way home, and had been busily showing them the industrial district.

After that was completed, Mr. Miller spent two days fasting in observance of the Hebrew New Year. This period of quiet was followed by a strenuous dive into the campaign to raise \$100,000 for the Young Men's Hebrew Association fund. Pausing a moment, he hurried to the News office Saturday for a conference with his colleague in the A. A. C. W., and after that ran into the waiting arms of the first interviewer who had been successful in stopping him for days.

All this is cited as characteristic of Charlie Miller, known in his home town and elsewhere in the South as "the human dynamo." Besides his newspaper work, he is constantly identified with half a dozen other enterprises, which within themselves would use up the energies of many men. But with all his diversified activities he still retains the qualities which have earned for him the title by which he is known to as many persons as by his own name.

Two Leaders Agree

After the conference held by the chiefs of the A. A. C. W., both were elated over plans adopted and the outlook for the year.

"Looks like we are settling down to real business now," Mr. Miller declared.

"Things will hum from now on," Mr. Miller concluded.

Delay in receiving stenographic reports from New Orleans prevented the completion of many details and delayed the perfection of many definite plans. The various topics discussed at New Orleans were taken up in their relative order and plans for increasing the membership were gone over and adopted.

Both men were enthusiastic over the membership prospect and declared that the convention at Indianapolis next year will find more than five hundred newspaper men in session.

At President Miller's suggestion, the country was divided into sections, and a vice-president was elected for each section.

These vice-presidents will call sectional meetings and personally look after the membership in their particular section. Through this method President Miller states that the membership next year should be 1,000.

"I am very fortunate in having such a fine lot of newspaper men elected as my associates for the daily newspaper department for the coming year," he continued. "With men like Frank Webb of Baltimore, Bert Garstin of Louisville, A. L. Shuman of Fort Worth, Carl Brockhagen of Oakland, William Hofmann of Portland, Col. Beatty of Lexington, Walter Bryan of New York, William Woodward of Chicago, Arthur Newmyer of New Orleans and the others, whose names I have unfortunately forgotten for the moment, I feel sure we are going to accomplish great things for the advertising departments of the vari-

ous newspapers who join our association.

"It was certainly wonderful to see more than 200 live newspaper men in session in New Orleans. It was so many more than we had hoped for that we found ourselves crowded in the space allotted to our department and had to adjourn to the wonderful Elks Club.

"In addition to the vice-presidents for the various sections of the United States we will probably have one or two vice-presidents for Canada, one for England, and one or two for the Latin-American countries. We had one Canadian delegate, and there were representatives from two Mexican papers."

"Rowe Stewart of the Philadelphia Record and Arthur Newmyer of the New Orleans Item, two former presidents of the daily newspaper department, told President Walter Bryan that the

meetings just closed in New Orleans were by far the greatest in the history of the newspaper department," said Mr. Millis.

"In fact, Mr. Newmyer stated that there were four times as many newspaper men present this year as there have ever been before. President Bryan passed on the credit for the successful meeting to Charlie Miller, advertising manager of the Birmingham News, who was the secretary and treasurer last year, and he personally looked after the campaign to elect Mr. Miller as president to show the convention's appreciation for his wonderful work in assembling such a large number of delegates," he added.

Among the speakers at the Daily Newspaper Department were William H. Rankin of Chicago, James Brown, publisher of *EDITOR & PUBLISHER*, New York; Frank D. Webb, advertising manager Baltimore News; A. L. Shuman, advertising manager Fort Worth Star-Telegram; George Creel, former chairman United States Committee on Public Information; Jason Rogers, publisher the New York Globe; Fred Millis, assistant advertising manager, Indianapolis News; A. B. Weitz, advertising manager Tulsa (Okla.) Democrat and Tulsa Morning Times; Herman Philipson, advertising manager Dallas (Tex.) Times-Herald, and William Woodhead, former president of the Associated Advertising Clubs of the World and now director of advertising for the Sperry & Hutchinson Company, New York.

Important Problems Discussed

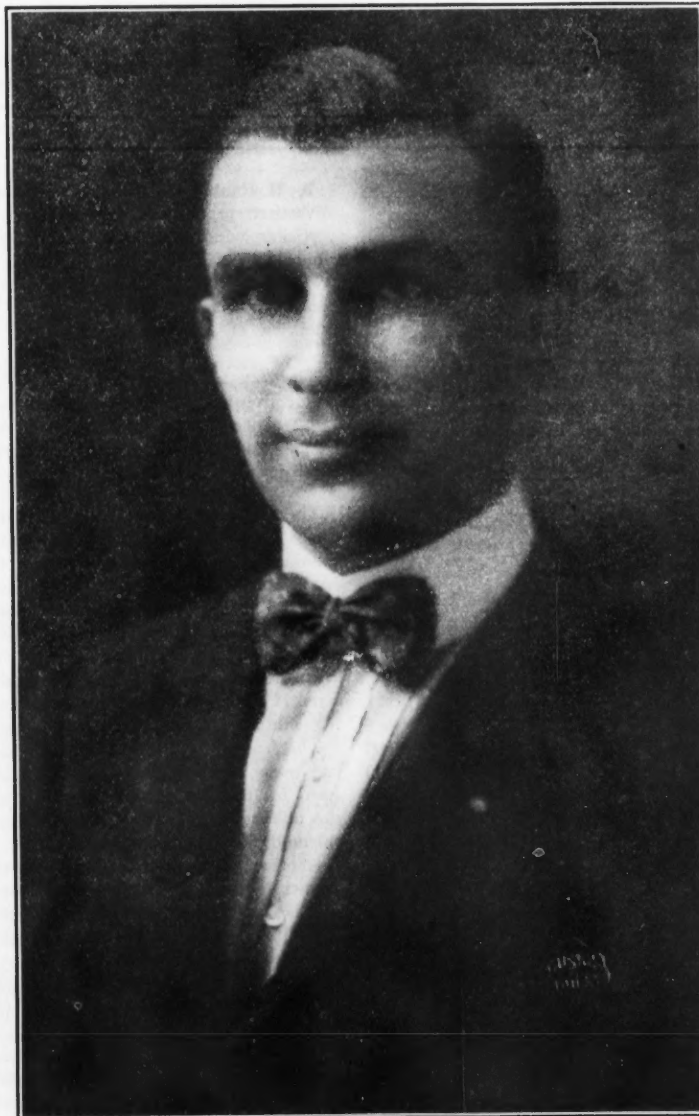
Twenty important problems of special interest to the advertising departments of daily newspapers were thoroughly discussed. Among them the following:

"The value of cooperation with national advertisers and to what extent it should go." It was the consensus of opinion that newspapers should cooperate with advertisers in sending out broadsides, dressing windows, and in many other ways, but that the advertiser or the advertising agency should bear the expense for such work.

In speaking on this important subject, William H. Rankin stated that he would go on record for his agency and that it would cheerfully pay for the handling of broadsides and other material requested by his agency.

"Should newspapers sell merchandise in order to obtain advertising?" was discussed. It was decided that it was newspaper's province to print advertising and help the advertisers, but that it was unfair to ask them to become salesmen.

"Flat rate versus sliding scale, was the third subject discussed. The majority of the delegates present preferred the flat rate for the foreign field and the sliding scale for the local field. It was decided to ask all members to adopt the uniform standard rate card suggested by the American Association of Advertis-



CHARLIE MILLER

(Continued on page 12.)

A FEW SIDELIGHTS AT NEW ORLEANS

Newmyer and Florea Get Presents—
Newspaper Men Helped Every-
where—Creel Proposes Na-
tional Bureau of Advertising

(BY TELEGRAPH)

NEW ORLEANS, La., Sept. 25.—Arthur G. Newmyer, associate publisher of the New Orleans Item, was called to the stage at Thursday's afternoon session of the A. A. C. W. Convention and presented with a massive silver loving cup, beautifully engraved in token of the appreciation of his services "to the profession of advertising."

President W. C. Darcy made the presentation in name of the clubs, paying gracious tribute to the untiring efforts of Newmyer and saying in brief: "I want to say that in all the troubles that have come up through the war that related to this business of ours, one outstanding figure in all this finance building and program building and organization work has been A. G. Newmyer. He has been an outstanding lieutenant. I want to grasp him by the hand and express the thought and feeling and admiration on the part of every member of the executive committee and myself personally."

"Advertising used to be misunderstood in local communities and a man with a reputation in advertising could not get that reputation outside the ranks of advertising. To-day he is a marked man with distinction when he is in the advertising business, and Mr. Newmyer is destined for bigger things in business and in advertising."

A good story is told on "Ed" Meredith, new A. A. C. W. president. It runs that back in 1905 he sent for William H. Rankin from Indianapolis to come to Des Moines to see him. In those days Rankin was in the advertising department of the Indianapolis Star, making the magnificent salary of \$25 a week. Meredith offered Rankin \$40 to go to Des Moines to be advertising manager of Successful Farming. Rankin wanted \$45 a week, but Meredith said he was not worth it—and that's the reason Rankin is an advertising agency man and not a farm paper publisher or advertising man today.

Mr. Meredith said today that "Rankin is worth more to me creating farm paper advertising for Successful Farming than he would be on my payroll. He has created thousands of dollars' worth of high-grade business for Successful Farming, and I still maintain that I made money by not offering Rankin \$5 more a week to go to Des Moines, and I am sure Rankin feels the same way."

Those two men are fast friends, in business and personally, and it all dates back to 1906 when Rankin made his first visit to Des Moines.

"Making Them See It" is the title of a talk delivered at the financial advertisers' meeting by W. A. Schulte, advertising manager of the Cleveland Trust Company. Cleveland had 12 representatives. Mr. Schulte is one of the most successful publicity men in his city. The home offices of the Cleveland Trust Company occupy a building on the

"flat iron" site, at East 9th street and Euclid avenue. A ground space in front is constantly used during good weather for industrial exhibits that are educational in their nature. The exhibits are changed weekly and attract thousands of people daily. A chocolate factory recently showed the process of making chocolate. Farm machinery, drill, chain, wire making and other educational lessons along industrial lines are shown at various times.

Park S. Florea, secretary and treasurer, was presented with a handsomely engraved and monogrammed gold watch, chain and gold pencil in recognition of "ten years' faithful service to the Associated Advertising Clubs—1909 to 1919."

New Orleans newspaper proprietors and editors gave freely of their time and effort to the entertainment of the visiting advertisers, advertising agents and advertising men. James M. Thomson and Marshall Ballard of the Item, Colonel Robert E. Ewing and his sons of Daily States and D. D. Moore and Mr. Ebaugh of the Times-Picayune were always in evidence at the shrine, Elks, golf, country and yacht clubs, as well as general sessions.

All three newspapers carried page upon page of paid advertising, this volume of extra business being previously estimated at twenty to \$25,000 dollars per paper more for the five days this week than was printed in the same number of days in the same week last year.

As an evidence of true southern hospitality, one of the ladies of the New York delegation, consisting of 117, told the story of the purchase of a pair of shoes. "Shall I charge them," asked the clerk.

"Why, of course," said the lady, giving her New York address. Immediately the shoes were delivered to her hotel. This instance was not unusual and was explained by one of the local publishers, as due in no small degree to prepaid convention advertising in which standing and responsibilities of delegates were stressed.

Official registration totaled about 1,900, of which New Orleans quota was about five hundred.

President Meredith was notified at the Washington Federal Reserve Bank conference by wire of his election and immediately accepted.

George Creel made three addresses, at the general sessions, newspaper department and New Orleans Chamber of Commerce. He was unreserved in his expressions of appreciations of newspaper and advertising work during the war.

He told how America and American ideals had been interpreted to the rest of the world through use of government wireless, under authority of the secretaries of navy and of war; how American advertising had been distributed in millions of lines through the press of the Allies, and into Germany and Austria and even far off Russia; he said all this constructive work had been discontinued since signing of the armistice and now

America is right back where she was before—dependent upon Havas and Reuter and other subsidized press associations, which delight to tell of American lynchings and political disagreements and to emphasize the grotesque and bizarre in our national life. Mr. Creel earnestly urged the formation of a national bureau of advertising under the auspices of the department of commerce. This suggestion has been taken under advisement by the new executive committee, which is also considering promulgation of a definite plan to be utilized as a basis for the elimination of strikes and industrial unrest that is curtailing production.

It is the belief of many, however, that no immediate action will be taken in this matter, as the new president, Mr. Meredith, is one of twenty-four Americans called to meet in Washington on October 24 to consider industrial problems.

The cornerstone of the new home of the Times-Picayune was laid Wednesday by President W. C. D'Arcy. The ceremony took place at five o'clock and a large crowd was in attendance. D. D. Moore, presiding, said that the Times-Picayune's new home would be the south's most modern newspaper plant.

Mayor Behrman said that New Orleans is 200 years old, but in all that time no cornerstone had been laid for a newspaper building. The city records showed that in all that time a building has not been erected for a newspaper home, while there have been many newspapers published here. He said each one was started in a building already erected.

W. H. Rankin of Chicago was the best advertised product outside of paid advertising columns of daily newspapers. Some expression of his, generally a boost for a friend, was always in evidence and generally in the form of an interview or signed story or picture.

The New Orleans Item's prize for the best convention advertisement was won by Mennen's "Jim Henry" copy nationally, and the Grunewald Hotel series locally.

The Financial Advertisers' Association at its final session adopted a resolution thanking the City of New Orleans, the banks, trust companies and investment bankers of the city for their generous hospitality and particularly did the Association express its thanks to Fred W. Ellsworth, R. Hecht, Bruce Baird, and Fred Hamlin for their efforts in arranging exhibits, program, and local details.

The resolution also thanked the financial press and newspapers of New Orleans for their coöperation, and thanked the officers of the association for their splendid work during the past year.

Another resolution was adopted by the financial advertisers establishing what will be known as associate membership to include publishers of financial journals and agencies devoted to financial advertising. Such members must subscribe to the standards of practice of the association.

Annual dues for corporate or individual membership will in the future be \$24, and annual dues for associate members \$20.

AUSTRALIA CLEANS UP IN ADVERTISING

B. E. Pike, Delegate from Brisbane, Tells of Greater Respect by Business Men in Recent Years for Profession

Advertising and advertising men were in "ill repute" in Australia a few years ago, but conditions in this respect have been greatly improved through efforts of the advertising men themselves, B. E. Pike, representing the Advertising Clubs of Australia, said in an address at the A. A. C. of W. convention at New Orleans. He continued:

"When I first started in business for myself in partnership with another man in Queensland, I remember my first experience as an advertising man, as an advertising service agent.

"I had to call upon the president of one of the largest concerns in Australia. He was a big man, and I am thankful to say that he sent for me—but he had forgotten about it. I sent in my card, and he poked his head out the door, around the corner, and said:

"'What in the hell do you want?'

"I said, 'I think you sent for me, Mr. Smith.'

"'Who are you, anyway?'

"'You have my card, sir,' I said.

"'Oh, advertising man, eh?'

"I said, 'Yes.'

"'I don't want to have anything to do with you damned advertising sharks.'

"That was the position two or three years ago in Australia with regard to advertising men. I am sorry to say that this was, to a very large extent, brought about by the advertising men, but we are going to clean it up, and we have made a good start. We are doing some very good work.

"When a first convention in Australia was floated last year, we had great difficulty in securing first the coöperation of the business men. They looked upon us askance and they were a little suspicious of what we were going to do. The business men, largely, financed that convention. They saw it through.

"I am very glad to be able to tell you that this first Australian convention of advertising men was held in my home city of Brisbane in September of last year. I am also very proud to be able to state that that convention was a large success. We financed it; we paid the fares of the delegates and their hotel bills and their fares back to their homes. We are proud of that, but, of course, that is not to be a precedent of future conventions.

"The next convention will be held in Sydney on my return in January. We want, if we can, to secure coöperation of you American business men and advertising men to help us to work to those ideals which you are now nobly preparing. What I want to get from you gentlemen is the full data of the Better Business Bureau. We want to institute that in Australia from one end to the other.

"I know that I can count upon your coöperation to this end. We want to know more about your system of education along the lines of advertising. We also want, if we can, to get some data with regard to circulation."

A. A. C. OF W. MUST CARRY A HEAVY BURDEN IN PEACE AND RECONSTRUCTION

William H. Rankin Says the Organization's Great War-Time Work Must Continue for Good of All America

NEW ORLEANS, Sept. 23.—The vital part advertising played in winning the war with Germany and the tremendous influence it must exert in continuing to maintain home morale during the period of reconstruction was dealt with at length by William H. Rankin, who was vice-chairman of the National Advertising Advisory Board, speaking before the opening session of the Newspaper Division of the A. A. C. W.

Pointing out that advertising had been a vital necessity in driving home to the people the need for action in every war-winning movement, Mr. Rankin gave full credit to display space and especially that carried in newspapers for the success of the Red Cross, Knights of Columbus, Salvation Army, Y. M. C. A. and Liberty Loan Drives.

The Great Plan and Wonderful Accomplishment.

Mr. Rankin said, in part: "At our war convention in St. Louis in 1917 the question in the forefront of every man's mind was:

"What part will advertising and more particularly what part will the advertising clubs play to help win the war." That question was answered at that convention. It seemed that every man there was consecrated to the government—to winning of the war and the devotion of advertising to that end. At this convention of patriotic advertising men, the plans were laid, and the campaign started, which resulted in the most successful demonstration of the advertising ability of the Associated Advertising Clubs that the world has ever known.

"And let me say, gentlemen, when those definite plans were laid before that great convention, the enthusiastic acceptance was inspiring—a prophecy of the result.

"For those plans, definitely showed how each club, how each paper, how each advertiser could help win the war. Not only to secure through advertising aid for the Red Cross, or to sell Liberty Bonds, but to tell a gripping story that reach down to the hearts and souls of the people, a story that would fire and inspire them to their great responsibility to do the work at home, a story that would reach across the water to the boys over there, and hearten them to endure the black discouragements of the trenches, and fill them with high courage that would make their drives irresistible. That, gentlemen, was the plan, and the accomplishment more than achieved our fondest hope.

A Direct Aid

"In every one of the scores of government advertising campaigns the Associated Advertising Clubs were counted upon. And invariably, the most constructive, the most definite ideas came from members of the Associated Advertising Clubs. And when the campaigns were launched, the clubs themselves backed up the men in immediate charge of these campaigns, and guided them to an unqualifiedly successful conclusion."

But probably the most striking in its direct results and importance of the war work accomplished by advertising, Mr. Rankin said was the great advertising campaign designed to bring home to every man between the ages of 18 and 21, and the ages of 31 and 45, the necessity of presenting himself for registration under the second of the Selective Service law on September 12, 1918, of it he said:

"Because of the fact that the time between the announcement of the date of registration and the date itself was only twelve days, the Provost Marshal General of the United States felt that it would be almost impossible to give adequate notice to every man expected to register under this Selective Service law.

"The Division of Advertising, the Associated Advertising Clubs, and the Newspaper Division of the American Association of Advertising Agencies, were called into action together with the leaders of practically every branch of the advertising profession in the United States. The first registration had fallen several hundred thousand names short of the estimated number who should have registered. This was not attributed to any lack of patriotism but to the fact that the law and its application could not be adequately brought home to the people of the United States in the brief space of time available for this notice.

"I shall never forget a meeting in New York City at which were present the leaders of every branch of the profession of advertising; a group of men who combined, had invested in their business lifetimes hundreds of millions of dollars in advertising. At the outset of this meeting these men were practically unanimous in the belief that no advertising campaign could be formulated and published in the twelve days between the announcement of the new law and the date of registration.

Winning the Time Handicap

"However, the representatives of the Associated Advertising Clubs of the World with an irresistible and confident optimism maintained against all objection that the thing could be done.

"It will be a part of the everlasting glory of the advertising profession in America that the thing was done—that the greatest advertising campaign of the war was the campaign for registration under the second Selective Service law. Instead of a deficit of names at the close of the campaign there were over 400,000 more men who had signified their willingness to serve their country under arms than the most optimistic estimate of the Provost Marshal General.

"Of course, we will not have the opportunity to do the work for our government to the large extent that we did in the War Advertising Convention at St. Louis, but we can in the commercial world do just as big work, just as enthusiastic a work, and accomplish as many big things through concentrated effort and co-operative work.

"I am sure advertising men will consecrate themselves as never before to bring about the proper conditions in this country, so that it will eliminate the Bolsheviki, minimize labor troubles, and place advertising and advertising men behind our government so that every country of the world will know the United States stands as a unit for all that is great and good and fair commercially, just as we did when we entered the great war so unselfishly.

"President Wilson realizes, as no other President did, the value of the service of advertising men and of advertising. He created by one stroke of the pen the Division of Advertising which placed the profession on the same high level as banking, the law business or any other high-grade profession. So it is to him after all and through his personal representative, George Creel of the U. S. Bureau of Public Information, we owe the fact that advertising has at last come into its own—a respected, dignified, and vital profession on which the government leans heavily when it desires to reach the 110,000,000 people of this great country in an unbiased and controlled publicity way."

Basis for Standards of Practice

(Continued from page 7.)

"PUBLISHER." We accomplished more at New Orleans than we had in all preceding twelve years. This is the first convention I have ever attended that was absolutely devoid of kicks and protests. Prices here have been fair hospitality worthy of the best traditions of the South, every man jack of us leaves satisfied with our work and our reception.

"New Orleans put the daily news department on the international map. It brought forth the gospel we are going to preach.

Two-Fold Mission Done

"First, to convince newspaper men of the value of their own products, then convince the advertising public.

"We have been like children handling a powerful piece of mechanism. We have oiled it and polished it, but never set our hand to its throttle. The engine is now under way, New Orleans did it.

"The meeting was epochal. Its results will be felt from coast to coast. The Indianapolis convention will show gorgeous fruit on the flower that blossomed first in New Orleans.

"Mr. Bryan left for Atlanta tonight and in two weeks he will take up his new position with the New York American.

Two weeks after that the daily newspaper department will learn in detail of the result of the work of the most industrious bunch of delegates that ever represented newspapers at any advertising club's convention.

At last the daily newspaper department has set its feet at work and the race is on. Its slogan is "Daily Newspaper Advertising Is the Highest Force on the Globe." And the department is prepared to prove it. It has looked into its own soul, confessed its faults, remodeled itself and now is in the pink of condition and ready for the fight.

It has the goods and wants one thousand newspapers on the membership roll when the Indianapolis convention is called in 1920.

Miss Martin Gets Silver Cup from Admirers

First Woman on A. A. C. W. Executive Committee Plans Monthly Bulletin and Other Features

NEW ORLEANS, Sept. 25.—Immediately after her election as the woman member of the executive committee of the Associated Advertising Clubs of the World, Miss Jane J. Martin, advertising



MISS JANE J. MARTIN

manager of the Sperry & Hutchinson Company, was the recipient of a loving cup, given by her associates of the League of Advertising Women, New York. In making the presentation, her friends explained the cup was given in recognition of her services not only in connection with the upbuilding of the League of Advertising Women, but also in behalf of the general movement in behalf of advertising women and advertising women's clubs.

