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EDITOR & PUBLISHER



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Vol. 51

NEW YORK, THURSDAY, MAY 22, 1919

No. 51

TO HIM WHO LED US TO VICTORY THE ALLIED PRESS PAYS TRIBUTE



MARSHAL FERDINAND FOCH

UNITY of command, whereby the armies of democracy responded to one direction and will, served to hasten Allied Victory by at least a year and to save hundreds of thousands of lives.

The nations associated in the defense of civilization were slow to recognize the old, old truth that the achievement of any great result depends upon organization of effort on lines of complete unity, with authority and responsibility vested in one man.

It is a truth taught, in its simpler applications, to the school children of the world. It is a truth expressed in adages as ancient as recorded thought. When its full force came to the rulers of the embattled nations they sought out the logical man in whose hands might be placed the destinies of mankind.

They found him in Ferdinand Foch, the foremost authority in the world on military strategy and a man whose soul was aflame with the passion of human liberty. Under the spell of his witchery the armies of liberty were fused into one mighty fighting unit, and victory crowned the most magnificent military campaign of history.

The newspapers of the Allied nations inspired the people with sublime confidence in the genius of this great Frenchman, called to be the Generalissimo of democracy's legions and to justify the hopes of men.

As unity of command saved the world, so unity of purpose among the newspapers of the Allied nations must preserve to posterity the golden fruits of the dread years that have ended.

THE BROTHERHOOD FOR WHICH HUMANITY YEARNs

Wherein Lies the Theme and Purpose of the Free Press of All Civilized Nations, Now for the First Time Recognized and Expressed in the International Number of Editor & Publisher



THIS INTERNATIONAL NUMBER of EDITOR & PUBLISHER, carrying its appeal for clearer understanding and closer cooperation between the newspapers and journalists of the Allied nations, goes to the dominant men who mould opinion throughout the world.

¶ In its pages is voiced the thought of far-seeing men, who discern aright the portents of the new dawn. They speak to comrades of the world's free press, who realize the need-imperative for unity of purpose in the battles still to be fought for democracy and for the enduring peace which must be won with the pen.

¶ The red years of the great conflict have made unstable all political and social systems not founded upon the democratic idea.

¶ They have paved the way for concord among the free peoples of the earth, brought together for the first time in history as comrades in a war to preserve civilization.

¶ If that comradeship shall endure, and lead to the creation of a League of Nations through which the rights of men shall be effectually safeguarded, the staggering tolls exacted by the Great Test will not have been paid in vain.

¶ The Allied nations now realize that all democracies hold in common the fundamentals of a better social order. That realization, the fruit of the awful discipline of sacrifice, is the hope of the world. Upon its unmovable foundation must be built the great structure of a Parliament of Man, whose creed was uttered by the Herald Angels two thousand years ago—Peace on Earth!

¶ The factors of social and political evolution have been providentially created and developed through the slow centuries. Of these the printed word has been most potent.

¶ The newspaper has been in all countries the voice of democracy. The newspaper has shed the light of understanding, disarmed the forces of reaction, dis-

pelled the pall of ignorance, broken the fetters of nations and races, created an informed public opinion against which intrenched wrongs could not stand, blazed the pathway leading to brotherhood.

¶ Without the newspaper the very aspiration toward a League of Nations would have been grim mockery. Without concerted effort on the part of a free press the actual realization of such a League will be impossible. With that cooperation and support, given in full measure by the newspapers of the Allied countries, the Bethlehem promise will be fulfilled.

¶ A League of Newspapers, an invincible international army of the press, is the world need. It will answer the world's hope.

¶ Its foundations are already laid in that community of ideals to which the progressive press of the free nations is committed.

¶ This INTERNATIONAL NUMBER of EDITOR & PUBLISHER has for its great purpose the creation of a closer kinship of the moulders of opinion throughout the nations associated with our own in the tasks of the new day. In its pages will be found stories of the service of the press of these nations during the sable days of the world's peril. Journalists of the world will know each other better—realize more fully the essential fellowship already existing between them—through the better acquaintance which will thus be fostered.

¶ The movement for the creation of a League of Newspapers, foreshadowed in the pages of this issue, will gather force and momentum as the sense of solidarity grows. Such a League will not mean a surrender of nationalism. It will mean a common allegiance to common ideals—coordinated efforts to hold the public opinion of the free nations to a jealous safeguarding of the ground won for democracy and the liberties of men.

¶ That this coordination of effort in the cause of mankind is possible has been shown on the battle fronts. It must be demonstrated anew in the newspapers of the Allied and neutral nations. For in that demonstration must rest the fate of the great adventure of the League of Nations—the fortunes of the new SHIP OF STATES which is to sail upon the uncharted seas.

BLUMENFELD URGES INTERCHANGE OF MEN BY BRITISH AND AMERICAN PAPERS

Editor of London Daily Express Proposes System by Which Closer Press Relations Would be Assured—Will Submit Plan to Newspaper Proprietors' Association of Great Britain and Asks That Similar Organizations Here Consider It.

As if in direct response to the thought of press solidarity and co-operation which is in the minds of men of all free countries today, Ralph D. O. Blumenfeld, editor of the London Express, has favored EDITOR & PUBLISHER with a concrete suggestion for an interchange of newspaper men by leading British and American newspapers.

It is Mr. Blumenfeld's conviction that such a plan, properly developed and with the support of the leading organizations of newspapers of the two countries, would serve to eliminate the absurd and petty misunderstandings which have always prevented cordial unity of the press of the Anglo-Saxon peoples.

He believes that, with a man working on the staff of a London newspaper who has had actual experience on an American paper, with that knowledge of American life and temperament and ideals which such experience would have afforded to him, the treatment and interpretation of American news would be greatly bettered. The same benefit would accrue to the American newspaper having a staff man with a similar experience in English journalism.

It is a first step toward a League of Newspapers of the free nations which Mr. Blumenfeld thus suggests. When the value of the plan shall have been recognized it will be merely a logical step to broaden it so that it would include other nations, hastening the time when we shall know our neighbors throughout the world—and, knowing them, labor in unison with them for the closer contact and relationship between peoples which shall end war.

By RALPH D. BLUMENFELD,
EDITOR LONDON DAILY EXPRESS.

There are many people of intelligence and discrimination who, strange to say, imagine that with the formation of the League of Nations all the world's ills have passed away and that all we have to do from now onward is to sit down, fold our arms and enjoy the fruits of a harvest of international love and understanding. That, of course, is a fallacy and if people will only consider for a moment they must inevitably come to the conclusion that we have not yet reached the new Heaven on Earth. Nor shall we do so merely by coining a phrase or signing a document. We can, however, all do our part toward perfecting the great machine now under construction and to the English-speaking people of the world comes a Heaven-born opportunity, which, it is to be hoped, they will not pass over.

The two great English-speaking nations of America and Great Britain have it in their hands, by working together, to assure the peace of the world for all enduring time. They are undoubtedly today the strongest peoples on the earth. But if they are to be the arbiters of the world's future, if these two should go hand in hand along the path of progress and enlightenment they must first clear the way to a better and more enduring understanding between themselves. Sentimental speeches

Great Promise of Good in Anglo-American Press, Says the Lord Mayor of London

Message from the Right Hon. Sir Horace Brooks Marshall, LL.D., Lord Mayor of London, written especially for the International Number of Editor & Publisher.

NO message I could send, as the Chief Magistrate of the City of London, could so clearly express the attitude of Londoners to the United States as the enthusiastic reception given to President Wilson on his visit to the Guildhall and the Mansion House on December 28.



Sir Horace Brooks Marshall

be Allies in promoting the best interests of mankind.

Note: Sir Horace Marshall is the principal of the well-known firm of publishers, newspaper distributors and booksellers.

and pretty prose about blood and water and so on will not suffice. The blood-brotherhood business will not bear too much examination since in reality there is not much of it.

You in America have English traditions and the English language; you think in English, you do business more like the English and you play games like the English, but your blood is only part English. On the other hand, the Englishman has not yet learned to understand your marvelous powers of national digestion and assimilation; how inside a generation you take the raw material of Galicia and Roumania and Syria and Russia and Armenia and in an incredibly short time convert it into English-speaking, patriotic Americanism. It is not to be expected that they shall see things exactly as the English see them; nor is that necessarily advisable. At the same time, since they now speak the same tongue, follow a similar trend of thought, due to the same literature, what more natural than a desire to co-ordinate for the world's benefit? Here is where my suggestion for an interchange of American and British newspaper men and women can be applied to the greatest possible advantage.

Everybody reads the newspapers both

here and in Great Britain. We are all addicted to the great habit. Unfortunately, there is still an astonishing ignorance in both countries on matters that are really vital. It would be quite useless to establish an interchange system of journalism that would not embrace all the literary branches of the calling. A man here or there, might in his small way add a little to the cause of understanding, but it would be a mere drop in the ocean. I think the Newspaper Proprietors' Associations of Great Britain and America might take up the question and arrange it on a large scale.

Suppose every great newspaper in England had one American on its staff, say for a year, and suppose the same process were applied in every important American office. We would both benefit immeasurably in a very short time. All those ludicrous but trifling mistakes due to a natural ignorance, which now disfigure the columns even of the best newspapers on either side would soon disappear. We in England would not commit the mistake of saying that Illinois is in the State of Chicago, and would not call a lord a baron or Lord Robert Cecil Lord Cecil.

Aside from these little unimportant things, a hundred and one matters of vital interest to the two nations crop up every week. With increased knowledge they could be treated with greater sympathy and understanding and it is needless for me here to dwell on the incalculable benefits thus to be derived. Our respective men would come home in due course full of new knowledge of just those little local problems which contain so many germs of misunderstanding between nations; and so gradually but surely we should build up a structure that would maintain the peace of the world.

Promote Understanding

Why not begin? It requires organization. I propose a joint committee to discuss the principal question, which is finance; for it is not to be expected that twenty or thirty newspaper people should leave this country or England to try an experiment at their own expense. The thing is in the nature of scholarships and it is certainly worthy of the attention of newspaper proprietors both from the point of view of betterment in journalism and betterment in international relations. When I return to England I shall place the idea before the Newspaper Proprietors' Association.

I hope some one in a similar position here will promote it in a like manner.

Hon. Frank P. Glass, President American Newspaper Publishers' Assn., Supports Blumenfeld Plan

In a telegram to EDITOR & PUBLISHER under date of May 16, Frank P. Glass, president A. N. P. A., and editor of the Birmingham News, promises the fullest co-operation in realizing Mr. Blumenfeld's plan for a British-American exchange of newspaper staff men. He says:

"My contact in Great Britain last fall with many of her leading statesmen and most influential newspaper men convinced me of the vital need of the fullest understanding and co-operation between the peoples of Great Britain and of the United States, the two dominant forces of the world.

"There can be no dispute that both Great Britain and the United States have been democratic and progressive in their past development because of the freedom and the power of the press in both countries; and, if it is important that the two great English-speaking peoples shall hereafter pull together as one team in world affairs, then it is essential that the press of the two peoples shall get closer together, work together in many practical ways, and pull together for the fuller understanding and more complete homogeneity of the two great world forces.

"I agree entirely with Mr. Blumenfeld, of the London Express, in the view that some action should be taken in this desirable undertaking. It is encouraging to learn that he will propose to the British Newspaper Proprietors' Assn.

ciation a joint committee to discuss an organization. His suggestion of an exchange of staff workers between the leading papers of Great Britain and the United States is concrete, and should be practicable. It will certainly give me pleasure, as president of the American Newspaper Publishers' Association, to take up this question on this side and to help in any useful way.

"Certainly the two great associations of British and American publishers can work out some plan that will be expedient and efficient. It seems to be one of the best methods of making the proposed League of Nations a permanent and powerful engine of world betterment."

President Noyes Favorably Disposed

Frank B. Noyes, president of the Associated Press and editor of the Washington Star, writes as follows:

"I have never given any thought to the concrete suggestion made by Mr. Blumenfeld, but am, of course, heartily in favor of anything tending to bring the English and American press into closer relationship."

Pittsburgh Editor Urges Need of Understanding

Col. C. A. Rook, editor The Pittsburg Dispatch, says:

"Mr. Blumenfeld's suggestion recalls the exchange of professors between American and German universities, originated by the late Kaiser ten years ago, the effects of which were far from satisfactory to either party. But in that case the fusion of ideas was impossible, because of the irreconcilable tendencies of the two peoples. There is much greater basis for hope of success in the proposed editorial exchange with Great Britain because of the root similarity of ideals.

"Anything that will tend to promote the better understanding of these nations must be welcomed for their own sake and for the peace of the world. The League of Nations will depend, not upon the scrap of paper on which it is written, but on the perception by the peoples of the purpose and principles it stands for. A sympathetic and intelligent co-operation between the British and American press for the mutual education of their readers about the thoughts and aims of the American and British democracies would, as Mr. Blumenfeld suggests, be of mutual and world-wide advantage."

Mr. Rathom Dissents

John R. Rathom, editor of the Providence Journal, writes:

"I agree with much of what Mr. Blumenfeld says, as most of us of course will do, as far as it deplores the present lack of real understanding by the newspapers of England and America concerning conditions on the other side. But I doubt the wisdom or the expediency of the suggestion he makes. This unfortunate lack of understanding is, after all, largely a matter of geography. The same deplorable condition is apparent in our own country between the people of the east and the west. Newspaper men from both sections are now figuring out a plan to present to the people of the east and the west information about the habits, the peculiarities, the varied interests and the method of thought of the strange foreign creatures at either end of the continent.

"I feel that far better than planting exotic and tagged specimens from both England and America in the newspaper offices of the other country, would be the regular interchange of informative

FIRST TO PROPOSE WORLD PRESS LEAGUE

AMONG the great writers of the world it is believed that Stephane Lauzanne, editor of Le Matin, of Paris, was the first to suggest an international league of newspapermen to promote a better understanding of world conditions, as a lesson to be gained from the war. In an interview in *EDITOR & PUBLISHER*, on December 14, 1918, M. Lauzanne proposed the "International League of Newspapers," saying: "It would be well that such a league should be formed as soon as possible and that annual conventions be held each year in a different country and center of population, in order that views might be exchanged and a definite policy arrived at regarding the best means of promoting the welfare of humanity by means of publicity."

articles written with discrimination by men in each country, for publication in the other, and the maintenance abroad, by enterprising newspapermen, of correspondents who shall be given a liberal amount of space for their matter.

"It is a silly thing, but not a vital error, to say that Illinois is in the state of Chicago. It is a vital error for Englishmen to believe, through ignorance, that Americans are money-mad, lacking in patriotism or in high civic ideals. It is a vital error for Americans to believe, through ignorance, that Englishmen are snobs, ruthless trade pirates and monocol fools.

"Organizations of men and women in each country, formed for the purpose of cementing the friendship that should naturally exist between English-speaking peoples, ought to be encouraged and their work strengthened and supported in every possible way by the press of both countries. Such organizations should see to it that untruth and false suggestion disappear from school histories and text-books.

"But there can be no banding together of newspapers for this or any other combined purpose, nor any campaign of friendly propaganda waged on either side as a concerted movement through the columns of the press. Individual newspapers of real character and independence can always be depended upon to do their utmost in every proper way to create and maintain a fundamental understanding that breathes amity and good-will. And that, in my judgment, is as far as newspapers should go. Any good cause will enlist the eager support of an honest and a free press. But the moment such support is guided, in combination, for any cause whatever and the spontaneous and individualistic character of it destroyed, the power of the press is destroyed with it. A 'League of Newspapers' is an intolerable thing to contemplate.

Mr. Patterson in Doubt

Joseph Medill Patterson, of the Chicago Tribune, expresses some apprehension as to the feasibility of the plan. He says:

"I have read over the interesting article by Mr. Blumenfeld, concerning the League of Journals.

"Undoubtedly he has 'got something,' but just at present our disposition is somewhat conservative. We want our correspondents in foreign countries to see through American eyes only. I do not know if there would be any danger under Mr. Blumenfeld's idea of their becoming a bit spoon fed.

"Anyway, it is a matter to be thought over."

Jason Rogers Favors Plan

Jason Rogers, publisher of the New York Globe, says:

"I have read over the advance proof of Ralph D. Blumenfeld's contribution to your International Number, and sincerely believe that the suggestion for closer co-operation among newspapers

of English-speaking nations is a most valuable one.

"Our newspapermen have a lot to learn from the practices of the best types of leading British newspapers regarding dependability and sane conduct; while we, on the other hand, have much to contribute that would be of service over there. Perhaps the British journals are too flat and routine. Perhaps many of our leading newspapers are too light and bubbly, and perhaps a blend might produce an article more acceptable to all peoples speaking the same language.

"Both from an editorial and business office standpoint, closer co-operation between the newspapers of the great English-speaking nations is bound to result in wholesome and distinctly good business for all of us. Therefore, we should get together and interchange what is best experience in the mass.

"By thus developing better mutual understandings of purpose we can without question produce a co-operative spirit among all the people and business men of the Allied Nations. I am for any practical plan to help produce such a desirable League of Newspapers."

U. P. Service Policy

W. W. Hawkins, general manager of the United Press Association, in commenting on Mr. Blumenfeld's suggestion, says:

"The suggestion for an interchange of newspapermen between America and Europe is interesting, but I do not see how it can be worked out on a large scale.

"The problem of selecting the men and the problem of using them effectively after their return from abroad seem very difficult.

"The most effective way of bringing about the desired result is for individual newspapers and agencies to undertake it individually.

"In the United Press service we have found a tremendous advantage in bringing men back after they have served in our foreign bureaus in the various world capitals.

"By bringing home the correspondents from abroad and sending out new men, the knowledge of world affairs is strengthened and spread throughout the service."

Endorsed by Senator Dennis

Senator William Dennis, of Halifax, owner of the Herald and Mail, and one of Canada's leading men, wires to *EDITOR & PUBLISHER* his cordial endorsement of the suggestion of a League of Newspapers. His message follows:

"The suggested idea of a world league of newspapers, to develop and sustain an understanding and good will between the peoples of all nations, is a happy, timely and practical one. Rapid and successful development will heal the frightful wounds and the bitter enmities recently engendered.

"But now is the moment to prepare the foundations of mutual understanding and for the inauguration of the real brotherhood of men. The reciprocal

visits of American, Canadian, Australian, British and French newspapermen to each others' countries has greatly tended to intimate knowledge of each others' conditions, needs and aspirations. What has already been started can be increased a thousandfold by a World League of Newspapers. I am heartily in favor of the idea!"

"Impractical," Says Hughes

Sam T. Hughes, editor-in-chief Newspaper Enterprise Association, says:

"My opinion as to the value of a world league of newspapers to support the League of Nations may be summed up in the word 'impractical.' Moreover, I believe the scheme would have the effect of bestowing on a few big American newspaper publishers the appearance of voicing American public opinion—an appearance which would be wholly unwarranted by the facts."

For a League of Newspapers

Elzey Roberts, Publisher, St. Louis, says:

"I believe a World League of Newspapers, formed to promote a clearer understanding of the reciprocal advantages which may be developed between the peoples of all nations, would be another big step forward.

Hartford Editor Is Interested

Roland F. Andrews, Hartford Times, says:

"In a general way we should incline to the belief that much might be accomplished by such an organization provided the interchange of views could be facilitated.

"We shall be much interested in any further developments."

Garvin's Powerful Pen Gives Prestige to "Observer"

Gifted Journalist Holds High Place Among Moulders of British Opinion—Paper Founded in 1791

The London Observer is a Sunday newspaper founded in 1791. During the war period this great organ of British opinion struck Thor-like blows against mistaken policies and official inertia, recalling Englishmen to the full realization of the German menace and of the titanic effort which had to be made to save Anglo-Saxon civilization.

The editor of the Observer, J. L. Garvin, stands with the elect among Britain's moulders of opinion. To indicate this editor's power of graphic appeal, *EDITOR & PUBLISHER* reproduces below a brief extract from his review of the great war, carried as a leading article in the Observer after the signing of the armistice. Has any other writer summed up in a paragraph so impressive an indictment of the Kaiser?

"The young Emperor, born in an evil hour to be the wrecker of mankind, filled the stage and cast himself in turn for every part. Strutting and gesturing, declaiming and orating, threatening and wheedling, he meddled with everything and bottomed nothing. With vivid folly, busy presumption, ungovernable impulse, he reversed the Bismarkian precepts. Half-Parsifal in his mediaeval moods, half bagman in his modern, and egomaniac in all, he aspired to be the suzerain of the world. Throughout the first decade of this man's reign glad mothers, not knowing, were bringing forth those boys of all countries who are dead."

BRITISH PRESS LED ITS LEGIONS TO FIGHT IN THE TRIUMPHANT BATTLE OF DEMOCRACY

Newspapers Valiantly Supported Government and Rendered Great News Service Despite Stupid and Vexatious Censorship—Paper Famine Caused Numerous Suspensions—Power Greater Today Than in Long and Honorable History

THROUGHOUT the war the British press nobly maintained its traditions of freedom, dignity, inspiring patriotism and well directed enterprise. From the beginning to the end of the great struggle it exerted its influence and employed its entire resources in welding the people together in all beneficial movements, and especially those which were designed to promote greater efficiency in the army and navy.

In spite of vexatious censorship restrictions that needlessly hampered their enterprise, the newspapers were not supinely regardless of their right to criticize, and their condemnation of army mismanagement in the earlier stages of the war led to many drastic reforms. Through the power of the press Lloyd George was eventually installed as Prime Minister, at the head of a war cabinet of practical men, which enabled war operations to be conducted on thoroughly efficient lines.

They Reached the People

During the war period the British newspapers were of constant assistance to the government. Without their aid the repeated calls for men to serve in the army, and the enlistment of women for munition-making and other work, would never have been heard.

The newspapers encouraged aviation, the building of ships, the vanquishing of German submarines, the output of munitions, the development of agriculture. They carried into every home the notices of the Food Controller's department concerning the rationing of the people's food. One newspaper devoted hundreds of columns to explaining the complicated system of food control. Their work for the men of the army and navy was unstinted. Their funds raised for prisoners' parcels, comforts for soldiers and sailors, Red Cross and other war charities amounted to many millions.

Gave Accurate News

In spite of the censorship restrictions the newspapers gave thoughtful and accurate accounts of the war. Their achievements in news gathering were uniformly brilliant. Their war dispatches were quoted by the press of all countries, and some of their correspondents gained international fame.

When the war began many British advertisers were panic stricken and there was a serious decline in advertising. The panic soon ended, however, and was followed by a larger volume of business than ever. Circulations also increased rapidly owing to the enormous demand for war news.

Later on, the dire effects of a paper famine were experienced, when the government, in order to save tonnage, prohibited the importation of wood pulp and other paper-making materials, except under special licenses issued by a paper commission. Purchasers of these materials were strictly rationed.

The scarcity of paper was followed by a marked decline in quality. Many eight-page papers were eventually cut down to four pages, the reading matter being thoroughly condensed. Owing to the increased cost of production, the

Lord Northcliffe Cables That British Press Has Emerged from War More Powerful and Free



LORD NORTHCLEFFE, DOMINANT FIGURE IN BRITISH REALM OF PUBLICITY.

Message cabled to International Number of Editor & Publisher by Lord Northcliffe, England's great publisher, man of vision and accomplishment:

"The British press was largely responsible for arousing the British people and the Government to the world's danger of German domination. The press was greatly hampered by the Government and the censorship, but it carried out campaign after campaign in favor of vigorous prosecution of the war by sea and land and gave full publicity of matters not likely to help the enemy.

"Owing to our insular position and the submarine campaign our supplies of raw materials were reduced to a minimum, but the British press has emerged from the great ordeal more powerful and more independent than at any time in its history."

Times raised its price to threepence, while the halfpenny papers were raised to a penny.

As the paper famine became more acute there was a heavy mortality among the weaker newspapers, many suspending publication. On the other hand, the demand for news built up the Sunday papers to which there had formerly been some objection. Three new Sunday newspapers appeared soon after the war began, one of which obtained and maintained a circulation of two and a half millions until the paper famine caused a reduction.

The return of peace finds the British press more powerful than ever before, with the great London dailies, the influential provincial newspapers, and the widely circulated Welsh, Scottish and Irish journals exerting an influence that not only moulds public opinion but virtually controls governments.

The power of the British press, it may be added, is in some respects greater than that wielded by the press of this country, largely because of certain distinctive factors. In Great Britain the mass of the forty-six million inhabitants are concentrated within two small isl-

ands, constituting a coherent public with a common heritage and common ideals. The British people, moreover, take more seriously than we do the editorial utterances of important newspapers. This explains why it is that when the British press calls for action it can depend upon receiving a national response.