The advertising women made plans for intercommunications relative to club activities. A monthly bulletin is to be compiled, out of reports from all the women's clubs, and will be mailed from the headquarters offices of the Associated Advertising Clubs in New York City.

Miss Mary B. Ennis, advertising manager of the Emporium, of San Francisco, was elected president of the conference of advertising women. Miss Ennis will appoint a secretary of the conference, selecting a woman member of the Advertising Club of Indianapolis, the latter being the next convention city.

Parrott Heads Club Secretaries

NEW ORLEANS, La., Sept. 24.—The Conference of Advertising Club Secretaries elected Norman M. Parrott of Baltimore president, and E. A. Guise of Tulsa secretary. The club secretaries are planning to issue a monthly bulletin pertaining to the problems of local club management. Mr. Parrott will have direct charge of this bulletin.

Topeka Wedded

TOPEKA, Kan., Sept. 25.—Carl P. Bolmar, member of the editorial and art staff of the State Journal, and Miss Jean Nicol of Topeka were married September 20.

"HUMAN DYNAMO" CHARLIE MILLER

(Continued from Page 9)

ing Agencies. The newspapers interested will be sent specimens on request to the secretary and treasurer of the daily newspaper department also.

"The use of the news style heads on display advertisements set in imitation of readers," was generally condemned and the newspapers throughout the country will be asked to drop that style of heads.

News Style Ads Condemned

In the discussion of "The Value of Automobile Publicity," it was pointed out that over ninety per cent of the present day automobile publicity was purely personal advertising and was being printed at a tremendous cost to the publishers. Telling how to take care of cars without mentioning the name of cars, featuring good roads for automobiling, and things of that sort, was decided as being legitimate automobile publicity, but the use of publicity carrying pictures of cars, photos of salesmen, garages, etc., was generally condemned.

A complete digest of the proceedings is now being prepared and a copy of it will be sent to every member of the Daily Newspaper Departmental.

There were many other subjects discussed, many of a confidential nature, which even the trade papers were asked not to print.

Proceedings Available to All

Mr. Miller told the representative of the Editor & Publisher that any daily or weekly newspaper in the United States that could not have a representative present at the convention, but who was interested in reading a digest of the entire proceedings, could secure a copy of this digest by becoming a member of the Daily Newspaper Departmental. The dues for this department are \$10 per year and checks can be sent to President Charlie Miller, care the Birmingham News, or Secretary and Treasurer Fred Millis, care the Indianapolis News.

"You know, it is really wonderful when you stop to think of it, that men came from Maine to California and from the Lakes to the Gulf to attend our convention and in spite of the terrific heat sat through our long daily sessions," said Mr. Millis. "On the last day (Wednesday) we had so much to do that we started in at 10 o'clock in the morning and through the kindness of Arthur Newmyer of the New Orleans Item and Daniel Moore of the Times-Picayune, we were served a splendid luncheon (and did not have to leave the club-rooms) so that we could continue our session right straight through until six o'clock that evening.

Publishers Also There

"Not only were there many advertising managers present, but we had quite a few publishers in spite of the fact that this meeting was particularly for advertising managers," said President Miller. "Such well known publishers as Victor Hanson of the Birmingham News; Jason Rogers of the New York Globe; Col. Wortham, of the Fort Worth Star-Telegram; M. E. Foster, of the Houston Chronicle; and several others accompanied their advertising managers to our sessions.

"And by the way we must not forget that we had several newspaper women present, among them Mrs.

Burr Ferguson, the famous 'Polly' of the Birmingham News, who was officially adopted as the pet of the convention; clever Bera Morel and a number of other New Orleans newspaper women were in constant attendance at our sessions.

"You know the publishers and editors have their own great organization in the American Newspaper Publishers Association, but we poor little advertising managers have no association and this Daily Newspaper Departmental of the Associated Advertising Clubs of the World is designed especially for us. We can meet here every year and thoroughly discuss our problems, the problems that the publishers are not concerned with unless we fail to produce results. At these sessions we can take up the dozens of little things that worry us.

Vital Problems Solved

"For instance one advertising manager announced that he had come to the convention solely to find out the best plan for notifying foreign advertisers of the raise in rates. He said he had written a number of newspapers about it, but that none of them had offered him a good suggestion. He discovered just the right method by attending our sessions.

"Another man came all the way from Los Angeles to find a practical bonus plan, and he found it by having it discussed at our Wednesday session.

"Still another man came from Iowa to find the best means of handling foreign advertising and by discussing it with the various members he secured a satisfactory plan.

Great Plans for Next Year

"In fact, there are no problems that cannot be solved through constant attendance at the sessions of the annual meetings of the Daily Newspaper Departmental and I feel that I am not a bit too optimistic when I say that we will have more than 500 men in attendance next year in Indianapolis.

"Mr. Millis and I are going to see that the convention committee reserve for our Departmental the largest and most comfortable hall in Indianapolis. We had the largest

PUBLISHERS!

**The Secretary of the
A. A. A.
(N. Y. Council)
IS SPEAKING!**

Sept. 19, 1919.

Schworm-Mandel, Inc.,
456 Fourth Ave., New York City.
ATTENTION OF MR. G. V. SCHWORM.
Gentlemen:

At your request I have made a personal investigation of the "S & M Insured Delivery Service" to our agency, and want to congratulate you on the prompt and efficient daily delivery of the newspapers and magazines which you represent. It is absolutely necessary that we check all advertisements before bills are paid and owing to the non-arrival of the out-of-town papers the closing of many accounts is held open for a considerable length of time. Your service overcomes this fault, and we have been enabled to check up our out-of-town advertisements daily as your service has yet to miss a daily delivery. I trust that your service will be broadened to take in many more publications. The more the merrier and the more help it will be, not only to the agency but to the publisher—it means prompt payment to him of his bills.

Please accept my thanks on behalf of the agency for your good work and I will gladly recommend this service to any doubting Thomas you may refer to me.

Very Truly yours,

MACLAY & MULLALLY, INC.
(Signed) W. T. MULLALLY.

crowd of any department assembled in New Orleans and therefore feel that we are entitled to the best quarters.

"The daily newspaper departmental of the Associated Advertising Clubs of the World is now on the map in a big way, and I predict will lead all other departmentals in the point of importance and attendance.

"I want to take this opportunity to thank EDITOR & PUBLISHER for the liberal space it devoted to the Convention that has just closed. I feel it helped greatly in securing such a large attendance this year and through EDITOR & PUBLISHER I want to tell the newspaper men who read it and who are not yet affiliated with our department that they are missing something by staying out."

Soon after the conference, Mr. Millis left for Indianapolis and Mr. Miller devoted forty-two seconds to the serious consideration of where he could go out and inject a little new enthusiasm into the Kiwanis Club Committee, which he heads, complete his campaign organization plan for the Young Men's Hebrew Association, or go out and corner another advertising contract before eating dinner. He decided to accomplish all three

things in order to make it an average Charlie Miller Day.

Charlie Miller, who for the past four and one-half years has been advertising manager of the Birmingham News, came to Birmingham from the Louisville (Ky.) Herald, where he had served as advertising manager for a number of years. He received his early training on the Chattanooga (Tenn.) News, going from a beginning to a proficient ad man on that newspaper. He is married and has no children.

In Birmingham, Mr. Miller is active in social, club and business life, a prominent member of the Kiwanis Club and all advertising men's organizations. His activity in eliminating "fake" advertising and establishing more intimate relationship between newspapers and advertisers has attracted wide attention all over the South.

Stockley Leaves Washington

Baltimore, Md., Oct. 1.—The George A. Deatel Company announces the addition of Sherwood C. Stockley, advertising director of Parker, Bridget & Co., Washington, to its agency staff.

Louisville Is the Largest Loose Leaf Tobacco Market in the World

The Kentucky tobacco crop for 1918 was 427,500,000 pounds, valued at \$98,325,000.00.

This was one-third the entire tobacco production of the United States.

Tobacco is but one of the many sources of wealth that help in the making of Kentucky's present great prosperity.

Louisville, its largest city, is the natural center of Kentucky's wealth and its commercial activities.

To profitably market your product in this section, use the advertising columns of Kentucky's largest morning circulation,

The Louisville Herald

Kentucky's Greatest Newspaper

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

The Shaffer Group

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



"AMONG US MORTALS" Hill's funny characterizations will be found ON PAGE 17, THIS SECTION.

Des Moines Sunday Capital

VOL. I, NO 22

DES MOINES, IOWA, SUNDAY, SEPTEMBER 21, 1919.

Last Edition

FIVE CENTS IN DES MOINES EIGHT CENTS OUTSIDE

STEEL

MEN

The Des Moines Capital
Published Evening and Sunday
Circulation 80,000
Largest in the State
Des Moines, Iowa

WEDNESDAY

Labor Test

NO ATTEMPTS MADE TO HALT A WALKOUT

Lafayette Young
Publisher

Industrial Struggle Affecting Entire Country Will Result If Claims of Leaders Are Fulfilled.

By FRED S. FERGUSON.
United Press.
PITTSBURGH, Pa., Sept. 20.—Only the final shoring of organizers, the final stirring of feelings of workers thru mass meetings to be held tomorrow, remained tonight before the United States Steel Corporation, and organized labor come to their last, strength Monday.

Altho it may precipitate an industrial struggle affecting the entire country, if claims of the labor leaders are fulfilled, the strike set for Monday is first of all labor's express test against the biggest unorganized industry remaining in the country.

To the capitalist and laborer alike who have seen the struggle between the steel corporation and organized labor this is the "showdown."

NO CHANCE FOR POSITION.
There is practically no chance now, of the strike being postponed. Secretary Foster of the steel workers' committee said tonight that even if some elements here should attempt to call off the dogs, he would have to caution other members of the committee here to do nothing. He could not act on his own initiative, he said, and the men would not stop the strike except on the most positive orders.

"It is the showdown," Pittsburgh business men and workers remarked on the day passed and their former hopes of a postponement slipped away with these facts.

of the union leaders go into the fight it is not higher wages they demand but recognition of the steel employees as organized. This recognition is sought thru the conference of the steel workers' representatives and Judge J. J. Hill, who refused to grant the continuance brought on the strike.

There is no thought in Pittsburgh that Hill will give in. There is no thought among the union men of giving in until the conference is granted. From the days of the old Homestead strike, when blood flowed freely in the streets and the great burning barbed wire swept down the river, on thru the years of continued struggle between the two factions, all the bitterness and grievances of this episode of time were riling up tonight.

EXTRA POLICE SWORN IN.
In the meantime, between now and Monday morning, both sides will be active in final preparations. Additional state police have been assigned to various steel centers while 15,000 deputies are being sworn in by the steel corporation. Extra police have been sworn in for the city of Pittsburgh. A patrol wagon backed up to a sporting goods store and was gradually loaded up with shipping new maces to be used by the department.

In McKeesport, Homestead, Rankin, Brackenridge, Clairton and other steel centers men are being hurriedly instructed in the duties of an effort tonight. It's the "show down."

In the offices of the steel corporations from New York to Pittsburgh and west to Chicago, reports showed nothing but confidence. The corporation officials are confident that the labor leaders do not represent a majority of their employes. Steel labor is now being paid the highest wage in history, they declare, and they do not believe that more than a small percentage will answer the strike call.

T. A. RAIL

NEW YORK

May 5, 1885

He was born a boy. He is a rear in Iowa graduation from 1897 on which a bank of 1

Afterwards he was at Central Mr. Shonta in Illinois

John Francis Dr. He is superintendent of

torrante engaged in laying the foundation

career as a railroad engineer and of

He built the Iron road, the Missouri, the Illinois and

owner of the Iowa Iowa railroad and controlled the Toledo, Western Railroad (C. & W.)

He organized and of same present.

It is said that in his as a railroad builder by side with laborers

demanded, and also of position, was a vigorous

or to any subordinate a become unwell.

While Mr. Shonta was the Toledo, St. Louis and 1888, President Roosevelt

him as chairman of the In his national commission and he had

national commission and he had for about two years a

period when plans for the of the canal were in process

of the canal were in process of the canal were in process

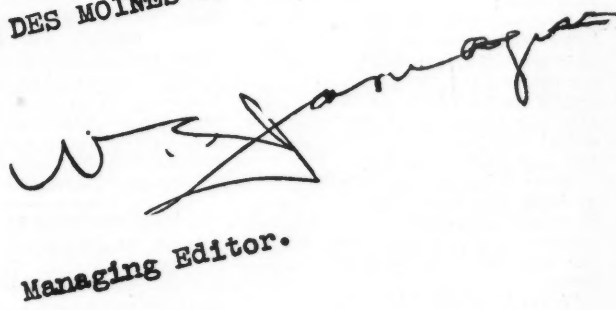
Mr. L. O. Earnist,
General News Manager,
United Press Associations,
New York City.

My dear Mr. Earnist:-

We are very much pleased with the suggestions or criticisms to make.

In my judgement, this is an ideal service for Sunday morning newspapers. If we should at any time, have any suggestions to make that we believe would improve the service, for our purposes, I will not hesitate to write you.

With kindest regards, I am,
Most cordially yours,
THE DES MOINES CAPITAL.



Managing Editor.

W. C. Jarnagin
:DB

LAYMAN MODERATOR MEETS WITH BOARD
NEW YORK, Sept. 20.—Dr. John Willis Bar, a Pasadena, Cal., member and the first layman ever made moderator of the Presbyterian church in America, arrived here today to meet the heads and agencies of the church. He will confer with business men here also, he said, attending the international trade conference at 2 Senate City, Oct. 1.

MAKE LEVIATH

United Press Associations
GENERAL OFFICES NEW YORK

TELLS HOW TO BEAT STOCK SWINDLERS

Winner of A. A. C. W. Trophy for Constructive Work Says "Investigate Before You Buy"—Presents Questionnaire Form

Cleveland, O., Sept. 30.—Edward L. Greene, secretary of the "Better Business Commission" of the Cleveland Advertising Club and winner of the Baltimore trophy offered for the most constructive advertising during 1919, will be royally received when he returns from New Orleans.



Edward T. Greene The trophy, first offered in 1913, by the Baltimore Club, is a silver globe of the world, bearing the word "Truth," and was captured by the Indianapolis Club a year ago, but will be held by the Cleveland organization during the next six months.

Mr. Greene is about 35 years of age and came to Cleveland, January 1, 1918, from Chicago, where he had been secretary of the "Better Business Commission" of the Chicago Advertising Club. He won the trophy on a report which he submitted to the New Orleans convention. The report consisted of a large book, uniquely bound, containing a variety of reports. The particular lines which won him the trophy covered merchandise, financial and circulation work.

D. C. Wills, chairman of the Cleveland Federal Reserve Bank Board, is chairman of the Ad Club's commission.

Mr. Greene has some very pointed ideas about selling securities, which he recently outlined to the representative of EDITOR & PUBLISHER.

"It Looked Good to Me"

Asked why so many people buy this class of securities, Mr. Greene shot back:

"Because they do not know any better and want to get rich quick. It is my belief that this is the reason for the untold millions which are annually dissipated by our people when they see a rosy hue in the 'get-rich-quick' offerings of scheming, heartless and wily promoters.

"How to overcome this evil is a problem that has stumped all of us, from civic organizations that have attempted to give it an honest fight all the way up to the Federal Government.

"After hundreds of interviews with people who have purchased extremely promotional stocks I find without exception these unfortunate buyers have made their purchase without any better information than that

given by the salesmen who sold them. When these people were asked the question, 'How did you come to buy this stock?' the usual reply was: 'It looked good to me.'

Mr. Greene said that the most of the people he questioned said they never thought of investigating the securities offered. He has prepared a questionnaire—the basis of which is INVESTIGATE BEFORE YOU BUY.

"The facts presented," he said, "should be driven home to every prospective buyer of securities."

Urges Use of Questionnaire

Mr. Greene urges, when salesmen try to sell "stock," to present the following questionnaire, to be filled out: "Then tell him you will think it over and return the paper to Mr. _____'s office," says Mr. Greene.

Here is the questionnaire:

You wouldn't buy a pig in a bag, so don't buy any stock until you know all about it.

Name of Company.....
 Names of Salesman.....
 Total issue of stock.....
 Stock given for property.....
 Stock given for good will.....
 Stock given for patents.....
 Are you taking Liberty bonds?
 If so, at what price?.....
 Amount of cash needed.....
 Par value of stock.....
 Selling price of stock.....
 What is company's selling expenses?.....
 What are present net earnings?.....
 What are expected net earnings?.....
 Bank reference company.....
 Bank reference representative.....
 Names of officers.....
 Former occupation.....
 (Here are blank spaces for answers.)

SHIFTS ON ST. LOUIS STAR

Polk, Sullivan and Hoskins Change—Hoskins Secretary of "S. L. A. J."

St. Louis, Sept. 30.—John Polk, formerly on the rewrite staff of the Star, has been given the circuit court run. Frank Sullivan, a general assignment reporter, has left newspaper work to become associated with the advertising department of the Bell Telephone Company in Missouri.

Tom Rogers, for the past year assistant city editor of the Republic, has joined the staff of the Star as a rewrite man. A. C. Hoskins, of the Star, was elected secretary of the St. Louis Association of Journalists, to succeed Frank Sullivan.

ST. LOUIS PLAN IN PITTSBURGH

News Writers Organize, But Will Not Affiliate with Labor

Pittsburgh, Sept. 28.—At a meeting to-day, attended by 22 men and women news writers, it was voted 12 to 10 to adopt the St. Louis plan of organization and not affiliate with the International Typographical Union or the American Federation of Labor.

Reporter Shot by Mistake

Joplin, Mo., Sept. 23.—James Baugh, a reporter on the Globe, was shot and dangerously wounded during a pistol battle between the police and Charles Adams, a former convict, who was killed, early Tuesday morning. Baugh was mistaken for a member of the gang the officer was sent to arrest. He will recover.

AD MEN'S GOLF POPULAR

Big Day in N. Y. Tournament—Perry Twice Winner

No less than 104 golfers put in an appearance for the usual match and medal combination of the Metropolitan Advertising Golf Association at Siwanoy last week. Hub Fairchild, president of the Western Advertising Golf Association, was the guest.

A. G. Perry of Fox Hills won double honors. He came through in the first flight defeating H. V. Gaines in the final, and also tied with F. J. Barber for the low net. Roy Durstine of Scarsdale won the first consolation trophy, while C. C. Hommann, Jr., won the second flight, and G. P. Eddy of Arcola the consolation award in that division. John Anderson, the Siwanoy captain, had the low gross, a 76.

First American in Budapest

Kansas City, Sept. 30.—Capt. Charles A. Bonfils, former managing editor of the Post and brother of F. G. Bonfils, owner of the Denver and Kansas City Post, is said to have been the first American to reach Budapest after the Rumanians had captured the city. Captain Bonfils commanded a group of American Red Cross workers.

Plan New Paper in Oregon

Astoria, Ore., Sept. 19.—Giving as its purpose the publication of a newspaper and a general publishing business, the Astoria News, Inc., has filed articles of incorporation. The office will be in Astoria. The capitalization of \$7,500 and the incorporators are Frank J. Wallace, F. W. Johnson and W. B. Oliver.

Boosters for "R. E. Lee" Highway

Houston, Tex., Sept. 24.—The Robert E. Lee Trans-continental Highway Association, organized here, has elected the following newspapermen to membership: E. R. Millis, of the Houston Post; Frank Noel, of the Houston Chronicle; Jules Elfenbein, of the Houston Press, and Alvin Jones, of the Galveston News.

Hutson Back at the Capitol

Jefferson City, Mo., Sept. 29.—Aca Hutson, political writer for the St. Louis Globe-Democrat, who has been doing special work in the home office, is back on duty in this city.

Electra Now Has a Daily

Houston, Tex., Sept. 24.—Jack Stevens and Frank White recently purchased the Electra (Tex.) Leader and have launched a daily for that thriving little town.

The difficulty about advertising Advertising is that it cannot be pictured—only described.

Try to imagine a picture of two million people—that's Brooklyn.

Visualize if you can a quarter of a million decent, home-loving men, women and children.

They are the readers of the Standard Union.

ANNOUNCEMENT

Beginning October 1, 1919, The S. C. Beckwith Special Agency will represent the New Orleans Daily States and the Shreveport Times in the Eastern territory, which is all territory East of Pittsburgh and Buffalo including those points.

John N. Branham Company will represent the New Orleans Daily States and the Shreveport Times in the Western and Southern territory (excepting Louisiana and Texas.)

Robert Ewing, Publisher
 NEW ORLEANS DAILY STATES
 and SHREVEPORT TIMES

It Will Pay You to Read This

When an advertiser can saturate a large, concentrated, prosperous territory with one newspaper, his net profit return will be far greater than in many larger population centers which require several mediums for coverage. Many papers *claim* to dominate alone, although

the facts show a logical reason for using two or three newspapers. Indeed, too often space buyers slight a market by not using enough mediums—fearing duplication. One of the *exceptional* newspaper situations in the entire United States is in

ERIE

Pennsylvania

The Market, 157,000

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

That this large prosperous market is absolutely saturated through one newspaper—the Erie Daily Times—is proved by the following facts:

Territory	Population	Number of Homes	Erie Times' Paid Circulation
Erie City.....	105,000	21,000	18,939
Erie Suburbs (35 Mile Radius).....	52,000	10,000	6,718
Country	1,136
Total	26,793

Erie has three daily newspapers—one morning, two evening. The ERIE TIMES has 50% more than the *combined* paid circulations of its two daily competitors and over *treble* the circulation of either.

ERIE DAILY TIMES

(A. B. C. Member)

Paid Circulation 26,793

Line Rate 6c. flat. Evenings except Sunday.

Erie, Pa., and the TIMES are an exceptional combination. The territory is large. The business is mostly manufacturing. Wages are good. Living conditions are well above the average. Erie is already well developed but still progressive, fostering many civic projects. The stores are many with plenty of the very best class of merchandise. The streets are wide and well paved. All these things have attracted a substantial, desirable population with a surprisingly small percentage of foreign element. With more than a living wage, and healthful, attractive, exceptional living conditions, the population is appreciative of the better things in life, and responsive to the advertising of good merchandise.

Most of the workers own their own homes; many are mansions.

While Erie today offers a splendid market, its potential possibilities are even greater. The population is growing rapidly. The city is becoming more important as a trade center. The rail and water transportation facilities are adequate, and for growth is the great port of Erie, not yet come into its own. Erie is 88 miles from Buffalo, 95 miles from Cleveland. While a great portion of Erie's jobbing business is controlled from those two cities, from an advertising standpoint Erie stands alone and supreme. So from the consideration of future possibilities, Erie is a substantial market to cultivate.

You see there is no *opinion* expressed but simply a record of *facts*. Let us give you more information about this unusual market and newspaper. This message is for you. For our mutual good place the ERIE TIMES on your list now.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 East 26th St.
New York

Harris Trust Bldg.
Chicago

Waldheim Bldg.
Kansas City

Monadnock Bldg.
San Francisco

MEREDITH IS CHOSEN A. A. C. W. HEAD

Elections, Awards of Trophies and Passage of Resolutions Mark the Closing of Session—John Barrett Soon to Retire

(By Telegraph)

NEW ORLEANS, La., Sept. 25.—The Associated Advertising Clubs, before adjournment today, unanimously elected E. T. Meredith of Des Moines president. He was placed in nomination eloquently by W. H. Johns of the George Batten Company, New York, who is president of the American Association of Advertising Agencies.

The following vice-presidents were also elected to serve with executive jurisdiction over the affairs of the organization in their respective districts.

Rowe Stewart, of the Philadelphia Record; R. H. Donnelly, Chicago; E. Lyell Guntz, Baltimore; John Ring, Jr., St. Louis; Rollin C. Ayers, San Francisco; F. W. Stewart, Montreal, Canada; Charles F. Higham, London, England; and Benjamin J. Lee, Minneapolis.

Miss Jane J. Martin of New York enjoys the unique distinction of being the first woman ever elected to membership on the executive board. She says she "will try to sell woman's advertising league to men and the Executive Committee and the clubs idea to women."

Florea Re-elected

P. S. Florea was re-elected secretary, treasurer and executive manager.

The usual resolutions of thanks and appreciation were adopted assertive that New Orleans redeemed every promise it made and thanking the Nobles of Mystic Shrine and the Elks, ex-presidents Dobbs, Coleman, Woodhead and Houston "for the splendid interest"; the local newspapers, the New Orleans Club and the gracious women of the South, fraternal and social organizations, retiring officers, Mayor Behrman, and Tulane University, besides hailing with delight the formation of the Pan-American Division, with John Barrett president and John Vavasour Noel of New York, recording secretary.

Herbert S. Houston presented the report of the Awards Committee made by three former presidents of the clubs—Messrs. Coleman, Woodhead, and himself.

The "Melvin A. Taylor Cup," for the best financial advertising exhibit, went to the Irving National Bank of New York.

Endorse U. S. Chamber of Commerce
The St. Louis Club's trophy for war service to the nation went to the Toledo Club.

The Los Angeles Women's Club Trophy for the best work done by women's clubs went to the Women's Advertising Club of Chicago.

The Baltimore trophy for vigilance and better business went to the Cleveland Ad Club.

President D'Arcy awarded a prize to Lewis Carol, 6, of New Orleans, for writing the best essay on advertising in a contest among the 40,000 school children in the city.

Boston and Dallas banners for mileage and attendance were awarded to the San Francisco club.

The incoming executive committee, of which retiring president D'Arcy is also member, was authorized to des-

ignate five delegates from the clubs to attend the International Conference of the U. S. Chamber of Commerce at Atlantic City this month.

Pan American departmental delegates learned with regret of coming retirement from the Pan-American Union of John Barrett, Director General, who has done so much to cement international friendship.

As told by EDITOR & PUBLISHER last week, the 1920 convention will be in Indianapolis.

Telegrams Read

Among the telegrams read by President D'Arcy was one from Secretary Crawford, of The Thirty Club, London—which is the advertising club in London affiliated with the Associated Advertising Clubs of the World—in which Mr. Crawford sent the greetings of The Thirty Club, adding: "And may the new era of advertising be a bigger, cleaner, more truthful one."

President D'Arcy also read a telegram from Walter B. Cherry, of Syracuse, formerly vice-president of the Associated Advertising Clubs, saying: "I shall always remember the honors the organization bestowed upon me, and ever cherish the loyal friendship of those days. I regret exceedingly my inability to be with you at this time."

S. S. Wilson in Hospital

Arthur M. East, director of the National Thrift Week, January 17 to 24, wired the convention concerning the purposes of the Thrift Week. "Thrift Week," he said, "has for its purposes the education of the public to present economic conditions, showing how the individual can help. Thrift Week will teach sound economics, increasing industrial co-operation and production, decreasing radicalism and educating against wild-cat promoters. Scientific adver-

tising is necessary for success of the National Thrift Week campaign."

Another telegram was received from Irwin F. Paschal, advertising manager of the Farm Journal, Philadelphia, who has long been active in the work of the Associated Clubs. Hay fever prevented Mr. Paschal from attending this convention.

Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, wired cordial greetings, and expressed warm appreciation for the co-operation of the clubs in the cause of honest merchandising. "We are gaining steadily by public education," he said, "but victory can only be won by continuance of earnest individual work."

Sidney S. Wilson, of Cleveland, a vice-president of the Associated Clubs, wired "that attendance at the convention has been made impossible from the fact that he has had an automobile accident and was in the hospital."

A Message from Australia

President D'Arcy read a cable from William Hughes, Prime Minister of Australia. It was as follows:

"On behalf of the Government and people of Australia, I wish your convention well. We who have fought side by side with the soldiers of America and cemented our relationship with the ties of blood, only de-

sire that our friendship shall continue—that the bonds forged by war shall be strengthened, bonds of mutual self-interest, and that in the field of commerce we shall stand as loyally by each other as we did in the field of battle. Regarding your convention as one of those things which lead to better understanding amongst the people of the earth and so promotes the peace of the world, I wish it all success."

Gets Half Interest in L. I. Paper

McHaig Davenport, for a number of years with the Atlas Advertising Agency, New York, has become half owner of the Glen Cove, (N. Y.) Echo issued continuously in that village since 1875. Mr. Davenport will be business manager and associate editor. During the war he was overseas with the 27th Division, and was recommended for the Croix de Guerre receiving this decoration from Marshal Petain.

Nichols Takes Charge

DEAVER, Wyo.—The Sentinel will in the future be edited by S. I. Hooker, a son-in-law of the late M. M. Nichols. Mr. Hooker and Mr. Nichols were partners in the real estate business before the latter's recent death.

Sales and Service

A branch office has been opened in Cleveland, in the Hickox Building, in charge of Mr. Samuel Bravo, secretary of the Cosmopolitan Club, comprising all of the leading publications of Cleveland and vicinity.

A branch office has been opened in Boston, in the Little Building, in charge of Mr. William H. Putnam, formerly advertising manager of the New York Herald.

Our Chicago office in the Peoples Gas Building was the first one organized in pursuance of the policy of daily personal contact with publications, dealers and buyers. We shall extend this system to every large immigrant center in this country in order that our clients may have the best possible advertising and merchandising service.

Our four offices now cover the largest immigrant buying centers in America.

AMERICAN ASSOCIATION OF FOREIGN LANGUAGE NEWSPAPERS, Inc.

NEW YORK Woolworth Bldg. Frances A. Kellor President Adolph B. Landau Sales Manager	CHICAGO Peoples Gas Bldg. Frank D. Gardner Vice President and Chicago Manager	BOSTON Little Bldg. William H. Putnam Vice-President and Boston Manager	CLEVELAND Hickox Bldg. Samuel Bravo Vice-President and Cleveland Manager
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Keeping up With The Times A FACT A WEEK

First came May with a gain in net paid daily circulation of 501 over April.

Then came June, with an additional gain of 1,868.

Next July, with an increase over June, of 5,605.

And, finally, August, which overtopped the July figures by 1,308.

That is the circulation history of The Times in the summer months—a total gain of 9,282 in a period when newspaper circulations customarily decline.

The Washington Times
WASHINGTON, D. C.

THREE BIG ONES

Texas—Houston—The Chronicle

Here are 76 of the 125 Leading National Advertising accounts that the Chronicle carries exclusively:

- Hart, Shaffner & Marx
- Snellenberg Clothing Co.
- Packard Motor Car Co.
- Barley Motor Car Co. (Roamer)
- Selden Motor Car Co.
- Essex Motor Co., Miller
- Miller Rubber Co.
- Reo Motor Car Co.
- Garford Motor Truck Co.
- Geo. W. Davis Motor Car Co.
- Lexington Motor Co.
- Swanson Tractor Co.
- Harley-Davidson Motor Co.
- Diamond Tires
- Goodrich Tires
- Silvertown Tires
- Cinderella Dye Soap Co.
- Lamont, Coriiss & Co. (Pond's Creams)
- Alfred H. Smith & Co. (Djer-Kiss)
- Lever Bros. (Lux)
- R. L. Watkins Co. (Muisified Coconut Oil)
- The Pompeian Co. (Pompeian Cream)
- Freeman Perfume Co.
- Splenox Company
- Lucky Tiger Dandruff Co.
- Herpicide Company
- Lehn & Fink (Pebece)
- F. & G. White Naphtha Soap
- Pest Bros. (Crystal White Soap)
- Universal Cleanser Co. (Nifty)
- Tareytown Cigarettes
- Norris Candies
- Fuerst & Kraemer Candies
- Wiley's Candies
- King Chocolates
- Orange Crush Co.
- Aladdin House Co.
- Hofstra Manufacturing Co.
- Raiston Purina Mills
- Durham Duplex Razor Co.
- Autostrop Razor Co.
- Gillette Razor Co.
- Aunt Jemima Mills
- C. A. Gambriel Mfg. (Pat-A-Cake)
- Good Housekeeping
- Ladies' Home Journal
- G. Washington Coffee Co.
- New Orleans Coffee Co.
- American Coffee Co. (Tulane Coffee)
- Eagle Hat Co.
- Mallory Hat Co.
- Crown Corset Co.
- Redfern Corset Co.
- Geo. P. Ide Co.
- Charter Oak Stove & Range Co.
- American Radiator Co.
- Buffalo Specialty Co.
- D. M. Ferry Co.
- Lyknu Polish Mfg. Co.
- Devoe & Reynolds Co.
- American Paint Works
- Bear Cat Products Co.
- Quaker Oats Co.
- Famo Company
- Franklin-Caro Co.
- Phoenix Hosiery
- Kansas City Chamber of Commerce
- Aluminum Cooking Utensils Co.
- F. M. Hoyt Shoe Co.
- Graham-Brown Shoe Co.
- Wichita Mill & Elevator Co.
- Nunn Electric Company
- Burroughs Adding Machine Co.
- F. O. Stone Baking Co.
- Purity Extract & Tonic Co.
- Lone Star Brewing Co.

Houston and all Texas is Tremendously Prosperous.

It is a Rich and Cultivated Field for the Advertiser.

The Chronicle led the Houston papers, 2,284,644 agate lines the first eight months of 1919.

It carried nearly Twice as much National advertising as any other Houston paper and led the second Houston paper by 929,794 agate lines the first eight months of 1919.

989,016 agate lines was its lead in local advertising for the first eight months of 1919.

It gained 63 per cent in classified advertising and led the second paper by 365,835 agate lines in eight months.

It Gained 2,814,918 agate lines the first eight months of 1919 over 1918 and led all Texas papers in 1918.

It carried exclusively 125 Leading National Advertising accounts, some of which are given herewith.

It carries exclusively 75 per cent of the advertising accounts of Texas, Louisiana and Oklahoma.

Its Lead in Circulation is 35 per cent.

It has more circulation in Houston and 100 miles than any other Houston paper has in 150 miles.

Lead in Circulation 35%

THE CHRONICLE'S CITY CIRCULATION is 35 per cent larger than that claimed by the second paper. More than a paper per Houston Home.

In Houston and a radius of 100 miles, THE CHRONICLE has more circulation than any other paper in a radius of 150 miles.

THE CHRONICLE'S NIGHT EDITION reaches six hundred Texas towns early in the morning and from three to twelve hours ahead of the morning papers, where it is delivered by carrier or agent.

Circulation — Net Paid

Daily	52,117
City Daily	23,129
Sunday	60,253
City Sunday	23,730

Bureau of Research and Business Promotion

In this bureau are men who have had actual merchandising experience. They not only investigate the market for the advertiser, but assist him in getting dealer co-operation, dealer link-ups and displays of merchandising during the life of the advertising.

This department is carrying on a systematic campaign to educate the dealer to the importance of handling, properly displaying and pushing Nationally Advertised articles. To create a good will relation between National Advertiser and Dealer.

THE HOUSTON CHRONICLE

M. E. FOSTER, President
 J. E. McCOMB, Jr., Manager National Advertising
 HOUSTON, TEXAS

JOHN M. BRANHAM COMPANY, Representatives

Mallers Building	Chandler Building Atlanta	Chemical Building St. Louis	Kresge Building Detroit	Brunswick Building New York
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ADVERTISING IS ALLY OF EDUCATION

Two Have Become Closely Related in Recent Years, President of Tulane University Tells Convention

"Two of the greatest forces in the world today are Educational and Advertising. These two forces have until recently appeared to be entirely dissimilar in plan and purpose, but in the development which each has had in recent years we find that they are approaching constantly nearer to a common idea. Each has still much to learn from the other, but so closely have they come to be related that neither can afford to ignore the other," said Dr. A. B. Dinwiddle, president of Tulane University of New Orleans, in addressing delegates to the convention of the Associated Advertising Clubs of the World at the inspirational meeting.

Truth and Honesty

"Without doubt Education can learn much from Advertising in its modern scientific development," he continued. "The policy and plan and purpose of Advertising today are becoming systematically organized with the highest ideals in view.

"The slogan of Advertising today is Truth. The slogan of Education should be Honesty. There is no more reason that an inferior quality of education should be given to the people in return for the money appropriated from the public treasury than that an inferior article of commerce should be sold to a purchaser for the money offered.

"Though Education has had a long history as compared with Advertising, it has no reason to boast of its progress in purifying its ideals as compared with Advertising. Witness this convention! What a magnificent thing it would be to have a similar convention of educational authorities based upon the outstanding, dominant ideal of Honesty in Education.

Greater Force for Good

"Education was in the past suspicious of Advertising and there have been even in recent years certain schools which regard Advertising as an undignified appeal to the public, a lowering of academic ideals, a commercialization of the intellectual and spiritual. There is no doubt that excessive and often illegitimate advertising of other schools had much to do with this attitude.

"But bigger than Advertising, and including it, is the great principle of Publicity; humanly speaking, the greatest force for good and the

greatest corrective of evil now working in the world. Advertising as it is now understood by its friends and champions is Publicity, the force which will finally eliminate vice, purify politics, and bring men to believe that Honesty is not merely the only sound policy but the only safe policy in every line of human activity.

"The principle of Truth for which the Associated Advertising Clubs of the World are fighting is a principle of universal application. It seems to me of tremendous significance that representatives of government, education, and business organizations should meet here jointly to celebrate the progress of the Associated Advertising Clubs in this fight and to receive an inspirational impulse of lasting value toward that common ideal of Truth and Honesty for which we are all striving.

MRS. WILSON ENTERTAINS

Pours Tea for Correspondents Who Were With Presidential Party

Washington, Sept. 30.—Following her return to the White House from an automobile ride with President Wilson yesterday, Mrs. Wilson entertained the newspaper correspondents who were members of the President's party on the Western tour at tea.

Owing to illness, President Wilson was unable to be present.

Veteran Brooklynite Dead

Thomas F. Sands, 82, who for many years was connected with the Scottish-American and Frank Leslie's in New York, died in Brooklyn September 19. After leaving the publishing business, Mr. Sands took up real estate and was one of the developers of the New Utrecht section of Brooklyn.

Toured Western Canada

Winnipeg, Man., Sept. 23.—Eastern newspapermen who have recently toured Western Canada are Tom Blacklock of the Montreal Gazette and Roland Hill of the publicity branch of the Canadian Government, Ottawa. Both served as Canadian correspondents overseas during the war.

Higgins in Lumber Business

Portland, Me., Sept. 24.—Ruggles S. Higgins, formerly a well-known newspaperman here, is now superintendent of the purchasing department of a large Massachusetts lumber concern. He had been connected with the installation plant of the Cumberland Shipbuilding Company for the past year.

NAME POST FOR LIEUT. MILLS

New York Sun Veterans Honor Fellow Workers' Memory

Quincy Mills Post, 412, composed of the members of the staffs of the New York Evening Sun and the Sun, has been chartered by the State organization of the American Legion. The post is named in honor of Lieut. Quincy Sharpe Mills, who left his work on the Evening Sun as a reporter and editorial writer to enlist and was killed in action near Epieds, France, on July 26, 1918.

Ninety-four Sun men served with the American and allied forces. Five were killed in the line of duty, Lieut. Mills, Lieut. Conrad Crawford, Lieut. Stuart Edgar and Lieut. James R. Crowe, in the American Expeditionary Forces, and Frank D. Byrnes while serving with the Royal Dublin Fusiliers before the declaration of war. Several others were wounded in action.

Hyde Takes Case to High Court

Kansas City, Mo., Sept. 27.—Dr. B. Clark Hyde, whose recent suit for \$2,500,000 against the Star was dismissed because of the statute of limitations, has filed an appeal bond with the county clerk, thus transferring his case to the Missouri supreme court.

Miss A. C. Browne Marries

Miss Alice C. Browne, dramatic editor of the Columbus (Ohio) State Journal, and Edward Mackay were married at All Souls' Church, New York, September 18. The bride is a daughter of ex-Senator Browne of Utah.

Sellers of "Liberator" Arrested

Chicago, Sept. 24.—Men selling copies of the Liberator, a Chicago alleged Socialist newspaper, were arrested this week on charges of loitering and

LATE NEWS

Guardian Advertising Corporation has been formed in New York, capitalized at \$250,000, by Robert Adamson, Dr. John A. Harriss, Washington Lamar, Emmett S. Hamilton and B. C. Owen. William C. Freeman will be field manager. Headquarters are at 511 5th Avenue.

William Gow, former business manager of the Troy (N. Y.) Press, is dead.

Montgomery (Ala.) Advertiser dropped its afternoon edition, September 30, after less than a year's operation.

New Orleans States and Shreveport Times have appointed the S. C. Beckwith Special Agency and the John M. Branham Company as national advertising representatives.

U. S. Circuit Court in New York, on October 6, will begin review of Federal Trade Commission's newsprint prices on application of American Newspaper Publishers' Association.

Paper Controller Pringle has set October 9 as date for next hearing in Canadian inquiry into newsprint industry.

Pulitzer School of Journalism opened September 30 with Director Emeritus

disorderly conduct when they attempted to canvass employees leaving the clothing shops of Hart, Schaffner & Marx's downtown factory. The clothing manufacturers have a permanent injunction against picketing or other labor agitating demonstrations.

Scranton Men Make Changes

Scranton, Pa., Sept. 24.—Lieut. James G. Mackin has resigned from the Republican news staff. Frank P. Toohey, another Republican news man, has taken up publicity work for the International Correspondence Schools. Max Myers and Wilbur Williams are new additions to the Republican reportorial staff. Bryan Powell has been assigned to the correspondence desk.

Libel Trial Postponed

Concordia, Kan., Sept. 27.—The trial of Ray Green, editor of the Blade-Empire, and Fred Cook, former editor of the Jamestown Optimist, on charges of alleged criminal libel, were postponed, owing to the absence of a witness. The two men were sued by Rev. F. R. Berry, following the publication of a certain "fable" in the two papers, concerning a "parson" which Rev. Berry construed to mean himself.

Briscoe to Sell Autos

Baltimore, Md., Sept. 26.—Howard S. Briscoe has retired from newspaper work to become special representative of the Lambert Automobile Company, distributor of Hudson and Essex cars.

Orr-Wray Wedding Celebrated

Leechburg, Ohio., Sept. 25.—Stanley M. Wray, editor and publisher of the Advocate, and Miss Pauline C. Orr were married September 12, and are now on a honeymoon trip to the East.

Talcott Williams as speaker. It has the largest enrollment in its history.

Rochester (N. Y.) news writers have withdrawn their application for an I. T. U. charter.

Sir Edward Tyas Cook, for years an active British newspaper man and until recently head of the Press Bureau, died in London October 1, aged 62 years.

Lord Northcliffe declares he will suspend publication rather than permit strikers to censor or in any other way control his news, editorial or advertising columns, as they have attempted to do.

Attempt is being made to organize the Hartford news writers into a union, according to reports.

"A. P." Divides a Circuit

St. Paul, Minn., Sept. 30.—The long circuit of the Associated Press, which extended from Chicago to Grand Forks, N. D., serving the papers of Wisconsin, Minnesota and North Dakota, has been divided. A new circuit has been created which, under the direction of the St. Paul office, of which R. L. Tennis is manager, will serve the papers of Minnesota, North Dakota and Superior, Wis. The old circuit will serve all Wisconsin papers except those of Superior.

THE crowded condition of our offices at 250 Fifth Avenue, has made it necessary for us to move to larger quarters at 95 Madison Avenue, (Corner of 29th Street) where we are now located. This is just around the corner from the old location.

Lane Bank Inc.

Same Telephone Number, 2100 Madison Square



The Newspaper

AN ALWAYS WELCOME MESSENGER, IN INSTANT AND CONSTANT READINESS,
THROUGH WHICH YOU MAY QUICKLY AND ECONOMICALLY REACH EVERY
WORTH-WHILE HOME, OFFICE, STORE, SHOP AND FACTORY IN THE LAND,
OR IN ANY DESIRABLE SECTION YOU SELECT.

Newspaper reading has come to be regarded almost as important a part of the daily life of every intelligent man or woman as food or sleep.

You, personally, are one of the many millions of people who prove this statement.

The quickest, surest, most direct way to tell all of the people of a community the thing you want them to know is through the columns of its newspaper. Newspaper readers accept and regard the advertising columns of a newspaper as a legitimate part of the paper, and not intrusive. Good advertising is news.

The newspaper is made up of units, each under its own name, with its own individuality, serving its own circle of readers, clearly defined either by geographical boundaries, or because constructed to appeal to a special interest.

There need be no guesswork. You can use one of those units knowing exactly what you cover with it, or multiply it by tens or hundreds with equally definite knowledge.

Like a wise farmer, you may, if you choose, develop a convenient field, then add one after another until you bring a vast territory under intensive cultivation.

You may select your territory so as to take advantage of sectional prosperity or needs, and of transportation or manufacturing facilities.

While the real development has only begun, hundreds of so-called national advertisers are users of extensive newspaper space today, as compared with dozens a few years ago.

Time was when anyone, everyone, or no one, looked after "the advertising." Now advertising is usually close under the keen eye and careful direction of the head of the house.

For a while it was the tendency of many men with decisive voices to visualize their audiences as numerous duplicates of themselves, with similar habits and tastes, and to select media accordingly. Vanity often ruled. Pretty pictures,

some of them exquisite, and fine, dainty printing had full sway.

All this is changing. The direct, short-cut, quick, frank appeal or argument, vibrant with confidence and consequently with conviction, has come into great favor and use.

Advertising men have learned how even to construct illustrations for newspaper reproduction that are strikingly beautiful.

Merchandising and advertising plans are now rightly considered inseparable, and this has emphasized the value of the opportunity to select reachable and responsive territory for sales work, and to concentrate in a most intensive and thorough manner therein whatever advertising is then being done.

We do not decry the value of any other legitimate form of advertising, but we are convinced of, and enthusiastic over the superior advantages of newspaper advertising for every form of masses merchandising appeal, information or argument.

Properly done, newspaper advertising leads wherever speed, thoroughness, economy of cost, and result, both immediate and cumulative, are considerations.