Possessing these advantages, in combination with vast resources and tireless enterprise, it is self-evident that no opposition will ever be mighty enough to successfully confront the press of Great Britain. In reviewing its history from the early days of the nineteenth century, and especially during the great war, language fails in attempting to express admiration for its splendid achievements, while we can look forward, with considerable emotion, to what it is destined to accomplish in the years that are to come.

In the recently published list of honors the Government magnificently recognizes the work done by the British press in its support of the war. The honors are not wholly bestowed on those who have given uncritical support, for some names in the list represent journals that have unflinchingly criticised men and methods of the Government, and this is a fact that has made the catalogue of recognition infinitely more acceptable and popular with the British people than has been the case with many such lists.

Following are the most notable recipients of recognition for "public services during the war":

Harry Lawson Webster, Baron Burnham, C. H., who becomes a viscount, aged 56, succeeded to his father's barony in 1916; previously in House of Commons for about 16 years. Is the principal proprietor of the Daily Telegraph. Has been "mentioned" for valuable services rendered in connection with the war and has served as chairman of numerous war charities.

The Right Hon. Harold Sidney, Baron Rothermere, also created a viscount, aged 51, a younger brother of Viscount Northcliffe. Is largely interested in newspapers, being the chief proprietor of the London Daily Mirror, Sunday Pictorial, Glasgow Daily Record and the Leeds Mercury. He gave large sums to county territorial associations to assist them in their efforts to obtain recruits for the Territorial Army; is a large benefactor to the Union Jack Club. He was Director-General of the Army Clothing Department, 1916-17, and Air Minister 1917-18. Lord Rothermere lost two of his three sons in the war and in memory of one, who was in the navy, founded a professorship of naval history at Cambridge University.

Mr. Davison Dalziel, now becomes Sir Davison Dalziel, Bart. For some time proprietor of the Evening Standard. Founded Dalziel's News Agency. Chairman of the Pullman Car Company and director of the Wagon-Lits Company (International Sleeping Car Company).

Mr. Edward Hulton now becomes Sir Edward Hulton, Bart. Proprietor of the Daily Dispatch, Daily Sketch, and

(Continued on page 94.)

GEORGE WASHINGTON'S ANCESTRAL BRITISH HOME TO BE SAVED BY NEWSPAPER EFFORTS

Lord Burnham Makes Eloquent Plea for Preservation of Sulgrave Manor, Northamptonshire, England—Opens "Daily Telegraph" Fund to Raise \$125,000—Over \$15,000 Raised in Two Days—King George's Check for \$500.

BY HERBERT C. RIDOUT,

LONDON EDITOR OF EDITOR & PUBLISHER.

LORD BURNHAM'S deep interest in every movement that will forge the bond of union between the United States and Great Britain is particularly evidenced in his inspired activity in connection with the preservation of Sulgrave Manor, the historic home of the Washingtons, in Northamptonshire, England.

The London Daily Telegraph has issued an appeal for funds for this purpose, and two or more columns are being devoted to it daily. The first list was headed by subscription of one hundred pounds from His Majesty King George and one of ten pounds from H. R. H. the Prince of Wales—royal recognition, indeed, of a cause that, as Lord Burnham asserts, is of value in furthering that permanent attachment of Great Britain and America which is conceived in the greater scheme of world reconstruction; for Sulgrave Manor is a veritable link between the two countries—a symbol of the enduring traditions which are the common heritage of them both.

Anglo-American Link

It was in 1538 that Lawrence Washington, Mayor of Northampton town, received a grant from Henry VIII of Sulgrave Manor, building for himself the manor house which became the home of the Washington family. In 1914, just before the outbreak of war, a British committee, headed by the late Earl Grey, purchased Sulgrave Manor in order to commemorate the completion of 100 years of peace among English-speaking peoples. Now, fitly enough, at the close of the war when Americans and Britons have stood shoulder to shoulder in the fight for the world's freedom, comes Lord Burnham's great effort to secure the historic house as an Anglo-American link.

In Charge of a Board

Sulgrave Manor has been placed in charge of a board of governors, of whom the American Ambassador in London is chairman, and the object of the Daily Telegraph fund is to raise \$125,000 to provide for its restoration, equipment and maintenance in the future as a great Anglo-American meeting place and an historic shrine uniting the two countries in a common ancestry of the Tudor and Stuart periods of English history.

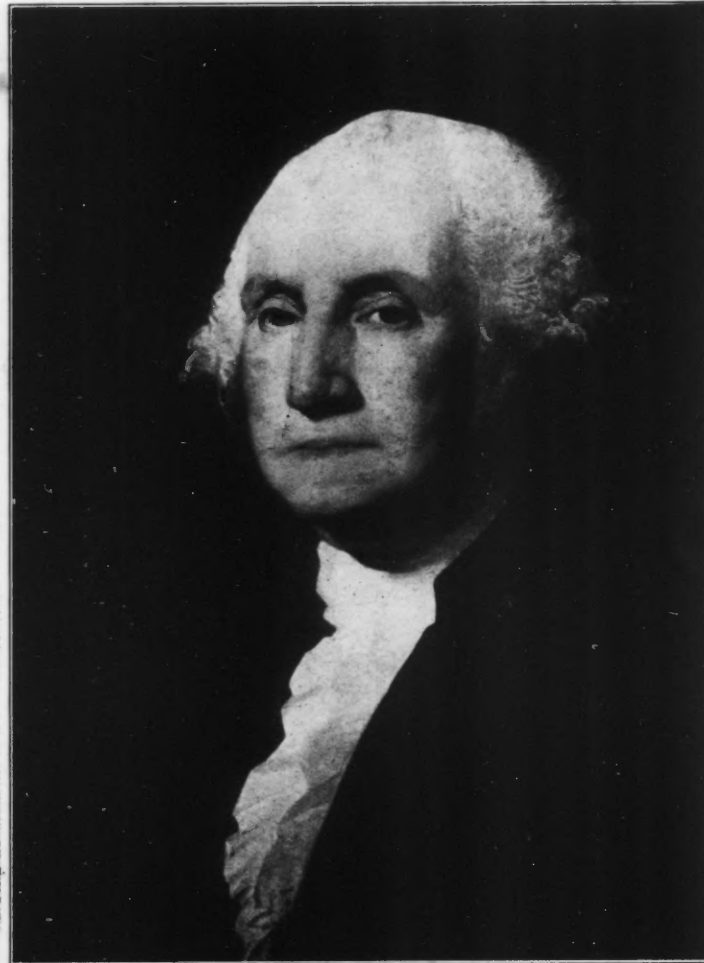
It is intended that the Manor House shall be a link of friendship between the British and American peoples.

A museum and depository of documentary, pictorial and other records of Anglo-American relations.

A rendezvous for all Americans visiting the old country.

A center of active interest for the future.

The movement has created great interest throughout the country and to secure a good send-off to the project, Lord Burnham gave a luncheon at the Savoy Hotel, April 24, to a number of influential people to meet the officers of the



Sulgrave Institution' which has the establishment of Sulgrave Manor as its prime motive.

Lord Burnham's Remarks

Lord Burnham said: "I am very glad to have been the means of bringing together here today so distinguished a company to promote and prosper the completion and endowment of this house of noble memory. Hawthorne called England 'our old home.' Surely we may call Sulgrave the old homestead of the American branch of the common stock, the best stock, we all honestly think, and therefore may just as well honestly confess. Washington is the true liaison officer to talk the language of this war between our two nations. He is in himself the great 'combine.' What could be of more romantic and historic significance than the fact that 'Old Glory', the Stars and Stripes, is really the coat-of-arms of an English squire? You will recollect Thackeray's famous comparison of Washington with the first Napoleon. 'Through good repute and ill,' says Thackeray, 'he was inevitably the greatest American. Napoleon held his own by the terror of his might, Washington

overcame his foes by the strength of his virtues.' These virtues were English virtues, as they are now also American virtues. Some people have been a little chilled by his virtues; such is human imperfection that when Sir George Trevelyan said 'he never romanced to any one,' it left one a little cold. But I am glad as a journalist, and therefore a fond believer in imagination to find that before the arrival of the New York State reinforcements, Washington wrote, 'I should think it well even before their arrival to inculcate these ideas with proper embellishments throughout the country.' I like the word 'embellishments'—it is good journalese. Washington's name needs no embellishments; his is a star of the first magnitude in the firmament of history. On general grounds I am sure his charming act of friendship is in due time and of good report. If you read some, I confess not many, organs of public opinion in America—perhaps 'public' is too large a word—you will see that the mischief-makers and the muck-rakers are abroad in great venom, if not in great force, across the Atlantic.

"I hope our friendship and solidarity

are proof against the poison gas of enemy propaganda. But it does not do to take too much for granted. There are traitorous pens from this side being used in the same campaign of hate. I read an article, written by a British writer of world-wide reputation, bidding the United States arm herself quickly against a combination of England and Japan. These things cannot be passed over in silence; they must be met by light and leading in the right direction.

Nations Must Hold Together

"I am persuaded that the body politic of American citizens is free from infection. Let us do all we can to render it immune for all time. Unless we two great nations hold together, there can be no such things as ordered liberty and human happiness in this tortured and terror-stricken world. Except we act together, we shall never have the strength to drag the universe out of the blood-path of anarchy. But for us to stand together for the same purposes and the same principles, is according to the right ordering of human progress. It is almost a law of nature.

"Never did I realize that better than when I was the guest of the great general commanding the American armies in France a month ago, in the pleasant company of the typical ambassador, whom I am so glad to welcome here today. We saw a mighty work of organization, as well as a splendid proof of achievement. But that was not all, and to my mind it was not the best. When we were present at the inspection of the Pennsylvania National Guard Division, 20,000 strong, prior to their return home, by General Pershing, as we walked down the ranks we British officers felt we were among our own people. It was not the common speech, nor the khaki uniform. It was that subtle affinity which you first call magnetism—it was the touch between us that makes us kin. All this makes it the pleasanter for me to place at the disposal of your committee the resources of the newspaper with which I am associated. May the end crown the work, as the poet says, and may that work crown our union. May your institution be well founded and prosperous for ever."

Davis in Accord

The American Ambassador, James W. Davis, responding, said: "If I may delete Lord Burnham's remarks which related to myself, I may say I never heard a speech with which I found myself in more thorough accord. Even his initial statement that the Anglo-Saxons were the best people in the world was no shock to my sentiments. Indeed, I may advance one point further and proclaim it. While it was news to find George Washington claimed as a journalist, it was not surprising news. That he is a very great figure, well worthy of all the respect and honor of Anglo-Saxons wherever they may be, no one can doubt.

"Among all the blessings which a

(Continued on page 46)

TELEGRAPH FAMOUS FOR ITS ENTERPRISE

With N. Y. Herald It Sent Henry M. Stanley Into "Darkest Africa" and Has Blazed a Trail of Progress Ever Since

Since the "seventies" of the last century, when the London Daily Telegraph, in association with the New York Herald, sent Henry M. Stanley to "darkest Africa" to find Dr. Livingstone, the famous British newspaper has been renowned for its energy and enterprise. These qualities were constantly displayed during the recent war.

Sir John le Sage, the veteran managing editor—once celebrated as a war correspondent—ably maintained the Daily Telegraph's traditions of fifty years by his prompt action in providing for a full and accurate news service. As the result of his efforts, the paper received notable dispatches from many brilliant pens, having attracted an array of writers of established reputations.

On the western front, Phillip Gibbs acted for the Daily Telegraph, as well as the Daily Chronicle. Prior to the war Mr. Gibbs had made his mark as a journalist endowed with imagination and remarkable powers of description. He had also become known as a novelist. It is now conceded that as an observer of the war and a descriptive writer he was unequaled by any rival correspondent.

Sent Bartlett to Gallipoli

Ashmead Bartlett was sent to describe the Gallipoli operations for the Daily Telegraph. He had served as a correspondent in the Greco-Turkish war, the South African campaign, the war between Russia and Japan, the Italian operations against Turkey and the Balkan wars. A trained observer, Bartlett did not hesitate to express the opinion that the plan of the campaign was defective and to predict its failure. Subsequently, when his predictions were verified, his reputation as a correspondent was considerably enhanced.

In the East, W. F. Massey became the representative of the Daily Telegraph, and also of a group of other important papers, following the campaigns in Palestine, Mesopotamia and elsewhere. His work attracted worldwide attention and won much praise.

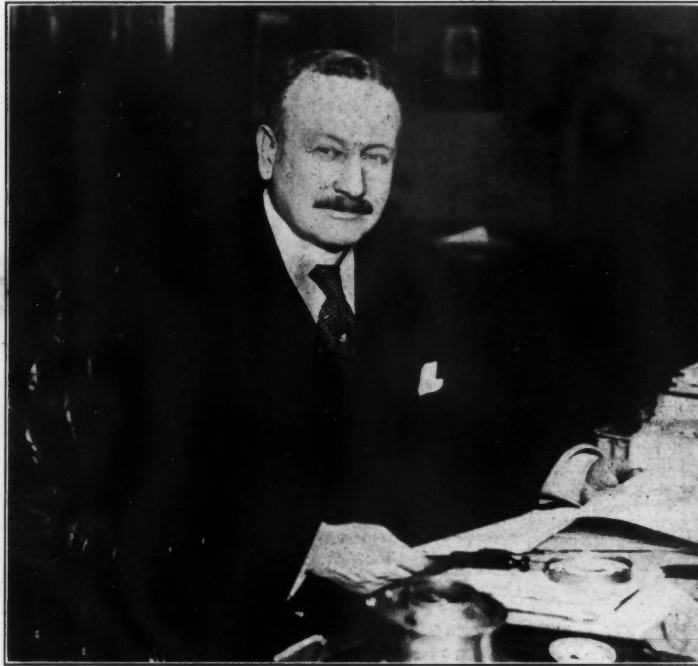
The dispatches of these correspondents was supplemented by admirable work on the part of others, who showed fine adaptability to war conditions. Major Granville Fortescue, who sent the first descriptions of the Battle of Dinant and Liège; William Maxwell, Percival Gibbon, Ward Price, A. Beaumont, Signor Barzini, the distinguished Italian writer; Patrick de Bathe, Malcolm Macaskill, and Robert McGuire—the two last-named unfortunately dead—completed the circuit of news provided each morning by the Daily Telegraph. H. C. Bailey also did good service for the paper in the occupied regions after the armistice.

Followed the Fleet

Naval operations during the war presented great difficulties in the way of news gathering, owing to the profound secrecy maintained concerning the movements of the fleet, and even the names of the admirals commanding the squadrons. The only alternative lay in whole-hearted co-operation with the naval service, and for this purpose Archibald Hurd, a well-known writer on sea affairs, was selected. From the beginning of the struggle to the close his articles were distinguished by a thorough knowledge of recent developments in naval warfare.

The Daily Telegraph was foremost in

MESSAGE FROM LORD BURNHAM URGES CLOSER JOURNALISTIC RELATIONS



LORD BURNHAM, MANAGING PROPRIETOR LONDON DAILY TELEGRAPH, AT HIS DESK IN FLEET STREET

Message from the Right Honorable Lord Burnham, written especially for the International Number of EDITOR & PUBLISHER:

In our common language is rooted a journalism which in its unparalleled growth and vigorous enterprise immeasurably surpasses the journalism of all other tongues. Each of our peoples is served with unflagging spirit by a press which discharges the double duty of informing the nation's mind and giving expression to national opinion. And it is the conviction of those who know most of the press and its work that there is no surer way of making permanent the mutual understanding of England and America than a sympathetic presentation of each country to the other by the papers which are read in their millions of homes.

How is this sympathy to be brought about? The study of printed documents supplies knowledge. In only rare cases does it produce a sympathetic insight. But much can be done to attain that also, if we remember that the press, like the nation, is neither an abstraction nor a machine. It is built up, like the nation, of men and women, and it is in the individual and the communion of individuals that sympathy finds its being. Here then lies the way by which we may make a real advance. Closer personal relationship between American and English journalists has already been advocated by leading men in both countries, and the recent visits of your editors and publishers have borne such fruit that I am convinced that much can be achieved by a policy based on the value of personal intercourse. As your delightful Autocrat of the Breakfast-Table well said:

"Writing or printing is like shooting with a rifle; you may hit your reader's mind or miss it. But talking is like playing at a mark with the pipe of an engine; if it is within reach, and you have time enough, you can't help hitting it."

And it often happens that the give and play of conversation may throw up a suggestion, a half-formed idea, more fruitful than a completed thesis formally set forth in black and white. In the future history which we hope to make side by side, the spirit will count for more than the letter, and to keep that spirit alive and dynamic the pressmen of America and England must know each other as men and not merely as writers.

Burnham

emphasizing the menace which the enemy's submarine campaign offered to the success of the Allies. A series of articles by Mr. Hurd on this phase of the war attracted much notice, particularly in view of the persistent demand which was made for an acceleration of merchant shipbuilding to repair the losses sustained by Great Britain.

In the political field abroad the Daily

Telegraph was well served. First and foremost there was Dr. E. J. Dillon, author of "Darkest Russia," who was unusually well qualified to write as an authority on European affairs. In Paris Mr. Laurence Jerrold, grandson of Douglas Jerrold, reflected the trend of French political thought with brilliant insight during the darkest months of the war. His dispatches undoubtedly helped

to cement the close alliance which exists between Great Britain and France today.

F. H. Wilcox, who had been correspondent in Petrograd, and after the destruction of order in Russia contributed many illuminating articles on that ill fated country and its inhabitants. On the eve of the revolution Sir Bernard Pares was sent on a special mission to the Russian capital. Having been a close student of the Russian language and political conditions, he was able to send to London some unusually interesting dispatches.

Stood for United Effort

Throughout the war the policy of the Daily Telegraph was distinguished for its unwavering consistency and patriotism. While the paper had used all its influence toward averting war, yet when Germany forced the conflict it took a decided stand in urging that the struggle demanded the united efforts of the whole community of British peoples. In accordance with that view the formation of a coalition government was cordially welcomed. From the start, its mission was to interpret and guide public opinion, to support confidence in the triumph of the allied cause, and to smooth over those asperities arising from the clash of ambitions and the differences of character which are among the manifestations of democratic government.

During the war the Daily Telegraph was the medium through which Rudyard Kipling, the poet of the British Empire, expressed his thoughts in verse or in prose to the peoples of the English-speaking world. He contributed exclusively to the Daily Telegraph articles on "The New Army," "France at War," as well as several poems. The Daily Telegraph also acquired sole British rights for his series of pen pictures entitled "The Fringe of the Fleet," which have since taken their place as the supreme reflection of the war by sea.

In August, 1917, the Daily Telegraph (in association with the Philadelphia Public Ledger) published "My Four Years in Germany," by James W. Gerard, former American Ambassador in Berlin, and later Brand Whitlock's personal narrative of his experience as American minister in Belgium.

Published Many Maps

The enterprise of the paper was also shown by its publication of a series of war maps, dealing in detail with every section of the world's surface affected by the struggle. These maps, produced in hundreds of thousands, carried the name of the Daily Telegraph to every part of the globe. The management also issued a series of informing and interesting books dealing with various aspects of the war, including "A Scrap of Paper" and "King Albert's Book," a work of art which served as a tribute to the Belgian monarch.

The Daily Telegraph also did notable service through its various charitable funds, which included the Belgian Relief Fund, amounting to £157,719, and King George's Fund for Sailors, which reached £23,194. In the space of four years the paper raised more than half a million sterling, which was devoted to these and other worthy causes.

When the Peace Conference assembled in Paris, a special staff was organized by the Daily Telegraph with a view to covering the whole field of its discussions, and interpreting with knowledge and sympathy the opinions of the world's delegates. Its members included Dr. Dillon, Perceval Landon, M. André Gerard, Major General Lord Brooke, John Bell and Archibald Campbell, and from the opening of the deliberations the paper presented from day to day a full reflection, not only of its proceedings, but of its changing temper.

CHRONICLE DOUBLED SALES DURING WAR

Long-Time Editor of London Paper Tells of Organization of War Staff—Perris Was Once Peace Propagandist Woman War Writer

By ROBERT DONALD,
FAMOUS ENGLISH EDITOR.

Before August, 1914, I was one of the British editors who favored a policy of goodwill and friendship among European nations in order to avoid armed conflict. This policy was entirely in harmony with the ideas of our leading statesmen. Foremost among the statesmen who looked forward hopefully to democratic progress in a peaceful Europe was Mr. Lloyd George, who, in an interview with him which I published in January, 1914, said that the time had never been more opportune for a drastic reduction in armaments.

Sought Best Correspondents

Every editor naturally considers that his newspapers have done the best in the war. My first concern was to see that the Daily Chronicle had the best corps of war correspondents. I will not say I found them, but newspapermen admit that the war service of the Daily Chronicle has been good. When war became certain I rushed off men in every direction. Martin H. Donohoe was in Paris and started with the French Army. He went subsequently to Belgium, Russia and the Balkans, and after doing excellent work, joined the British Army. George Herbert Perris, an author identified with peace propaganda, was attending a peace conference in Brussels when the Germans swooped down in Belgium. I turned him into a war correspondent and he has been in the field ever since. I sent George Renwick to Vienna. I found the Englishman who had the most intimate knowledge of Russia in Dr. Harold Williams. I sent the first woman to act as war correspondent for an English paper to Belgium. Among the correspondents who have found themselves during the war was a slender, wiry, sympathetic, spiritually-minded man who had a rare talent for facile and brilliant descriptive writing and a capacity for freshness and endurance unequalled. He was Philip Gibbs, who of all the English writing men in the war has earned the greatest reputation. Perceval Gibbon, a novelist and journalist of distinction, served the paper in Russia, Italy, and for a time, in France.

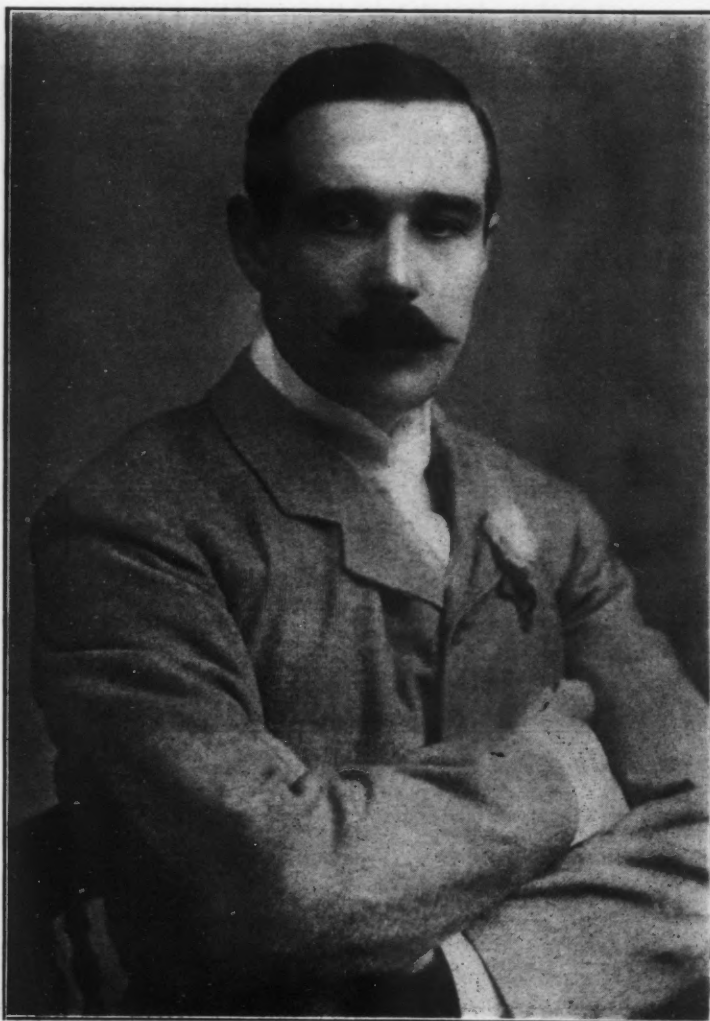
Chronicle Circulation Jumps

Some of the young men who went out to act as correspondents for the Daily Chronicle turned soldiers. Most notable of this group is Captain Alan Bott, who won the Military Cross by his gallantry in the air, was afterward taken prisoner by the Turks in Palestine. These men were only a few of the special correspondents who were distributed over Europe by the Daily Chronicle. I also sent men on special missions to America and neutral countries.

During the war the circulation of the Daily Chronicle increased from 450,000 to about a million, and when the selling price of the paper was doubled remained over 700,000 daily.