We represent, in the national advertising field, a list of progressive newspapers in prosperous cities. We are the advertising field forces, of those newspapers, thoroughly informed concerning the publications themselves and the territories in which they respectively circulate. We have gathered and are prepared to place before you, at any time, anywhere, all sorts of statistical trade information.

In conjunction with the publishers we serve, we have eliminated as far as these publications are concerned, the old bugbears of uncertainty of rates and of circulation.

We have earnestly striven for many years to make the "Known Circulation" seal and the name, "The John Budd Company," synonyms of accuracy and honesty. We are confident those who know us will say we have not failed.

"We are at your service, any time, anywhere"

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

Burrell Building, New York

Tribune Building, Chicago

Chemical Building, St. Louis

ADVERTISING BUILDS PUBLIC MORALE

Helping to Develop Element of Personal Contact and Harmony Between Capital and Labor, Dickinson Finds

"If advertising was necessary during the war to help in interpreting men to each other and the individual to his work at a time when the common purpose was well understood, how much more necessary is its force of suggestion needed today when the gospel of work and production is actually more important than it was during the war if we are to escape an international calamity in the alternating increase in wages and living cost," said Major Roy Dickinson, associate editor of Printer's Ink, in an address at the A. A. C. W. convention.

Major Dickinson, who was head of the Department of Industrial Morale for the Chief of Staff of the U. S. Army during the war, had as his topic "The Relation of Advertising to Industrial Morale in War and Peace."

Personal Contact

"Increased efficiency of production, better methods of management, and decreased profit per unit of production mean that the manufacturer must eventually make his profit through an increased volume of business, and must keep production cost low by gaining the co-operation of the men who invest their muscle in the business," he continued.

"In both these main heads, increased efficiency of production and greater sales volume, quicker turnover to make up for lower profits per unit, advertising has always played a most important part, and also in standardizing retail prices of package goods at the retailer's counter.

"In literally hundreds of factories, advertising methods are today attempting successfully in more and more cases to bring back the element of personal contact, when the worker was Mike Flynn, on a side street, with two kids, known to the boss by name instead of number 1867 on the time clock list.

It is the old spirit of the days when the boss rubbed elbows with the men which advertising can help bring back, just as it has perpetuated the personality of an individual, and built up in the minds of people in far off places a definite mental attitude and good-will, a realization of a corporate character in a company whose factory they have never seen.

Co-operation on Plans

"Every new plan of profit-sharing, the wage dividend, the bonus system, a voice in the management through shop committee representation, and all the present attempts to reach the heart of the lack of personal contact depend for their success upon the spirit in which they are presented. No plan can be permanently successful unless a desire has been created for it, and when it takes into consideration the age-long instincts of the human mind which resents and is suspicious of anything tossed down from above.

"Co-operation takes two people, and presupposes absolute sincerity and explanation before it is possible. Poor presentation—the 'now, I am going to do something handsome for them' attitude—has wrecked scores of so-called profit-sharing plans, insurance ideas and the like.

"It is my opinion that the advertising manager in each plant should be consulted always to put in salable form any new plan, and to build from the bottom up, not from the top down, and as a

FORMER OWNER OF PINE KNOT BECOMES FLORIDA MANAGING EDITOR

GROVER BALDWIN, a Yankee trained newspaper man, has been appointed managing editor of the Pensacola (Fla.) Journal. His newspaper activities have been largely confined to the state of Maine, and it is not known whether it was the winners or not that caused him to make such a long jump at this time of the year.



GROVER BALDWIN

Baldwin's first newspaper experience was gained in 1907, during his high school days, as the staff on occasion of a little paper at Island Falls, Me., owned by Judge Ray Sanborn, which had a short and unhappy life. With great daring he then launched a paper of his own, called the Pine Knot—it, too, pined away.

While at Bates, Baldwin served as college correspondent of the Lewiston (Me.) Daily Sun, and in 1913 became a regular member of the staff, finally becoming Auburn city editor. While on the Sun he also did considerable work for the Boston Herald and Springfield Republican.

In 1915, when Baldwin believed that war with Germany was certain, he joined the Navy. He was successively seaman, electrician and chief electrician. In 1917 he was on the U. S. S. Maumee in French and British waters. He was transferred to the aviation service in 1918 and became a seaplane pilot, which duty he was performing when he resigned to accept his present position.

He is aged 26 and married.

selling idea presupposes good merchandise to sell, he should inform himself on the mind of that very important market, the men in his own plant, and discover in advance their likes and their prejudices.

"There is no time to enumerate the many factories where frank, honest advertising methods are now being used to present and make real the company's purposes and interest in the men's future or where they have cut down labor turnover tremendously by working in close contact with the personal manager. Employees' house organs, posters, moving pictures, envelope stuffers, newspapers, magazines, street cars, all sorts of mediums for corporate expression are being used.

"To increase production without decreasing American standards of living for the great 90 per cent of our fellow citizens, the customers for our goods, to help all men express themselves more fully to each other and in their work so that it becomes a really worthy part of a man's life for the good of his community and his country, to get men to think of making men happier, as well as making profits in business, these are tasks worthy of the best efforts of all men in all businesses.

"The advertising business has before it the chance to dedicate its great power intelligently to the service of humanity at a time of great crisis in the world's history. It can and will surely find a positive practical way to make its power a living influence in this task."

Take Talcum Powder into

ILLINOIS

What is your ready made market?

Well, to begin with, you have 304 department stores, one of them the largest in the world.

Then you have 2,000 dry goods stores, 6,650 general stores and 3,200 drug stores—12,154 outlets

You have 73 cities of over 5000; 32 cities of over 10,000; 25 cities of over 15,000; 16 cities of over 25,000; 5 cities of over 50,000, and one city of over 2,500,000 people.

You have 6,152,257 people who are prospective customers and by using this list of daily newspapers you have a daily distribution of advertising amounting to 1,892,449 copies at a rate of \$2.3304 per line.

It's an open door.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M).....	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E).....	326,998	.40	.40
*Chicago Herald-Examiner (M)....	289,094	.38	.31
*Chicago Herald-Examiner (S)....	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E).....	116,807	.22	.18
Chicago Post (E).....	55,477	.25	.12
Danville Commercial News (E)....	15,086	.03	.03
*Elgin Courier (E).....	8,173	.02	.02
Moline Dispatch (E).....	19,113	.03	.03
Peoria Star (E).....	22,738	.045	.04
Quincy Journal (E).....	*8,591	.025	.025
Rockford Register-Gazette (E)....	13,477	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, \$2.3304.

Government Statement, April 1st, 1919.

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

NEWS PRINT PINCH HITS MISSOURI

Press Association Urges Suspension of Sunday Features and Magazines Until Crisis Passes—May Have Summer Resort

(By Telegraph)

SPRINGFIELD, Mo., Sept. 27.—The fifty-third annual session of the Missouri Press Association closed here this afternoon with the adoption of a resolution urging the larger newspapers of the State to dispense with the publication of their Sunday feature and magazine sections until the crisis in the news print shortage situation is passed.

The association also favors the establishment of a resort in the Ozarks, where newspapermen may spend their vacations. A committee to devise ways and means was named.

The following officers were elected: President, William H. Zorn, West Plains Gazette; first vice-president, Dwight Brown, Popular Bluff Citizen; second vice-president, Mrs. Cora B. Stufflebaum, Bolivar Citizen; secretary, Fred Hull, Maryville Tribune; treasurer, W. H. Winter, Warrenton Banner.

Burgess Heads Gray Agency

KANSAS CITY, Mo., Oct. 1.—A re-organization of the F. A. Gray Advertising Agency has been effected, by which Warren W. Burgess becomes president, Allan Smith, vice-president, and Ward H. Webb, secretary-treasurer. Mr. Burgess was formerly with the W. B. Finner Company and his officer associates were connected with the old Gray Company.

Parsons Shifts Headquarters

COLUMBUS, O., Sept. 29.—The advertising department of the Mills Restaurant chain has been moved here from Cleveland, Le Roy Parsons continuing in charge.

TIPS TO AD MANAGERS

N. W. Ayer & Son, 300 Chestnut st., Philadelphia. Placing orders with large city newspapers for Youth's Companion; again renewing orders with newspapers for Funk & Wagnalls.

Barrows & Richardson, Drexel Bldg., Philadelphia. Again placing orders with newspapers for Autocar Company; placing advertising with newspapers for Duplex Lighting Works.

Thomas M. Bowers Ad Agency, Jackson st. and Wabash ave., Chicago. Placing orders with newspapers in large cities for Vitanola Talking Machine Company.

E. H. Clarke Ad Agency, 28 E. Jackson Blvd., Chicago. Reported will make up a list of newspapers during November for James S. Kirk & Co.

Andrew Cone Agency, Tribune Bldg., New York. Again placing orders with newspapers for Charles A. Stoneham & Co.

Critchfield & Co., Brooks Bldg., Chicago. Placing advertising in rotogravure sections of newspapers for J. L. Kraft & Bros. Co.

Danielson & Son, 96 Westminster st., Providence. Placing orders with New England newspapers for United Lace & Braid Manufacturing Company.

Federal Advertising Agency, 6 East 39th st., New York. Placing copy with newspapers for Runkel Brothers' chocolate.

Ferry-Hanly Advertising Company, 1120 Walnut st., New Orleans. Usually make up lists during November for H. D. Lee Mercantile Agency.

Charles H. Fuller Company, Morgan Bldg., Buffalo. Placing orders with some New York State newspapers for Empire Texas Oil Company.

Gardiner & Wells Co., 150 Madison ave., New York. Reported will make up list of newspapers during early part of November for Kelly Springfield Tire Co.

Greenleaf Company, 41 Mt. Vernon st., Boston. Again placing orders with some Eastern newspapers for Williams, Clark & Co.

Lampport-MacDonald Company, J. M. S. Bldg., South Bend, Ind. Reported will make up a list of newspapers during November for Majestic Company.

Ford & Thomas, Times Bldg., New York. Again placing orders with some newspapers for Tyrell's Hygienic Institute.

Robert M. McMullen Company, 334 Fifth ave., New York. Again placing orders with newspapers for American Cranberry Exchange.

Herbert M. Morris Agency, 300 Chestnut st., Philadelphia. Making contracts with some Pennsylvania newspapers for Crossingham Knitting Mills.

Morse International Agency, 449 Fourth ave., New York. Again placing orders with some New York, New England and Pennsylvania newspapers for Weir Stove Company.

Frank Presbrey Company, 456 Fourth ave., New York. Placing orders in rotogravure sections of newspapers for Brokaw-Eden Company.

William H. Rankin Company, 50 Madison ave., New York. Placing the advertising for Pelman Institute of America; placing orders with newspapers in cities where Monroe Clothes Shops are located.

Roberts & Macavinche, 30 N. Dearborn st., Chicago. Again placing orders with newspapers for Albodon Company.

Fred N. Sommer, 810 Broad st., Newark. Placing orders with some New England newspapers for Jo-La Products Company.

Stark-Lowman Company, Crutcher & Starks Bldg., Louisville. Placing orders with some Pacific Coast newspapers for Magic Keller Soap.

Stroud-Brown, Inc., 303 Fourth ave., New York. Placing orders with New

York City newspapers that have rotogravure sections for E. C. Rich, Inc. Tracy - Parry Company, Lafayette Bldg., Philadelphia. Again placing orders with some Pennsylvania newspapers for Frishmuth Bros. & Co.

Williams & Cunningham, 78 East Madison st., Chicago. Again making contracts with newspapers for Morris & Co.

Chambers Agency, Inc., 612-618 Madison Blanche Bldg., New Orleans. Sending out orders to Southern newspapers and farm journals for the Williams Mill Manufacturing Company of Arkansas, mill machinery; to Southern farm papers for the East Birmingham Iron Roofing Company, fencing and roofing; and to poultry journals for the Liberty Manufacturing Company, electric incubators.

Kingly Shirt Company, Chicago, has just begun a newspaper advertising campaign through the Central Western cities, simultaneous advertisements appearing in Chicago, Indianapolis, Detroit, Kansas City (Mo.), St. Louis, Omaha, Cleveland and Pittsburgh. The company already is oversold for all of next season and desires merely to cooperate with its Middle Western dealers.

Peck Agency, 347 Fifth ave., New York. Recent new advertising accounts include the American Legion Weekly,

New York; the Peel Company, Brooklyn, manufacturer of elevator doors; Merrill-Hartford Clothes, New York; and T. I. Mitchell & Co., New York, silk manufacturers.

Cement Products Company, Wilmington, N. Y. Planning a national advertising to cover one year for "Saniset," a portable sewage disposal system.

Berrien Company, 19 West 44th st., New York. Will place advertising for Holmes & Edwards Silver Company, Bridgeport, Conn.

Green-Lucas Company, Hanover & Fayette sts., Baltimore. Will use newspapers in 51 Southern cities to advertise Gibbs Preserving Company's food products.

To All Newspapers

As part of a plan to induce all Presbyterian churches to do paid advertising in their local newspapers, James B. Wootan, Director of Publicity of the Presbyterian Church, has just issued a pamphlet on "Church Advertising," which he will be glad to send free to any newspaper editor, manager or publisher addressing him 156 Fifth Ave., New York City.

YOUNGSTOWN, OHIO

THE BILLION DOLLAR CITY

The Vindicator

DAILY AND SUNDAY

Owing to increased cost of production, the display advertising rate will be

6c PER LINE FLAT RATE

In effect November 1, 1919

All contracts made before that date will be at the old rate up to November 1st. No contract made for more than twelve months from date of first insertion, which must be within thirty days from date of contract.

MEMBERS OF A. B. C.

ARE YOU USING
OUR SERVICE DEPARTMENT?

The Vindicator

YOUNGSTOWN, OHIO

Foreign Representatives

La COSTE & MAXWELL

New York,
Monolith Building

Chicago,
Marquette Building

ADVERTISING SECURED

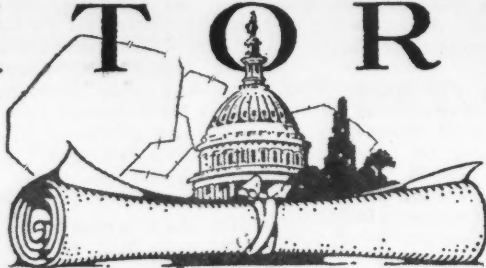
Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events, Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET

NEW YORK CITY

EDITORIAL



SOUND DOCTRINE!

THE publishers and advertising managers who attended the Daily Newspaper Department sessions of the A.A.C.W. convention set some new records for rapid-fire discussion of live issues and for the adoption of many sensible policies.

They decided, for example, that certain rational limitations should be placed on the "service" rendered to advertisers by newspapers. They drew the line against "selling merchandise" for advertisers. This expression of opinion and policy was timely and progressive.

Perhaps the most important decision at which these men arrived had to do with the problem of publicity for amusements and automobiles. They declared that the free readers, the puffs, the press agent stuff ordered for free publication which this class of advertisers have come to look upon as due them, should be discontinued. If that policy prevail with all daily newspapers it would mean the conservation of great aggregate of space—and it would mean that advertising would always appear as such, and not masquerade as "news."

These publishers and managers recognized the fact that there is such a thing as legitimate news in these fields, and that it should be sought and used. The same thing holds true of all other lines of business. But, it was pointed out, the editor should decide as to the news interest attaching to happenings in the amusement and automobile fields and should be the sole judge of the admissibility of such matter to the news columns.

It must be remembered, of course, that the average space grafter exerts his principal effort to convincing the editor that is essentially straight advertising should be used as news. And, unhappily, many editors lack somewhat in that keen sense of advertising values which should govern such decisions. Editors have the news-instinct so strongly developed that they often disregard the element of advertising involved in some proffered story.

As **EDITOR & PUBLISHER** has frequently pointed out, there is a need for closer relations between the editor and the advertising manager—for that better mutual understanding as to where the line is to be drawn between spot news and spot advertising. Amusement promoters have been known to scorn the arguments of an advertising solicitor on the ground that they can secure all the space they need through the news columns. Indeed, their attitude is logical. Few people will buy a commodity if they can secure it without pay.

"Upstairs" and "downstairs" should have in common a settled policy as to the treatment of press agents' copy. There should be no conflict of opinion or of practice between the editor and the advertising manager.

IF there are good and bad press agents, as some editors allege, it by no means follows that they are easily segregated.

SOUNDING CLEAR NOTE OF AMERICANISM

WHEN James Schermerhorn proposed a resolution, placing the Associated Advertising Clubs on record as favoring the immediate ratification, without amendments or reservations, of the peace treaty and the league of nations covenant, he evoked a response so electric and unanimous that it should serve as a warning to small Americans in the Senate that they have about exhausted the public patience.

The men and women who attended the New Orleans convention are representative of American sentiment. They came from all sections of the country. They return to their homes pledged to work for the ratification of the treaty and covenant. They are in touch with the people—as all advertising men are. They are moulders of opinion, men who sell ideas and ideals—and they will play a part in the quick mobilization of American sentiment which is so essential if we are to avoid wreckage the great structure of international amity and sanity, in the building of which the President has taken so great a part.

The rejection of the treaty and covenant by the Senate would constitute a national disaster unmatched in our history. That partisan opposition to the President should have developed to such proportions that such a result becomes even thinkable, not to say possible, shames all Americans of broad vision.

In contrast to this admirable action of the Associated Clubs in assuring the President of the full support of the membership in his battle for American ideals and world welfare, a New York evening newspaper took occasion a few days ago to congratulate the people on the fact that the illness of Mr. Wilson brought his great tour to a premature close. If petty partisanship has ever had a more vicious expression than this editorial the instance has never been brought to our attention.

We are talking earnestly in these times of the need for Americanization work among our aliens and illiterates. It would seem that the need is not confined to the classes name. It would be profitable for some of our statesmen and a few of our editors to read again the history of our country and to appraise, in the light of this later day, the parts played by reactions, stand patters and men of narrow horizons in the great drama of the Republic's life. The Tories of '76 were just as sure that Washington and Franklin were following a mad vision as are the little Americans of to-day that Wilson would lure us to destruction. This brood of obstructionists comes to the fore for a brief and impotent struggle against progress in every great crisis of the nation's life—then fades out of the picture, forgotten of mankind.

Our little Americans who have us a craven nation, shrieking our duties as a member of the great family of free peoples, evading all but purely selfish responsibilities are returning to the answer of Cain to the question, "Where is thy brother?" Truly, these are days of destiny. "He is sifting out the hearts of men before His Judgment Seat."

JOHAN SULLIVAN, Secretary-Treasurer of the Association of National Advertisers, who has been on vacation, will shortly resume his page of news and views of the field of national advertising in **EDITOR & PUBLISHER**. This feature, which Mr. Sullivan has conducted for **EDITOR & PUBLISHER** for the past year, has been one of the most interesting and helpful ever carried by a trade newspaper in this field. It has contributed materially to a better understanding on the part of the publishers of daily newspapers of the viewpoint of the national advertiser, and has promoted closer co-operation. Mr. Sullivan is one of the most forceful writers on all topics connected with advertising in the country, and his analyses of advertising problems have always commanded close attention and interest.

MERLE THORPE, editor of *The Nation's Business*, published by the Chamber of Commerce of the United States, writes: "You are showing all trades how to get out a trade journal—as you should—for all editors and publishers are primarily teachers. I am strong for **EDITOR & PUBLISHER**."

SAD LIFE OF A RICH MAN

J. PIERPONT MORGAN has been trying earnestly to have a nice, quiet hunting trip in Scotland. The *New York Illustrated Daily News* tells about it in a cable dispatch. He was in London, where a "personal intelligence section" was "doing its best to keep his plans dark so he can get a little rest."

"Once before," said one of his secretaries, "Mr. Morgan left it be known where he was spending his vacation. What happened? He was shot." The dispatch adds: "Mr. Morgan is just as inaccessible to correspondents as he is to shoestring peddlers or indigent inventors."

The President of the United States found it possible to tour the country in the full light, accompanied by a group of newspapermen whose work consisted in telling all about his and what he was doing and saying. The heir-apparent to the English throne mingles with the people freely, and newspaper men are of his party, telling of his every move and experience. The heroic King of the Belgians comes to visit us without seeking the cover of mysterious scenery. These types of the conspicuous men of the world do not find it necessary to class newspapermen with shoestring peddlers.

But Mr. Morgan, it seems, was shot once upon a time because he let it be known where he was spending his vacation! Hence, for Mr. Morgan, mystery and avoidance of public notice!

Not that it matters greatly, but is it true that we have a class of men who must safeguard themselves by keeping the public guessing—and guessing amiss if possible—as to their whereabouts? We do not believe it. It is fairer to assume that Mr. Morgan is the victim of "nerves," over-appraising his personal importance in a world which has come to place more rational valuations on men than were the rule in the days when financial leaders were supposed to form a class apart, inaccessible to all except trusted members of their clan.

OUR NEIGHBORS OF THE SOUTH

THE Pan-American conference at the New Orleans convention should mark a long forward stride toward better acquaintance and closer relations between ourselves and our neighbor-Republics of Central and South America.

These men of the press who came to visit and to confer with us are pioneers of that new day when political, social and commercial antagonisms between American Republics shall have been buried and forgotten. That day will be hastened through the development of close contact and friendly co-operation between the newspapers of the Americas.

MR. WILLIAM H. RANKIN does not place \$125,000,000 worth of advertising annually, in spite of the fact that some refractory type in last week's **EDITOR & PUBLISHER** blazed forth those stupendous figures. Mr. Rankin, however, has won his way into the select class, now ranking well up among the leaders in the volume of agency business placed. His effective advocacy of newspaper space for national advertising has constituted real service to the cause of advertising.

TRADe newspapers are not in the habit of scoring news beats of international interest. It seems, therefore, worthy of comment that **EDITOR & PUBLISHER**'s exclusive interview with Cornelius Vanderbilt, Jr., who has become a reporter, was cabled to the *London Daily Express*, whose New York correspondent evidently does not restrict himself to the usual sources of news.

THE advertising managers at New Orleans, in declaring that the logical development of the classified must be through the cultivation of reader-interest and responsiveness, reaffirmed, in a timely way, a very old truth. Upon that policy have been built a majority of the great classified mediums.

WE are climbing steadily to "the peak" of newspaper consumption—without an adequate supply in sight. Conservation should now cease to be a preachment. It should be a day by day policy.

October 2, 1919. Volume 52, No. 18.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.
W. D. Showalter, editor; John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellon, Features.

James Wright Brown, publisher;

J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: H. C. Bernstein.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

PERSONALS

ROBERT E. HUGHES, business manager of the Louisville Courier-Journal and Times, sailed from New York last week on a month's vacation trip to the West Indies, Republic of Colombia and the Canal Zone.

F. A. Miller, editor of the South Bend Tribune, and Mrs. Miller have returned from a four-weeks' visit in Atlantic City.

Fitz-Hugh McMasters, managing editor of the Columbia (S. C.) State, was a luncheon guest of Hartford (Conn.) newspapermen when he recently visited that city to attend the insurance convention. At one time Mr. McMasters was insurance commissioner for South Carolina.

H. P. Nerwich, publisher of the Palatka (Fla.) Morning Post, has been spending a few days in New York.

J. R. Moore has been made business manager of the Blackwell (Okla.) Daily Tribune.

IN THE EDITORIAL ROOM

Miss Mary Margaret Peterson, former society editor of the Pittsburgh Gazette-Times, and John Richard Guy of the editorial rooms of the Leader, were recently married and have just returned from an Eastern honeymoon.

Capt. William J. Tucker, former editor of the Brenham (Tex.) Daily Press and later editor of the Taylor Press, has returned from overseas. Capt. Tucker is at present engaged with two other officers in writing a history of the Rainbow Division.

Claud Callan, feature writer for the Kansas City Star, has been visiting his old home in Texas. Formerly Mr. Callan wrote "Tampering With Trifles" for the Fort Worth (Tex.) Star-Telegram and was editor of the Menard Messenger.

C. W. Johnston, of Warren, has become managing editor of the Kane (Pa.) Daily Republican, succeeding Porter L. Benson, who died recently.

Arthur E. J. Reilly, a former member of the New Haven Register staff, has resigned as editor of New Poland, a Polish newspaper published in Chicago, to become the assistant to the consul representing the new Polish Republic in New York City.

R. M. Archer, head of the Newspaper Feature Bureau and news editor of the Wheeling, W. Va., Intelligencer, accompanied by Mrs. Archer, is spending a four-weeks' vacation at Petersburg after completing and seeing published in more than four hundred newspapers his population survey for 1919 of all United States cities of more than 25,000.

Capt. Archie K. Rupert, former Kansas City (Mo.) Journal reporter, is visiting in Kansas City, while endeavoring to return to the regular army service as an officer, following his discharge after war service.

Harold A. Lockhart, a Kansas City Star reporter, has left the newspaper field to become sales manager of the Hart-Lusig company, in which he holds an interest.

Charles Gonther, late of the St. Louis Globe Democrat, has taken the City Hall run for the Republic.

Judge W. K. Irwin, formerly president of the St. Louis Press Club, is doing free lance work for the St. Louis Sunday newspapers.

E. B. Garnett, Sunday editor and dramatic critic of the Kansas City Star, has spent the past two weeks visiting friends in New York and viewing the new stage offerings on Broadway.

William B. Ruggles, formerly sports writer of the Houston (Tex.) Post and later of the Galveston News, has arrived at Camp Merritt, N. J., after overseas service.

Claude McCaleb, former Fort Worth (Tex.) newspaperman, is now employed in the legal department of the Gulf Production Company, Fort Worth.

Frank A. Briggs, former managing editor of the Dallas (Tex.) Morning News, has become editor of the oil and financial department of that paper, succeeding George McQuaid, resigned.

Harrison R. MacGill, reporter on the Dallas (Tex.) Evening Journal, has been transferred to the News.

Angus S. McKay, of the Bridgeport (Conn.) Standard-Telegram, has been admitted to membership in the Chamber of Commerce.

Gerald Breitagam has resigned from the New York Globe staff to engage in publicity work for the Methodist Centenary. Russel M. Crouse has left the Globe and is now on the staff of the American Legion Weekly.

Glendon Allvine, of the New York Tribune's Sunday staff, is spending his vacation in the Green Mountains of Vermont.

Miss Betty Lloyd has become social editor of the Bristol (Conn.) Press.

Albert Hawkins, editorial writer on the Portland Oregonian, and Miss Anne Barratt were married recently.

Nelson Harding, cartoonist for the Brooklyn Daily Eagle, has undergone a slight operation at the Brooklyn Hospital. He is reported to be recovering rapidly.

A. Leonard Smith, Jr., of the staff of the New York Times, son of Brig. Gen. A. L. Smith, retired, and Miss Margaret Pemberton McLean, of Glen Ridge, N. J., have announced their engagement.

Capt. Harry R. Gimbal and Sergt. Harry Hoskins, recently discharged from the American Expeditionary forces, have returned to their old positions on the editorial staff of The Sacramento (Cal.) Bee.

H. R. McLaughlin, city editor of The Sacramento (Cal.) Bee, has returned from a month's vacation spent in the mountains.

H. B. Guest, formerly parliamentary correspondent at Ottawa for the Montreal Mail, recently returned from overseas and has joined the editorial staff of the Winnipeg Free Press.

E. H. Scott has left the editorial staff of the Winnipeg Telegram and is now doing special work in Western Canada for the J. B. McLean Publishing Company of Toronto.

Capt. Claude R. Collins, aviation editor of the Philadelphia Press, has been elected president of the Aviators' Club of Pennsylvania, composed of 350 former service fliers.

WITH THE AD FOLKS

Charles E. Howe, senior partner of the Beek Advertising Agency, Houston, Tex., is motoring to Chicago and Detroit and giving talks en route on Houston and her ship canal.

Paul Wing, advertising manager of the Empire Cream Separator Company, Bloomfield, N. J., has resigned to establish an advertising, art and editorial

KUNSMAN BACK IN TOWN WHERE HE STARTED

BEING a loyal citizen, G. W. Kunsman always liked Reading, Pa., and now after a business absence of seven years he is back—and happy. He is the new business manager of the Reading Telegram and Reading News-Times, succeeding Dudley H. Miller.



G. W. KUNSMAN

The latter, however, retains his interest in the Reading Printing Company, publisher, and continues as treasurer. Mr. Kunsman was originally a Reading man and was for several years connected with the advertising and circulation departments of the Telegram. Later he was made advertising manager of the Reading News. Seven years ago he went to the York (Pa.) Dispatch as advertising manager and shortly afterward was made business manager.

Howard F. Eyster, circulation manager of the Harrisburg Telegraph, succeeds Mr. Kunsman as business manager of the York Dispatch.

service for agencies and advertisers at No. 50 Union Square, New York, which will be known as the "Studio of Paul Wing, associate, Raymond L. Thayer." The name of Mr. Wing's successor at Bloomfield has not been announced.

Paul H. Hildreth, for four years connected with the Rand Company, North Tonawanda, N. Y., as a department manager, has been appointed advertising manager, with former Lieut. F. Edgar McGee as assistant.

Lieut.-Col. George E. Hoth has joined the staff of Wales Advertising Company, New York, where he will specialize in research work. Before entering service he was executive director of civic organizations in Philadelphia, a special editorial writer for the Public Ledger and a contributor to magazines.

Frank C. Scott, late of Rogers & Co., is now art director of the Wales agency.

J. W. Fiske, advertising manager of Bannon's, St. Paul, made the opening address for a Y. M. C. A. advertising class, his theme being "Making Good in Advertising." Mr. Fiske was instrumental in organizing the World's Salesmanship Congress in Detroit a few years ago. The advertising class at the Y. M. C. A. school is scheduled to cover two terms of fifteen weeks each. The St. Paul Advertising Club is co-operating with Mr. Fiske in the conduct of the class.

Joseph A. Resk, formerly with the George Batten Company, has joined the Beers Advertising Agency staff in New York, and will devote his time exclusively to the Latin-American field.

W. S. Winslow has been appointed sales and advertising manager of the A. M. Collins Manufacturing Company, Philadelphia, a paper house. He has been with the J. E. Linde Company, New York.

M. S. Hatcher has been appointed advertising manager of the Doyle-Kidd Dry Goods Company, Little Rock, Ark. He has been with Montgomery, Ward & Company, Chicago.

Rev. James C. Reid has been named publicity chairman of the Interbay Church Federation, Oakland, Cal.

Lester H. Butler, late of the Good-year Tire & Rubber Company, is now with the Akron Advertising Agency, Akron, O.

R. H. White has resigned as advertising manager of the Domestic Engineering Company, Dayton, Ohio, to become manager of the new Dayton office of the Power, Alexander & Jenkins Advertising Agency. He is succeeded by E. D. Doty.

I. Robinson has been appointed advertising manager for the J. Swartz & Sons' Company, clothing manufacturer, Chicago.

Lee Mero of Minneapolis is a new addition to the Charles Daniel Frey Company's illustrating staff in Chicago.

Howard V. O'Brien is now with the service department of Husband & Thomas, Chicago.

S. A. Small, formerly advertising manager of the L. A. Young Industries, Inc., has joined the staff of the Betsford, Constantine & Tyler Advertising Agency, Portland, Ore.

The Rock Island Argus has signed a contract for the Haskin Service for one year

Frederic J. Haskin is at home in the National Capitol.

He informs the public by sending out a batch of copy every day and by answering questions from readers everywhere.

His subscribers are newspapers that want to render service to their readers.

INLAND MEN PLAN ROUSING PROGRAM

To Discuss All Phases of Publishing and Advertising in Chicago, October 16-17—Consider "I. D. P. A." and Illinois Association Merger

CLINTON, Ia., Sept. 29.—Secretary W. V. Tufford announces that the autumn meeting of the Inland Daily Press Association will be held in Chicago, Thursday and Friday, October 16 and 17, 1919, in the Red Room of the LaSalle.

The Illinois State Association will meet at the same time to discuss with the Inland the question arising regarding its consolidation with the Inland.

The Inland Convention will open the 16th with a luncheon in the Red Room at noon, and the first day's program will be taken up at the table immediately thereafter.

The time of other meetings will be decided at this session.

There will be a luncheon also at noon of the 17th in the Red Room followed by program.

Early Presence Urged

Daily newspapers not members are invited to be represented at this really important meeting. The meeting call says:

The members are urged to be at Hotel LaSalle for the luncheon, October 16, even if they cannot remain for the second day, as "very welcome to publishers needing composing room help and who find difficulty in obtaining it."

"The program has been arranged by Frank H. Burgess, of the LaCrosse Tribune; I. U. Sears, Madison Journal, and H. H. Bliss, Janesville Gazette. This is a special committee appointed by the president for such duty.

"The Zone Law will have a special place in the program, with Lee P. Loomis, Muscatine (Iowa) Journal-News, as chairman of the committee in charge. The remainder of the Zone Committee are Joseph H. Pearson, Grand Forks Herald; D. B. Worthington, Beloit News; A. S. Leckie, Joliet Herald-News; F. C. Smith, Waukegan Sun; F. W. Harris, Macomb Journal.

"The program will be filled with splendid features—the discussion of which will be worth money to all who attend.

Program in Detail

"Chairman Frank H. Burgess, of the program committee, has arranged a decidedly strong program.

"Among the really leading numbers will be an address by F. P. Mann, president of the North Dakota Retail Merchants' Association, of Devil's Lake, N. D., who has made a great success in building up a very large business in a small city by advertising. His subject will be 'Advertising.' Then will follow the luncheon October 16.

"A. M. Brayton, publisher of the Madison State Journal, and the LaCrosse Tribune and Leader-Press, will give an address on 'The Editor and the Manager.'

"Lee P. Loomis of the Muscatine Journal will have charge of the presentation of the 'Zone' subject in all its forms and will make an address on that subject. He has given the question much thought, and is becoming an authority on the Zone law. He will have the data collected by the secretary in the ballot on the

Zone and A. B. C. questions, authorized by the president, to add to the importance of his part of the program.

"It is hoped that ex-President William C. D'Arcy of the A. A. C. W. will be present.

"Governor Lowden has consented to be present, if possible, but it is not quite sure now that he can do so.

"W. C. Johnson, general manager of the Chattanooga News and secretary-treasurer of the Southern Newspaper Publishers' Association, will be present, it is expected, both days."

Membership Applications

The secretary has on file, to be acted upon at the October meeting, the following applications for membership in the Inland:

Richmond (Ind.) Palladium, E. H. Harris.

Oelwein (Iowa) Register, H. V. Hover, R. Simson.

Paris (Ill.) Beacon, F. A. Feare, Lebanon (Ind.) Reporter, S. Neal.

Vincennes (Ind.) Commercial, C. W. and Thomas H. Adams.

Cedar Rapids (Iowa) Republican and Times, Luther A. Brewer.

Litchfield (Ill.) News-Herald, E. E. Burson.

"Features that sell newspapers"

Two Kinds of Reading Attract Women---

- 1:—That which entertains.
- 2:—That which informs.

Add a third potential—a tendency to stimulate advertising—and you have pretty nearly the ideal feature for the Home Page of a daily newspaper, morning or evening. We think we have this in



Chatty, cheery daily talks on good taste in the home, decorating, refurnishing. Written for women by a woman who understands women. The men will like her stuff, too, for she takes a good-natured whack at mustache cups, jim-cracks on the mantelpiece, mussed bedrooms and spindle-legged chairs. A short article daily, six days a week, with special illustrations. And they are good illustrations.

These newspapers began publication of "Your Home and You" on Monday, September 29th: The New York Evening Post, the Kansas City Star, the Louisville Courier-Journal, the Pittsburgh Dispatch, the Youngstown Vindicator, the Omaha World Herald.

We should like to send you sample proofs and quote you terms.

The Metropolitan Newspaper Service

432 FOURTH AVENUE, N. Y.



You will get the **BIGNESS** of the little State of West Virginia by **CLOSE** Inspection!

Mile for Mile, West Virginia compares in resources with any locality in the world. By its Resources and the Intelligent Industry of its People it is growing in importance not only in mineral production but in **MANUFACTURING**.

In a world confronted with a serious shortage of coal, the potential influence of West Virginia's bituminous coal fields, reckoned to be the largest continuous fields in the world, becomes apparent.

It takes power to run factories, and West Virginia has it, in coal, in natural gas, in waterways. Hence, West Virginia will bring **FACTORIES** to its mines and its wells and its rivers.

And if you are wise in your generation you will bring your advertising into these dailies and **ESTABLISH** a good will here for your goods.

	Circulation	Rate for 5,000 lines.		Circulation	Rate for 5,000 lines.
Bluefield			Martinsburg		
*Telegraph ... (M)	5,463	.02142	†Journal (E)	3,249	.0129
Charleston			Moundsville		
‡Gazette (M)	14,300	.03	*Echo	1,730	.0115
‡Gazette (S)	14,500	.03	Parkersburg		
†Mail (E)	9,336	.025	*News (M)	6,239	.02
Clarksburg			*News (S)	6,239	.02
†Telegram (E)	7,864	.02	†Sentinel (E)	6,695	.017
†Telegram (S)	8,351	.02	Wheeling		
After Feb. 1st, 1920.....	.025	line flat.	†Intelligencer . (M)	10,139	.0325
Fairmont			†News (E)	14,749	.04
*W. Virginian. (E)	5,192	.02	†News (S)	17,800	.05
Grafton					
*Sentinel (E)	2,275	.014			
Huntington					
†Advertiser ... (E)	8,524	.02			
†Herald-Dispatch (M)	11,165	.02			
†Herald-Dispatch (S)	11,599	.02			

*Government statement, April 1, 1919.
 †A. B. C. statement, April 1, 1919.
 ‡Publishers' statement, April 1, 1919.

File the Facts for Reference

FIRST

In September The New York Times published 1,785,816 agate lines of advertisements, the greatest volume ever printed by a New York newspaper in a single month and a greater gain (545,759 agate lines) over September, 1918, than any other New York newspaper.

In nine months of this year, The New York Times published 13,509,130 agate lines of advertising—a gain over the corresponding period of 1918 of 4,810,327 lines—the greatest volume ever printed by any New York newspaper in any nine months of any year.

Last Tuesday, September 30, The New York Times Published 207 columns of paid advertisements—the greatest volume of advertising ever printed in a weekday issue of a New York morning newspaper.

Sunday, September 21, the New York Times published 609 columns of advertisements, the greatest volume ever printed in a single issue of a New York Newspaper.

The New York Times

M'KERNAN'S PLANS FOR N. Y. CONVENTION

Much Interest Centers in Election of Officers by State Circulation Managers' Association—Three Cities Want 1920 Convention

By JAMES M'KERNAN

Arrangements have been completed for the semi-annual meeting of the New York State Circulation Managers' Association, which will be held at the Woodruff House, Watertown, N. Y. An invitation has been sent to the association by Floyd L. Carlisle, president of the St. Regis Paper Company, for a trip to Deferiet and a visit to the paper mill, which is one of the finest equipped plants in the state of New York.

Charles H. Congdon, publisher of the Watertown Times and an officer of the association, is chairman of the local committee of arrangements and the members who attend will be sure of having an interesting and enjoyable program after the business of the convention is over.

A. W. Cockerill, circulation manager of the Utica Press, second vice-president and chairman of the program committee, has prepared a most interesting program for discussion and papers will be read by members on the various problems that are confronting circulation managers in the cities and towns throughout the state.

75 Members Wanted

W. C. Nixon, of the Syracuse Post Standard, one of the directors and the chairman of the membership committee, is making a strong drive to bring the membership up to the 75 mark.

In addition to the important matters of interest to be discussed at the convention, there will be addresses by prominent people connected with the local newspapers and Board of Trade.

There will be an entirely new board of officers elected, including directors.

Chairmen of various committees have practically completed their programs and as there is important business to be taken up in relation to the handling of newspaper circulation at the present time, a big attendance is expected.

Members from the lower part of the state will leave New York on Sunday, October 19, at 11:30 p. m., arriving in Watertown on a through train in time for the opening of the convention at 9:30 a. m., Monday, October 20.

All Officers' Terms Expire

An invitation is extended to business managers and circulation managers who are not members of this organization to attend the Watertown convention and join the association.

An invitation is also extended to members of the I. C. M. A., the New England and the Tri-state Association who are located near enough to attend.

The following are the officers and directors of the association whose terms expire at this meeting.

- James McKernan, president, New York World.
 M. J. Burke, first vice-president, Brooklyn Eagle.
 A. W. Cockerill, second vice-president, Utica Press.
 J. M. Annenberg, secretary-treasurer, Albany Knickerbocker Press.
 Directors
 William M. Henry, New York American,
 A. J. Gerber, Syracuse Journal;
 M. D. Treble, Buffalo Times;
 W. C. Hixson, Syracuse Post-Standard;

F. A. Roberts, Rochester Times-Union;
 Charles H. Congdon, Watertown Times;
 R. B. Goble, Lockport Union-Sun & Journal.

Interest is centered in the election of president. The association was practically unanimous at a previous meeting in outlining a policy of alternating for the office of president on a down-state and up-state candidate. Under this plan, R. D. M. Decker, formerly with the Albany Knickerbocker Press, and who went into another line of business, resigned the office of vice-president during the past year. He would have been eligible for the office of president, thereby continuing the plan, but as matters now stand both the president and vice-president are from Greater New York, so that the above policy would be upset if the unwritten rule of nearly all organizations of the vice-president succeeding the president was adhered to.

Three Invitations for 1920

This point is expected to bring out a friendly rivalry in the association resulting in a full attendance.

The Merchants Association of New York City has extended an invitation to the New York State Circulation Managers to hold its next convention in New York City. Rochester and Utica have also invited the association.

This will be decided by a vote of the members at the meeting in Watertown.

CIRCULATION NOTES

The Liberty Loan Newsboys' Association of Boston has received from William J. Bryan a check for \$25 for a memorial to be erected for Albert E. Scott, the 15-year-old Brookline newsboy (the youngest member of the 101st Infantry), who died heroically near Chateau-Thierry a year ago. The memorial is to be erected at Coolidge Corner, where "Scotty" was a newsboy. The contribution to the "Scotty Memorial Fund" was given to a committee of newsboys who called on Mr. Bryan at the Hotel Bellevue with a request that he deliver an address at an entertainment they are to give for the fund.

The Winnipeg Telegram is conducting a voting contest based on subscriptions secured by contestants; \$16,000 is offered in prizes, including automobiles, pianos, chance to enter the movie field, etc.

L. V. Vanleave, for the past four and a half years circulation manager of the Rockford (Ill.) Daily Republic, has resigned and will leave about the middle of October to make his future home on the Pacific Coast.

"Al" White, who has been circulation manager of the Cheyenne (Wyo.) State Tribune since it was first established, over twenty years ago, has resigned and is planning to go to California for a rest. Thomas Midlemas succeeds him.

Every carrier of the Little Rock (Ark.) News is a member of the Boys' Club which is maintained by the Y. M. C. A., Clyde Martin, circulation manager for the News, giving each a membership if he is unable to pay for it. The boys make the club their headquarters until press time, and Mr. Martin says they have shown an improvement in sales and route carrying work.

★ ★

—Nor is Wisconsin laggard in the big new field of Chemistry.

Here is indeed opportunity for specialization, for science and skill, and with large rewards.

Within the year a Wisconsin Company with one thousand acres begins the manufacture of serum on a large scale, showing the trend of the times.

N. B.—Alert, curious for INFORMATION on all progressive movements—AND PROSPEROUS—Wisconsin people are easily educated to goods of merit by daily newspaper advertising. Try them.

These few papers will start you right.

Papers

	Circulation	Rate for 5,000 lines
†Appleton Daily Post (E).....	5,010	.0143
Beloit News (E).....	6,593	.025
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
†Fond du Lac Commonwealth (E)...	6,017	.025
†Green Bay Press Gazette (E).....	11,011	.025
Kenosha News (E).....	5,221	.0129
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisc., State Journal (E)...	†14,689	.035
Madison, Wisc., State Journal (S)...	†10,891	.03
Milwaukee, Wisconsin, News (E)...	*68,431	.10
Milwaukee Journal (E).....	113,830	.14
Milwaukee Journal (S).....	93,830	.14
Milwaukee Sentinel (M&E).....	81,752	.11
Milwaukee Sentinel (S).....	67,162	.11
Racine Journal News (E).....	7,666	.03
Sheboygan Press (E).....	6,693	.0214
Superior Telegram (E).....	15,152	.035
Wausau Record-Herald (E).....	5,353	.01785

Government Statements, April 1, 1919.

*Publisher's Statement, April 1, 1919.

†A. B. C. Statement, April 1, 1919.

EXTENSION OF "TRUTHFUL" AD MOVEMENT THROUGHOUT THE WORLD

Work of National Vigilance Committee and of Better Business Bureaus Is Described by National and Local Officials.

PLANS of the Associated Advertising Clubs of the World for an extension of its "Truth-in-Advertising" movement call for an increase in the number of its local "Better Business Bureaus" until the number of these—now sixteen—includes one in every city of the United States of 50,000 or more population. Other plans include the organization of volunteer "vigilance committees" in cities where there are advertising clubs but no "Better Business Bureaus" and the co-operation in all cities of chambers of commerce, merchants' clubs, and commercial associations.

These plans were outlined at a morning session of the Associated Advertising Clubs' convention at New Orleans, given over to the "vigilance" work of the organization, at which Merle Sidener, president of the Sidener-Van Riper Advertising Agency of Indianapolis, and chairman of the national vigilance committee; H. J. Kenner, secretary; and William P. Green, organization secretary; and Richard H. Lee, special counsel of the organization, were speakers. The formal addresses of these men were followed by three-minute reports by Kenneth Barnard, secretary of the Better Business Commission of Toledo; E. J. Brennan, manager of the Better Business Bureau of St. Louis, and representatives of similar local organizations on the work accomplished by these during the past year in promoting honesty in advertising.