Among the striking dispatches which we had the privilege of publishing were Perris's description of the official evacuation of Paris and the rally on the Marne, Lucien Arthur Jones's account of the German occupation of Antwerp—the first to reach the English public—Renwick's graphic dispatch of the rout

PUBLISHER IS "M. P." AND PRIVY COUNSELLOR



SIR HENRY DALZIEL

Proprietor of Reynolds Newspaper, Pall Mall Gazette and Sunday Evening Telegram, who has just purchased the properties of the London Daily Chronicle, Lloyd's News and several other valuable publications from Edward Lloyd, Ltd. He is one of the most active men in the British Parliament and a Privy Councillor.

of the Serbians, whom he followed in their great retreat, and gave the first description of that dramatic incident, and Harold Begbie's interviews with Russian statesmen. The Daily Chronicle was the first English paper to discover and engage the now famous Dutch cartoonist, Raemaker. Another notable journalistic incident was the engagement of General Sir Frederick Maurice as military correspondent. His value as a military correspondent was obvious, and I engaged him before his fate had been decided by the Army Council, acting for the Government.

All fit men of military age on the staff of the Daily Chronicle joined the Army except one, who was occupied chiefly in writing editorials on the war. Special correspondents abroad were placed at the service of the War Office and the Foreign Office, and some of them acted exclusively for one or the other department.

British Censorship

Press influence was cramped during the war, limited and distorted by means of the censorship which operated in a peculiar way, unregulated either by common sense or public interest. Newspapers placed in shackles in this way took up different attitudes: an attitude of complaisance or of intermittent revolt or open defiance. The policy of the Daily Chronicle was to work with the censor; to submit to everything (submission was voluntary) before publica-

tion. This system was patriotic, but from the newspaper's point of view did not pay, as other newspapers which took risks and did not submit scored frequently by publishing news which in our case was censored. Their punishment was a reprimand, but they got ahead with the news. Our only quarrel with the censor was one for which he was not responsible. An effort was made by the politicians to prevent General Maurice acting as our military correspondent, either by the mutilation of his articles or by holding them up until they were out of date. We at once ceased to submit them.

Entire Press Patriotic

The most striking result of press influence may be good or bad. Under war conditions, when the press was muzzled, when open discussion was impossible, nothing was easier than to run "stunts." You could advocate vigorously a course which you knew was about to be adopted, and then boast that the "influence" of your paper did it; or you could attack the Government on an issue when ministers could not reply without offending neutrals or disclosing information useful to the enemy, and your "influence" won again.

On the whole the British press has rendered valuable patriotic service during the war. While the newspapers were not united in expressing their

(Continued on page 16.)

BIG NEWSPAPER GROUP CONTROLLED BY M. P.

Sir Henry H. Dalziel Becomes a New Power in British Journalism During War—Now Controls Five London Publications

By WATSON MCKAY

Sir Henry H. Dalziel, M. P., is emphatically one of the newspaper personalities of Great Britain, and not merely as nominal proprietor of newspapers, but as an active creator and practitioner of definite policies. As a politician, he is a prominent and active member of the House of Commons, and his position as a proprietor of a group of widely circulated newspapers has given him a unique opportunity for the support of the government during the war through the columns of daily and weekly organs.

Started with Reynolds

Originally, Sir Henry was the owner of a single Sunday paper of high circulation among the working classes. This was Reynolds's Newspaper, a paper whose history went back practically a century to the time of G. W. M. Reynolds, a writer of sensational fiction as based upon historic people and episodes. When war came, Reynolds' became the Sunday paper friend of the soldier and sailor, and their dependents. It wielded considerable influence, and in a column called "Secret History of the Week," revealed many big events and appointments in advance.

Reynolds' was a Sunday morning paper. London had never been served with a Sunday evening paper. But at one of the early critical periods of the war, it was seen by Sir Henry that the London Public was literally spending its Sunday evenings either at home wondering what fresh disasters had befallen the Allies, or in visiting Whitehall, within reach of the War Office, in the endeavor to "hear something." Accordingly, he determined to fill the gap and started the Sunday Evening Telegram. Today, the Sunday Evening Telegram is London's only paper published at that time, and likely to remain so.

Got Pall Mall Gazette

A little later Sir Henry acquired the Pall Mall Gazette, a daily evening paper that had been associated with the names of Greenwood, Astor and others who have played a part in British journalism. This was a home and club paper of considerable influence, and had ever been associated with the best traditions of the press. Accordingly, it enjoyed a position of repute, a standing of solidity carefully preserved during the war, when its opinions on military and naval matters and political phases were always accepted as having weight and authority.

Early this year Sir Henry purchased the Daily Chronicle, and with it the old-established Sunday morning paper, Lloyd's News. This paper is an interesting and healthy survival of the old type of week-end newspaper, before the time when Sunday papers gave Sunday's news and magazine-like features, but when the whole news of the week was given in more or less detailed form for those families throughout the country for whom the Sunday newspaper was the only one. Lloyd's News still adheres to that policy, in addition to giving the late Sunday news, and as a consequence, during the war, before and since, it exercises a strong family influence.

STORY OF THE WAR ACHIEVEMENTS OF THE LONDON MORNING POST

Independent Attitude of Oldest London Daily Throughout Conflict Demanded Government Reforms—Hotly Attacked "Wait and See" Policy—Debated League

THE Morning Post, oldest of London dailies, was first issued on November 2, 1772. The time was opportune. The struggle precipitated by the North Briton of Wilkes and the "Letters of Junius" had ended in a victory for the press, and had opened a new era in journalistic enterprise. Newspapers had secured the right to publish the deliberations of Parliament, and the Morning Post was one of the first to demonstrate the value of this newly-acquired freedom.

Wealth of Talent Turned to Morning Post

Toward the close of the eighteenth century journalism was taking a new tone of responsibility and intelligence, the hacks of Grub street giving place to publicists of literary excellence. A group of distinguished men—Coleridge, Southey, Wordsworth, Lamb, and Mackintosh—became at that time connected with the Morning Post, the high status of whose staff was in later times maintained by such writers as Macworth Praed, Moore, Disraeli, and that "Admirable Crichton of modern letters," Andrew Lang. There is no other London newspaper so rich in literary and political reminiscences.

War Achievements

But the aim of this article is not literary retrospect, interesting though that would be. It is simply to recall briefly the part played by and the distinctive policy of the Morning Post during the Great War. The outbreak of the conflict could not take any of its readers by surprise. For years the paper had kept before the public the menacing ambition of Germany, and had pointed the lesson which British statesmen were slow to learn.

The Agadir incident, the tortuous policy of Berlin in the Balkan Wars of 1912-13, the steady expansion of Teutonic naval and military power, and the consequent financial measures were, it was shown, the unmistakable preliminaries to Armageddon.

When the catastrophe came, nothing did more to sustain the spirit of the nation than the confidence in the supremacy of the Navy. But in the early months of the campaign it was found that, through the interference of Foreign Office and other officials, full advantage was not being taken of British sea-power. This was manifest when it was stated by the Morning Post that by an Admiralty order belligerent reservists coming across the Atlantic in neutral vessels were not to be subject to capture.

The public remained incredulous on the point until the journal published the actual text of the signal to the fleet. The paper did not permit the matter to rest before it had secured the complete stoppage of the traffic.

Make Cotton Contraband

No sooner, however, had the passage of Boche reservists been terminated, than a fresh campaign became necessary to force the British authorities to make cotton contraband. Though the article had been shown in the Morning Post to be essential to the foe for the production of high explosives, the government hesitated to prohibit the traffic. The official pretext for inaction was the fear lest offence might be taken by neutrals, particularly America. But that excuse was promptly shown to be hollow by the Washington correspondent of the paper.

The government at last found that it could no longer resist popular indignation, and on August 23, 1915, the Morning Post had the gratification of record-

was forced to act, and the nation had the satisfaction finally of knowing that through a more vigorous use of sea-power, the Navy had, in the words of the King, "proved the sure shield of the British Empire." From the outset there was nothing more persistently urged in the Morning Post than that the war should be conducted by sailors and soldiers rather than by politicians. The need for that insistence was proved by the Antwerp blunder, to which attention was first drawn by this newspaper.

Favored Compulsory Training

Although the Morning Post supported the voluntary system of recruiting, it maintained from the first that victory could best be assured through the adoption of its traditional policy of compulsory training. The country had been caught unprepared, not only in trained men but in reserves of arms, ammunition and equipment. Despite Mr. Asquith's confident announcement in

this paper, have defeated Sinn Fein or Hun machinations at a blow. That firmness, however, was not forthcoming from among the politicians, whose skill lay not in recognizing the stern necessities of war, but in dealing with issues of purely domestic controversy.

Before hostilities had been many months in progress it was found that the ministry was losing its hold on large sections of the community, a fact ultimately borne in upon Mr. Asquith. The country was, it was felt, suffering from the dilatoriness of the government. Everything good that had been done had, the Morning Post said, not been done with eagerness, but as the result of pressure of public opinion.

From all quarters the taunt of "wait and see" was being scornfully hurled at the Prime Minister, who at length declared that the war could not be carried to a victorious issue except by a Cabinet representing all parties in the State. At the end of May, 1915, he found himself at the head of a coalition, but very soon the old charges of slackness in the prosecution of the conflict had again to be made.

"Wait and See"

The Morning Post pointed out that the system under which the affairs of the country were being conducted by a cabinet of over twenty members could not be a success in war-time. Accordingly, after Mr. Asquith had resigned the Premiership, one of the first duties of Mr. Lloyd George, who succeeded him in that office, was to reduce the number of members in the cabinet.

No mere adoption, however, of suggestions of the Morning Post for improvements in constitutional or parliamentary practice was half so gratifying as the clean sweep from the House of Commons of the leading pacifists. In the achievement of that rout, at the general election, the Morning Post can fairly claim to have had no small share. No newspaper was more insistent, whenever occasion offered, in exposing the unpatriotic and dangerous character of the propaganda of the pacifists. If the policy of these men—Mr. Ramsay MacDonald, Mr. A. Henderson, Mr. Snowden, Mr. Ponsonby, and others, rejected by the good sense of the electors—had prevailed, England would simply have lost the war.

To President Wilson's suggested League of Nations the journal gave the respectful and considerate reception it deserved, but made clear at the same time its misgivings as to the success of any such scheme. In order that the public might know the opinions of different schools of thought on the subject, the Morning Post opened its columns to a correspondence between Mr. Ian D. Colvin and Mr. H. G. Wells, two able exponents of opposite views.

Attitude Toward Wilson

There are, of course, other questions which were specially treated during the campaign. Mention may be made, for instance, of the fact that the Morning Post was the first to draw attention to what was known as the Mesopotamia muddle; but sufficient has perhaps already been said to show broadly the distinctive and independent policy of the paper.

This article, however, would be incomplete were no reference made to the work of the Morning Post War Inquiry Bureau carried on during the first four months of the campaign. Its object was to direct those patriotic men and women who wanted to help the State, and were anxious to know where their assistance would be most useful. As the influence

(Continued on page 24.)



COUNTESS BATHURST.

PROPRIETRESS OF THE LONDON MORNING POST

ing, as a result of its efforts, that cotton had been made absolutely contraband.

By reason of the slackness or neglect of British officials, it became throughout the war a distinctive part of the policy of this journal to insist on an increased tightening of the blockade. During the first seven months of the conflict the right of blockade was exercised in so limited a degree that it might almost as well have had no existence at all. When public feeling on the subject could no longer be restrained, the government

April, 1915, there could be no question as to the existence of a dangerous shortage of war materials. At that time the making of arms and equipment barely kept pace with voluntary recruiting and the training of men, so that for practical purposes the problem of Conscription did not for the moment arise.

In urging compulsory service, which was adopted in 1916, the Morning Post insisted on the application of the system not merely to Great Britain but to Ireland as well. A direct order as to military service would, it was maintained in

SENIOR BRITISH NEWSPAPER SOCIETY HAS NATION-WIDE MEMBERSHIP

Formed in 1836 by 30 Provincial Papers, Now Has a Membership of 700 Firms—Deals with All Problems of the Publishing Business.

BY FRANK BIRD,
SECRETARY, NEWSPAPER SOCIETY OF GREAT BRITAIN.

THE Newspaper Society, senior organization in Great Britain dealing with the newspaper industry, was organized in 1836 under the name of the Provincial Newspaper Society. Heavy imposts were the primary cause of the formation of the society. For many years prior to 1832 there had been a fourpenny stamp tax on every newspaper issued and a three shilling and sixpenny duty on every advertisement. The first demand for a reduction of these imposts came from the public and not the newspaper publishers.

Papers Organize to Fight Imposts

This public pressure made itself felt in the House of Commons and could not be resisted. Provincial newspapers had no means of inter-communication or co-operation, and were mainly dependent upon London advertisers. This led to the starting of agencies in London for the purpose of communication. The new system, however,



FRANK BIRD
Secretary, Newspaper Society.

became intolerable, and on April 25, 1836, a meeting of publishers was called at London, the ostensible object of which was to consider "alterations in the impending Newspaper Stamp Bill." John Matthew Gutch, of the Felix Farley's Journal, Bristol, presided and became first president of the society that was later organized. Thirty papers, covering practically all parts of England, were represented, the Manchester Guardian, a bi-weekly, being the only one appearing more than once a week. In May of the same year the permanent organization



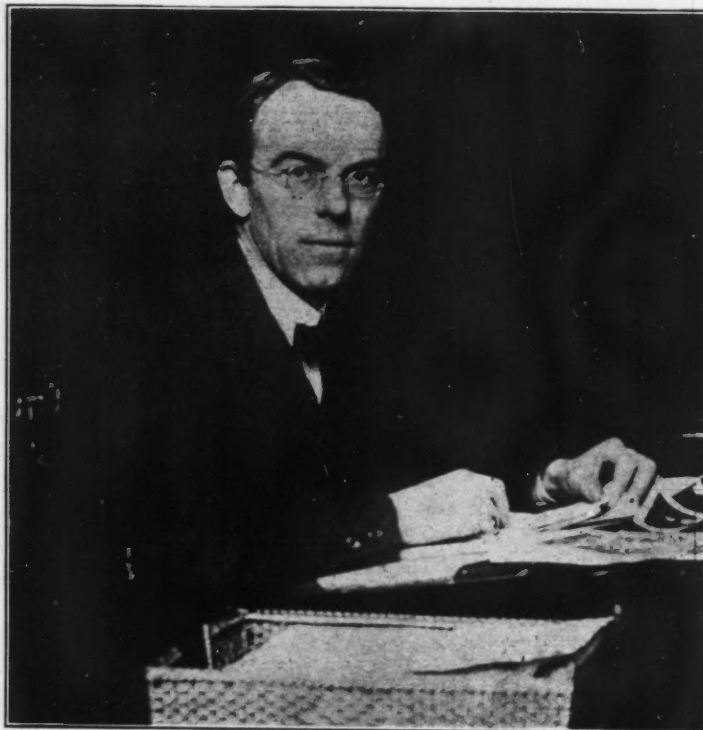
J. R. SCOTT
of Manchester Guardian and vice-president of the society.

was formed under the name of the Provincial Newspaper Society for "the promotion and protection of the interests of country newspapers." The Society has always had a three-fold object: legal, trade and social. In its legal aspect it has consistently striven for the reform of such laws as operated prejudicially to newspaper interest; in its trade capacity the activities consist in protecting its members from fraudulent advertisers, bringing pressure to bear for the maintenance of equitable charges by railway companies and such trades or corporations as are patronized by newspapers, and the answering, through the officials, of individual inquiries from members requiring information. As a "Social" club the society has had considerable success, its annual meeting from its foundation up to and including 1914 being marked by a dinner at which many distinguished guests have been present.

Organize News Association

One of the most noteworthy achievements of the society was the

bringing into being of the Press Association, the organization through which the provincial newspaper proprietors have become their own ca-



MR. ALLAN JEANS

Editor Liverpool Post and Mercury Series and president of the Newspaper Society of Great Britain and the Press Association, busy at his writing desk.

terers for telegraphic news. Mr. Robbins, now Sir Edmund Robbins, K.B.E., was appointed secretary in 1870, and continued to fill the position until his promotion to the manager-ship of the Press Association in 1881, being followed by Mr. H. Whorlow, who held the office until 1916. For more than half a century the members were drawn exclusively from the provinces, but in 1889 the boundaries were enlarged in such a manner as to include the London press as well and the word "Provincial" was dropped from the title. London since has furnished the following presidents:

The late Lord Glenesk, Morning Post; the late Lord Burnham (father of the present Lord Burnham), Daily Telegraph; W. T. Madge, Globe & People; Sir John R. Robinson, Daily News; Sir Douglas Straight, Pall Mall Gazette; Carmichael Thomas, The Graphic; Sir Francis Carruthers Gould, Westminster Gazette.

Among Provincial presidents may be mentioned: Sir F. W. Wilson, East

Anglian Daily Times; Sir Hugh Gilzean-Reid, North Eastern Daily Gazette; Sir John Leng, Dundee Advertiser; Sir Walter Plummer, Newcastle Journal; Sir George Toulmin, Lancashire Daily Post; Col. Sir Arthur Holbrook, Portsmouth Times; J. S. R. Phillips, Yorkshire Post.



SIR GEORGE TOULMIN
of Lancashire Daily Post and Preston Guardian Series, and treasurer of the society.

who were sympathetically supported by the other unions, and to secure

Through being associated with the General Printers in Labor negotiations, the London papers were in 1906 in serious danger of stoppage of publication in consequence of a threatened strike, the General Printers being involved in a dispute with the London Society of Compositors, who were sympathetically supported

to labor matters. The need of expansion was evident. Various suggestions were made, but no one came forward to tackle the problem until 1916, when Captain A. E. Spender, of the Western Morning News, Plymouth, then president, threw himself into the work, drafted a scheme of reconstruction, which he urged on every possible occasion, finally securing its adoption.

Has Large Membership

The society today includes over 700 firms, which publish certainly more than double this number of papers, and



VALENTINE KNAPP
Surrey Comet, chairman weekly section.

practically cover the whole of the provincial press of the Kingdom. The society's monthly circular issued to members only, and published continuously from 1840, has been altered in character and brought up to date and while maintaining its confidential character.

The objects of the society as set forth in the new Constitution are:

1. To act as a Central Organization of the press of the United Kingdom.
2. To encourage the formation and maintenance of local organizations having objects wholly or in part similar to the objects of the society.
3. To promote and safeguard newspaper interests in Parliament.
4. To watch the operation of the law relating to libel and copyright.
5. To provide a central machinery by which members of the society may enter into combination for defending proceedings for libel.
6. To obtain reports from local and other organizations, to collect information upon all topics having a practical interest for newspaper proprietors, and to communicate the same to its members by means of a monthly circular or otherwise.
7. To promote co-operation in all matter affecting the common interests of newspapers.
8. To consider labor questions affecting newspapers, and to undertake by arbitration or otherwise the settlement of attempted settlement of trade or other disputes.
9. To undertake on behalf of its members the collection of advertising agents' and other accounts, and to supply confidential information with respect to the financial status of such agents.
10. To do or concur in doing any act which may appear to be conducive to the interests of newspapers in general or of the society or any of its members in particular.

The society is for administrative purposes divided into four groups, comprising morning, evening, weekly and trade and technical papers, each group electing an agreed number of representatives to the General Council who are responsible for the national policy of the society. The system works admirably and the provincial press of the United Kingdom is now organized for defensive purposes, and when necessary for offensive action in pro-

(Continued on Page 52)

WALTER JUDD
of Heywood & Co., Ltd., chairman technical section.

WAR PROBLEMS IN THE ENGLISH MAGAZINES

George Newnes, Ltd., with Strong List of Weeklies and Monthlies Furnished Reading Relief to the War-Worn Public and Soldiers

The war created an almost insatiable public demand for news and sent up the circulation of the daily press by untold thousands, editors having no difficulty in finding attractive matter. The magazine editor had a much more difficult task. An account of the effect of the war upon one of the largest magazine



SIR FRANK NEWNES, BART,
Chairman George Newnes, Ltd.

houses in Great Britain, Messrs. G. Newnes, Ltd., will interest publishing men; Messrs. Newnes publish Strand Magazine, Wide World Magazine, Home Magazine, Grand Magazine, Country Life, the Garden, Ladies Field, Tit-Bits, etc., etc. The house was founded in 1894 by the late Sir George Newnes.

Pioneer in Field

He was the pioneer of most of the popular magazines and light periodical papers in Great Britain. He began his journalistic career in 1881 in Manchester by starting Tit-Bits. It caught on like wild fire, and in a few months was running into hundreds of thousands.

Among the many ingenious schemes adopted by Sir G. Newnes to increase the circulation of Tit-Bits, was the offer of a prize of a position in his office at a salary of \$800 a year. This was won by a young man 18 years of age called Arthur Pearson, and thus Sir Arthur Pearson began his journalistic career.

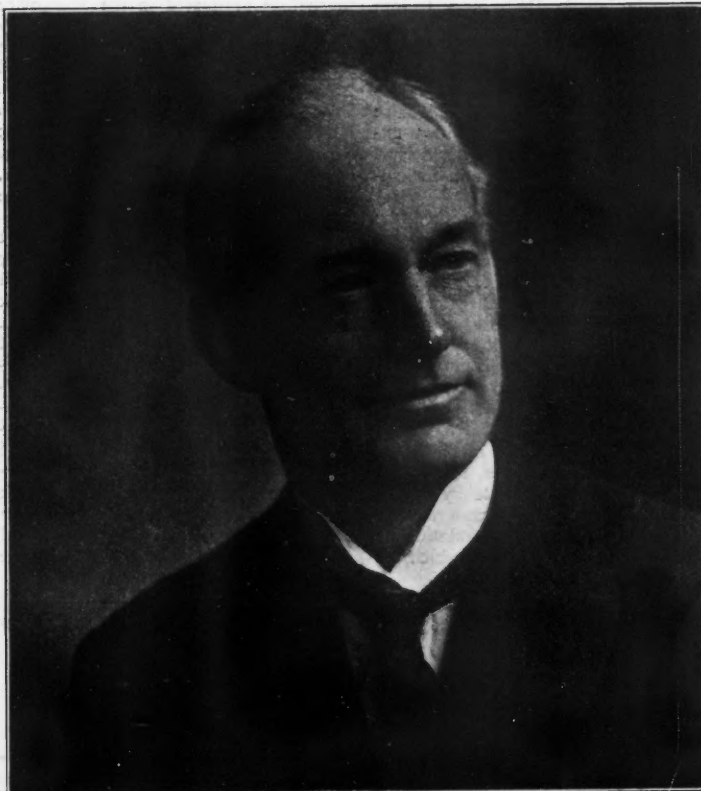
The Strand Magazine, an illustrated monthly appearing in 1891, was a new departure in magazine production and gained great popularity. In an early number for the first time, appeared Sherlock Holmes.

Vast Development

Sir George turned his business into a limited liability company which has \$3,500,000 capital, and owns some 15 different publications. After Sir George Newnes' death in 1910, his son, Capt. Sir Frank Newnes, became Chairman of the company and joint managing director with Sir George Riddell, one of the most important and influential newspaper proprietors in London. Sir George Riddell has done most valuable work during the war in representing the press in its relations with the British Government and the Press Censor, and is now representing the Press in Paris with the Peace Conference. Mr. Walter Grierson is manager of the business.

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A LEADER IN NEWSPAPER PROPRIETORS' ASSOCIATION



SIR GEORGE RIDDELL,

Proprietor News of the World and a moving spirit in the Newspaper Proprietors Association. He has advisory interests in Messrs. George Newnes, Limited (Tit-Bits, Strand Magazine, etc.), and Messrs. C. Arthur Pearson, Limited (Pearson's Weekly, Pearson's Magazine, Royal Magazine, etc.). His hobby is golf. He is an intimate friend of Mr. Lloyd George.

The effect of the war on some of these papers has been unexpected. Circulations have been well maintained, and in many cases there have been considerable increases.

During the war any magazine or periodical could be handed by the public, over the counter, of a post office, and it would be sent free to the troops. Hundreds of thousands of copies were bought and sent to friends in the army and navy.

Owing to the great shortage of paper sizes were materially reduced, and at the same time prices raised. Weekly papers priced at 2 cents were raised to 3 or 4 cents, and 12 cent magazines became 25 cents. In spite of these increases the public continued to buy as before.

The immediate effect of the war on advertisements was to reduce them by at least one-half, but after a time advertisers found that advertising still paid in wartime, and with the increased spending power among the great mass of the people, it gradually improved and is now likely to exceed the pre-war volume.

Some 200 employes of the firm joined the colors. The roll of honor shows that 15 were killed and 31 wounded, and that 10 received decorations for bravery.

Prentiss M. Gray, former director at Brussels for the Commission for Relief in Belgium, has been appointed by the Belgian Government to take care of its buying and shipping in the United States.

The Oxford, England, Almanac was established in 1674 and has been published regularly since.