2,000 Investigations

H. J. Kenner, secretary of the National Vigilance Committee, said that approximately two thousand cases of advertising suspected of being false or misleading, have been investigated by local bureaus and committees. "So definite and practical does such bureau work become that advertisers in the communities in which bureaus operate have increased greatly their financial and moral backing of the work," he said.

In many cities subscriptions from leading advertisers and from newspapers have been doubled and trebled in order to place the bureaus in position to meet greater demands and opportunities arising from the expansion of business. In the city of Detroit one newspaper is giving \$1,000 and one merchant \$1,300 annually to the local work.

Business Men Aid

A short time ago, the committee directed letters to representative advertisers asking for an expression of their policy with respect to placing copy with newspapers and other periodicals which are known to carry misleading or fraudulent advertising. About two hundred advertisers replied to the effect that they would not knowingly use space in publications which carried confidence-destroying advertising. These letters are being preserved and will play an important part in the work of the committee in the coming year.

The committee also wrote to representative newspapers throughout the country and asked what they were doing to protect their readers and legitimate business from confidence-destroying advertising. The committee asked for specific information regarding the rules which newspapers used to bar objectionable advertising from their columns. This information has been analyzed and published for the guidance of other newspapers desiring definite data and looking to the censorship of the advertising submitted to them for publication. These letters are also being preserved for the information which they contain.

William P. Green, organization secretary of the National Vigilance Committee, said local business houses were supporting Business Bureaus because they had come to appreciate the cash-

drawer value of vigilance to the individual advertiser. "Now and then we find a business man who says that his advertising is clean and that he is not interested in the man whose advertising is deceptive," he said. "That man fails to realize the destructive effect of misleading advertising on all advertising. His attitude is that of the storekeeper who would refuse to pay taxes for the support of a Police Department because he felt that his individual place of business would not be robbed during the coming year.

"You cannot get away from the fact that every piece of fraudulent advertising that appears strikes, either directly or indirectly, at all other advertising.

"There isn't anything destructive in this work. When a local Bureau criticizes an advertisement, it makes a constructive suggestion of material value to the advertiser. We are not what a stenographer called us in our office at Indianapolis a few years ago, when the secretary asked her to go out into the stock room and get a supply of letterheads. She went to the office manager and said that she wanted some stationery for the 'National Violence Committee.' In other words, we rely on suggestion, or repeated suggestion, if necessary, and on prosecution only as a last resort."

Truth Is Economy

Richard H. Lee, special counsel for the Associated Advertising Clubs, said that the business house that paid a big salary to an advertising manager and then permitted him to indulge in untruths was not practicing economy.

"It takes brains to make the truth attractive," he said. "Any liar of ordinary ability can write the other kind of copy, and that type of man can be hired cheaply.

"It does not require much brains or ability to get a crowd of people into a store with the statement that they can buy silver dollars for fifty cents, but getting them there today and having them come back tomorrow and the day after and all the succeeding days is a very different matter.

"Now, how are you who are making a profession of advertising, you advertising managers, going to protect your

D. B. MILLER IS MODEST —ABOUT HIMSELF

MODESTY is a half-way fact with D. B. Miller, advertising manager of the Cleveland (Ohio) Cadillac Company—it stops when he gets off the



D. B. MILLER.

subject of D. B. Miller and starts to talk interestingly, usually in paid for newspaper space, about things like Cadillac and Dodge automobiles and Victrolas. Advertising is not a hobby with him—it is a lifework and was selected after consideration of every other field of endeavor. Sales promotion also interests him, but merely as a natural result of good advertising. He started as a "cub" as a member of the advertising staff of the Philadelphia North American, went from there to the Pittsburgh Leader and finally left that paper to join the combination staff of the Pittsburgh Post and Sun.

A call from the General Fireproofing Company attracted him to Youngstown, Ohio, as assistant advertising manager, which position he held until called to his present post. He does concede that he now has unusual opportunities and everyone else looks at it in the same way.

profession? How are you going to raise the level of the business that you have chosen? How are you going to make the place you occupy worth more money to you and of untold value to your boss?

"I'll tell you how. Bend backwards in your insistence on truth. Place a value on the good name of your institution, that is exceeded by no other consideration connected with your business. Drive home in no uncertain fashion to your executives that the printed word which goes from them through your fingers to the public reaches the public as their representative and as that printed word is known, so are they and their business known. "If that printed word is flamboyant, bombastic, unreliable, misleading, deceptive, untruthful or false, that is the measure of your institution and the men who stand behind it.

Local Officials Talk

"When a house sends out a salesman with a red necktie, it should bear in mind that the public who meets the salesman comes to think the house wears red neckwear. If he is clever, or perhaps over-clever, glib-tongued and impudent, you might as well have that kind of a house behind him, but if he rings with truth, with logic and fair dealing, even though he fails to sell you, the very impression he creates is an asset to the house that sends him out—an asset that cannot be measured by dollars—an asset that may create sales from unknown sources for years and years to follow—and advertising is a salesman."

Kenneth Barnard, secretary of the Better Business Commission of Toledo, said:

"Up until this very moment, we have been merely wishing that advertising be clean and truthful and reliable. My message today is to tell you that the

time is here to stop wishing and be financially willing and morally anxious to put our backbones to the task. In other words your duty is to invest—invest in a cause which pays intangible dividends and will continue to pay them as long as advertising remains a force in the commercial intercourse of mankind"

E. J. Brennan, manager of the St. Louis Bureau, said:

"The advertiser who directly or indirectly belittles a competitor, either by means of the written word, advertising, or by the spoken word, merchandising, person has planted in the public mind the seed of distrust. He has caused to arise suspicion, not only against his competitor, but against business methods in general and particularly against advertising and its progeny—good-will.

"Ever after, that seed is beyond his control. Its growth and its ability to propagate more distrust can be reached by only one agency—continued propaganda based on reality, a propaganda that has for its end and aim the increase of reader confidence.

Mann Elected Vice-President

The board of directors of the H. K. McCann Company, New York, has elected E. W. Mann to the office of vice-president.

"Features that sell newspapers"



Give a thought to the kids

Join The Brooklyn Eagle, The Boston Globe, The Pittsburg Dispatch, The Detroit News, The Louisville Courier-Journal, The Youngstown Vindicator, The Dallas Journal, The Meriden Morning Record in presenting Arthur Scott Bailey's popular children's stories.

- The Tale of Cuffy Bear
- The Tale of Jolly Robin
- The Tale of Jemmy Rabbit
- The Tales of 20 other furred or feathered folk

Note from the list above the morning newspapers. Evening papers have no "copyright" on home page features.

This series combines delightful text and quaint pictures every day in the week.

Wire or write for samples

The Metropolitan Newspaper Service
432 FOURTH AVENUE, N.Y.

A. A. C. W. Blazes the Way for Closer Relationship

(Continued from page 5.)

the Latin publishers by furnishing them names of undesirable United States advertisers.

The committee moved upon the suggestion of Mr. Zavada to be seconded by Mr. Gil to extend the cordial thanks of the conference to the A. A. C. W. officers, Chairman Lamar C. Quintero of the entertainment committee, and its other members, and to all those who have so kindly co-operated toward the success of the meeting, and the encouraging steps that had already been taken toward the formation of a definite and helpful organization.

A Practical Ideal

In declaring the session closed, Chairman John Barrett expressed his sincere appreciation for the cordial co-operation of all those present for the splendid feeling that had been shown in the pursuit of a practical ideal, and hoped that all those interested in this subject would give suggestions to him, either at the Pan-American Union or at the headquarters of the A. A. C. W. in New York City.

He said he felt that the effort had been well worth while, and that with the co-operation of both officers of the Associated Clubs and the enthusiastic pioneers in this movement, the Pan-American gathering at Indianapolis next year would surely be a great success, and mark a definite starting point for a vigorous and persistent campaign in Latin America, for truth in advertising.

Senor Manuel Carpio, representing El Heraldito de Mexico, was the first speaker among the Pan-American delegates at the general session of the convention at which the establishment of the new department was under discussion. He placed the affairs of the country before the delegates in a new light and won many new friends for it among them.

Mexico's Faith

Declaring that Mexico was today trying to quench the thirst for crime, he moved the great assembly to applaud by a plea for support that will make Mexico sure that faith and hope for liberty and justice has not been in vain. Continuing, Senor Carpio said:

"We have heard that this idea of the advertising clubs of the United States started to be a national organization. It was going to be the uniting of the forces for a definite purpose within this country. It was a happy moment when you changed that name and made it 'The Advertising Clubs of the World.' That is where we came in. We found a chance to come in.

"Last night, at a dinner offered by us to this great man who seems sometimes a child, because there is no genius who does not look like a child some time, my friends, Mr. Palavicini, of Mexico City, made a won-

derful remark. He said to him: 'John Barrett, you have done more for the ideals of union and friendship than anybody I know. You have not only succeeded in helping this idea of Pan-Americanism for long, long years, but you have succeeded in something that no one ever succeeded in before, and that is in bringing us—the Mexican editors—who are always disagreeing with each other, to be friends here and to form a union.'

What a Man Did

"That is what this man did. We came in different trains. We were even trying to see if the other fellow wouldn't stop at a different hotel so that we might not have the chance to meet each other. Finally, we came together. We had to assist in the Pan-American section of this conference, and we started to get each with the other and talk and greet each other with certain courtesies, and finally we are friends.

"We are going back to Mexico to establish there the Mexican Club that depends directly and intimately on and will work with the Associated Advertising Clubs of the World. We are going to do that as soon as we arrive in Mexico, and we are going to have this opportunity that we consider of an enormous value to use every agent of publicity in the Republic of Mexico in order to carry to the Mexican people the American message, and we will send back to you all the time through these wonderful channels of advertising and publicity, the message of Mexico. We hope that after this conference in Indianapolis that is going to be held next year, there will be a chance for us to send a mighty representative delegation in order to see if we cannot convince you that at a latter conference and convention we would like to have you all go to Mexico City."

Argentine's Support

Senor Enrique Gil, a brilliant young lawyer of the Argentine Republic, and the United States representative of La Nacion of Buenos Ayres, brought out some telling points in a well-delivered address in terse and clear English.

He told of the wonderful resources and trade possibilities of Argentina, and in closing said:

"I am authorized to pledge the unlimited co-operation and assistance of the Argentine press, editors and publishers, in so far as I have the honor to represent them, to carry on the efficient and praiseworthy program of your organization."

The next speaker was Senor Conrad W. Massaguer, a noted cartoonist and publisher of Cuba, who has by his own efforts successfully developed three publications. Senor Massaguer, though suffering from a cold, was able most wittily to inter-

est the audience in relating the troubles of a publisher in Cuba with advertisers and especially with those in the United States ignorant of the needs of the markets.

He said that there was much misunderstanding as to the kind of copy that was required and pledged the cordial co-operation of the advertising club of Cuba which is affiliated with the Associated Advertising Clubs of the World, and of which he had the honor to be president.

Chairman Houston stated that as the opening session had been honored by the reading of a message from the Premier of Australia, that therefore this Pan-American session should close most fittingly with a message from the executive of one of the most interesting of the Latin-American countries.

A Message from Peru

Mr. Noel of New York and Peru then read the following message from President Leguia:

"President and members of the Associated Advertising Clubs:

"Always a firm believer in the efficacy of the press as a civilizing factor, I send you my best wishes for the success of the Pan-American section of the Associated Advertising Clubs of the World, which has been formed. It will have my cordial co-operation, as I shall always support and encourage legitimate American initiative to help in the social and material development of my own country. Leguia."

Other visitors to speak during the Latin-American conferences were Rafael Alducin, managing editor of El Ecelsior of Mexico City, and Arthur Liebes, of El Mundo of Havana.

Cuba's Invitation

The latter read the following message from President Mario G. Menocal of Cuba:

"To the Manufacturers of the United States:

"It affords me genuine pleasure to accept this opportunity to tell the merchants of the United States of the wonderful opportunities Cuba affords them. First, to invest their capital; second, to sell their wares, and third, but not least, of the desire of the Cuban people to do an ever-increasing business with our good friends the United States, and to further cement the friendly relations already existing between the two republics.



The Detroit News

Is Oversold on
Thursday and Friday

The circulation of
The Evening Star

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

"Cuba, though occupying but a small space geographically, and having less than three million people, has shown itself capable of making tremendous purchases in the United States. We are now probably one of the best customers of your country, but there is still much room for improvement.

"The picture you are about to see will give you a graphic idea of the industrial importance of Cuba and the opportunities it affords. May append, in conclusion, a hearty and sincere invitation the promise that you will receive at the hands of the Cuban people a hearty welcome."

Proud of Work

Satisfaction with its step forward to help in the greater brotherhood of man is expressed in the following resolution, adopted at the closing session of the 1919 convention of the Advertising Clubs of the World, meeting in general session:

"The Associated Advertising Clubs of the World hail with the greatest satisfaction the formation at this convention in New Orleans of the Pan-American conference which will represent advertising and publishing interests of the Latin-American republics.

"This conference, immediately upon its formation, resolved to undertake vigilance work, thus giving most convincing evidence of its spirit and purpose.

"Under its general guidance, as a part of the Associated Advertising Clubs, clubs will be formed throughout the Latin-American republics, spreading the principles of truth-in-advertising and developing through mutual understanding the good will and friendship which will be an enduring basis of friendly trade relations among all the republics in the hemisphere."

try-out market

The Indianapolis Radius can be covered with minimum expense. It is dominated by one paper which can create consumer demand, and command dealer and jobber co-operation. Try out your product in the Indianapolis Radius through

THE INDIANAPOLIS NEWS

Charter Member A. B. C. Foreign Representatives Dan A. Carroll, Tribune Bldg., New York J. E. Lutz, First Nat. Bank Bldg., Chicago

During the seven months ending July 31

614,922 agate lines

of national advertising were published in

The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

It pays to advertise in "West Virginia's Leading Newspaper."

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

The Congregationalist

is not read for fun; it is read *seriously*; therefore it is *well* read.

Broad-minded advertisers know

THE CONGREGATIONALIST, 14 Beacon St. BOSTON, MASS.

SEE MOORE'S ELECTION AS CERTAIN

"Close-Up" View of Newspaper Man and Member of Congress, Who Is Looked Upon as Philadelphia's Next Mayor

By CURTIS WAGER-SMITH

Philadelphia is going to have a newspaper trained man for its next mayor—that is, unless the impossible happens in this politically-abused city—for "Hammy" Moore, formerly addressed for the last 13 years as Joseph Hampton Moore,



J. HAMPTON MOORE.

Member of Congress from Philadelphia, has won the Republican nomination from Judge John M. Patterson. The victory was not won by a landslide, but by enough votes to make it safe, which usually assures office in this election in Pennsylvania. Congressman Moore had the whole-hearted support of all the newspapers in the city except one.

Army of Writers Backed Him

Congressman Moore is still an active newspaper man, inasmuch as he writes a column twice a week for the Evening Ledger. Playing no small part in organizing his campaign was a small army of newspaper men, many of them former fellow workers. "Joe" Costello, a newspaper man and chairman of the Emergency Fleet Censorship Board, was Mr. Moore's publicity manager. The campaign was one of the bitterest contested in many years.

Personally, J. Hampton Moore is a bundle of well-controlled nervous energy; is 55 but does not look it; is keen-eyed, straight speaking, not given to easy promises or secret deals. He has a sense of humor and is an eloquent and ready debater. He has written books and some excellent poetry. He opposed America's entrance into the war, but had one son at Metz, the married ones in the shipyards and two daughters training in hospitals. He tends toward conservatism, which once led the fiery North American to dub him "Safety-Pin" Moore. He attributes his many successes in life largely to his newspaper training.

His Greatest Asset

"My two greatest assets when I went to Congress," says Mr. Moore, "were my newspaper experience and my knowledge of law."

Congressman Moore began his career at 13 as a clerk in a law office. He got \$2 a week. A year later he successfully passed an examination as "student at law." His employer was associated with the Court Combination. One day he was sent to court to "find out what was going on." To his surprise he read his

report in the evening paper, and this marked his debut in journalism at the age of 15. He was put on the regular staff of the Court Combination, and when 18 was offered a job on the Public Ledger, where George W. Childs then held the reins.

"From him," he says, speaking of that famous Philadelphian, "I learned newspaper principles of fairness and justice in public dealings. He was a bulwark of honest journalism. I should like to erect a monument in his memory and to the honor of the profession which he adorned."

Under Mr. Childs' personal eye he was made labor editor with two assistants, was on friendly terms with many of the leaders and was entrusted by Mr. Childs with much of the business of promoting the International Typographical Union project for the Printers' Home at Colorado Springs. He went through the strike troubles of the 80's under Mr. Childs' instructions, playing fair to both sides, was sent to many labor conventions, on one occasion was intermediary in settling a dispute which would have called out 50,000 textile workers and on another helped arrange a conference which sent the striking miners on the Reading Railroad system back to their jobs.

Mr. Morris did brilliant newspaper work during the Homestead riots and then won lasting fame as a newspaper man through his covering of the Johnstown flood. Reaching Johnstown by a circuitous route a full day later than other local newspaper men "Hammy" got the first wire out.

First Young Republican Club

Hampton Moore's interest in politics began early. His first activity was in forming young Republican clubs. Here he developed his skill in organization as in his newspaper experience he had learned to dig for facts and to study both sides of a question. He left newspaperdom to become chief clerk of the City Treasurer, failed to get a nomination for the office itself (to which he was later elected), and in between was secretary to Mayor Ashbridge.

He claims he was the first McKinley boomer in the city, bucking Quay, who opposed the plan; met Roosevelt at the National convention here when McKinley was renominated, and after getting himself elected as president of the National Republican League over Cornelius Vanderbilt and Gov. Lowden of Illinois was given his first Washington post by the colonel as chief of the Bureau of Manufactures in the Department of Commerce.

Mr. Moore came back to Philadelphia to act as receiver of the City Trust Safe

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers
Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

Deposit Company, which he liquidated dollar for dollar and then returned to the capital as Congressman with a wife, 8 children and plenty of varied experience but still very young in appearance.

Perhaps the pinnacle of his achievement has been the brilliant work he has done as president of the Atlantic Deeper Waterways Association. Within a week after he was sworn in, a big river and harbor bill came up. Few knew or cared much about the Delaware River, and Philadelphia as a shipping center was a joke, but Moore took the floor and won a plea for a 35-foot channel which went a long way to restoring this city to its old maritime standing.

Since then by organizing the interests of the entire Atlantic seaboard, during a ten-year campaign, the association has secured a free canal from Hampton Roads through to the ocean beyond Hatteras, has brought into Government ownership the Chesapeake and Delaware Canal and has in hand a ship canal across New Jersey.

Moore is an advocate of preparedness and sees in the connecting chain of inland waterways not only a needed carrier for commerce but a vision of its value in time of war.

Upheld Newspaper Interests

As a member of Congress, Moore has been a staunch upholder of newspaper interests, and in the newspaper profession it will be remembered he called for a Congressional investigation in 1917 of the wild charges brought by Representative Callaway of Texas, who stated that the J. P. Morgan Company, representing British interests, had bought up 25 American newspapers which were to spread allied propaganda. A tale of the Ledger being purchased by Lord Northcliffe was part of this canard.

Incidentally, while Col. Theodore Roosevelt was President, Congressman Moore introduced the bill which kept "In God We Trust" on the coinage of the country.

WE SPEND MORE THAN \$500,000
per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service

246 West 59th Street

The True News FIRST

Always-Accurately

International News Service World Bldg. New York

PLAN RAILROAD PUBLICITY

American Electric Association May Organize Bureau at Annual Convention

A proposal that the American Electric Railway Association organize a publicity bureau in New York will be submitted at the convention of the association at Atlantic City on October 6-11. The matter will be placed in the hands of J. H. Pardee, president; Leake Carraway of Norfolk, Va.; John W. Colton of New Haven, Conn.; Luke Grant of Chicago; F. W. Hild, of the Denver Tramway Company; Z. V. Taylor, Southern Public Utilities Company, Charlotte, N. C.; and W. Dwight Burroughs, Union Railways Company of Baltimore. The proposed bureau would be under the direction of E. B. Burritt, the executive secretary, 8 West 40th st., New York.

Training Teachers in Publicity

ABERDEEN, S. D., Sept. 23.—Normal School has established a "rural press and teacher" course especially prepared for teachers' institutes and like gatherings. Paul W. Kieser, a former newspaper man in Omaha, Aberdeen and Bismarck, is in charge. The course aims to give teachers new ideas about the importance of school publicity and how to prepare school news for publication.

Psychology and Advertising

CHICAGO, Sept. 24.—At the first Fall session of the new Engineering Advertisers' Association, the speaker of honor was Prof. J. H. Picken, of Northwestern University. He talked on "Problems of the Advertising Man," dealing principally with the application of psychological principles to advertising copy.

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers Print Our Service

Send for our Headline History of the World War

Time and Money the World War

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers 170 Broadway New York

NEWSPAPER FEATURE SERVICE

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

LIKENS A TRADE MARK TO "U. S." GUARANTEE

Chicago Advertising Man Gives Maine Grocers a Heart-to-Heart Talk on Importance of Handling Nationally Advertised Goods

PORTLAND, Me., Sept. 23.—P. J. Sodergren, of the Mallory, Mitchell & Faust Company, Chicago, one of the biggest advertising firms in the United States, was the speaker here Thursday evening before nearly 50 members of the Portland Retail Grocers' Association, giving an informal talk on "Benefits to a Grocer in Selling a Standardized Advertised Brand of Goods."

He told of the importance of having on their counters certain goods that are advertised nationally, especially bringing home the true value of the trade mark. He gave for an example the following:

Take a Silver Dollar

Taking a silver dollar from his pocket, he said the piece of silver was worth 100 cents on the dollar anywhere, and that of course it could be sold to anyone or in any place for 100 cents, but if the same piece of silver were disfigured, that is to say, if the engraved emblem were rubbed off smoothly on both sides, and the weight of the piece of silver still remained at its original amount, a person could not sell that dollar on the streets for ten cents. The people would be afraid of it and would consider it worthless. He said that showed the value of a standardized trade mark.

It is the same way, said Mr. Sodergren, with any brand of goods that the grocer sells—the public is acquainted with a certain trade mark or name through its national advertising, and when it wants a certain article, it asks for or picks out one that it remembers having been advertised.

The speaker spoke of all the various well-known standard brands of products and advised the dealers if they wished to reap success to stock up on the product that was nationally known or was being nationally advertised. He also offered many helpful hints to the grocers, who were especially pleased with the evening's talk and will doubtless derive much benefit from it.

DALLAS PICKS A LABEL

Will Be Used in Big National Advertising Campaign Planned

DALLAS, Tex., Sept. 24.—In the contest conducted by the Chamber of Commerce and Manufacturers' Association for an emblem to be used in advertising Dallas, Frank H. Calder (with the inscription "Dallas—Where Men Are Looking Forward") was selected as the winner. An effort will be made to have the emblem officially designated as the city trade-mark and for its manufacturers.

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit is in the heart of the richest agricultural and dairy region of the United States. Beloit has thirty factories; Beloit is highly educated; Beloit has wealth—well distributed.

One paper—the Beloit Daily News—alone serves this splendid American population.

Circulation, over 7,000.
Rate, 2½ cents per agate line.

BALL GAME STILL IN DOUBT

"Mulligan Stew" and Publishers' Speeches Feature Topeka Outing

TOPEKA, Kas., Sept. 24.—Whether the "Mulligan Stew" prepared by George Ellis, of the Topeka Typographical Union, was the cause or not, one seems to know, but the fact is true, nevertheless, that who won the baseball game between the Topeka Capital composing room nine and the Capper Publications nine, is still in doubt. Both sides claim—by a score of 6 to 5.

Anyhow, the printers and publishers had a glorious time at their annual outing here, and after the "stew" had been stowed away by the men and their families, Frank P. MacLennan, of the State Journal; T. A. McNeal, of the Mail and Breeze; George Holmgren, president of the union, and others, made short speeches.

British Correspondent on a Visit

George Herbert Perris, who during the war was a correspondent on the western front for the London Daily Chronicle and the New York Times, has come to this country to deliver a series of lectures on the war and to describe for the Chronicle post-war conditions in America. Mr. Perris arrived in New York Monday and expects to remain until Viscount Grey returns to England next spring.

Newspaper Boosts Ad Club

DES MOINES, Sept. 20.—The Sunday Capital has just issued a special 8-page section devoted to news pertaining to the activities of the Des Moines Advertising Club. Pictures of all the club's delegates to the New Orleans convention were published, in addition to special articles by members. Advertising emphasized the truth in advertising movement and the value of the coming A. A. C. W. convention.

First W. Va. Air Delivery

CLARKSBURG, W. Va., Sept. 19.—The Exponent on September 12 published the first "airplane edition" ever issued by a West Virginia newspaper. Delivery of the edition was made by airplane to Buckhannon; a distance of thirty miles.

Greene Hurt in Auto Accident

CHICAGO, Sept. 19.—Harry Irving Greene, ex-newspaperman, novelist and active member of the Press Club, who has been severely injured in an automobile crash, is in a South Side hospital. Two ribs were broken and serious internal injuries sustained.

Change on American Banker

William G. Becroft has been appointed editor and general manager of the American Banker, New York.

Have you considered the desirability of including the NORTH JERSEY SHORE in your advertising appropriation?

With the growing acuteness of the housing problem in New York hundreds of families are making their homes in the NORTH JERSEY SHORE SUBURBS. These new citizens, for the most part, are prosperous business men with their families and they offer a wonderfully responsive and reliable market.

If you would reach these prospective customers and thoroughly cover this section of New Jersey you can do so only by using

THE ASBURY PARK EVENING PRESS

and THE SHORE PRESS (Sunday) These papers dominate in their field and their past performance inspires the confidence of their readers.

Standard Rate Card Member A. B. C. Frank R. Northrup, Special Representative, 303 Fifth Avenue, New York City, Association Building, Chicago, Illinois. J. Lyle Kinmonth, Publisher, Asbury Park, N. J.

M. A. Taylor Trophy Won By Irving Bank

Every Part of Country Was Represented in Display of Financial Advertising—Cleveland Second

NEW ORLEANS, Sept. 25.—The Melvin A. Taylor cup for the best financial advertising exhibit at the New Orleans Convention of the Associated Advertising Clubs was awarded to the Irving National Bank, New York. The Guarantee Trust Company, New York, was given second place; the Cleveland Trust Company, Cleveland, O., won third place in the competition.

This is the third successive year in which the Irving National Bank exhibit has won first prize. Additional interest was lent to the contest this year by the great number of competitors, the financial advertising exhibits occupying much more than half the entire space allotted to displays in the lounge of the Grunewald Hotel.

Coast to coast, every part of the country was represented in the display of financial advertising.

In the second classification, for the best single advertising display, the Guarantee Trust and Savings Bank, Los Angeles, was given first place. The First National Bank, St. Louis, second place, and the Hibernia Bank & Trust Company, New Orleans, third place.

For the best individual piece of copy, the Bank of Italy, San Francisco, won first place, the Union Bank, Newark, New Jersey, second place, and the Merchants Trust Company, St. Louis, Missouri, third place.

The cup won by the Irving National was offered by Melvin A. Taylor, president of First Trust & Savings Bank of Chicago. The award was the closing feature of the final session of the Financial Advertising Association, and was received with much applause.

Atwood Under Operation

LEWISTON, Me., Sept. 23.—Stanley B. Atwood, sports editor of the Sun and during the war one of the editors of a newspaper issued by the Signal Corps of the Army at Washington, has undergone a successful operation for appendicitis at the Ste. Marie Hospital. He is reported as getting along finely.

The McClure Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Ave., New York

LOS ANGELES Evening Herald

The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.

DAILY CIRCULATION 127,773

Charter Member A. B. C.

CAR AD PEOPLE LOSE

Court Rules U. R. C. Receiver in St. Louis Can Break Contract

ST. LOUIS, Mo., Sept. 22.—"The receiver of the United Railways Company had the power to abrogate the contracts with the Western Advertising Company for advertising in the company's cars, and the contract should be abrogated. As a matter of equity, however, a new contract should be made by the receiver with the Western company for two years at the rate of \$80,000 a year, an increase of \$16,000 over last year's payment."

This is the ruling of Judge Dyer in the United States District Court in the suit for injunction brought by the Western Advertising Company when the receiver sought to abrogate the contract. A Philadelphia concern had offered \$104,000 a year for the privilege.

Potter Attended "U.T.A." Convention

M. Bruce Potter, general manager of the Rochester (N. Y.) Herald, was a delegate to the United Typothetae convention in New York last week. The Herald has a complete photo-engraving and job printing plant, and Mr. Potter was looking for ideas for its improvement.

Building at Lake Charles

LAKE CHARLES, La., Sept. 24.—The American Press Publishing Company has awarded the contract for the erection of a two-story brick building to cost \$14,000. It will be specially arranged and fitted for a newspaper publishing plant and will be ready about January 1.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Phila.

New Orleans States

Member Audit Bureau of Circulation
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 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

CAN PROMOTE THRIFT BY ADVERTISING

Economy Developed During War-Time Can Be Made a Habit—Ellsworth Heads Financial Departmental in New Orleans

Financial advertising has improved immensely during the last few years, and its big purpose from now on must be to popularize constructive and continuous thrift, begun during war-time. R. S. Hecht, president of the Hibernia Bank and Trust Company of New Orleans, told members of the Financial Advertising Association of the A. A. C. W. of W., in an address at the New Orleans convention. He said:

"The so-called bank advertising of twenty and fifteen and even ten years ago, with a very few brilliant exceptions, was so absolutely inane as to be positively pitiful. I have heard it described as 'tombstone' advertising, and certainly no more appropriate adjective could be used, for it produced just about the same results as to the inscriptions that you read in the average well organized and well conducted cemetery.

A Bigger View

"With the birth of the Financial Advertisers' Association there was sounded the death-knell of the 'Eteenth-National-Bank - Capital - and-Surplus - \$50,000-Transacts-a-General-Banking - Business' style of bank advertising, and there was ushered in the modern twentieth century style now employed by practically all live banking and investment institutions.

"With the birth of our Association, there was born also a bigger, modern, more human conception of the duty which the banking institution owes to the community. Perhaps this fact is best exemplified by the wonderful manner in which the members of our Association, not as members, but as individual patriotic American citizens, set aside everything of a personal and private nature in order to give of their knowledge and of their experience and of their ability in helping Uncle Sam and his Allies everlastingly to crush the greatest foe of righteous and fair and square publicity which the world has ever known.

"Not all of our people, unfortunately, were prepared when war came upon us, but when there came the great, big job of raising billions of dollars in order to successfully wage our war against mediaeval arrogance; the members of the Association were prepared, and to you and your associates in the Financial Advertisers' Association, in no small degree, belongs credit for the remarkable success of our government financing.

"But our work is just begun. The people of our country, inspired by just patriotism and encouraged by intelligent publicity, learned during the past few years what it means to sacrifice and save. Our big purpose from now on must be to still further popularize con-

structive and continuous thrift, and to convert into a permanent habit that temporary practice developed during war-time."

The Financial Advertisers' Association elected the following officers:

President, Fred. W. Ellsworth, Hibernia Bank & Trust Co., New Orleans; first vice-president, H. A. Marsland, Irving National Bank, New York City; second vice-president, Lloyd H. Mattson, Commercial Exchange Bank, Omaha; third vice-president, H. B. Grimm, St. Joseph Alloy Bank, Elkhart, Ind.; chairman, W. R. Morehouse, Guaranty Trust Company, Los Angeles; secretary, Walter Bramman, St. Louis; treasurer, Carl A. Gode, Merchants Loan & Trust Company, Chicago.

New directors: F. D. Conner, Illinois Trust & Savings Bank, Chicago; F. C. Adams, National Bank of Louisville, Ky.; W. W. Douglas, Minnesota Loan & Trust Company, Minneapolis; Frank Wilson, Scandinavian and American Bank, Tacoma; M. A. Schulte, Cleveland Trust Company, Cleveland.

THOMPSON RE-ELECTED

Succeeds Self for Seven-Year Term on Federal Trade Commission

WASHINGTON, Sept. 26.—The reappointment of Commissioner Huston Thompson, of the Federal Trade Commission, to succeed himself in office for a further term of seven years, was confirmed yesterday by the Senate. Mr. Thompson was originally appointed last spring to fill out the unexpired term of former Commissioner William J. Harris, of Georgia, resigned.

Previous to his appointment to the Commission, Mr. Thompson, who is a Coloradoan, was assistant attorney general of the United States, assistant attorney general of Colorado, and for long prominently identified with legal and public affairs in that state. The distinction is claimed for him of being the only man who has been tendered three appointments by President Wilson.

Thomas Teaching Journalism

OKMULGEE, Okla., Sept. 23.—Burnis H. Thomas of the Times Staff, has been made head of the journalism division of the vocational department at the Sand Springs (Okla.) high school.

HAVAS OFFICIAL DEAD

Henri Houssaye Was Managing Director for Over Twenty Years

PARIS, Sept. 25.—Henri Houssaye, administrator and former director of the Havas Agency, the semi-official French news distributing organization, died today. He was born February 24, 1848, and was a member of the Legion of Honor. He was managing director of the Havas Agency for more than twenty years and was still active in its control during the war.

Mr. Houssaye's nephew, Charles Houssaye, was sent to the United States by the Government on several special missions during the hostilities.

Obituary

MRS. SADIE N. GANNETT, wife of William H. Gannett, publisher of monthly and weekly periodicals at Augusta, Me., died last week at the Augusta General Hospital of neuritis. Besides her husband she leaves two daughters and a son.

MAJOR GOLIN WALLER, former editor of the Sullivan County Republican, published in Monticello, N. Y., and believed to be the oldest newspaper in the state, died in Monticello September 24, aged 92 years. Major Waller served three years in the civil war, and was wounded at Cedar Mountain. He served as postmaster under President Taylor, Lincoln, Grant and Morrison. He established the Republican in 1854, continuing to publish it until a short time ago, when he retired owing to his health.

WILLIAM P. H. PROUT, for many years connected with Troy and Albany (N. Y.) newspaper, died last week.

PHILIP WELLS, editor of the New Milford (Conn.) Gazette, died September 28 of pneumonia, aged 60 years. He was a former Milwaukee newspaper man.

HERMAN GERALD CHAPIN, a former editor of the American Lawyer, died at Chappaqua, N. Y., September 28, aged 43 years.

MICHAEL F. DEVER, who years ago was a prominent figure in Boston newspaper circles, died of pneumonia in Boston on September 14, aged 60 years. Mr. Dever was editor of the Boston Sun 35 years ago. He left the Sun to be-

come advertising manager of the Republic when that paper was being published by the late Patrick Maguire. His next venture was the insurance business, and for the past 25 years he engaged in this line, representing many large companies.

Making Money in Oil

KANSAS CITY, Mo., Sept. 30.—Oscar Stauffer, editor of the Peabody (Kan.) Gazette-Herald is said to have made a small fortune since entering the oil "game" a year ago. Mr. Stauffer recently closed a deal for a large lease and paid \$10,000 for it. He said he started in the oil as a "side line," but now his newspaper is his "side line."

Nemethy Leaves Franklin Press

DETROIT, Sept. 26.—The advertising service department of the Chope-Stevens Paper Company is now in charge of Joseph G. Nemethy, formerly assistant general manager of the Franklin Press.

667,352

LINES GAIN

The Plain Dealer's August gain of 667,352 lines—the biggest gain ever made by any Cleveland page in one month shows how experienced advertisers are spending their Cleveland money.

The Plain Dealer

Largest Morning and Sunday Circulation Between New York and Chicago

Photogravure Advertising
25c line

8 page supplement
Every Sunday

Des Moines

Sunday

Register

70,000 Net Paid Circulation

I. A. Klein, New York John Glass, Chicago

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post
Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES

I. O. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Food Medium
of
New Jersey

Trenton Times

A. B. C.
2c—12c Per Week

KELLY-SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Newark (N. J.)
Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c
Sunday Edition, 5c

Perth Amboy, N. J.

Most Rapidly Growing City in East
Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

Summer In
New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and
sell them before wark.

JULIAN D. MORAN, Pres. and Mgr.
Representatives

Payne-Burns & Smith, New York-Boston
J. Logan Payne Co. Chicago-Detroit

3 OF A KIND

New England Market
Merchandising

BOSTON AMERICAN

Service Department

To cover the first effectively you need the other two.

Govt. Statement for Six Months
Ending April 1st Shows

301,270

The
Pittsburg Press
Has the Largest

Daily and Sunday
CIRCULATION
IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives.
Metropolitan Tower, Peoples Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York. Chicago.

SUPPLIES AND EQUIPMENT

New Trade Paper Planned for Paper Industry

Business Growing so Fast in Canada as to Warrant It, Montreal Backers Say

MONTREAL, Sept. 24.—The following announcement in the form of a display advertisement appeared in today's Montreal Gazette:

"Canada's Pulp and Paper Industry shows such great growth and future possibilities that a new weekly paper devoted to this field will make its appearance within a few days. The new paper hopes to render a service that will make it indispensable to the industry."

Up to the present time Canada has had only one publication devoted to the pulp and paper industry, though it is now Canada's greatest export industry and is growing very rapidly.

A quarter of a century ago Canada exported \$121 worth of paper per year. Last year she exported over \$99,990,000 worth of pulp and paper products.

At the present the International Paper Company are building a \$6,000,000 plant at Three Rivers, while a half score or more of paper companies are enlarging their plants, installing additional machines or otherwise preparing to take advantage of the growth and expansion of the industry.

On the stock markets shares of paper companies are booming while the annual reports of the companies show that phenomenal earnings have been made during the past few years. D. C. Macarow, general manager of the Merchants' Bank of Canada, who has just returned from a trip to the Pacific Coast accompanied by several directors and bank officials, in speaking of the pulp and paper industry on the Pacific Coast said, "the pulp and paper industry has made rapid strides in recent years. Five large plants are now operating in the province of British Columbia and another is in the course of construction."

Pacific Cable Plans Progress

Arrangements for laying the new American Pacific cable are going forward without a hitch, according to George Edward Ward, vice-president of the Commercial Cable Company, who arrived home from England last Thursday. He said things would move rapidly as soon as the Japanese Government provided for the landing of the cable in Japan. Clarence H. Mackay, president of the company, who went abroad recently, is in negotiation with the Japanese Government relative to landing the new line.

Kling Agency Formed

CHICAGO, Sept. 29.—Roy A. Kling, Harry C. Phipps, R. W. Althoss and William D. Stewart have established the Roy A. Kling Advertising Company.

Eastman Is Head Space Buyer

CHICAGO, Sept. 27.—The Williams & Cunningham Agency has appointed C. J. Eastman as head of its space buying department.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

For Sale

At sacrifice for immediate acceptance—Sextuple Goss press with color attachment, eight columns, twelve ems, 21½ inch cut; factory rebuilt two years ago; perfect condition. Also semi-autoplate; pot and pump. This press has been in use on the Bridgeport (Conn.) Post and can be seen standing. Subject to prior sale. Address J. H. B., Box 1677, Boston, Mass.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted To Buy

12 foot steel make-up table, with overhead fixtures, or several make-up trucks and steel stereotype chases. The Mail, Charleston, W. Va.

NO PAPERS FOR YOUNG JAPS.

Withheld Until 18th Year, Except in Unusual Case of a Prince

It has been the inflexible custom in the imperial family of Japan, says a writer in the East and West News, to withhold all newspapers and magazines from its members until they attain their eighteenth year; but the rule was waived in the case of Hirohito, the present crown prince. Four months before his imperial highness entered upon the eighteenth year he was allowed to begin reading a specially prepared journal.

This curious newspaper was edited by an official of the imperial household and printed in the imperial printing office. It was set in special type and printed on thick Japanese paper. The reading of it did not require a great deal of time, for it was of small size and on a single sheet.

ADOPT FOUNDLING BABY

Chicago Advertising Man Finds Child on Porch of Home

CHICAGO, Sept. 24.—William D. McJunkin, head of the advertising agency of the same name, this week adopted a luxuriously outfitted baby, mysteriously left on the porch of his home with a note from the unknown mother, who asserted that the infant's father was killed overseas, that she did not now dare announce her secret marriage to her parents, and that her father at one time was a client of the McJunkin agency.

All of the McJunkin children now having married and left home, Mr. and Mrs. McJunkin have accepted their unforeseen responsibility gladly and generously.

In Training for a "Special"

E. W. Conklin, son of Thomas E. Conklin, is now on an extended western trip and is not expected to return to New York for at least six months. While in the West his headquarters will be the Chicago office of Verree & Conklin. E. W. Conklin is associated in the advertising business with his father and for the purpose of broadening his business knowledge, he is making this Western pilgrimage.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business
BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery
of Every Description
CONNER, FENDLER & CO
96 Beckman St. New York City

FOR SALE

One Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To

POWERS

Open 24 hours out of 24
The Fastest Engravers on
the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

GOSS

the name that stands for
SPEED, DEPENDABILITY,
SERVICE

THE GOSS

"High Speed Straightline" Press

Used in the largest newspaper plants
in U. S. A. and Europe.

THE GOSS

Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order,
Catalogue and Magazine Work.

THE GOSS

"Comet" Flat Bed Web Perfecting Press

Prints a 4, 6 or 8-page newspaper from
type forms and roll paper.

GOSS STEROTYPE MACHINERY

A complete line for casting and finishing
flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

New York office:
220 W. Forty-second St.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Assistant Advertising Manager

Young man with executive ability, experienced as publisher and assistant advertising manager of a New York monthly magazine, wants to connect with advertising department of some live wire firm in New York City. Seven years experience as advertising writer and salesman. Can handle magazine from make-up to circulation. Good speaker and correspondent. Excellent references. Address A-888, care of Editor and Publisher.

Advertising Solicitor Desires Position

Only recently I was discharged from the military service, after serving a year in France. I desire to become connected in the Advertising Department of an Eastern or Southern daily who desire their advertising increased. Formerly Advertising Manager of New York State daily in city of 10,000. Am a copywriter, can make contracts and get the ads—all of which means more business for you. Age 26, married, no children. Best of references furnished. Address A-886, care of Editor and Publisher.

Advertising

Young man, 22, high school education, just out of army, would like position with advertising agency or in advertising or circulation department of some publication. Middle west preferred. Address A-894, care of Editor and Publisher.

Business Manager and Advertising Manager

Two live producers want to connect with some good daily. At present business manager and advertising manager of prosperous daily. Can produce results. Want place with future and an opportunity to buy interest in business. Address A-890, care of Editor and Publisher.

Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulation manager on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsboys, carriers, and city and country dealers. Wide experience in R. F. D. work and contests of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-828, care of Editor and Publisher.

Two Live Newspapermen

Wanted—to get in touch with good county seat weekly by two live newspapermen. At present one is business manager and the other is advertising manager of live daily. Both are practical men and know the business from the bottom up. Both are producers. Can take hold and produce a real paper in any field. Address A-889, care of Editor and Publisher.

Editorial Writer

Young man, twelve years' experience, five as above in Canada and Michigan, desires position on Michigan daily. Cover City Hall also, providing no night work excepting council. Salary, forty dollars week. Wire 2309 Gratiot Avenue, Port Huron, Michigan.

Newspaper Man

Experienced daily newspaper man is open for engagement as editor, editorial writer or telegraph editor of Republican daily, central or western states. Address A-893, care of Editor and Publisher.

Copy Editor

A capable copy editor; good general writer; strong; original; judicious; experienced in make-up, proofreading; reliable. Address A-883, care of Editor and Publisher.

Stenographer-Secretary

Stenographer-secretary, thoroughly efficient and aggressive; capable of doing things. Address A-892, care of Editor and Publisher.

SITUATIONS WANTED

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor and Publisher.

Business Manager

A producer who really knows the daily newspaper game wants to advance to larger field where business ability and integrity are appreciated. Address A-891, care of Editor and Publisher.

Trained Newspaperman

Night work and cost of living in Washington, D. C., prompts trained newspaperman to seek smaller field on afternoon newspaper. Capable of managing small daily. Would invest later. Married, aged about 30. Address A-898, care of Editor and Publisher.

Advertising Salesman

Seasoned, capable and reliable producer available for well rated publication. Experienced in general, class, trade and export fields; has successfully managed department, also branch office. Large acquaintance New York and Eastern territory; best credentials. Details to replies; letters confidential. Address A-877, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words line.

Advertising Man

Wanted—Experienced advertising man of brilliant attainments for high class monthly commercial journal. Territory will cover five states. Will be expected to take charge of advertising and solicit as well on contract basis of salary and commission which will prove highly profitable. Only bankers, manufacturers and similar high class concerns to be dealt with. Must have gilt-edge credentials bearing closest investigation and be man of good address, honor and acumen. Exceptional opportunity for such a man. Assurances of permanency, provided both are satisfied, must be forthcoming. Address 237 Plymouth Building, Minneapolis, Minnesota.

Experienced Special Edition Solicitors

Wanted experienced newspaper Special Edition solicitors to work on an exceptionally good edition of one of the best newspapers in the middle west. Must have good appearance and be a good hustler. Commission basis, transportation advanced and small weekly drawing account for actual expenses. Reply in own handwriting giving full details, reference and past experience. Replies kept confidential where requested. John B. Gallagher Co., 9th Floor, Dexter Bldg., Boston, Mass.

Classified Man

Wanted—Energetic man, whose experience proves he is capable of building up a classified department on a morning newspaper in a city of 100,000. Applicants must furnish references and state salary required. Address A-882, care of Editor and Publisher.

Experienced Circulation Manager

Wanted experienced circulation manager; mid-western city of 80,000; growing town; evening paper. Must be reliable and well recommended. Address A-897, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines, at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

FEATURE SERVICES

Advertisements under this classification thirty cents per line. Count six words to the to the line.

Poetry and Humor Column

New and original every day. My private rates are low. Shall I supply you with one week's copy free trial? Address A-896, care of Editor and Publisher.

NOTICE

INTERNATIONAL PAPER CO.