SUNDAY PICTORIAL'S BIG SALE

Illustrated Weekly, Invented in Seven Days, Sells More Than Two Millions

The London Sunday Pictorial was "invented" to supply a need for pictures of the war. It is published in the offices of the Daily Mirror, has today by far the largest circulation of any illustrated Sunday newspaper in the world. It was only started on March 14, 1915.

Every feature of the paper was invented and produced in the space of seven days. Its issue has never fallen under 1,000,000 copies, and has now risen to 2,300,000 copies.

A considerable sensation was caused by the publication of Winston Churchill's series of articles (the first he had written since he had left the Cabinet) in July 1916. As showing the drawing power of a name, backed by a powerful advertising campaign, it is interesting to note that an announcement of the first article put up the circulation of the issue containing it by 442,075 copies.

It has, during the war, published many remarkable pictures.

The principal organizer of the Sunday Pictorial was the late Captain Sir Bertram Lima, who died recently, aged 33.

While still in the twenties, he had the control of the Leeds Mercury, and the Glasgow Daily Record, and much of their success was due to him. He was chairman of The Daily Mirror and Sunday Pictorial Companies.

Horatio Bottomley is a brilliant contributor.

POWER IN 3,000,000 SUNDAY CIRCULATION

London News of the World Gave Government Great Results in War—Helped in Forming Pigeon News Service—206 Men in the War

With a circulation of over two millions and a half when war broke out (it is now over three millions—the largest circulation ever recorded in newspaper history)—the London Sunday News of the World naturally wields a great influence in Great Britain and its colonies.

When war broke out the News of the World placed its vast organization at the disposal of the Government and supported the vigorous prosecution of the war.

In the Government advertising campaigns the News of the World was placed first on the official list and was "Snowed under" with big advertisements. The response was phenomenal. Its appeal to the patriotism of its readers had an astonishing effect upon recruiting.



SIR ENSLEY CARR,
Editor, London News of the World

Friend of Fighters

Urged by the News of the World the Government accepted what is called the King's Register for King's men, wherein was recorded the precise man power statistics of the country. The scheme proved of incalculable value.

Throughout the paper fought successfully for fair treatment of the nation's fighters in regard to pay and pensions. With regard to the welfare of the fighting men on land and sea the News of the World made their wants known to its readers with the result that countless gifts reached the front.

The News of the World raised many thousands of pounds for "comforts" by means of entertainments, which were organized by Mr. R. Power Berrey, Assistant Editor, and athletic events. No less than 25,000 wounded soldiers were entertained at various London halls.

Sir George Riddell

One of the directors of the News of the World, Sir George Riddell, Bart, who is Vice-Chairman of the Newspaper Proprietors' Association, was throughout the war the liaison officer between the Government and the British Press. When the Peace Conference opened at Paris he became the head of the British Press Mission.

Many thousands of photographs found on the bodies in the battlefields were published and identified by relatives.

Throughout the war a service of the greatest war value was the Carrier Pigeon Service. This was entirely organized by Major A. H. Osman, pigeon editor of the News of the World, who in the end had nearly 600,000 birds, worth over \$5,000,000, working for the three armed forces. Most of these birds were given gratuitously to the Government by readers of the News of the World. They were employed on every war front, as well as in India. Every trawler and minesweeper, as well as the regular ships of the navy had its pigeon complement. Many times the birds brought home invaluable information. A case typical of many was that in which a seaplane, attacked 30 miles from its base by five enemy machines, was shot down in flames. The pigeon which was released

(Continued on page 28.)

DAILY NEWS ACTIVE IN TWO GREAT WARS

Organization of Free Insurance Against Air Raids and Campaign for Small Holdings Act Among Services in Great War

The Daily News of London, founded by Charles Dickens in 1846, has notable achievements to its credit in two great wars. In the Franco-Prussian War of 1870 the Daily News gained enormous impetus through brilliant war correspondence of Archibald Forbes and the letters of Henry Labouchere from besieged Paris. The fund which the Daily News raised at the time for the relief of the French sufferers in the war was one of the earliest experiments in this kind of journalistic activity. As might be expected, the conduct of this paper during the great world conflict has been no less enterprising and forceful. Some interesting sidelights upon the activities of the Daily News, Ltd., in this connection have been given to EDITOR & PUBLISHER by H. Simonis, one of the directors.

Daily News Active

Mr. Simonis himself was one of the prominent newspapermen called to advise and assist the Government. He served on the Ideas Committee which arranged the publicity campaign for the Prince of Wales' National Relief Fund, which eventually brought in some \$30,000,000. He was on the Publicity Committee of the First War Loan, and also on the Publicity Committee which drew up the first recruiting campaign. Apart from this, he was frequently called into consultation by various authorities and acted as vice-chairman of the Appeals Committee of the Serbian Red Cross. He became director of Government Information Bureaus. Nearly one hundred of these bureaus were established throughout England and Scotland, and in addition to distributing many hundreds of thousands of official publications, over 70,000 people were given directions for obtaining special information which they required concerning the war effort. Incidentally, as a relaxation, Mr. Simonis compiled during the first year or two of the war his well-known book, *The Street of Ink*, which brought the history of English journalism up to date for 1917.

When war broke out, with consequent upheaval of trade, the Daily News presented a series of articles by leading business men and giving constructive suggestions for meeting the unprecedented difficulties.

Its next undertaking was the supply of Christmas puddings to the British armies in the field. In association with the Daily Telegraph a sum of over half a million dollars was raised.

Insurance Against Raids

The Daily News was the originator of free insurance against raids by hostile air craft. It was not a light risk, but it was amply covered by the special funds which were made available, and it proved an enormous success. The Saturday article by the editor, A. G. Gardiner (who is also one of the directors), over the initials "A. G. G.," is read by hundreds of thousands of people every week, and the interest taken in them is shown by the fact that should they cease for a week or two, many letters are instantly received asking when they will appear again. Its leader writers have included Herbert Paul; Vaughan Nash, afterwards private secretary to Sir H. Campbell-Bannerman and Mr. Asquith, and

now vice-chairman of the Development Board; The Right Hon. C. F. G. Masterman, who left the Daily News to join the Cabinet; and G. K. Chesterton, who first came into general prominence in its columns. John Masefield is said to have done his first journalistic work as reviewer for the Daily News, and Hilaire Belloc, his first work as a military expert, by contributing military criticisms of the war in South Africa in its columns.

Prominent men who represented the Daily News and the Times jointly in France are: H. Perry Robinson; Maj.-Gen. Sir Frederick Maurice, who for a great part of the war was Director General of Operations, and subsequently became the Daily News military expert; P. W. Wilson, who was sent to the United States as special Daily News representative; H. Jones, who succeeded Wilson as Parliamentary sketch writer, after being assistant editor of the Daily Chronicle; A. P. Nicholson, lobby correspondent and formerly lobby correspondent of the Times; and Arnold Bennett, who added to his reputation by the brilliant critical articles which he

Star has always been admirably edited and many of the best-known British journalists graduated in the Star office under Ernest Parke, who is generally acknowledged to be one of the most brilliant newspapermen in the United Kingdom. Amongst these are R. A. Bennett, editor of Truth; Sir Gordon Hewart, the present Attorney General; Robert Donald, the late editor of the Daily Chronicle; and last but not least, James Douglas, the present editor of the Star, whom Sir Robertson Nicoll described as the best leader writer in Great Britain. Douglas once said that being by temperament a limpet, he refused offers to join the staff of two New York papers and several London newspapers. He added that he will be found dead with the Star in his hand. One of Douglas's scoops was the Hyde Park demonstration against the projected bombardment of Crete by the Powers. He started the agitation on Thursday, filled the paper with letters on Friday and Saturday, and got 100,000 people into the Park on Sunday afternoon. Lord Curzon came to the Park, saw the well-dressed multitude and Crete was saved. The



H. SIMONIS,
Director of the Daily News

contributed to the Daily News for many months before he became Director of Propaganda in the Ministry of Information. As Mr. Simonis says, all this talent will now be available for the great program of reconstruction and development.

Star Achievements

The Daily News is the only Liberal newspaper which is printed and published simultaneously in London and Manchester, and it has been said of it that if it were printed upside down its readers would still remain loyal. The records of its achievements show the extent of its influence. An important social experiment made was the famous Sweated Industries Exhibition organized by the Daily News. The immediate effect was the passing of the Minimum Wage Board's Act applying to sweated industries. The campaign for small holdings carried on in the columns of the Daily News by C. F. G. Masterman led to the passing of the Small Holdings Act.

The history of the Star is no less distinguished. It is an evening newspaper circulating in London and the Home counties, and was founded some thirty years ago by T. P. O'Connor, M.P. The

Star as a metropolitan evening daily scored a notable success and acted as the interpreter of the feelings of the inhabitants of the London area by organizing a Christmas Fund for the men connected with the aerial defences of the capital.

Both the Daily News and the Star are reviving their old popular features, such as fine pictures and articles and typographical excellence. Both these journals enjoy great reputations as Liberal papers wielding tremendous influence, and as a natural corollary are regarded as indispensable advertising mediums. Five hundred and thirty members of the staff of the Daily News, Ltd., joined the forces. Many of them obtained commissioned rank, and thirty-four made the supreme sacrifice.

Thus the Daily News and Star contributed a full share to the national effort.

The Swedish Government intends to impose no restrictions on imports, according to a prominent banker quoted from Paris, and will welcome commodities of certain kinds, particularly, of course, raw materials, such as cotton, wool, and coal. Financially the country is in a strong position.

CHRONICLE DOUBLED SALES DURING WAR

(Continued from page 12.)

policy, they were united in their desire to win the war by advocating the greatest measures of sacrifice on the part of the people and in stimulating and supporting the authorities upon whom the responsibility rested. The policy of the Daily Chronicle was to work for national unity and to support the war policy of the different governments in power. It did not forego criticisms, but endeavored to make its criticisms stimulating and not embarrassing.

The best example of the patriotism and restraint of the British press was given immediately after the declaration of war before the censorship had been established. It kept the secret of the expeditionary force. Not a word appeared in the newspapers about the mobilization of the Army, although the news was known in every newspaper office, and the Germans knew nothing of the movements of the troops until they encountered the British outposts in northern France. A force of 120,000, with guns, cavalry and all military equipment, had been brought from the four corners of the Kingdom and landed across the sea in France without a word having appeared in the newspapers. The enemy knew that mobilization was taking place, but it had no idea how rapidly it was done or where the expeditionary force would land. This is an example of voluntary restraint in a matter of vital importance.

There are many other cases of the exercise of influence by the newspapers in the cause of patriotism. The great success of the war loans was largely due to the systematic support by the press. The people became reconciled to the numerous "controls" established affecting their comfort and supplies at every point by the information given and to the appeals made to them by the press. The present Prime Minister once said that the newspapers were part of the necessary machinery for winning the war, and the record of the newspapers has justified that statement.

CREEL JOINS LESLIE'S

Will Conduct Editorial Page as Successor to Norman Haggood

George Creel, former chairman of the Committee on Public Information, has joined the staff of the Leslie-Judge Company, and will present his views on current topics on an editorial page in Leslie's Weekly, filling the post made vacant by the appointment of Norman Haggood as Minister to Denmark.

His first article, scheduled for publication in the issue of May 24, will deal with the Irish question.

Continue Customs Censorship

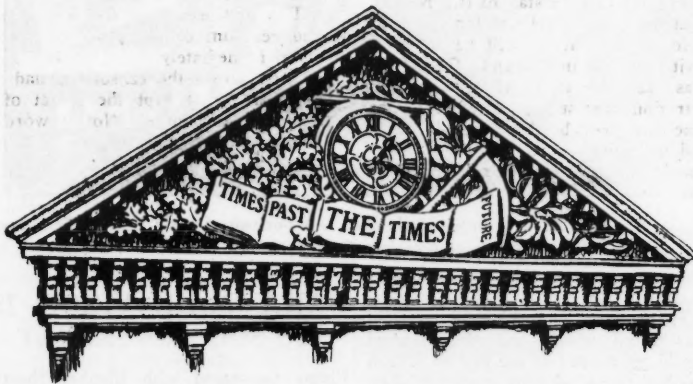
The customs censorship will not be lifted until the postal ban is removed, Frank M. Halstead, retiring chief of the Division of Customs, declared at a dinner given him by colleagues at the Hotel Commodore in New York City. He explained that the censorship has been put into effect as a war measure, and that it would continue in force until the commercial blockade of Germany should be called off.

Howard in London

Roy W. Howard, president of the United Press Associations, has arrived in London after an organization trip to France, Germany and Italy.

LONDON TIMES WIELDS UNDIMINISHED POWER AFTER A CENTURY OF LEADERSHIP

Story of "The Thunderer" Bound Up with the History of Press Freedom—Most Powerful Factor for Progress in British Empire, Long a Champion of Anglo-Saxon Unity, The Times Contributed Mightily to the Triumph of the Allied Cause.



PEDIMENT OF THE TIMES OFFICE, QUEEN VICTORIA STREET.

THE role played by the London Times in the great war has been consistent with its traditions and history as a dominant force in the world's journalism for more than one hundred and thirty years.

The story of The Times is the story of the press of the free countries. To understand somewhat the power of this newspaper in the formulation of British policies of government—a power undiminished in the present period of clashing world forces—it is essential that there should be given a brief record of its century-long battles for the democratic ideal and for a free press.

The Times has made and unmade governments in Britain, especially since the fateful August of 1914. It has created and guided that public opinion in the great empire which holds the reins of control over Parliaments and Cabinets. It has dared to oppose ministers who, while having great popular followings, have lacked the high vision and capacity demanded of men entrusted with the safeguarding of national interests and institutions in the days of supreme trial.

Yet The Times has never been content with merely uncovering faults of policy or of administration in British affairs. It has always coupled criticism with constructive suggestion. It has had a better policy to propose before attacking an existing one. It has had a better man to propose before suggesting the abdication, in the Empire's interest, of any man holding power in the national councils.

The Walter Dynasty

The views of The Times are cabled to the world's ends when press associations seek to show to the peoples of the world the trend of British opinion on great issues. Newspapers in every quarter of the globe "circulate" the editorial opinions of "The Thunderer." And the attitude of The Times is universally accepted as the attitude of the British people. In this fact is found the reason for the far-flung influence of this newspaper.

The control of The Times has been vested continuously in what has been called the Walter Dynasty. In 1908 Lord Northcliffe became the principal shareholder in a newly-formed company,

and so remains; but John Walter the Fourth, great-great grandson of that John Walter who founded the paper in 1788, is chairman of the Board of Directors.

Five generations of the Walter family have guided the destinies of the great newspaper.

The first John Walter became interested in printing before he conceived the idea of a free newspaper. Henry Johnson had invented a method of printing by means of "logotypes," or founts composed of whole words instead of separate letters. Walter bought the patent rights and set up as a printer of books in Printing-house-square. Benjamin Franklin was then American Ambassador in France. He gave his cordial support to Walter and the new invention. This fact, it was believed, influenced George III to frown upon the enterprise. So John Walter decided to start a newspaper, to better utilize the possibilities of the logographic process of printing. He founded a small paper, the Daily Register, in 1785, which became The Times on January 1, 1788.

John Walter adopted for The Times this creed: "The authentic and early intelligence." This meant not only the creation of news gathering agencies, but the development of printing facilities. The twin tasks were formidable in that day. One of his workmen, Thomas Martyn, in 1804 invented an automatic printing press, which was utilized in the production of The Times. On November 29, 1814, The Times was first printed on a steam-driven press, with revolving cylinders, the invention of a Saxon named Koenig, who was working in London. This was the germ of the Hoe and Goss presses of today. The Koenig press had a capacity of about 1,000 impressions an hour of the little four-page Times of that period. In 1827 the first Applegath press was installed, printing about 5,000 copies an hour. In 1848 Applegath produced the first rotary machine which could print 10,000 copies an hour. In 1857 the Applegath press was supplemented by one of the first Hoe presses, and in 1863 the Walter press was completed. This press used curved stereotype plates of page size, instead of the column of movable type affixed to the printing cylinder; and made

feasible the continuous web of paper, several miles long, in place of the separate sheets which were twice fed into the old rotary machine by hand. Later on this gave place to the single octuple machines (Hoe and Goss) on which the paper is still printed.

"The best machines in the world will not make a good newspaper," in the view of the first John Walter. So he proceeded to organize a staff of contributors and correspondents representing the best ability to be found in the ranks of literary men and statesmen of his time, and covering the world. The program of John Walter the First included the printing in full of parliamentary debates, the fearless analysis of public policies, foreign and domestic; political, commercial and financial intelligence; and an adherence to a policy of anonymity for writers and contributors, dignity in the presentation of opinion and the treatment of news and scrupulous care that the decencies should be preserved in language and in intent.

Organizing to Get the News

John Walter the first was a militant contender for the rights of a free press. In 1789 he was tried for libeling the King's son, the Duke of York. He was fined fifty pounds, sentenced to a year's imprisonment in Newgate, to stand in the pillory for an hour between twelve and three o'clock each day and to furnish securities for his good behavior for seven years. While in prison he was again charged with libeling the Heir Apparent, and given another year's sentence.

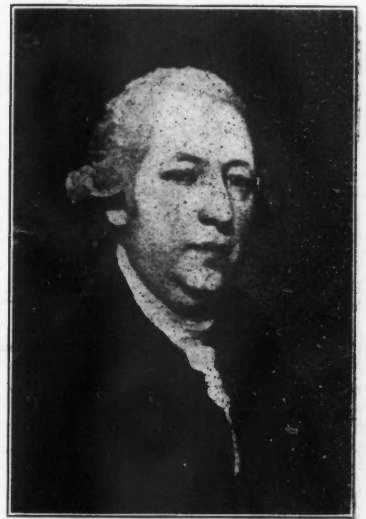
In 1805 The Times—then controlled by John Walter II—was deprived of public printing on account of an attack on the Naval administration. Pitt's government stopped The Times' foreign dispatches, confiscating all dispatches found for The Times on captains of foreign vessels.

John Walter II organized his own system of dispatch-running, putting into service a light cutter which voyaged between England and France, obtained copies of French newspapers from fishermen and employed smugglers to convey his parcels. This constituted perhaps the first determined fight by a newspaper to break down a Government's monopoly of foreign news. The Times won. It won again in 1845, when the French Government, under Guizot, attempted to stop the paper's dispatches from the East. John Walter II contrived to map out a route which nowhere touched French territory.

John Walter II remained in control of The Times until his death in 1847. He "invented the special correspondent"; he practically invented the "leading article," through which the attitude of The Times on public questions found expression. Anonymity was a passion with him. Sir Robert Peel, writing to the editor to thank him for support of the Government on one occasion, declared that he was "addressing one

whose person was unknown to him." That man was Thomas Barnes, who was editor from 1817 to 1841, the year of his death. Barnes was assisted by Edward Sterling, called by Thomas Carlyle "Captain Whirlwind," and to whose forceful leading articles The Times is indebted for the sobriquet, "The Thunderer."

John Walter III succeeded to the control of The Times at his father's death in 1847. He sent William Howard Rus-



JOHN WALTERS THE FIRST

sell to the Crimean War as a correspondent—the first of the modern school of war correspondents. He served The Times through the Indian Mutiny and the American Civil War, the Austro-Prussian War and the Franco-German War.

Russell described war as he found it, minimizing nothing. He criticised the British command in the field and the British administration at home. The circulation of The Times ran up to 58,000, at a time when no other paper had more than 4,000. In the early fifties The Times fought for the repeal of the stamp tax on newspapers, asserting that "a tax on news is a tax on knowledge, a tax on education, a tax on public opinion, a tax on good order and good government." The Stamp Act was repealed. John T. Delane served as editor of The Times from 1841 until 1877, and was succeeded by Thomas Chenery, who held the post until 1884. It was during Chenery's regime that de Blowitz, the famous Paris correspondent, by reporting a communication he had received privately from the French Minister of Foreign Affairs, prevented war between Germany and France.

Chenery was succeeded as editor in 1884 by George Earle Buckle, who retired in 1912, after thirty years of service.

(Continued on page 18.)

John Walter III died in 1894 and was succeeded in control of The Times by his son, Arthur Fraser Walter, whose son, John Walter IV is now chairman of the board. Lord Northcliffe's control, dating from 1908, has brought The Times to still greater power and prestige.

Geoffrey Dawson became editor in 1912 and was succeeded in February, 1919, by Henry Wickham Steed, who had served as Foreign Editor. Mr. Steed is giving much of his time to the affairs of the Peace Congress, and G. S. Freeman has been serving in his absence as Deputy-Editor.

Interpreted Meaning of German Diplomatic Intrigue to People of British Empire

The Times, for twenty years previous to the breaking of the great storm in 1914, had steadily impressed upon the British people the meaning of Germany's policy of world empire and domination. The big newspaper kept in intimate touch with the processes of German diplomatic intrigue, and repeatedly exposed German hostility to the pacific ententes with France and Russia. The German Government tried in many ways to counteract the influence of The Times. Direct efforts were made to undermine the position of The Times' correspondents in Berlin and other capitals, sometimes by carefully calculated attempts at cajolery or "inspiration." Always failing, the German Government inspired the story that The Times was a member of some mythical international syndicate of newspapers, controlled in the interests of Germany's enemies! This was reiterated in the Germanic press. It found some credence in neutral countries.

The Times' service in the critical periods of the war was characteristic. It realized the need of a coalition ministry, to be composed of the ablest men of the nation, irrespective of political affiliations—and England adopted that policy. Mr. Balfour, Lord Milner, Lord Curzon, Mr. Chamberlain and other dominant men of England were brought into the public service.

Mr. Asquith's new Cabinet proving too bulky to meet vital emergencies with quick decision, The Times called for a smaller cabinet for the direct control of the war, fortified by an adequate General Staff. On November 2, 1915, Mr. Asquith announced that a body of three members of the cabinet was to be entrusted with the strategical conduct of the war.

The Times urged the making of a National Register, intended to index the man power of Britain. When Lord Derby was appointed Director of Recruiting he adopted the system of age-groups and classes as suggested by The Times. Limited conscription, which The Times had urged as both sensible and inevitable, came in the early part of 1916.

Suggested Men and Policies Needed

Some of the outstanding achievements of The Times in the war are summarized as follows:

The Times kept Lord Haldane out of the War Office, and got Lord Kitchener appointed Secretary for War; first drew effective attention to the shortage of high explosive shell; urged the need for a separate Ministry of Munitions, and the Ministry was created.

The Times pointed to Mr. Lloyd George as the man for Minister of Munitions, and he was appointed; on June 14, 1915, suggested State control of munitions establishments; on June 23 Mr. Lloyd George introduced the Munitions Bill; urged the need for National Organization, and the preparation of a Na-

BEAUTIFULLY APPOINTED OFFICE OF LORD NORTHCLIFFE



The workroom of the famous English publisher in the office of the London Daily Mail. A portrait of Lady Northcliffe is seen on an easel to the left of the writing desk. A statue of Napoleon faces the work-chair

tional Register; urged a smaller Cabinet, and in November a small body of the Cabinet (three and not exceeding five) was entrusted with the strategical direction of the war.

The Times in December, 1914, urged the best brains of the country should be enlisted in the country's service, and instanced men like Balfour, Curzon, Selborne and Chamberlain. Coalition Government in May, 1915; over and over again, beginning in August, 1914, lamented the absence of a General Staff for the higher direction of the war. The resurrection of the General Staff took place in October, 1915.

Urged Food Committee

The Times, from December, 1914, repeatedly urged the need for coordination of the Allies, for proper political direction of the war and concerted action. On November 10, 1915, Mr. Asquith foreshadowed formation of War Council; on June 9, 1915, urged the need for national thrift. On June 29 Mr. Asquith spoke at a meeting at the Guildhall, inaugurating a national movement for war economy, and a month later a Parliamentary War Savings Committee issued a booklet on national economy.

The Times, on June 15, 1915, urged need for a committee to organize our food resources. A Departmental Committee of the Board of Agriculture was announced on June 18; on October 7, 1914, said a further curtailment of the opening of public houses might make some difference to drinking among women. On October 16 the trade in London agreed that drink should not be served to women before 11:30 A. M.; on November 25, 1914, and subsequently, urged that professional football should stop. On July 19, 1915, it was decided that while local matches were to be arranged, no cups, medals, or other rewards should be given, and players should not be paid.

The Times in March, 1915, urged abandonment of the great popular racing festivals. A decision to this effect was announced in May, 1915; on September 11, 1914, said allowances to soldiers' dependents should be made weekly, not monthly. The announcement that this would be done was made on September 17.

The Times, on August 31, 1914, published and backed up in a leading article, an appeal for support on behalf of the British Red Cross Society from Lord Rothschild (the Chairman of its Council), Sir Frederick Treves and E. A.

Ridsdale. The response of its readers was immediate, and The Times Red Cross Fund which was thus started steadily grew until at the end of 1915 it exceeded three millions sterling. The unification of the work of the Red Cross Society and the St. John Ambulance Association was effected through The Times in September, 1914, when it brought about an arrangement by which all money over £200,000 sent in response to its appeal was divided between the two bodies.

The Times, on July 9, 1915, urged that the uniform of the Voluntary Aid Detachment should be registered. On November 22, 1915, the War Office announced that the V. A. D. uniform might be considered as official uniform, and that persons wearing it without authority were liable to prosecution; in July, 1915, urged that bullet-proof helmets like those used by the French should be supplied to the British troops. On October, 1914, it was announced in the House of Commons that this was being done.

Its Proudest Service

The one supreme service of The Times during the war, in its own estimation, was the support of the work of the British Red Cross Society and the Society of St. John. The Times' fund for this purpose is expected to total more than \$75,000,000.

Scores of special publications devoted to furthering the interests of the Allied cause and to strengthening the ties between the nations fighting for democracy have been issued regularly during the war period, while the Times' Weekly Edition has had world-wide distribution and has carried the influence of The Times to all parts of the world.

The Times acclaimed the entry of the United States into the war, and has labored steadfastly to cement the friendship between the two great Anglo-Saxon nations.

The co-operative movement in Denmark has taken a turn, development of which will be of interest to the many manufacturers whose goods are being sold there. Importers in all lines have established central buying agencies, among those most noteworthy being the Textile Manufacturers' Association, the Chocolate Manufacturers' Association, the Tobacco Manufacturers' Association, the Leather Manufacturers' Association, the Iron Central and the Copenhagen Bakeries' Association.

DAILY MAIL VIGOR IS ITS SUCCESS SECRET

Pigmy Compared with Blanket Sheets,
But Its Contents Crackle with Crisp
News and Features—Rendered
Brilliant War Service

The Daily Mail has been described as the most wide-awake and aggressive newspaper in Great Britain. From the day it was launched, twenty-three years ago, this vigilant, enterprising London journal has usually been abreast of the times, and more frequently far ahead.

The Daily Mail is one of the principal newspapers controlled by Lord Northcliffe, and like all the papers that he owns, it has had a remarkably eventful career.

Started in May, 1896, it was the first morning paper to be issued in Great Britain for a halfpenny or one cent. The price was a radical departure, and one which made an instant appeal to the masses, as its founder had expected. Not only was the style and make-up of the new daily entirely different from that of the other morning papers, but the whole spirit of the new comer was thoroughly in accordance with modern ideas. The result was that it proved a brilliant success and started off with a circulation of a quarter of a million.

Circulation Leap

Compact in size—a pigmy compared with the blanket sheets of the other London dailies at that time, and smaller than any of the New York papers—the Daily Mail consisted of eight pages, the news being condensed into the smallest space, so that it could be read quickly. The fourth page was devoted to editorials and special articles. On the sixth page were magazine features and a serial story.

The British public liked the new paper. In less than a year its circulation increased to over 300,000. By the end of the second year it passed half a million, and during the Boer War it reached the million mark. At the present time the normal circulation is somewhere about 1,500,000.

From the outset, the motto of the Daily Mail was "Get the news and get it first." No effort or expense was spared in living up to this commandment. Eminent writers and correspondents, at high salaries, were sent to all parts of the world where events of importance were occurring. Their con-

(Continued on page 36.)

FAMOUS WAR SCOOPS OF LONDON EXPRESS

Correspondents Told Exclusively of Kiel Mutiny, Murder of Czar's Family, Turkey's Collapse, and Outline of the Armistice

No newspaper in England has achieved more remarkable success during the war, or gained more widely in popularity, than the Daily Express. Its record in obtaining and publishing news ahead of its competitors has been so outstanding that Fleet street has come to call it "The paper that gets the scoops."

The achievements of the Daily Express in this respect during a single year of the war would be too numerous to mention in detail, and each year yielded its lists of successes. A few items of world-wide interest during the last year will indicate the kind of thing the Daily Express has done throughout the war.

Exclusive on Mutiny

In January, 1918, a cable from the Daily Express special correspondent in Amsterdam announced the mutiny of the U-boats at Kiel. This was the first news of the beginning of the breakdown of the morale of the German Navy, and the graphic account which the Daily Express was able to give to its readers was reprinted by other papers throughout the world.

Later in the year came one of the most thrilling pieces of exclusive news that any paper has ever printed—the murder of the Czarina and the entire Russian family. Here, again, the Daily Express led the newspapers of the whole world, and its account was everywhere reproduced.

Two Huge Scoops

The imminence of a request by Turkey for a cessation of hostilities, and an accurate outline of the Armistice terms which the Allies were prepared to grant to Germany, were made known in the Daily Express in October, although it was November before the Armistice terms were officially issued.

The first newspaper correspondent to enter Antwerp, when the German collapse came, was Edwin Cleary, the special correspondent of the Daily Express, who was also the last to leave in 1914. At the beginning of December H. J. Greenwall, the Paris correspondent of the Daily Express, made his way to Berlin, and his vivid stories from Berlin have been the main, as well as the earliest, source of information which the world has had of the dramatic events in the German capital.

In "home" news, the Daily Express printed innumerable exclusive items. It first announced the imminence of compulsory food rationing, the outline of the Man-Power Bill of 1918, the appointment of Lord Derby as Ambassador to France, and of Lord Milner as Secretary for War.

Fame of Phillips

It is the general opinion of newspaper men that the ablest of all the British war correspondents on the Western Front was Percival Phillips, the correspondent of the Daily Express.

Mr. Phillips' despatches were unsurpassed in lucidity, grasp, completeness and graphic power. He was born in Brownsville, Pa., U. S. A. His father

TRIUMPH OVER OFFICIAL SECRECY GREAT FEAT OF ALLIED PRESS

Message for International Number of EDITOR & PUBLISHER from Ralph D. Blumenfeld, editor London Daily Express.

NEWSPAPER influence had so many striking results during the war that it is difficult to say which was the most striking. Perhaps it was the winning of the war! Statesmen of all parties had agreed that without the newspapers the war could not have been carried on, and that their influence was one of the great factors that made for success.

Men, guns, shells, aeroplanes, money—the newspapers, speaking for the Nation, called for them all, and they were forthcoming. No country ever produced so great a Voluntary Army. Who can measure the influence which the newspapers exerted in calling the men to the colors?

It was the voice of the Nation, speaking through the newspapers, that



RALPH D. BLUMENFELD, EDITOR LONDON DAILY EXPRESS. Distinguished British Editor, who was born in the United States and Trained in American Newspaper Offices.

demanding the munitions which the Army so urgently needed; it was the campaign of the newspapers that conjured millions from the pockets of the Nation when War Loans were floated and War Bonds, Tank-Bonds and "Feed-the-Guns"-Bonds were for sale. It was the newspapers that insisted that air fighting would be a vital factor in the war, at a time when the British War Office and Government seemed blind to the lesson of events. It was the newspaper influence which compelled the Government to bomb German towns. Newspaper influence compelled the authorities to abandon their early idea of keeping the war a kind of official secret. But for the influence of the press it is doubtful whether any newspaper correspondent would ever have gone to the front, or whether anything would have been told to the Nation beyond bald official summaries.

In no way perhaps was press influence more valuable than in keeping the people at home in good heart, in re-assuring public opinion in the dark hours of the war, in encouraging the Nation to hold fast and keep firm its faith in ultimate victory.

The most memorable effect of press influence has perhaps been the holding of the Peace Conference in something approaching publicity. That is a landmark in world history, and the victory over secrecy was won by a meeting of newspaper correspondents.

was a physician and one of his uncles was the late Senator Knox, who was President Taft's Secretary of State. He began journalism on the staff of the Pittsburg Dispatch. Then he became a war correspondent, and he has seen more campaigns than most generals. For 17 years he has been campaigning for the Daily Express. He went through the Greco-Turkish war of 1897, the Spanish-American of 1898, was with the Japanese in the Russo-Japanese war of 1904, with the Italians in the Tripoli expedition in 1911, and in the first and second Balkan wars. He was in Brussels when the Germans swept into Belgium.

In the intervals of wars, he "did" the Delhi Durbar and many other historic events. He was in Jamaica when the great earthquake turned Kingston upside down.

Phillips is just under forty. He is tall, rather grave-mannered, carefully dressed man, modest to the point of shyness, but as full of grit as a granite pillar. He has the supreme quality of a special correspondent—he never fails. Whatever the emergency, he is equal to it, and his despatch comes through—well thought out, well written, full of grasp and detail, however great the stress under which it is written.

Ostler's Supreme Sacrifice

Lieut. Alan Ostler, M. C., one of the most famous of Daily Express special correspondents, was killed in an air fight in September, 1918. He won the Military Cross for distinguished services in the battle of the Somme.

Ostler was described by a friend as "a mediaeval man." He lived for danger. He loved wars and fighting. He had lived a life filled with adventure before the war began. He went to Southern Morocco as Daily Express correspondent during the disturbances of 1911, and was expelled from the country by Kaid Ghiloul. He joined the Turks in the Tripoli desert when the Italians fought them in 1912. Then he went over to the Balkans for the first Balkan war. In 1913 he made a remarkable trip from Abyssinia through Somaliland, and after adventures among the Mad Mullah's tribesmen reached Berbera, where he was arrested by the British authorities and sentenced to two months' imprisonment for entering Somaliland without a permit—a sentence which was quashed by the Colonial Secretary.

At the beginning of the war Ostler represented the Daily Express on the Russian front, but he returned home to join the army. He served in Gallipoli and was in France as a gunner, before transferring to the air.

Death of Lieutenant Heald

Lieut. Ivan Heald, M. C., was one of the most brilliant young journalists in England before he went to the war and fell fighting. He was killed in an air battle on the Western Front in 1916, when he was 33 years old.

He was so full of high spirits that he always seemed a mere lad. He sparkled humor, and his contributions to the Daily Express were the morning delight of hundreds of thousands of people. He had always some new and quaint turn of fancy. There was a good deal of the poet, as well as of the humorist, in his soul. The verses he wrote on the leaving of Gallipoli touched a high spirit of pathos.

He went to Gallipoli as a seaman in the famous Naval Division, and he was wounded in the trenches. After his recovery he went to the Western Front with the Naval Division, a full lieutenant, and his gallantry brought him the Military Cross. He was training as an "observer" in the air when he met his death.

GREATEST NEWSPAPER IN



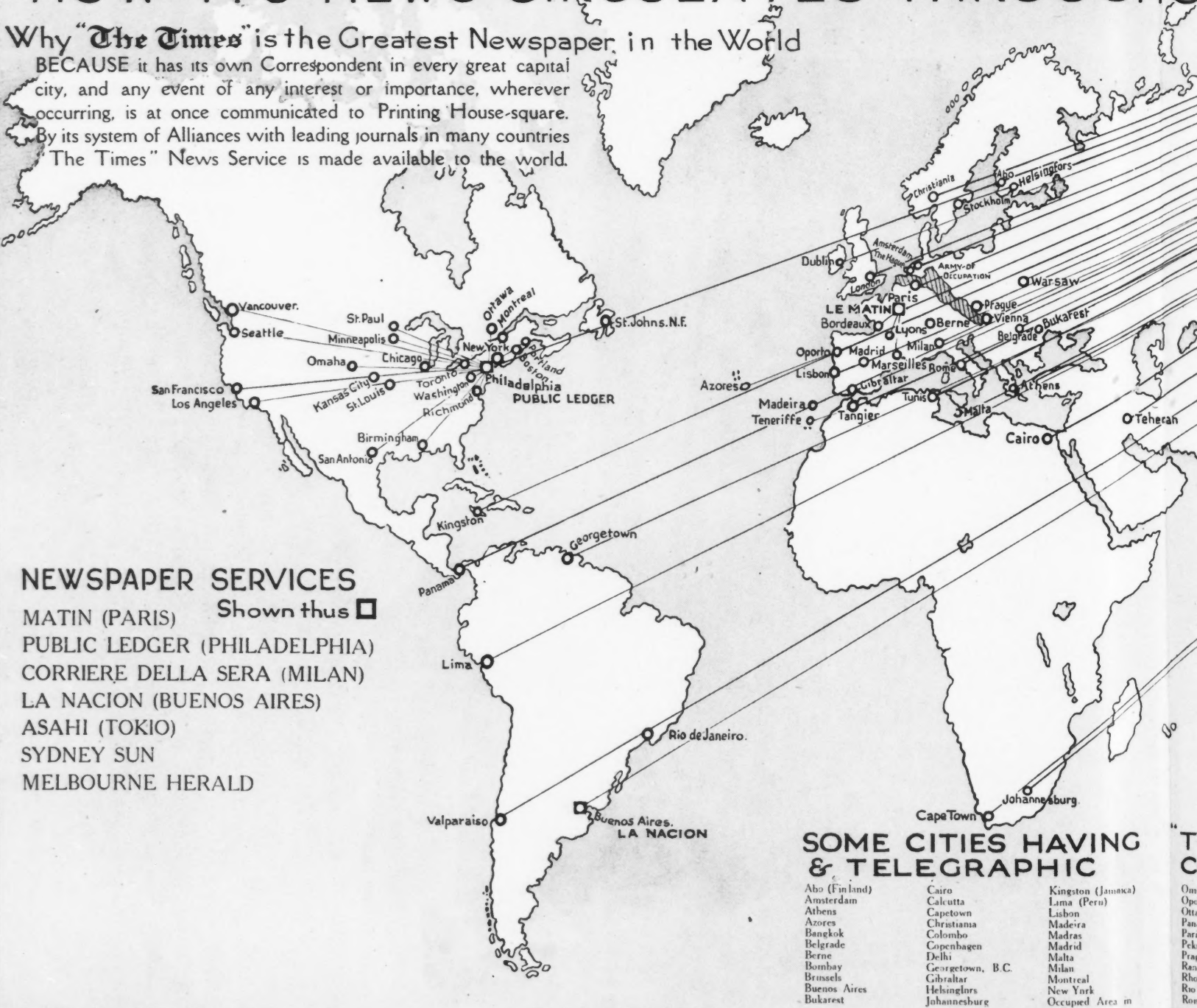
The



HOW ITS NEWS CIRCULATES THROUGHOUT THE WORLD

Why "The Times" is the Greatest Newspaper in the World

BECAUSE it has its own Correspondent in every great capital city, and any event of any interest or importance, wherever occurring, is at once communicated to Printing House-square. By its system of Alliances with leading journals in many countries "The Times" News Service is made available to the world.



- NEWSPAPER SERVICES**
- MATIN (PARIS) Shown thus
 - PUBLIC LEDGER (PHILADELPHIA)
 - CORRIERE DELLA SERA (MILAN)
 - LA NACION (BUENOS AIRES)
 - ASAHI (TOKIO)
 - SYDNEY SUN
 - MELBOURNE HERALD

SOME CITIES HAVING & TELEGRAPHIC

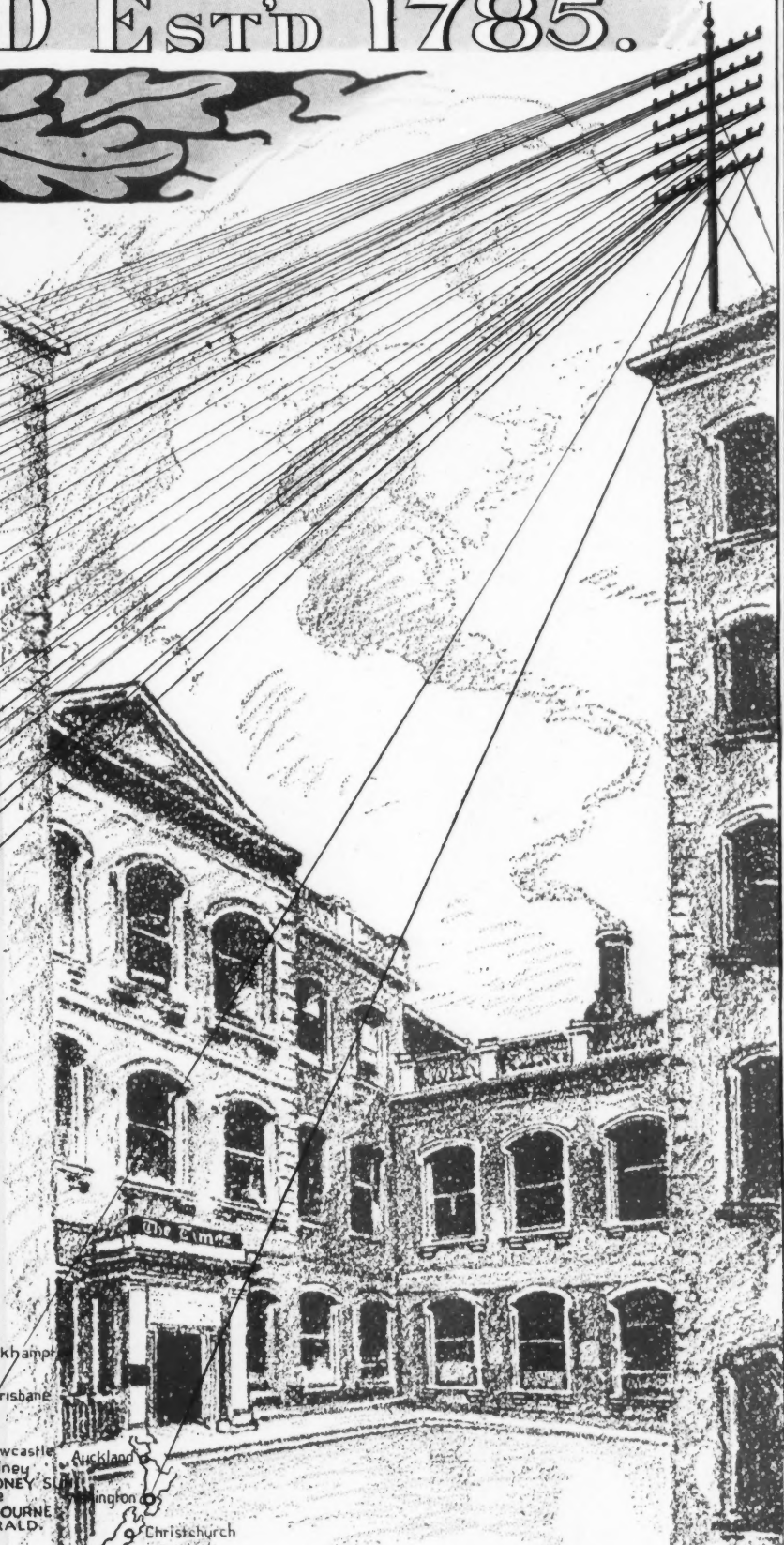
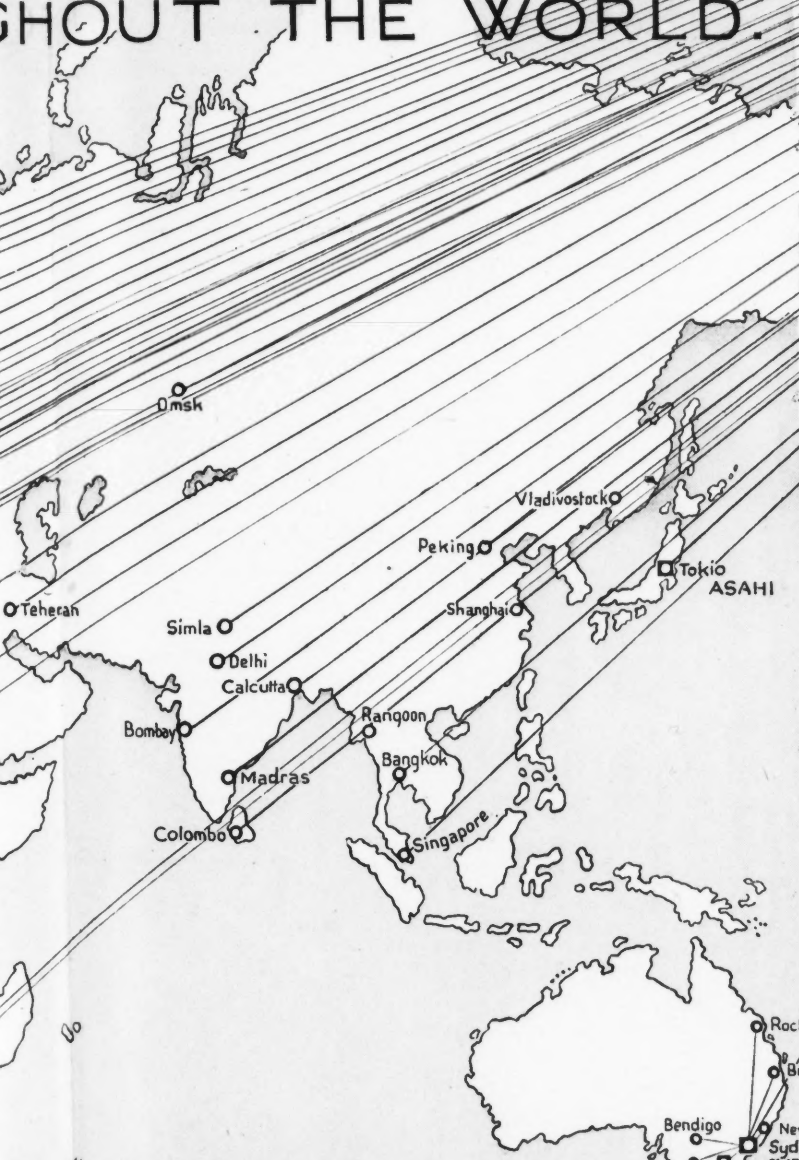
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| Abo (Finland) | Cairo | Kingston (Jamaica) |
| Amsterdam | Calcutta | Lima (Peru) |
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| Azores | Christiana | Madeira |
| Bangkok | Colombo | Madras |
| Belgrade | Copenhagen | Madrid |
| Berne | Delhi | Manila |
| Bombay | Georgetown, B.C. | Montreal |
| Brussels | Gibraltar | New York |
| Buenos Aires | Helsingfors | Occupied Area in Germany |
| Bukarest | Johannesburg | |

"The Times" has a CORRESPONDENT in EVERY GREAT CITY

IN THE WORLD EST'D 1785.

Times

THROUGHOUT THE WORLD.



“TIMES” CORRESPONDENTS COMMUNICATION Shown thus ○

Omsk	St Johns, N.F.	Tokio
Oporto	Shanghai	Toronto
Ottawa	Simla	Tunis
Panama	Singapore	Valparaiso
Paris	Soha	Vancouver
Peking	Stockholm	Vienna
Prague	Sydney (N.S.W.)	Vladivostok
Rangoon	Tanger	Warsaw
Rhodesia	Teheran	Washington
Rio de Janeiro	Teneriffe	Wellington (N.Z.)
Rome	The Hague	

Rockhampton
Brisbane
Bendigo
Newcastle
Sydney
SYDNEY SUN
Melbourne
MELBOURNE HERALD
Auckland
Wellington
Christchurch
Dunedin

PRINTING HOUSE SQUARE
The Historic Home of
The Times
built on the site of
Shakespeare's Theatre.

EVERY IMPORTANT CITY

Punch's New Success In Its Advertising

Advertisers Book 15 Months Ahead and Wait 5 Years for Preferred Position—Triumph for Somerville—Merit of Famous Old Weekly

By HERBERT C. RIDOUT.

Punch is Great Britain's humorous weekly. It is so British that you find it in every part of the world. Every Briton finds a warm corner in his heart for it. Punch was always an institution, but not what it is today—one eagerly sought by British advertisers. Not so many years ago, Punch viewed advertisers somewhat in the light of a necessary evil. Then some twelve years back, Mr. Heather, the business secretary,



ROY V. SOMERVILLE

perceived that if Punch attracted advertisers without making overtures to them, an aggressive campaign upon the paper might possibly show profitable results.

At this juncture enter Roy V. Somerville, an enterprising Canadian. In his youth he had sought to establish a newspaper so idealistic that it would not need advertising to win success, but could find no financier who would back his optimism.

It was only when he came to Punch that, to his surprise, he discovered his ideal to hand. In his own phrase—"I could not find my ideal paper but I found it" in Punch, which for seventy years had made itself a reputation on its own intrinsic merits and was ripe for development as an advertising medium of sterling value.

Present Popularity Great

Punch today is held in such high esteem as an advertising medium that some advertisers have been standing in line for five years waiting their turn for preferred positions.