New York, September 24, 1919.
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company, payable October 15th, 1919, to preferred stockholders of record at the close of business October 7th, 1919.
OWEN SHEPHERD, Treasurer.

Publications Closed Down in Seattle

Master Printers and Paper Manufacturers Unite to Fight Job Printers' Demands

SEATTLE, Sept. 25.—Strike of several hundred printers, pressmen and binders in Seattle's job printing shops reached a climax this week when the Master Printers' Association obtained the backing of the local paper manufacturers and distributors. The paper dealers declared a boycott against the few plants who have yielded to the unions demands for \$7 for a seven-hour day, refusing to sell them any paper.

The vast majority of Seattle's plants have been virtually shut down since September 2 when the men walked out, but they are planning to re-open soon on an open-shop basis. As a compromise the master printers offered the strikers \$7 for an eight-hour day, but this offer was rejected. The strikers have maintained a defiant attitude, refusing to submit the questions in dispute to arbitration.

Because of the paper boycott declared by the plants that are operating and the closing down of the other plants, weekly publications and monthly journals published in Seattle have for the most part suspended, or rather, delayed publication, until the strike is settled. The Business Chronicle, a financial publication published weekly, came off the press this week in mimeographed form in a reduced size of a single page.

FREE COURSE IN TYPOGRAPHY

Arnold Levitas to Direct Studies in Stuyvesant High School

The Stuyvesant Evening Trade School, New York, announces evening courses for printers, editorial workers, advertising men and women, and other aspirants, for the coming season, in proofreading and printers' technical English; typography and advertising layout; and estimating and cost-finding for printers.

The courses are to be conducted by Arnold Levitas and are to be given on Monday, Tuesday, Wednesday and Thursday evenings, between 7:30 and 9:30. They are open to men and women alike. Application for admission should be made at the office of the principal of the school, Fifteenth street, near First avenue.

Denver Strike Settled

DENVER, Sept. 30.—The printers' strike in Denver, which lasted three weeks, has been settled in favor of the striking compositors. They had asked for \$39 a week for day work and \$3 extra for night work, but the scale adopted was \$37 for the first month, \$38 for the second, and \$39 a week thereafter.

Ollendorf Elected to Office

CHICAGO, Sept. 30.—The J. A. Snyder Company announces the election of C. J. Ollendorf as secretary-treasurer. Mr. Ollendorf recently has been assistant treasurer of the Henri, Hurst & McDonald Agency and formerly was with Erwin & Wasey and Lord & Thomas.

\$50,000 for investment in a New York state daily newspaper property. Either politics. Proposition T. F.

Charles M. Palmer
Newspaper Properties
225 Fifth Ave. New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.
We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.
We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

T. B. SHERMAN COMES TO N. Y.

Al Harris Succeeds Him on Birmingham Ledger—Melton Marries

BIRMINGHAM, Ala., Sept. 22.—Thomas B. Sherman, sports editor and columnist on the Ledger staff, has resigned and is now in New York, doing special features for a number of syndicates and "breaking into" the fiction game. He is succeeded by Guy Babler from the Atlanta Georgian. Al Harris, late of the Atlanta Constitution staff is now doing special features and a humorous column on the Ledger. Paoli Smith, who returned from service one week ago, has been appointed publicity director for the Chamber of Commerce. Quimby Melton, former city editor of the Atlanta Constitution, and recently acquired associate editor of the Birmingham Ledger, is spending a two weeks' honeymoon in the East, visiting Atlantic City and other resorts. He recently married Miss Mary Davenport of Americus, Ga., thus bring to a climax a romance which had its beginning at the Constitution copy desk.

Jermene Welcomed Home

SEATTLE, Sept. 25.—Seventy newspapermen of Seattle from all the daily newspapers and weekly and monthly journals attended a banquet last night in honor of W. W. Jermene, in charge of the Washington bureau of The Seattle Times, who is visiting this city on his vacation. The banquet was given by William Pigott, a Seattle business man.

Seven Sons Pall Bearers

St. Louis, Mo., Sept. 27.—The funeral of H. W. Kastor, retired founder of the H. W. Kastor & Sons Advertising Company, took place Wednesday, with his seven sons acting as pallbearers. Services were held at the family residence and the body was cremated. The sons are Louis, Ernest, Richard, William, Benjamin and Arthur of Chicago, and Fred of St. Louis.

Texas Publishers Incorporate

WICHITA FALLS, Tex., Sept. 30.—The Record-News Company has been organized with \$90,000 capital by W. H. Bagley and J. P. Allison, of Fort Worth and A. P. Oakes of Wichita Falls, who recently purchased the Record-News.

BIG LAWN BOWLING FIELD IN TORONTO

Fourteen-Year Feature of Toronto Globe Attains Greater Popularity in 1919 Than Ever Before—250 of Best Players in Canada Take Part

TORONTO, ONT., October 1.

Few recreative or sporting features developed by newspapers have acquired the permanent popularity of "The Globe Scotch Doubles," a lawn bowling tournament inaugurated by the Toronto Globe fourteen years ago, which draws together the cream of the bowling fraternity of Canada during the first week in September each year.

It is a fifteen-end game of lawn bowls consisting of two players to a side, each howler playing four bowls in each end. The tournament is limited to four players from any one bowling club affiliated with any of the recognized bowling associations of Canada. It thus provides intensely interesting local elimination contests throughout a wide territory running through the bowling season, in order to make the club selection for the big Globe event.

It has been described as the "World Series" in lawn bowling.

Valuable prizes are given. A bull sea lion 18 inch club bag, and four pairs of silver mounted bowls, engraved with the names of the winners, go to each member of the victorious pair, and four ivory mounted bowls, also engraved, to each of the runners-up.

Increase in Popularity

The tournament has increased in popularity from year to year, the 1919 entry surpassing any previous year—250 of the best lawn bowlers in Canada taking part. The importance of the Globe-Scotch Doubles can best be appreciated when it is taken into consideration that only four bowlers can enter from any one club; whereas entry to all other bowling tournaments is unlimited.

By way of comparison, the entry for the 1919 Dominion Scotch Doubles tournament was in the neighborhood of one hundred pairs, against the entry of one hundred and twenty-five in the Globe Scotch Doubles.

The play generally in this year's tournament possibly eclipsed that of any of its predecessors. This particularly applies to the final round when the last bowl in the last end won.

The 1919 winners were: F. N. Allen and F. L. Willgoose, London, Ontario. Thistles, with R. S. Fleming and Dr. Gowland, of Milton, Ontario, run comurs-up.

MINOR URGES REVOLUTION

Man Released by Army Preaching Bolshevism in Native Land

KANSAS CITY, Mo., Sept. 29.—When Robert Minor, former newspaper man, was prevented from delivering a soap-box oration, urging the Bolshevizing of the United States at Kansas City, Kan., followed by about fifty men and women, he moved to the Missouri side today and exhorted his followers to turn America topsy turvy with a revolution to begin on October 8.

Minor was arrested on a charge of spreading Bolshevism in the allied armies of the French at Coblenz during the war, but was released for reasons never fully explained. Today he declared that the Bolsheviki had the best government on earth. In a guarded plea for his revolution, Minor said that the time to strike is on October 8, and urged everyone to strike on that day. He disguised the plea as an "economic strike" in protest against the Mooney conviction. He demanded that all people convicted of anarchy, seditious and sabotage be released. The Soviet should seize the Government, he said.

Converse at Iowa University

AMES, Ia., Sept. 30.—Blair Converse, former assistant professor of journalism at the University of Wisconsin, has been made assistant in the Iowa State College journalism department here, succeeding Harry O'Brien. Mr. Converse served in the army and then joined the Milwaukee Journal staff as telegraph editor. F. W. Beckman, head of the Iowa school of journalism, who has been doing educational work with the A. E. F. in France and Germany, has returned and taken up his duties.

Bradley Back on Old Job

BIRMINGHAM, Ala., Sept. 24.—Lieut. Leon C. Bradley, former city editor of the Age-Herald, who returned three weeks ago from France, has been reinstated at his former post at the Age-Herald's copy desk. A "welcome home" party was tendered Mr. Bradley by the city commission and members of the newspaper staffs. The entire personnel of the Birmingham newspaper fraternity who have returned from service were feted with special ceremonies of appreciation.

Col. Bigelow a Rotary Speaker

PORTLAND, Me., Sept. 19.—Col. Harry M. Bigelow, of the 3rd Maine Infantry and managing editor of the Daily Press, delivered an address today at the weekly meeting of the Portland Rotary Club. He urged upon Rotarians the importance of taking an interest in the proper makeup of the National Guard.

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 Trades and Newspapers.

Selling Church Advertising on "Liberty Loan" Plan

A. G. Fegert Suggests Starting a World-Wide Campaign for Gospel of Christ

NEW ORLEANS, La., Sept. 25.—A world-wide continuous advertising campaign to supplement all the present means of preaching the Gospel of Christ was suggested and plans outlined to conduct such a campaign, in a speech given by A. G. Fegert, connected with the Army Y. M. C. A. at San Antonio, before the church section of the convention of the Associated Advertising Clubs of the World. His subject was "Harnessing the Press." Mr. Fegert outlined in detail how a general bureau could be organized and financed which would prepare the copy for such advertising.

He said advertising managers of newspapers and magazines, with portfolios of advertisements suitable for different size spaces, could then interest church organizations, firms and individuals in paying for the insertion of the advertisement as they induced firms and individuals to pay for the insertion of the Liberty Loan, Red Cross, and Y. M. C. A. advertisements during the war.

He expressed the idea that the publishers would then devote more space in their papers to church news. It is not my idea that the advertising should be limited to telling the general public that they can hear good sermons and music at a particular time and place, but the advertisements in their illustrations and text should show that the men and women can't get along in life as they ought to, unless they heed Jehovah and that those who do obey Him in accordance with the Scripture, will receive the fruits of the Spirit, which according to St. Paul in the Fifth Chapter of his letter to the Galatians, are love, joy, peace and other desirable things of life."

Prior to Mr. Fegert's entering the war work of the Army Y. M. C. A. in Texas, two years ago, he was a newspaper man in Chicago and active in church campaigns.

Oppose Women as Voters

PORTLAND, Me., Sept. 24.—Oliver L. Hall, editor of the Commercial, is a member of the executive committee of the Maine Men's Anti-Suffrage Association, which recently sent a letter to all members of the Maine Legislature asking them not to vote for the ratification of the national suffrage amendment at a special session of the Legislature to be held next month.

R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES

EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE

742 Market St. 1302 L. C. Smith Bldg.

ENCOURAGING HOME BUILDING

Kansas City Star Conducting Contest for Attractive Plans

KANSAS CITY, Mo., Oct. 1.—The "Attractive Home" contest, conducted by the Star, closed October 1. The contest was divided into three classes of three awards each, and are as follows:

Class A—For houses costing less than \$7,500; \$100 first prize, \$60 second and \$40 third; Class B—For houses costing between \$7,500 and \$15,000; \$100 first prize, \$60 second and \$40 third; Class C—For houses costing more than \$15,000; \$100 first prize, \$60 second and \$40 third.

Photographs or drawings, plans of the first and second floors, and a statement of the materials used, cost, etc., together with photographs of the interiors, if available, were solicited. The number responding is said to be very heavy.

To Promote Oregon Products

PORTLAND, Ore., Sept. 24.—The Portland Press Club has joined with the Associated Industries of Oregon to promote the sale and use of products that are grown and manufactured in Oregon. Resolutions to aid in popularizing Oregon products have been adopted and a committee has been named, with O. C. Leiter at its head, to promote the movement.

Opening for an Editor?

OSISING, N. Y., Sept. 22.—The gates of Sing Sing prison have closed upon Emory Hartsig, a prisoner from Kings county, whose term has expired. Hartsig has been editor of the Star-Bulletin, the prison paper. The publishers are reported to be looking for a new editor to succeed the retiring prisoner.

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Hemstreet's PRESS CLIPPINGS

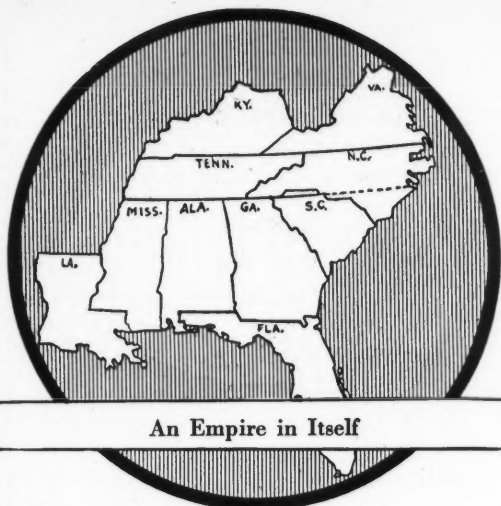
Tenth Avenue at 45th Street
New York

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The National Jewish Daily



Southern Markets

Well
Worth
Winning

Do You Know Any "Quality Folks" Down South?

Have you ever been entertained by them in their own homes?

If you do, and have, you have reached the apex of knowledge, of hospitality and aristocracy.

If you have observed you probably realize that the charming people are inclined to be mighty clannish—powerfully partial to their own "home folks" and are inclined to read their own home newspapers and buy from their own home merchants.

Frank P. Glass' opinion goes a heap further in Birmingham, Alabama, than does the opinion of George Horace Lorimer. Colonel Glass is "home folks," you understand.

It's that way all over the South—socially, in business, every way. Get the co-operation of Southern Daily Newspapers and Southern merchants (who, by the way, get their business from these selfsame Southern Daily Newspapers) and you can see your business go ahead by leaps and bounds.

The papers listed here gladly co-operate with national advertisers in putting meritorious merchandise "through the works" and getting it into the homes of the very best people in the South. Co-operation in a local way pays.

	Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA			
Birmingham Age-Herald (M)	23,560	.07	.05
Birmingham Age-Herald (S)	29,795	.08	.06
Birmingham Ledger (E)	38,022	.07	.07
*Birmingham News (E)	46,121	.08	.08
*Birmingham News (S)	48,588	.10	.10
*Mobile News Item (E)	10,766	.03	.03
Mobile Register (M)	25,179	.05	.05
Mobile Register (S)	35,048	.06	.06
Montgomery Advertiser (M)	24,258	.05	.04
Montgomery Advertiser (S)	24,258	.06	.05
FLORIDA			
Jacksonville Metropolis (E)	19,117	.045	.045
Florida Times-Union, Jack'v'e (M&S)	30,423	.06	.06
Palatka Morning Post (M)	1,450	.0122	.0122
Pensacola Journal (M)	5,610	.0172	.0172
Pensacola Journal (S)	6,687	.0172	.0172
Pensacola News (E)	5,090	.02	.02
GEORGIA			
Atlanta Georgian (E)	49,441	.08	.08
Atlanta Sunday American (S)	92,918	.12	.12
Augusta Chronicle (M)	12,248	.03	.03
Augusta Chronicle (S)	10,651	.035	.035
Augusta Herald (E)	17,413	.035	.035
Augusta Herald (S)	12,812	.035	.035
Columbus Ledger (E&S)	7,362	.0275	.0275
Macon Telegraph (M)	23,450	.04	.04
Macon Telegraph (S)	19,321	.04	.04
Savannah News (M&S)	20,120	.04	.03
Savannah Press (E)	16,360	.04	.04
KENTUCKY			
*Louisville Herald (M)	52,456	.08	.08
*Louisville Herald (S)	48,767	.08	.08
Paducah News Democrat (M&S)	7,004	.0225	.018
LOUISIANA			
New Orleans Times-Picayune (M)	78,417	.12	.12
New Orleans Times-Picayune (S)	94,624	.15	.15
New Orleans Daily States (E)	41,994	.10	.08
New Orleans Daily States (S)	37,675	.12	.12
*New Orleans Item (E)	73,905	.12	.12
*New Orleans Item (S)	87,588	.15	.15
NORTH CAROLINA			
Asheville Citizen (M)	11,420	.025	.025
Asheville Citizen (S)	9,734	.025	.025
Asheville Times (E)	10,087	.025	.02
Charlotte News (E&S)	11,598	.03	.025
Charlotte Observer (M)	19,217	.055	.03
Charlotte Observer (S)	19,217	.065	.04
†Durham Sun (E)	5,000	.02	.02
Greensboro Daily News (M)	16,955	.045	.035
Greensboro Daily News (S)	22,468	.06	.04
Greensboro Record (E)	3,481	.045	.035
Raleigh News and Observer (M)	21,209	.05	.04
Raleigh News and Observer (S)	21,209	.05	.04
Wilmington Dispatch (E)	5,305	.02	.02
Wilmington Dispatch (S)	5,305	.02	.02
Winston-Salem Journal (M&S)	6,447	.025	.02
Winston-Salem Sentinel (E)	7,600	.025	.02
SOUTH CAROLINA			
Anderson Mail (E)	4,693	.0178	.0178
Charleston American (M)	7,393	.025	.025
Charleston American (S)	10,451	.025	.025
*Columbia Record (E)	13,709	.03	.03
*Columbia Record (S)	11,789	.03	.03
*Columbia State (M)	24,614	.05	.05
*Columbia State (S)	24,680	.05	.05
*Greenville News (M&S)	10,376	.035	.03
Greenwood Index Journal (E)	5,245	.02	.02
Spartanburg Jour. & Car. Spartan (E)	2,978	.03	.03
Spartanburg Herald (M)	4,388	.03	.03
Spartanburg Herald (S)	5,473	.03	.03
TENNESSEE			
*Chattanooga News (E)	17,262	.04	.04
*Chattanooga Times (M)	30,408	.06	.06
*Chattanooga Times (S)	26,868	.06	.06
Knoxville Sentinel (E)	24,022	.05	.045
*Knoxville Journal-Tribune (M)	24,838	.05	.045
*Knoxville Journal-Tribune (S)	24,838	.05	.045
Memphis Commercial Appeal (M)	82,275	.14	.12
Memphis Commercial Appeal (S)	118,148	.17	.15
Nashville Banner (E)	9,463	.07	.07
Nashville Banner (S)	49,590	.08	.08
Nashville Tennessean (M)	34,349	.08	.08
Nashville Evening American (E)	15,196	.08	.08
Sunday Tennessean & American (S)	34,051	.08	.08
VIRGINIA			
†Bristol Herald-Courier (M&S)	11,094	.04	.04
Danville Register and Bee (M&E)	10,669	.03	.03
*Newport News Times-Herald (E)	13,087	.04	.04
*Newport News Daily Press (S&M)	9,463	.07	.06
Norfolk Ledger-Dispatch (E)	43,389	.07	.06
Roanoke Times (M&S)	11,305	.06	.04
Roanoke World-News (E)	11,288	.06	.04

Government Statements April 1st, 1919.

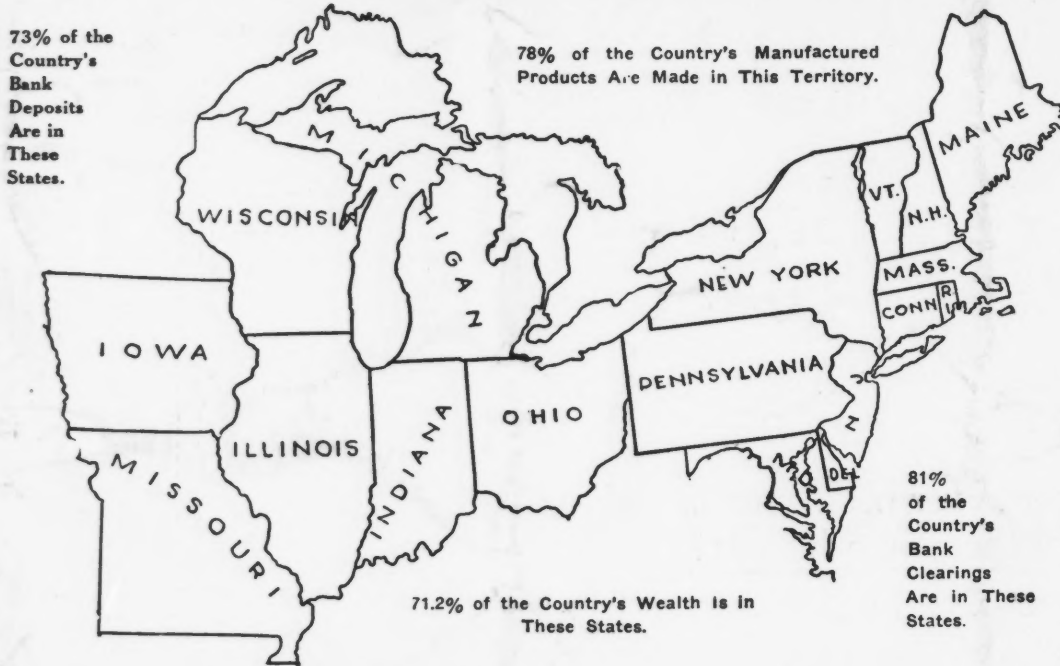
*A. B. C. Statement, April 1st, 1919.

†Publisher's Statement, April 1st, 1919.

‡Includes Bristol, Tenn.

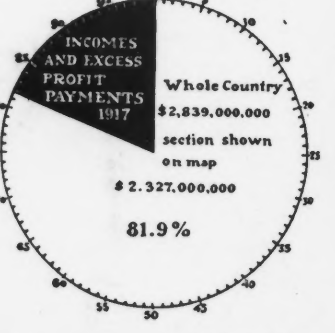
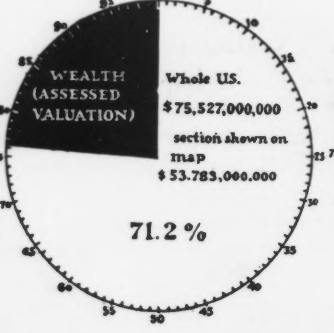
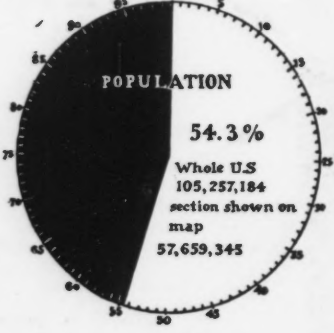
THE GREAT BEATING HEART OF THE NATION

More People With Money to Buy Advertised Goods
Live in These States Than Anywhere Else on Earth



	Whole U. S.	In Above States
Population	105,257,184	57,659,345
White Families	17,332,260	11,126,771
Bank Deposits	\$28,241,899,000	\$20,617,571,000
Mfd. Products	\$24,246,435,000	\$18,934,045,000
Assessed Valuation	\$75,527,381,000	\$53,783,451,000

	Whole U. S.	In Above States
Newspaper Circulation	28,625,041	20,522,463
Magazine Circulation	20,971,552	10,815,836
Income Tax, 1917	\$2,839,083,585	\$2,327,226,021
1st 4's Liberty Loans	\$17,763,232,000	\$15,174,562,000
Bank Clearings	\$383,256,000,000	\$270,901,000,000



Member
A. B. C.

THE NEW YORK GLOBE
JASON ROGERS, Publisher

180,000
a Day