The personality of Roy Somerville embodies a unique appreciation of advertising in its broadest sense. When a boy who wanted a bicycle is bidden to earn it and straightway solicits and obtains advertisements for a Canadian local newspaper on a commission basis, and so buys the coveted wheel, it means that that boy will know something of advertising. That was Roy Somerville of tender years. The advertisement manager of Punch is not merely a preacher of advertising, he is a practised expert. He advocates advertising and accordingly himself advertises. The

PUNCH EDITOR WOULD PROMOTE NEW SENSE OF BRITISH-AMERICAN HUMOR

Message from Sir Owen Seaman, LL.D., Editor of Punch, written especially for the International Number of Editor & Publisher.

I WRITE to wish you a very complete success in your admirable endeavor through the medium of THE EDITOR & PUBLISHER to bring the journalists of our two fraternal communities into closer sympathy. In particular I hope that you will promote a greater understanding and appreciation of our respective forms of humor.

Yours very truly,

NOTE—Sir Owen Seaman is a distinguished poet as well as Editor of Punch—his verses in that paper striking a high note of genius.

success of Punch's prosperity as an advertising medium is a triumph of advertising. Punch's columns may be full, but advertisers month in and month out receive promotion matter telling the story of the Punch of the moment. Not merely that, but Punch is advertised with car cards in the tubes and electric cars everywhere, and liberal space is used in trade papers of every description.

Mr. Somerville was once a printer. Today, he refuses to admit any advertisement into the paper that is not a creditable typographical display. Even the one-inch advertisements hold their own.

Much more could be written of Punch in its unique position among British newspapers, but a few figures will better serve to illustrate the progress of the paper.

In June, 1910, when Roy Somerville first stepped in, there were just six pages of advertisements. Nine months later, the number of advertisement pages had doubled. This year Punch carries 24 advertising pages weekly.

In October, 1918—after four years of war—all advertising space for 1919 had been sold 95 per cent. of its old advertisers, and over 350 whole pages for 1920. The net sale is still never less than 100,000—always much more—and that in spite of the price having been doubled during the war and in spite of the "no returns" order. January this year saw the advertising revenue of Punch: exactly ten times the aggregate of that of the same month ten years ago, the rates in the same period being exactly double.

An interesting psychological point is presented in the fact that, some years ago, after seventy-odd years of a plain cover in black ink, a second color (orange) was added, lightly and artistically, without sacrificing the quaint character of the old "Dicky Doyle" cover. This experiment was made in some trepidation. Immediately there came a substantial increase in circulation.

For Punch is a British institution—the old British fair in which the blue blood of the world delights to seek its entertainment, and, in the true spirit of the fair, alongside is the market place where, in this case, high class goods and service are offered for sale.

During the war Punch published many notable cartoons which stirred the war spirit of the British nation. In retrospect one of the most humorous of these was a half page drawing by Frank Reynolds depicting "a Prussian household having its morning hate." A fat Hun and his fat frau sit at the breakfast table, a stein of beer between them and with their son and daughters and dachshund

grouped about, each with an expression of hate fit to wither their own souls and stale the beer.

Another well remembered cartoon appeared in August, 1914. It was a full page drawing of F. H. Townsend showing a large German, contentedly smoking a pipe, frankfurters streaming from pocket, shaking a big stick with one hand and other fist doubled approaching a little Belgian standing defiantly at the gate-way to his country, hat pushed to one side, on his face an expression of defiance, a small stick in hand resting easily on the ground and above his head, on the gate, a sign "No Thoroughfare." It was labeled "Bravo, Belgium!"

Throughout the war Punch's cartoons were an effective factor in British war propaganda and were scattered broadcast. At all times they seemed to strike the right key and are credited with having helped greatly in creating and maintaining a willingness to make sacrifices cheerfully. Many of the members of the staff of the paper, from all departments, went to the front with the colors and some made the supreme sacrifice.

ALDWYCH CLUB POPULAR

Resort of London Advertising Men Now Opening to Heads of Industries

The Aldwych Club of London, England's foremost organization of advertising men, is rapidly becoming a clearing house of business thought for the "tight little island," and if present plans of the officers are carried forward it will become a full-fledged business man's gathering place. London is a city of clubs and every man has a club. The Aldwych Club was founded for advertising men in 1911.

On the theory that advertising alone creates business and that business men cannot help but become more business-like by association with advertising men and publishers, the officers have been slowly lowering the membership bars and now announce that the membership will be extended to the heads of industries and financial and mercantile institutions.

A glance at the executive officers explains in part why the Aldwych Club became the leading publicity organization in England in a few years. Lord Northcliffe is the president at the present time, and the past presidents include Wareham Smith, Sir George Riddell, Sir Frank Newnes, Sir Hedley Le Bas and H. Gordon Selfridge. The home of the club is unpretentious though convenient. It is located at 18 Exeter street, Strand, W. C. 2. The accommodations are complete and it is the early evening gathering place of advertising men.

Fry Made Bullets from Printing Metals

If Every Bullet Turned Out By Type Foundry Found a Billet in a German—Good-bye Germany!

At the outbreak of war, munitions were, of course, in urgent demand in England and it was important that all works, which could do so, should direct their efforts towards the manufacture of munitions. Fry's Metal Foundry, of London, had a large installation of melting pots for the manufacture of printing metals and these were particularly suitable for producing antimonial-lead for shrapnel bullets. For a little while the firm also experimented in casting the actual bullets, but at the suggestion of the Ministry decided to concentrate on collecting, refining of dross and old printers' metals and mixing them to the required standard. This enabled the various firms engaged to specialize on a particular task. The Fry plant did not actually require any alterations, but as the demand increased the number of melting pots was increased and also refining furnaces. The bullet metal, after being guaranteed to the required standard, was in turn delivered to the firms who were concentrating on the manufacture of shrapnel bullets.

With its four foundries the firm produced, during the war, 20,000 tons of shrapnel bullet metal, most of which came from old printing metals and dross.

As the majority of the shrapnel bullets are "41 to the pound" the metal manufactured would have produced about 18,000,000,000 shrapnel bullets, or about 300 bullets for every German. If every bullet had found a billet the printing trades alone would have had a large share in winning the war, apart from its very important publicity services.

Far East Newspapermen Open New Club House

Will Be International in Its Activities, with Translating Department One of Its Attractions

PEKING, China, April 25.—The International Press Club, which was formed in February, now occupies its new home at 28 Erh T'ao Hutung (Telegraph Lane). The building is a large, well-furnished and well-equipped one, with all the requirements of a club of this nature. One of the features is its newspaper room, where complete files of all Peking newspapers, both Chinese and foreign, will be kept, and which will ultimately have a large number of outport periodicals, both foreign and vernacular.

The club has under consideration the question of a translating department to be operated under a sub-committee, which would be composed primarily of members desiring daily press reports. The committees of the club have stated it as their conviction that the club's greatest usefulness must consist in becoming a news clearing house; that, in other words, the club must make accessible to its members the expressions of opinion in the Chinese and foreign press by manufacturing translations and otherwise facilitating journalistic work.

The constitution of the club provides that its committee may comprise at least one representative of each nationality actively engaged in newspaper work in Peking, and the committee has, accordingly, a very cosmopolitan aspect.

BEAVERBROOK'S IDEAL OF PRESS UNITY

Popular Head of British Ministry of Information Active in Creating Bonds of Friendship Between English and American Journalists

Lord Beaverbrook, of the London Daily Express, and former head of the British Ministry of Information, attained wide popularity with American newspaper men during the last year of the war through his untiring efforts to afford to them every possible co-operation. He established the Overseas Press Center at 2 Norfolk street, Strand, a magnificently appointed club, affording to visiting newspaper men every convenience and facility for obtaining information. At this club each day a representative of the British War Office met press representatives and explained the latest moves on the battle fronts.

It was through Lord Beaverbrook's vision and initiative that the British Ministry of Information invited leading journalists of the United States to visit England as guests of the Government. Perhaps no other event of war time served so happily to cement British-American relations. Several parties of American editors and publishers responded to this invitation and enjoyed the hospitality of their British friends to the utmost. England literally kept "open house" to these visiting journalists. Banquets were tendered in their honor at which the leaders of British public life welcomed them.

Through such service in the interest of Anglo-American understanding Lord Beaverbrook came to be popularly referred to in England as the "Minister of the Press." In his address at the opening of his Overseas Press Center he laid stress upon the importance of a proper interpretation of the psychology of the people in connection with the war, and described the part played by the newspapers in the formulation of a popular opinion out of which Allied victory should come. "Newspaper men," he said, "are in reality the ambassadors to the people."

He arranged a Fourth of July Anglo-Saxon Fellowship meeting, which was presided over by Viscount Bryce, former ambassador to Washington, and which contributed greatly to that better feeling between the English-speaking peoples which assured the closest co-operation in the great war tasks.

Lord Beaverbrook was formerly Sir Max Aitken, a Canadian newspaper proprietor. After leaving the Ministry of Information he devoted himself to the establishment of a Sunday edition of his newspaper, the Daily Express, which has won great popular success.

Under an agreement recently entered into between the United States Post Office Department and the Brazilian Government, the maximum weight of parcels post packages which will be accepted for shipment between the two countries has been raised from eleven to twenty pounds.

This is a typical year, and one of the interesting things is that American sales in Argentina were growing about as rapidly as the British sales; in Brazil they were growing much faster, and in of both British and German merchants.

Advertisers receive excellent results from the want page of EDITOR & PUBLISHER, which should remind you that you have something to sell to newspapers.

HEADS GREAT LONDON DAILY



LORD BEAVERBROOK,

Proprietor of the London Daily Express and Sunday Express and Minister of Information during the latter part of the war.

FIELD PREACHED GOOD WAR SPORTSMANSHIP

English Journal of Sport Was First to Expose Atrocities of Germans with Pictured Proofs—Other Publications Worked with Women

The Field today occupies a peculiarly unique position in English journalism as a result of the manner in which it applied its efforts as the representative sportsmanship publication of London to war conditions. The Field, which within the last few weeks has changed hands and is now, with its sister publication, the Queen, is the property of J. Murray Allison, continued throughout the war to be a sporting paper and preached clean sportsmanship in the great game of life and death in the same forcible manner it had on the cricket and soccer field in times of peace.

The Field was established 65 years ago, and until war swept the world, was devoted entirely to sport in the United Kingdom and Ireland. In 1915 Field fearlessly printed a special supplement containing a detailed and illustrated account of the atrocities of the German armed forces in Belgium, France, Russia and on the seas, by public opinion forcing the government to issue the Bryce Report. The paper continued

to print stories of the barbarous methods of the Germans throughout the war and issued many pamphlets and books on the subject. After America entered the war a special feature of the paper were the illustrated pages devoted to the records of the American army and navy.

The Queen, the Lady's Newspaper and Court Chronicle, carried on a great work among the women of the land, throwing open in part its advertising columns as well as its news columns in the campaigns for charities and to raise clothing and comforts for soldiers and an army of women factory workers to take the places of men joining the colors.

FRESH NEWS FOR U. S. SOLDIERS

Score of Latest Editions Hastened to France for Returning Troops

American soldiers boarding transports for the United States are met with newspapers from their home State less than two weeks old, and with American magazines fresher than any they have seen since they reached France. The American Library Association is stocking all transports with current magazines and papers and with permanent libraries.

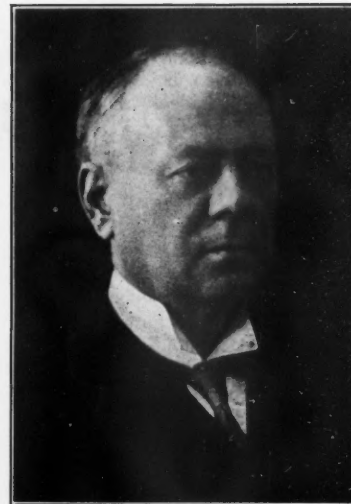
The latest editions obtainable of about twenty newspapers from all sections of the country are put aboard each transport just before it leaves America.

LONDON FINANCIAL PRESS

Gave Valiant Aid to Government to Secure Funds for War

By ELLIS T. POWELL, LL.B., D. Sc., [EDITOR, LONDON FINANCIAL NEWS]

LONDON.—In a sense the war work of the financial press was more important than that of its purely political contemporaries. When the war broke out one main end to be secured was the continuous provision of the money without which the gigantic conflict could not possibly have lasted more than a



ELLIS T. POWELL.

few months. Toward this end, the financial press made the dominant contribution. It did two things:

Among its own clientele, it made economy a habit and shepherd savings into war loans and war savings certificates outside its clientele.

It supplied arguments by which its political confreres enforced the obligations of patriotic financial duty upon classes not reached by the financial press itself.

At the outset it was obvious that the financial propaganda must be very largely educational. The primeval instinct for hoarding asserted itself—principally in villages and farming districts. I do not doubt that at least 50,000,000 golden sovereigns found their way into hoards in the first six months of the war.

Part of the successful work of the financial press was to put a stop to this dangerous propensity. It remains to add that Great Britain withstood the financial strain in a manner astonishing even to her most fervid admirers.

Prices Much Higher Abroad Labor Department Shows

Charges Here Increase 107 Per Cent Since 1913, But More Than Twice That Much in France

The United States Department of Labor, through the Information and Education Service, is issuing the results of a study of prices during the war and readjustment period, revealing a worldwide phenomenon of rising prices accompanied by an increase of money.

The report shows that commodity prices in the United States have risen very considerably through the war period, but the rise in other countries has been greater.

According to the figures of the Bureau of Labor Statistics, the wholesale prices of all commodities in September, 1918,

(Continued on page 30)

GIANT NORTHCLIFFE INSTITUTION BUILT ON BOY'S BRIGHT IDEA

Young Harmsworth, Facing Defeat on "Answers," Published a Puzzle Which 780,000 People Answered—Now Publishes Some 50 Periodicals with 9,000,000 Circulation

FORTUNE, it has been said, can seldom be overtaken by following the beaten track. Most of the notable successes in business have been won by those who have opened entirely new paths or greatly broadened and developed old ones.

This, in brief, explains the unprecedented career of Lord Northcliffe, the world-famous journalist, who started out at the age of twenty-four to win fame and fortune. By means of his brilliant genius, coupled with the use of daringly original ideas, his youthful ambitions were gloriously fulfilled.

Amazing Venture a Success

To-day, in addition to being the foremost British newspaper owner, Lord Northcliffe is at the head of a giant periodical publishing business incorporated as the Amalgamated Press, Ltd. The story of the rise and progress of this vast organization forms one of the most remarkable industrial romances of modern times. Here are the facts in detail:

Scarcely thirty years ago, Lord Northcliffe, then known as Alfred Harmsworth, was struggling to win his first success by issuing, from a diminutive office in London, a small weekly paper called "Answers," made up of short stories, articles, paragraphs, jokes and prize competitions. Although he was a genius, the youthful publisher, having only limited capital, found it extremely difficult to build up a large circulation for his brightly edited paper, and the outlook was not encouraging.

Skill, Judgment and Tenacity

A young man with less faith, less patience, and less enthusiasm than Alfred Harmsworth possessed would have given up the task of putting Answers on a profitable basis. But the skill, judgment and tenacity which have distinguished Lord Northcliffe in recent times were just as pronounced in the days when he was Alfred Harmsworth, and although the odds seemed to be against him, he never once lost his undaunted self-confidence and belief in the future. At last, fortune which favors the brave bestowed her rewards when young Harmsworth after a year of incessant work, evolved a strikingly novel circulation scheme that brought an immediate and astounding success.

In November, 1889, all England was astonished by the appearance of huge posters, in lurid colors, displayed on walls and fences, bearing the magic words, "A Pound a Week for Life." Alfred Harmsworth had offered the tempting prize of £1 a week for life to any person who made the nearest guess to the amount of money in the Bank of England on a certain day. He staked everything on the enterprise.

Wonderful Scheme

News of the competition spread like wildfire, and its success was instantaneous. At last the number of competitors reached the amazing total of 718,000, so that the paper was brought to the attention of between three and four million people. When seen it was taken regularly by thousands.

The circulation of Answers mounted at a rapid pace, and before long it had reached more than 200,000 a week. Advertising at liberal rates was easily obtained, and money literally poured into

the small publishing office. From barely paying expenses, the paper in a few months, was showing a profit of over \$50,000 a year. Six years later the annual profits reached \$300,000.

Unsatisfied with this overwhelming success, the energetic young publisher immediately brought out a series of cheap periodicals that made a hit from the start. They included halfpenny (one cent) comic papers, and penny (two cent) papers for the home, for boys, women, girls and children. There was even a line of Sunday papers filled with religious articles, serial fiction and Sunday school competitions, which pleased the most orthodox readers.

Rapid Growth

As the business grew, Alfred Harmsworth was joined by several of his brothers, one of them, Harold Harmsworth (now Lord Rothermere), becoming general manager. The enterprising publisher also reared a brood of capable editorial assistants, all of them young men and women possessing original ideas and initiative. He likewise adopted a system of profit-sharing. Whenever a young man was put in charge of a paper, he was given a liberal percentage on the circulation, in addition to a good salary. The result was that the young men who conducted the Harmsworth papers took as much interest in the business as if it had been their own.

By means of this profit-sharing system, combined with unflagging energy and enterprise, the circulations of the Harmsworth papers increased rapidly, 200,000 weekly being a common figure. Answers increased to over a million, other papers passed the half million mark, while the Sunday Companion mounted to nearly 400,000.

Educational Department

Another branch of the business subsequently started was the educational department, which issued educational works for home instruction in bi-monthly parts at sixpence a copy. At the end of the year cloth covers were supplied. Among the works issued in this manner were the Harmsworth Self-Educator, Popular Science, a History of the World, a Natural History, the Harmsworth Encyclopedia and the Children's Encyclopedia.

The Harmsworths also entered the magazine field and published the London Magazine, an English adaptation of the American ten-cent magazine, which was so popular from the start that it soon had a circulation of 50,000 a month. Later on, other ten-cent magazines were issued.

This constant stream of publications caused the business to expand until the Harmsworth papers were taken by practically every member of the ordinary

British household, from mother, father, son and daughter down to the reading child. Alfred Harmsworth, in fact, became the universal periodical provider. His publications catered to almost every taste.

In 1897 the business was organized as a stock company with a capital of nearly \$7,000,000. Alfred Harmsworth and his brothers retained a controlling interest in the new company, which was incorporated as Harmsworth Bros., Ltd. Some years later, with increased capital, it was re-incorporated as the Amalgamated Press, Ltd. The company's headquarters are at Fleetway House, Farringdon street, London, erected a few years ago at a cost of \$675,000, and said to be the finest editorial building in Europe.

Although his brothers have retired from active connection with the business, Lord Northcliffe still continues to take a deep interest in its progress. As



SIR GEORGE SUTTON.

in the early days, when he was Alfred Harmsworth, he used his influence in keeping the periodicals intensely British in tone and make-up, and this largely contributes to their success.

The Amalgamated Press is conceded to be the largest publishing organization in the world. Nearly fifty periodicals are issued by the company, having a total weekly circulation of fully nine millions. These publications are handled by over 50,000 newsdealers, while about \$400,000 a year is spent in advertising them. Their circulation, it may be added, is not confined to Great Britain, but extends to Canada, Australia, South Africa, India and other parts of the British Empire.

Some years ago the Amalgamated Press became heavily interested in the paper manufacturing company started by Lord Northcliffe for the purpose of obtaining a constant supply of cheap paper. This company controls one of the largest paper manufacturing plants in the world, situated at Grand Falls, Newfoundland. The pine timber lands embrace about 3,400 square miles. Sixty thousand tons of paper are made every year, besides 25,000 tons of pulp.

Only paper stock is manufactured in Newfoundland. The finer grades of paper are made at Gravesend, near London, where the Amalgamated Press operates the Imperial Paper Mills, the plant covering seventeen acres. Pulp from Newfoundland is transferred from the steamer to the mill, which faces the Thames. Large motor-trucks, capable of hauling several tons, convey the paper from the mills to the London printing works.

In spite of the war, which caused a shortage of print paper and thus had a

deterrent effect on the publishing business, the progress of the Amalgamated Press has been highly satisfactory. New magazines, appealing to a great variety of readers, have been brought out from time to time, and all of them have proved to be money makers. In the autumn of 1914, the company started two illustrated histories of the war, and expended about \$100,000 in advertising them. The profits from these works were exceptionally large, their circulations having been greater than any other British war publications obtained.

Employees Patriotic

Prior to the war the employees of the Amalgamated Press had formed a militia regiment and had two bands, as well as various social clubs. About 1,200 joined the British army after the war began. The company paid in allowances to them or to members of their families over \$300,000. This recalls the fact that the company has a system of pensions which provides for old or ailing employees who retire from the business. At present the pension fund amounts to more than \$300,000, and it is constantly growing.

The Amalgamated Press still adheres to the plan adopted in the early days, of employing young men and women to edit certain papers. In this way is carried out the original idea of the founder, that young people know best what young people want in the shape of reading matter. The directors, moreover, are all heads of departments, actively engaged in the business, which enables the organization to be managed on practical and highly efficient lines. The present chairman is George A. Sutton, who began his career as secretary to Lord Northcliffe. The other officers are: Arthur E. Linforth, Vice-Chairman; J. Horace Newton, G. Heath Cattle, Brig. William P. Mildren, Miss Maud Brown, William H. Back, Mrs. Stephen Philpot and T. Anderson, directors.

WAR ACHIEVEMENTS OF LONDON POST

(Continued from page 13.)

of the bureau increased fresh classes of inquiries arose. Offers of gifts came by the same post as urgent appeals for the very things offered. It was not the purpose of the bureau to ask for money, but requests for aid in other forms came in by the thousand. Commanding officers, for example, had hundreds of recruits who had no change of underclothing; medical men at the depots were without cars to take their patients to the nearest hospitals; householders were ready with offers of hospitality for recuperating officers and men if only they knew where the convalescent troops were; urgent demands were made for special treatment for the ailing wives of soldiers at the front; ships' captains wanted gramophones to while away the tedium of their sailors on the sea—all such requests or needs came or were made known to the Bureau, and in no case was any applicant with a real claim sent empty away. Some eighty young officers were provided with swords given or lent for the duration of the conflict by readers of the journal, the weapons being in 1914 unpurchasable through ordinary trade channels.

Here it may be mentioned that in the service of the country during the war the personnel of the Morning Post was represented by 148 men, 12 of whom made the supreme sacrifice.

M. T. F.

BRIGHT EVENING NEWS STARTED NORTHCLIFFE

At 30 He Converted It from a Dull, Futile Sheet, on Brink of Bankruptcy—London Responded to Brief, Snappy News Reports

Among London papers the Evening News is distinguished for its clever editing, the brightness and variety of its reading matter, and the frequency of its "beats." With unwearied enterprise it supplies the day's news by means of various editions that begin soon after breakfast and continue until long after dark.

This bright, snappy, popular evening journal, it may be added, is one of the papers controlled by Lord Northcliffe, and it is an influential member of what is called the "Northcliffe press." It was, in fact, the first newspaper that the great journalist owned.

The story of the Evening News, which practically began about twenty-five years ago, forms one of those peculiar romances of journalism, which seem to be far more common in Fleet Street, London, than in Park Row, New York.

Publisher at Thirty

It was in October, 1894, that Alfred Harmsworth (now Lord Northcliffe) astonished London by announcing that he had bought the Evening News. The publishing genius was then scarcely thirty years old, but he was a born journalist, and was already at the head of a large and rapidly expanding periodical publishing business, originated and developed by his own efforts.

At that fateful moment, a shrewd young Scottish reporter, named Kennedy Jones, who happened to be employed on the London Evening Sun, heard that the Evening News had been offered for sale. This was not the first time that it had been in the market. Started in 1881 to support the Conservative party, the paper had never been a success, its promoters having lost over \$2,000,000 in their attempts to bolster it up. Badly edited, and experiencing frequent changes of management, its circulation was racing toward the zero point. Facing a big deficit, the directors voted to sell the property.

With nothing but an astonishing amount of self-assurance, Kennedy Jones called on the directors of the Evening News, and asked for a week's option on the paper. He assured them that he could find a purchaser for it. Ready to clutch at any hope of even a partial salvage, the directors actually came to terms.

Elixir of Life

Having secured his option, Kennedy Jones called on Alfred Harmsworth, to whom he offered the paper. The result was that a few days later the young publisher bought the paper for \$125,000. Having acquired it, he saw that Jones, who was a journalist of wide experience and full of enterprise, would be just the sort of man to manage it. From being a reporter at \$25 a week, Jones stepped into the position of managing editor of the Evening News at a liberal salary besides a substantial interest.

Within a few weeks, by effectively administering his own brand of elixir of life to the tottering paper, Harmsworth revitalized it and made it a money-maker. Jones, with his wide experience in all branches of newspaper work, proved to be invaluable. He knew what the masses wanted, and also the weak spots of the old-fashioned evening newspapers. He employed the best men for the sporting department, with

the result that the racing, football and cricket reports, which made or mar an evening paper in London, soon put the Evening News in the lead.

With its catchy headlines, live news stories, bright special articles, women's column, joke column, serial fiction and other features, the modernized Evening News became the talk of the town, and by the end of the first year it not only repaid the original investment but was in a position to pay six per cent on its shares. At the present time the circulation is over a million daily.

During the twenty-five years that have passed since Lord Northcliffe became the owner of the Evening News,

war zones, were remarkably able, and their beats were numerous. Altogether the war record of the paper was conspicuously brilliant. Not only were the editorial features maintained at the highest standard, but the management also directed a number of popular campaigns in aid of various worthy objects. A brief mention of some of this war work adds interest to the story of the Evening News, while it also gives a good idea of a type of newspaper enterprise that proved pre-eminently successful in England.

In the early days of the war the management started the "Queen Mary's Needlework Guild," for the purpose of

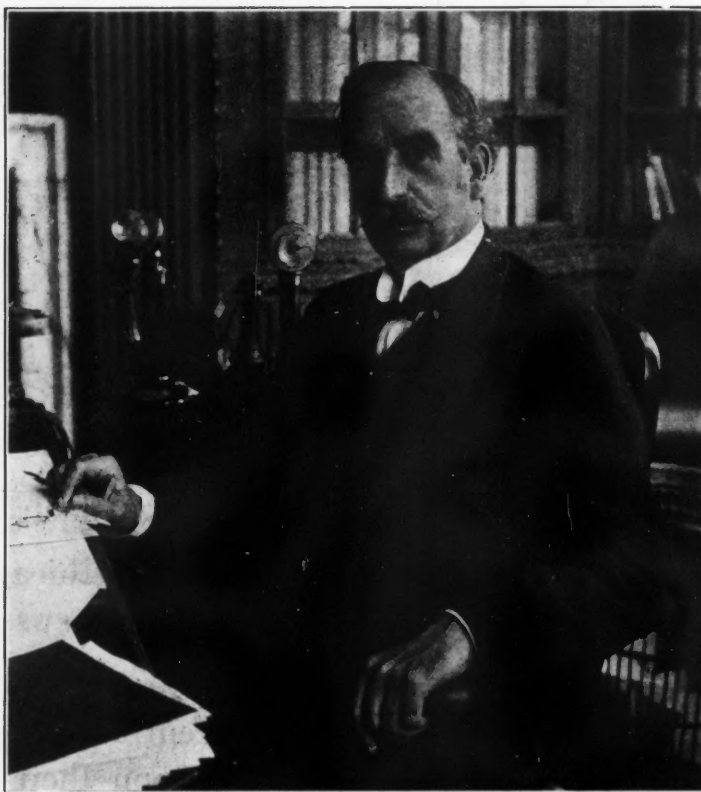
friends or relatives, in touch with correspondents willing to "adopt" them and cheer them with letters and parcels. Many lasting friendships owed their origin to these efforts.

From an early stage of the war the Evening News conducted a "Soldier's Friend Bureau" which obtained expert information and advice for soldiers on all questions regarding pay, pensions and disablement allowances.

The paper also raised \$80,000 for the purpose of establishing a soldiers' restaurant at the Victoria Railway Station, London, for the use of men arriving from or departing to the front. Another enterprise—the Evening News Concert Party—gave high-class entertainments to men in the home camps.

To-day the Evening News is reaping the benefits of peace in the form of increased advertising and a substantial addition to circulation. Its business department has long been regarded as a model of highly developed efficiency, while its system of distribution is a marvel of swiftness. These factors united with consistent editorial superiority make a combination that are proof against all competition.

Says Peace Responsibilities Are With Press



Robert Donald, for sixteen years editor of the London Chronicle, and now managing director of a strong circle of provincial papers published by the United Newspapers, Ltd.

Message from Mr. Donald, written especially for the International Number of EDITOR & PUBLISHER.

"CONGRATULATE you on your public spirited enterprise in producing an international number and wish you complete success in your mission.

"By your enterprise in paying a tribute to the newspapers of the allied nations, you are rendering a service to the press of the world. In shaping the future of mankind the press must play an important part and your 'Peace Number' will be a valued contribution to Progress and will give newspapers an opportunity for retrospection on war services and bring home to them a sense of the responsibility which they must take up in assisting to promote and in helping to maintain a League of Peaceful Nations."

the enterprise of this lively paper has continued unabated. Kennedy Jones retired some years ago, having become wealthy, and is now a member of Parliament. His associate in the editorial management, John Walter Evans, did much, in recent years, toward developing and maintaining the paper's huge circulation. In this work he was ably assisted by Alfred Turner, the present acting editor.

Throughout the war period the Evening News had a news service from the front which easily placed it in the lead on most important occasions. Its correspondents, stationed in the principal

providing comforts for the British fighting men and their dependents. Incidentally, the Evening News worker made and collected garments to the extent of hundreds of thousands, for distribution among the children of London's poor.

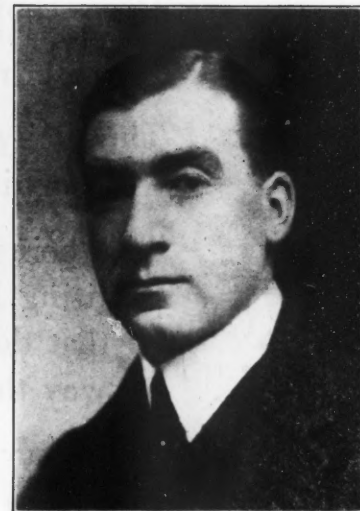
The Prisoners of War Fund had for its object the supplying of parcels of food for British soldiers held in German prison camps. By means of large sums raised by the Evening News thousands of substantial parcels of food were forwarded.

A Lonely Soldiers' Guild was inaugurated, to place fighting men, without

CARRIED WAR MESSAGE TO WORLD

London Illustrated News and Sketch Served Bureau of Information Among People of Every Country

The Illustrated News and Sketch, London, of which Charles L. N. Ingram



SIR EDWARD HULTON.

One of England's Most Prominent Publishers is the managing director, rendered great service during the war for the Ministry of Information by printing papers of value to the cause of the Allies not by the thousands but by the millions. These papers were printed in twelve Oriental languages and all the European languages of the moment. They were the pioneers in the use of the Photogravure Process in England and it was used in the publication of all of these papers.

The News and Sketch took their place at all times in the ranks of the press in the various campaigns in the interest of the Government. Captain Bruce S. Ingram, editor of the News since 1900, and Sketch since 1905, served on the Western Front with his battery, the Royal Garrison Artillery, and was awarded the Military Cross. Ernest H. Goddard, C. B. E., acting editor of both papers since 1916, was decorated many times for his work for the British Ministry of Information.

Figure This Chicago Out for

But see what it costs to reach
not read the one

IT makes no difference to whom you want to sell in Chicago. If they read the English language 77.7% of them read the The Daily News. This is true of the humble family. It is equally true of the Lake Shore Drive capitalist who buys bonds, automobiles and power boats.

Every fair test brings to light this all-important fact:

The Daily News is read by more worth-while Chicago people in every walk of life than any other morning or evening newspaper.

This being so, how does the fact impress you—the advertiser? Are you profiting by known facts? Are you concentrating your advertising fire on that dominating 77.7% and depending upon their personal influence to sway the remaining 22.3%?

Efficiency in spending the advertising dollar means to put it where it will do the most good. It means to avoid waste. It means to sell those it tries to sell.

To find out how to spend the advertising dollar efficiently in Chicago is a matter of simple arithmetic. Assuming that you want to reach those Chicagoans over ten years of age who read English, your problem is as follows:

Percentage who read The Daily News	77.7
Percentage who do not read The Daily News	22.3
	<hr/> 100.00%

o Proposition Yourself, Then Decide

ach
one a few scattered buyers who do
dominant medium

Or figure it this way: Say you want to spend \$15,000 to try to reach all Chicago newspaper readers. You would probably put \$5000 of it in The Daily News and split the remaining \$10,000 up between other Chicago Newspapers. The Daily News will reach 77.7% of the market, and it makes no difference if you use all of the other newspapers, your message would be carried to only the 22.3% of a market that is already dominated by The Daily News to the extent of 77.7% and at a greatly disproportionate cost. Is that efficiency?

Since The Daily News offers an opportunity to advertise to 77.7% of a great market at one cost, efficiency in advertising logically suggests using the whole of the appropriation in The Daily News with larger space or more frequent insertion.

The problem works out on the same basis, whether you are selling breakfast food or bonds. In the English reading homes of Chicago The Daily News is the dominant buying influence, by which an overwhelming proportion of the buying power of the city may be reached and swayed.

Spend your Chicago appropriation efficiently in

THE DAILY NEWS

CARRIED PARTY INTO WAR WITH A VIM

Westminster Gazette, London's Political Evening Paper, Supported Asquith Regime and Sternly Criticized Lloyd George

A rigid and unreasoning censorship and a strict limitation of journalistic activity by those in authority, who were slow indeed to realize the indispensable part that the press was playing in the war, was not favorable to striking enterprise on the part of British newspapers, and least of all of evening newspapers that, by the conditions in which

delicately a nation wedded to peace and sincerely averse to militarism had to be carried step by step to the height of its effort in war. No achievement in Mr. Asquith's career so strikingly illustrated his knowledge of public opinion than the fact that, without a schism in his party, he brought the nation to the point at which it accepted compulsory service in the Army as a necessity. In the day-to-day teaching of the people that this involved, the Westminster Gazette played a conspicuous part.

Never Doubted Success

Perhaps, however, the greatest service the paper rendered to the nation was in the preservation of a calm and unwavering confidence in ultimate victory. In

to stand. At that line the retreat actually ended. When the Germans made their great blow against Amiens in March, 1918, he described the battle as "a bloody defeat" for the enemy. Attacked by other critics for that reasoning he held to his ground, and subsequent events were to prove that as a fact the German strength was irretrievably shattered in that attack. At the close of the war the reputation of "D" stood higher than that of any of the military critics.

Right through the war, too, the pen of its famous cartoonist, Sir F. C. Gould, pictured in dignified and striking fashion the situation of the moment—a series of historic cartoons (to which reference is made elsewhere) being the result.

Backed Every Phase

To every phase of military and industrial effort the Westminster Gazette gave steady support, while its unflinching criticism of many proposals that would have scattered effort and confused counsel bore much fruit. In the improvement and development of the medical service both at the front and at home, and in securing better provision for the wounded, the Westminster Gazette did good work. The necessary financial provision for the war was aided by its advocacy of the claims of the various loans, and by its adherence to the belief that the true principle was to raise as much of the cost of the war as possible by taxation. A fund which was started by the paper sent millions of cigarettes and many other comforts to the troops at the front, and in the hospitals. Finally, ninety of the staff enlisted in the Army, fifteen never to return.

One interesting fact about the Westminster Gazette is that alone of the evening papers it raised its price to twopence at the height of the paper shortage and was able to maintain its position in competition with the other evening papers. In March the price was again reduced to a penny, and the Westminster Gazette is now soaring to heights that show its literary and news excellence are features highly appreciated by newspaper readers in London.

POWER IN 3,000,000 SUNDAY CIRCULATION

(Continued from page 15.)

covered the distance to its loft at the rate of a mile a minute, with the result that assistance was sent and the officers saved after being in the water for three-quarters of an hour.

In another case a pigeon brought this urgent call from two gallant men whose seaplane had fallen into the sea:

"We can hear firing, but cannot see land or ships. Can you send round coast about 21 miles or so out? We really have no knowledge of our position at all. Very urgent. Both feeling faint. Perhaps we are off the coast. Compass no use."

Saved After 14 Hours

Destroyers were immediately sent out and the wrecked airmen who had clung to their floating plane for 14 hours were rescued. In addition thousands of pigeon fanciers who disposed of their birds when joining the army were presented with new stock on their return to civil life by readers of the News of the World.

In all News of the World employees to the number of 206 served with H. M. Forces and of these 19 made the supreme sacrifice.

Relationships with Danish merchants during the war are expected to develop into profitable and permanent trade for American manufacturers and shippers.

MIRROR HISTORY IS BUSINESS ROMANCE

First Circulation Unusually Large, But Losses Were Startlingly Rapid—First Appeal Was to Women—Saved by a New Idea

The history of the rise of the Daily Mirror is one of those rare romances of business enterprise which shows how an overwhelming failure may be turned into a success of so comprehensive a character that it has revolutionized journalism the world over.

Born at the end of 1903—the first number was issued on November 2 of that



LORD ROTHERMERE.

year—The Daily Mirror saw the world as a penny paper, and it gave the news in tabloid form.

The founder had for many years a theory that a daily newspaper for women was in urgent request. The belief cost him \$500,000. He found out that he was beaten. Women did not want a daily paper of their own.

A Record-Breaking Slump

The sales of the first number amounted to 265,955, which beat all records for first numbers. But the circulation of the second number fell by 121,955 copies, no doubt beating all records in tumbling ever achieved by a No. 2. The tumble on the third day was less discouraging. It amounted to only 15,285 copies.

Sixty-five more persons invested in the old Mirror on the fourth day than on the third, and the publisher felt a slight glow of satisfaction. He began to think that the bottom of the slump had been reached. But it hadn't, for on November 6 more than 10,000 readers suddenly seceded.

The loss at one time averaged \$15,000 a week. Every working morning the founder had the cheerful satisfaction of knowing that he was \$2,500 worse off than he was the day before. At one time the circulation reached as low as 24,523 a day. And the \$15,000 a week did not, of course, include the immense initial expense of advertising.

From Failure to Success

The Daily Mirror, however, had too much red blood in it to allow it to remain a failure. Phoenix-like, it arose from its own ashes and made failure the stepping-stone to success.

At the beginning of 1904, the entire paper was reorganized. On January 28 of that year the price was lowered to a

(Continued on page 38.)



"The Dual Monarchy"

Specimen of the remarkable war cartoons of Sir Francis Carruthers Gould, who for more than 20 years has contributed to Westminster Gazette and was once called by Lord Rosebury "a great asset of the Liberal party." This cartoon appeared a few days before the German confession of final defeat, and is selected for EDITOR & PUBLISHER by the veteran cartoonist as one of his best war efforts.

they were published, had necessarily to run all risks in the matter of opinion, submitting little to the eye of the censor. Yet the evening papers of London and elsewhere were able to render services no less signal than those of their morning contemporaries. Particularly is this seen in the case of the London Westminster Gazette, one of the greatest of British newspaper properties.

First Supported Grey

Up to the moment when war became unavoidable, the Westminster Gazette furthered in every way the efforts of Viscount Grey, then Foreign Secretary, to stave off the calamity. One incident of the closing days of peace in 1914 may be mentioned. The Westminster Gazette received from its Berlin correspondent a message emanating from the German Foreign Office in which Germany endeavored to throw the blame for the war upon its ally, Austria. That message was a diplomatic document of the first importance, which was not published in any of the enemy white books or blue books. It was made the basis of attacks upon the Westminster Gazette at the time and since. Yet the telegram was one of the historic documents of the war, and its publication a service to the Allied cause.

Strong War Service

Once peace had been broken and Belgium invaded, the Westminster Gazette gave its unwavering support to the prosecution of the war by every available means. Standing in peculiarly close relations to Mr. Asquith's government, it had a difficult educative task. For those who have never grasped the tenets of Liberalism it is not easy to realize how

the darkest days the Westminster Gazette never doubted the final triumph, and never from the first days of the war entertained the possibility of defeat. The editor, Mr. J. A. Spender's equable temper and logical reasoning have never been more conspicuously displayed than in maintaining a firm front alike against panic proposals at one time, and against diversions of energy from the main purpose of the war at another. First, last, and all the time he was a spokesman of the school that believed that victory would only, and could only, be achieved on the Western Front—that, in short, Germany was the enemy to be dealt with and that all dispersions of energy that weakened power in the west were due to a failure to realize that the war must be decided in one particular theater, however tempting some of the smaller expeditions might appear.

Expert War Critics

Naval matters were dealt with in the columns of the Westminster Gazette by Arthur H. Pollen, long since acknowledged as one of the few really competent writers upon naval affairs. The military correspondent "D," concealed under that initial, a profound student of history and of strategy, whose frequent reviews of the military operations established for him by common consent the highest reputation for knowledge of facts, for intuition as to the future, and for comprehension of the vital strategy of the war. Two conspicuous triumphs may be recorded. When the Italians were reeling back under the full weight of the Austro-German stroke, he foretold not only their recovery, but the exact line on which they would be able

The Morning Post

The Morning Post—established in 1772—is the oldest London daily newspaper, and has a constant and increasingly large circulation among the aristocracy and wealthy middle classes.

THE character of its sale is reflected in its general appearance: such features as the quality of the paper, the clearness of its print, the arrangement and presentation of the contents, and the absence of anything approaching sensationalism in either news or advertisements, clearly marking it as a journal appealing to the taste of the refined and cultured reader.

It is noted for its full and accurate information on Foreign and Colonial affairs, its independent reports of and comments on Parliamentary proceedings, its Literary pages which include contributions from many of the best known writers of the day, its articles on financial topics which are edited by one of the leading financial authorities of the City of London, and its individual presentation of all subjects relating to Sport. Since its inception it has been the recognized chronicle of Society and fashionable intelligence.

AS an advertising medium it is in the very front rank, inasmuch as it has a reading public consisting entirely of people of means. A feature of its circulation that especially commends the "Morning Post" to advertisers, is the fact that in addition to its being a journal appealing on every side to men, it is invariably the paper that is read and studied by the lady of the house. Its advertisements are consequently numerous and varied and its columns are regularly and consistently used by the leading trading, business, and other interests whose announcements are intended to reach the notice of the wealthy and leisured classes throughout the country.

For the purposes of advertising high-class goods and commodities, opportunities for investments in stocks and shares, land, houses, etc., or facilities for travel, sport and amusement, the "Morning Post" is unsurpassed.

Rates for Displayed Trade Advertisements on News Pages

Whole Page	\$1250
Half Page	720
Quarter Page	360
Single Column	180

Small classified advertisements are charged by line rate varying from 25 cents to 50 cents per line according to the classification.

GOVERNMENT ADVERTISING IS SOLVENT OF WORLD PROBLEMS

Sir Hedley Le Bas, Pioneer of British Government's Amazingly Successful War Advertising, Advocate of Publicity as Quickest and Most Economical for State.

By H. SIMONIS.

(WRITTEN ESPECIALLY FOR EDITOR & PUBLISHER.)

I DO not know what particular service to the State gained the knighthood for Sir Hedley Le Bas. He did so much and did everything so well that he must have earned the distinction several times over. His outstanding achievement, however, is undoubtedly the pioneer work he did in persuading the British Government to embark upon a publicity campaign, first of all to secure men for the army and subsequently to obtain money to provide the sinews of war.

In his time he has wielded both the sword and the pen. He has shown that the pen has proved as mighty as the sword, and if he has his way he will undoubtedly demonstrate as well that the pen is mightier than the sword. It is therefore not merely because of his past record but equally because of his vision and what he may accomplish in the future that his personality is so interesting.

Magic Power to Get Publicity Results

Those who have wrestled with the problem of the best form of appeal for men or money know how hard it is to strike the right note. Having been invited at the outset to assist Sir Hedley Le Bas on the Committees which he formed, I can bear personal testimony to his judgment, enthusiasm and driving power, although that was amply proved by the many millions of men which he raised by his publicity methods, by the many millions of money which he secured by the same means, and by the fact that he established a system which was adopted by other governments, and will undoubtedly be used to increasing purpose in the future.

His greatest distinction to my mind is that he not only conceived these vast ideas, but inspired the members of the Government with his ability to carry them out. His first campaign was undertaken some two years before the war broke out. General Seely, then Secretary of State for War, said to him one day: "Supposing you had to find 35,000 men for the Army, how would you set to work?" Le Bas at once replied: "I should advertise for them," and, somewhat to his surprise, the answer was taken seriously, and very soon afterwards an appeal for recruits was issued. The result was an instant success, and a more extended campaign was planned, which, however, was displaced by a bigger one still, owing to the outbreak of hostilities. Up to that time the Government had advertised only in a small way in connection with such matters as contracts.

Won Kitchener's Faith

Sir Hedley told me that Lord Kitchener was at first suspicious of the popular appeal and was more than once startled by it, but he appreciated the necessity for drastic measures, and was soon convinced of the possibilities, and was a strong supporter of newspaper advertisements conducted on bold and original lines. As a matter of fact, whilst it was found difficult to raise an additional 35,000 men, in one year prior to the war, 35,000 men enlisted in one day when the publicity campaign for "Kitchener's Army" was under way.

Sir Hedley Le Bas's work in connection with the raising of Kitchener's

Army by means of press publicity, although often referred to, was not so astonishing to newspaper men as the outcome of the difficult work he un-



SIR HEDLEY LE BASS

Joint secretary of the Prince of Wales' National Relief Fund, adviser to the War Office on its newspaper advertising; governing director of the Caxton Publishing Co.; late director of George Newnes, Ltd., and of C. Arthur Pearson, Ltd.

dertook in connection with recruiting in Ireland. He applied the same methods there, and in addition backed them up with speeches by V.C.'s, with bands and so forth. It was a difficult problem, and any man might have been excused if he had failed with it. Le Bas, however, knew the power of the publicity machine, and he knew how to work it in all its parts, and he succeeded in raising 45,000 recruits in Ireland in 1915 after a few months' campaign, the only successful recruiting campaign in Ireland.

The creation of an army of millions involved the raising of millions of pounds for their food and equipment. Sir Hedley at once recognized this, and with characteristic promptitude prepared a scheme and went to the Chancellor of the Exchequer's house with the manuscript in his pocket. The result may be summarized by saying that the first War Loan which was not advertised produced some £300,000,000. The second War Loan, which Sir Hedley Le Bas presented to the public by means of an advertisement campaign produced double the amount.

Government Advertising

It was the same with other undertakings. He used publicity in his capacity as Joint Hon. Secretary with Sir Arthur Pearson of the Prince of Wales' Fund by which some \$30,000,000 were raised; his spare time has been devoted to the Lord Kitchener Memorial Fund, for which he has raised \$1,500,000.

When the Ministry of Munitions asked his advice as to the best way to obtain 8,000 women for the shell filling factories in London, as the Labor Exchanges could not supply the numbers required, he told them to advertise. Within a week of the first of the advertisements appearing the va-

how they could help the nation in time of dire need by saving money, material and labor, and people made their inevitable response."

Others have followed in his footsteps, which was only natural as Government Department after Government Department decided to use press advertising for their various needs. To him, however, belongs the credit of the pioneer, and few have shown such practical vision and imagination with regard to developments which may take place and should take place

Good Idea Spread

Sir Hedley Le Bas urges the popularization of the League of Nations in all countries by advertisements. "Explain the advantages of the system," he says, "in simple language which everyone can understand and the difficulties will be smoothed over and the ideal become the commonplace."

He advocates publicity as the quickest and most economical method of settling labor troubles, urging that the Whitley Councils as representatives of employers and men of various industries for the settlement of industrial disputes, should be explained and created by means of special publicity campaigns.

As one who has been associated with him in much of the work referred to above I am confident that the methods which he adopted of advertising on a large scale can be utilized for solving the great problems which confront the world today, and I can only hope that the advice of one who has proved that his far-sighted views are productive of far-reaching results ment for the world's welfare in the will be taken so that his plans for the use of publicity as the greatest instrument will be realized.

PRICES ARE HIGHER ABROAD

(Continued from page 23.)

were 107 per cent over the average for the year 1913. This was the highest figures reached in this country.

The price level in Canada, according to the Canadian Labor Department, reached the high point in November, the price level then being 115 per cent over the 1913 figure.

According to the figures of the London Economist, the price level in the United Kingdom was highest in the month of August, being at that time 133 per cent above the 1913 average.

Figures on the increase of prices in France are not available for any time later than June, 1913; however, the figure as published by the Statistique Generale for the month of May showed an increase of 235 per cent over the 1913 price level.

Not only do the countries nearer the scene of actual warfare show greater rises in the price level, but it is also true that in these countries the price began to rise at an earlier date than they did in the United States.

The general rise in commodity prices was accompanied in all these countries by a considerable increase in the amount of money in circulation and in the amount of bank deposits.

In this country the average amount of money in circulation per capita in the year 1913 was \$34.65. This increased to \$56.23, the figure for December 1, 1918, an increase of 62 per cent. There has been a slight decrease since that time, the figure for March 1 being \$53.76, which is 55 per cent above the 1913 figure. During the same time, bank deposits in the United States have increased almost three-fold.

In European countries, during the war period, bank deposits more than doubled.

cant places were filled. Later there was a call for 30,000 women. Another appeal was advertised and the same result was obtained. By taking his advice, the Government was able to popularize lending money to the State, and even to make economy so fashionable as a patriotic virtue that certain of the luxury establishments were driven to protest on the ground that their trade was being ruined. "All that happened," he said, "was that the people, especially the women, were told in a simple and direct way

Facts About Boston, Massachusetts, U. S. A.

Figures of vital interest to manufacturers throughout the world:

Population of Metropolitan Boston.....1,587,093
 Population of 30-mile Boston Trading Zone.....2,437,740

Most densely populated trading zone in America with fewest foreign-born people unable to read and speak English.

Wealth of Boston is well distributed; per capita wealth of six largest cities in the United States:

Boston	\$2,009.84
Pittsburgh	1,869.92
Baltimore	1,804.13
Philadelphia	1,034.36
New York	926.06
Chicago	425.57

Metropolitan Boston has 4,409 industrial establishments employing 200,106 persons.

In 30-mile Trading Zone there are 6,681 industrial establishments employing 380,858 wage earners.

Value of manufacturing products	\$1,723,307,920
Average sum paid to wage earners in 30-mile Trading Zone each year....	613,802,641

Facts About the Boston Globe

The great family newspaper in this field of *industry—wealth and homes*

Circulation for six months ending March 31, 1919

	Daily	Sunday
City	200,630	178,040
Suburban	35,637	49,790
Total city and suburban.....	236,267	227,830
Country	57,484	101,576
Bulk sales	30	40
Total Net Paid	293,781	329,446

The Boston Globe editorials and news columns appeal to the worth while people of New England—the people who predominate in the total population of the New England States.

In other words

The Readers of the Boston Globe

are the substantial people of New England—willing and able to buy recognized products of merit.

THE BOSTON GLOBE

BOSTON, MASS., U. S. A.

New York Representative: JOHN B. WOODWARD, Times Bldg.

Chicago Representative: GUY S. OSBORN, Tribune Bldg.

Detroit Representative: J. R. SCOLARO, Ford Bldg.

STARMER'S "BIG THREE" CHAMPION COMMON RIGHT OF READING HOST

Eaterprising Provincial Publisher Puts Vitals into His Papers
—Do as Well as Say, Is His Policy—Remarkable Public
Services Rendered During the War

SIR CHARLES STARMER, a veritable demon for work, began his notable newspaper work in England in connection with the *Whitby Gazette*. Today he controls a round score of daily and weekly papers. There is not one of these that does not show features for which the editor is indebted to Sir Charles, whose busy brain is ever evolving ideas.

After his early success with the *Northern Echo* he secured control of the *Sheffield Independent*. Wanting other worlds, Birmingham presented itself in the shape of the *Gazette* and still later, Nottingham with its *Journal*. Each of this trio was in existence at the beginning of the nineteenth century, two of them at the beginning of the eighteenth, and one even in the seventeenth. Never were these newspapers so full of vitality as today.

A Great String of Periodicals His Pride

Four morning dailies do not satisfy the ambition of Starmer. He has under his aegis weekly journals, Sunday journals, Saturday evening journals, and smartly written papers to gratify the toiler at the week end.

Sir Charles Starmer has no peer in the newspaper world of Britain. Every advertiser knows the high value of the journals controlled by him and realizes that it is impossible to reach the British public save through the media directed by Sir Charles. His energy is not exhausted by newspaper work. He is a Justice of the Peace, an Alderman of Darlington, has been Mayor of the Borough and will be a member of the next British House of Commons.

Sheffield Independent

The *Sheffield Daily Independent*, founded just 100 years ago, early in the war put heart and soul into the work of making provision for the citizen soldiers who responded to Kitchener's call. Many of its editorial, printing, commercial and circulation departments were in khaki or in the blue of the Navy. Some have shed their blood in foreign lands; others have kept the seas, and there have been daring souls who have scoured the clouds in search of Prussian pestilence.

Those who stayed at home devoted zeal to securing supplementary comforts for "the boys." A big department of the office was set apart for the work.

The day following the declaration of war the *Soldiers' Comforts* scheme was launched. A leading feature was a flannel sleeping helmet, which won the approval of the War Office and an autograph letter of commendation from Queen Mary.

Big Blanket Supply

During the winter there was a shortage of blankets. An appeal was made and there was a great response. The *Independent* scheme to keep soldiers comfortable was responsible for some 36,000 articles and pairs of socks being collected.

Christmas boxes for soldiers and sailors were sent for four seasons with presents valued at \$150,000.

Prisoners of war appealed strongly to the readers of the *Daily Independent*. Here again the journal was a pioneer. Hundreds of men were "adopted" by readers and many others had weekly parcels despatched from the office of the *Independent*.

Within four days of issuing the pattern the first packing case containing over 1,000 of the helmets was despatched from the offices to St. James's Palace, the headquarters of Queen Mary's Needlework Guild, and readers continued to make this original soldiers'

comfort until a total of 5,401 had been reached.



SIR CHARLES STARMER.

The War Office asked the *Independent* to appeal for socks. The result was the despatch of 11,112 pairs.

Independent appeals brought in 4,603 pairs of mittens, cuffs and gloves, 1,664 scarfs and many body belts and surgical shirts, from original patterns.

The *Independent* carefully conserved public optimism when the clouds were darkest. There was no scare-mongering. It aided conscription. It has persistently encouraged President Wilson and the League of Nations.

Birmingham Gazette

Few Provincial newspapers had a more fruitful record of work associated with the great war than the *Birmingham Gazette*, which was founded in 1711, and is a progressive daily mirror of public events.

Enjoying the advantage of going to press several hours after its London rivals are printed, it was able to present the latest official reports of big events, including Zeppelin and Gotha raids, and

its war "scoops" were numerous and varied.

Its descriptive reports of the fighting on the many fighting fronts by special writers with the Franco-British forces were always an attractive feature.

On the home front the *Gazette* wielded strong influence during the war. Thousands of Tars and Tommies benefited through its *Soldiers' and Sailors' Comforts Fund*. The "Roll of Honor" and the "Missing Men" corners were regular features of the *Gazette* and *Evening Despatch*, anything from a half a dozen to twenty or more portraits of soldiers being given in a single issue.

Help Weak Against Strong

The *Gazette's* policy of helping the weak against the strong, especially in the industrial field, dates back to the present proprietor's control. When the war brought personal hardships and grievances to the people, the War Pensions Bureau, special and general correspondence columns, and system of staff investigation, gave material help. The

The fund was organized and the parcels were dispersed free of charge.

In the early days the *Gazette* spread the knitting fever by furnishing and illustrating patterns and specimens of articles required, and opening special departments and inquiry offices. Sewing classes and knitting schools sprang up on every hand. Readers sent all sorts of comforts to "the boys."

Each Christmas the *Gazette* sent gift boxes to the front and ingeniously collected funds. As funds permitted, parcels of books were forwarded to the camp libraries, and the *Gazette* was responsible for sending to men serving overseas and at home a large number of table games, cricket sets, boxing gloves and musical instruments, ranging from concertinas to Japanese fiddles.

Christmas Gifts

Great success also attended a series of special conferences arranged by the *Gazette* during 1918 for the discussion of vital problems underlined the big issues of the World War.

On the publishing side both the *Gazette* and *Evening Despatch* achieved distinctions during the war. The 175th Birthday Number of the *Gazette*, Thursday, November 16, 1916, called out a meritorious supplement of 32 pages, many artistically illustrated.

The proprietors offered the following birthday gifts: to every baby born within a radius of 30 miles of Birmingham on November 16, 1916—a Post Office 15/6d. War Saving certificate; to every married couple who had been readers of the *Gazette* during the previous four years, and who, during that time, had celebrated their golden wedding, a solid silver tea service; to every married couple who, during the same period, had celebrated their silver wedding and been regular readers of the *Gazette*, a solid silver teapot; to the oldest reader of the *Gazette*, a cash prize of £10; to news agents, four cash awards of 10/6d.

The number brought showers of congratulations from all parts of the United Kingdom.

In many other ways the *Gazette* and *Evening Despatch* fulfilled the functions of daily newspapers in war time and the reward is found in the happy relations which exist between the proprietors and the readers of the *Gazette*, *Evening Despatch*, *Sports Argus*, *Sporting Buff* and *Sunday Mercury* at the present time.

The Northern Echo

The *Northern Echo* has two claims to distinction. It is the pioneer half-penny morning newspaper in England, and in a few months will celebrate its Jubilee. It is also the journal through which the late W. T. Stead, a victim in the *Titanic* disaster, gained a world-wide eminence.

Gladstone put it on record that he always read the *Northern Echo* with deep interest. In circulation it has grown with the increase of population, and its special sphere of service is still over the area that gives England its main mining, iron and steel making, engineering and shipbuilding industries.

The "policy" is in the direction of emphasizing the value of "doing" rather than of "saying" things. The war furnished more than ample scope for this kind of service. The *Northern Echo* became the center of all those activities which, to be fruitful, demand organization and prompt response to the needs of the moment. In common with all other enterprises it sent its able-bodied men to the war. Over 80 enlisted. A tenth of them have made the supreme sacrifice, and others have returned permanently injured or maimed.

(Continued on page 44.)

great influx of munition workers created an acute housing problem. The *Gazette* championed the cause of overcharged and evicted tenants against the attempt of some unpatriotic landlords to exact more than their "pound of flesh."

When, in the black winter of 1916 and 1917, the U-boats menaced the nation's food supply, Sir Charles Starmer's conception of a newspaper as something more than a dispensary of news found play in the promotion by the *Gazette* of a prize Allotment Competition. The number of plot-holders to enter the competition was 12,684.

Intense Interest Aroused

The grand amount subscribed and the number of soldiers' and sailors' parcels despatched bear testimony to the interest of the readers.

Subscriptions totaled over \$50,000; parcels despatched, before registration, numbered 54,918, and after registration, 35,125.

"PUNCH"

*The Most Famous and
Influential Humorous Journal
in the World*



FOR Seventy years "PUNCH" devoted its entire energy to building up *reader-interest* amongst Britons at home and in every corner of the World, viewing advertising with suspicion, and barely tolerating the small amount literally forced into its pages.

Some ten years ago modern methods prevailed, and advertising in "PUNCH's" pages was promoted in an energetic and business-like manner.

The result has been amazing. Before the awakening "PUNCH" very rarely had carried as much as six pages of advertising, which generally included several pages of "house" announcements. To-day the maximum allowance is twenty-four pages, and every number runs full. On October 1st, 1918, every inch of the then available space for fifteen months in advance was sold, and as well over three hundred and fifty pages for issues in 1920: ninety-five per cent. to old advertisers who had long used "PUNCH" and were determined not to be left out in 1919 and 1920.

In over forty years' experience in buying and selling advertising space I have never known so responsive and profitable a medium for advertising of high-class goods and service, and none other is accepted for "PUNCH."

The increase recently in the number of advertising pages now leaves available some space in a few numbers for 1919 and a good deal for issues in 1920.

American advertisers who want to sell high-class goods and service to Britons at home and the wide world over should get busy and get into "PUNCH." Ask your advertising agent or write direct to

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street, London
E.C.4, Eng.

COUNTY PRESS OF ENGLAND AIDED ODHAMS PUBLICATIONS NOBLY IN WINNING THE WAR

Inspired Youth of Land to Rush to Colors, Fostered Spirit of Optimism Throughout Conflict, Promoted National Economy and Raised Huge Funds Among Readers

THAT the county newspapers of England played a big part in helping to win the war is conceded by the government and by all familiar with its diverse helpful activities. There was work to be done and it was done loyally, from the very outset when these papers first served to inspire confidence in victory and then inspired the youth of the land to rush to the colors. Perhaps the most striking result of provincial press influence during the war was the fostering of a spirit of optimism when clouds were darkest.

Other conspicuous war services of these papers were the stimulating of interest in the war saving schemes of the government, activity in propaganda work relative to national economy in food, fuel, and other commodities, and the inauguration of many war relief funds and the enthusiastic support of others. The county press discharged its responsibilities from a high sense of duty and its record is a noble one.

Sent Christmas Parcels to Soldiers

The Leicester Daily Mercury and the Leicester Daily Post were among the first newspapers in the country to take in hand the forwarding of seasonable parcels to local soldiers at the front.

Support was forthcoming from all classes and creeds, and over \$25,000 was contributed.

Raised Office Fund

The Mercury and Post had an office fund for the assistance of the dependents of members of the staff called to the colors.

The editor of the Post, Mr. W. G. Gibbs, was the honorable secretary of a town and county committee for supplying welfare articles. His colleague of the Mercury was on the committee of the West End Society for the Entertainment of Wounded Soldiers.

The number of members of the staff joining the navy and the army was 38, and two were killed.

In the later stages of the war the proprietors of the Illustrated Leicester Chronicle reserved for the Association which had been formed to further the claims and establish the rights of those who had fought and suffered for their country, a column which has been used ever since with helpful results.

The Chronicle was popular with soldiers. Hundreds of testimonials were received from local men expressing appreciation of its picture pages, its newsiness and its features.

Great Aid to Recruiting

The Lancaster town of Bolton and the thriving townships clustered through the borough contain a population of half a million who are served by only one newspaper, the Bolton Evening News and its allied publications, Tillotsons' Lancashire Series. In the early days of the war, the News gave its space to the encouragement of recruiting. In all, 30,000 served.

Large sums of money were raised by the Evening News for the comfort of the men abroad.

Another successful effort was for the succor of local soldiers interned in Germany.

Another fund was for men of the local territorial battalion, which had suffered severely, and over \$100,000 was subscribed. The firm of Tillotson are also proud of the war record of their staffs, 204 of whom joined British forces, of whom 24 were killed in action.

The Hull Daily Mail and the Hull Times began a great recruiting campaign on the outbreak of hostilities. In all 75,000 of 95,000 fit adult males flocked were frequent Zeppelin raids and the

newspapers, in consequence, were under an iron censorship.

The Hull Daily Mail and the Times to the colors. Hull's severest trials raised a Soldiers' Comfort Fund of over \$7,000. These papers also kept up a Newspaper Poor Fund which, since 1907, issued 24,000 orders of family supplies.

Sussex Responded Nobly

The Sussex Daily News supported the government's war policy. The staff contributed about 120 men.

The Kentish Express, first penny paper started in the county of Kent, was outspoken in criticism of the alleged "lukewarm" policy adopted by the government in the early stages of the conflict. Mr. Charles Igglesden in 1915 was invited by the War Office to visit the Western Front and published a book entitled "Out There," aiding recruiting.

Mr. Igglesden was chairman of a recruiting committee.

Aided Soldiers' Dependents

The Halifax Courier, Ltd., Halifax, Yorkshire, did excellent work in relieving the dependents of local soldiers.

Nearly 500 parcels a week were forwarded to the front.

In the early days, 600 loaves of bread a week were being baked by Halifax mothers for the men of the Courier Fund.

At each Christmas, the Fund provided toys and sweets for 5,000 children of soldiers and sailors, and paid for extra fare for about 2,000 soldiers in nine hospitals. The Fund has spent a total of \$190,000.

Raised Three Battalions

The Birmingham Post, with which are associated the Birmingham Mail (evening paper) and the Birmingham Weekly Post, throughout the war gave every possible assistance to the recruiting campaigns.

In 1916, the Post opened a fund for the refugees of Verdun and the district of the Meuse, and over \$20,000 was subscribed. A fund was also opened for the encouragement of food production.

Sent Parcels to Prisoners

No less than 130,162 parcels were forwarded at a cost of \$326,490.

This paper also aided the orphans of all Birmingham soldiers and sailors, for which \$25,000 was raised each year.

The Staffordshire Daily and Weekly Sentinel, Stoke-on-Trent, valiantly supported the war.

The Monmouthshire Post (Newport) opened a "Prisoners of War Comforts Fund." About 20,000 parcels were dispatched.

ODHAMS PUBLICATIONS GREW DURING WAR

Owners of John Bull Acquire Many New Periodicals in Critical Period and Prepare to Launch Others—Directing Head Is Young Man

By CHARLES CAPEHART

One of the most tragic war mementoes that I had the privilege of seeing during my recent stay in Europe was the nose of the super-theoval aerial bomb which wrecked the big newspaper printing plant of the firm of Odhams, Ltd., in Long Acre, London.

The particular air raid in which the Germans left this souvenir of their callous disregard of human life was one of the worst from which Britain suf-

fered, this one bomb causing the death of over forty people and injuring no fewer than one hundred others out of the crowd of men, women and children who had taken refuge in the basement of the Odhams building.

The terrible occurrence marked an epoch in the history of Odhams. Much could be written about the association of this firm in newspaper production prior to the war, but it is less my intention to act as a historian than to give an impression of this progressive firm. Odhams are the publishers of several of popular newspapers and periodicals in the British Isles, including John Bull, the National News, the Passing Show, the London Mail, Everywoman's and Pictures. It did not take me long to learn that the success of these and other Odham publications was due to Julius Salter Elias, the firm's managing director.

Arthur Taylor Here

The advertisement department of Odhams is under the complete control of Philip Emanuel, and through his policy of uniformity he has placed the Odham publications in the front rank. Arthur Taylor, another well-known member of the great staff, whose mission it is to make Odhams well known in other parts of the world. He is now in New York.

John Bull is probably the best known of the Odham publications. "Write to John Bull about it," became a by-phrase in England during the war, and as a result the editor was flooded with letters on every possible subject. Horatio Bottomly, the editor, was recently elected to the House of Commons. John Bull preached courage and worked for every service during the war. The Passing Show is a war-time achievement. It was established in 1915 to reproduce foreign cartoons to give expression to the thought of people in other lands. The National News, a Sunday paper, taken over when its circulation was only 30,000, and it was in bad odor as the result of rumors concerning its former owners, has moved ahead remarkably. Within six months after passing into the hands of the Odhams its circulation passed the quarter of a million mark. The World, an internationally-known weekly, is also among the well-known publications of the Odhams. Other Odham publications are the London Mail, a social weekly; the Kinematograph Weekly; the Kinematograph Monthly Record; Pictures, a weekly; The Guardian, a weekly dealing with church affairs; Everywoman's, a home and fashion magazine. They are now preparing to launch several new publications as soon as conditions will permit.

The Odhams are consistent believers in advertising and use thousands of dollars' worth of space each year in bringing the merits of their publications to the attention of the British public.

South American markets are undoubtedly among the most promising in the world. The great undeveloped areas of Argentina and Brazil, the jungles and forests of the Caribbean countries, will undoubtedly some day be brought to a state of culture comparable to the rest of the civilized world.

The United States is now selling goods to the rest of the world at the rate of nearly six and one-half billions annually.

Steamship service in ports in Cuba, Jamaica, Haiti, and other West Indies is being restored by the United Steamship Company, Inc., and extension of the service to cover ports on the northern coast of South America is planned.



ARTHUR TAYLOR

Power in Youth

Judged by American standards Mr. Elias is a youngster. Still in his forties, he can count twenty-five years of service to his firm and has more than ten years to his credit as joint managing director with W. J. Odhams. He has it in his power to inspire in his large staff the spirit of loyalty and co-operation without which no firm can grow to any extent. When I went to see him I could get to talk about anything concerning

THE PROVIDENCE JOURNAL

ESTABLISHED AS A DAILY 1829

The great newspaper of New England, published in the heart of the most thickly populated territory in the United States

The Evidence on Both Sides

"I shall not give the vile charges made by the Providence JOURNAL the courtesy of a reply. The war will not be won by the Providence JOURNAL with its hyphenated supporters. It will be decided by the success of the invincible German arms."

December 22, 1915. **CAPTAIN F. Von PAPAN,**
German Military Attache at Washington.

"Of course I refrain at the hour of my departure from again refuting all the stories which were told about me in the American papers, and which mostly were invented by the Providence JOURNAL. This paper has done its utmost to create an almost hysterical suspicion of spies throughout the country, in order to prejudice public opinion against Germany. We Germans do not permit the diplomatic representatives of friendly governments to be insulted ad libitum, or our Government to be embarrassed in its dealings with other nations, nor men's reputations to be wantonly sacrificed by the wild and reckless utterances of an irresponsible press like the Providence JOURNAL."

December 28, 1915. **CAPTAIN KARL BOY-ED,**
German Naval Attache at Washington.

"The Providence JOURNAL has been guilty of shameless falsehoods concerning our German representatives in this country ever since the beginning of the European war. Can nothing be done to protect such innocent representatives of a friendly nation from these malicious attacks?"

February 15, 1916. **AMBASSADOR VON BERNSTORFF.**

"One of the things that has served to convince us that the Prussian autocracy was not and could never be our friend is that from the very outset of the present war it has filled our unsuspecting communities and even our offices of government with spies and set criminal intrigues everywhere afoot against our national unity of council, our peace within and without, our industries and our commerce.

"Indeed, it is now evident that its spies were here even before the war began; and it is unhappily not a matter of conjecture but a fact proved in our courts of justice that the intrigues which have more than once come perilously near to disturbing the peace and dislocating the industries of the country have been carried on at the instigation, with the support, and even under the personal direction of official agents of the Imperial Government accredited to the Government of the United States."

PRESIDENT WILSON,
In his Address to Congress, April 2, 1917.



"I WILL REPAY"

*Sleep sound in Flanders fields to-night
Ye hero dead, and rest content,
For she who crushed you in her might
Stands throttled, shamed and impotent.*

*And whining like a beast at bay,
Proves to mankind two lessons plain:—
That God's grim vengeance still holds sway,
That noble men die not in vain.*

THE PROVIDENCE JOURNAL COMPANY

PROVIDENCE, RHODE ISLAND, U. S. A.

FLAT RATES

YOUR FOOT RULE IS YOUR RATE CARD

NON-RETURNABLE

Subscription Price for Daily Journal, \$7.00 Per Annum.

REPRESENTATIVES: CHAS. H. EDDY CO., NEW YORK—CHICAGO—BOSTON

WAR SERVICES OF PEARSON HOUSE LIKE THOSE OF ITS FOUNDER

Famous Blind Publisher Devoted to Reconstruction of Sightless Soldiers Worked a Marvel of the War—His Publications Sought in Many Ways to Aid the World Cause

IF ever any future branch or daughter establishment of Messrs C. Arthur Pearson, Ltd., Henrietta Street, London, England, puts to its parent house that immortal question: "What did you do in the Great War, Daddy?" that parent house can reply tersely, adequately, and without shame: "We did our bit."

Of a business founded by Sir Arthur Pearson, famous throughout the world as the man who has, in so far as it is humanly possible, given light to the blind and made the blind see, much might have been expected, and in every respect they have made good.

Work for Blind Commands Attention of World

Sir Arthur's personal record reads like a fairy tale. At the very outbreak of war he immediately became Joint Honorable Secretary of the Prince of Wales' Fund for the relief of war distress, and established its headquarters

to carry on your trade or calling, or some other more suited to your present needs, and be a happy, healthy, self-supporting citizen."

All Newcomers Met Sir Arthur

Any sighted visitor to St. Dunstan's is amazed by the extraordinary atmosphere of cheerfulness. It makes an ordinary military hospital seem gloomy and depressing by contrast. And the entire spirit of the place emanates from Sir Arthur Pearson. Every newcomer to St. Dunstan's has a long personal talk with him, and it is little short of miraculous to see the different expression on a man's face when he enters Sir Arthur's room and when he leaves it. During that half hour or more he has been given back hope, confidence, nerve.

"When," explains Sir Arthur, "he learns that Jim is going to be a florist and Bill a barber and Tom is going to have a shop of his own in which he will make a specially high grade line of tables



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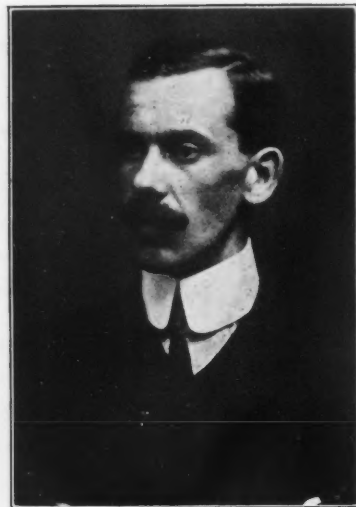
SIR ARTHUR PEARSON.

in York House, St. James's Palace put at his disposal by the Prince. From the outset it set the pace for all future war organizations. Sir Arthur brought the trained mind of a Napoleon of newspapers to bear on this vast financial undertaking, and set it in motion on lines that made many a court official and red-tape-bound Government functionary sit up and take notice for the first time in an official career hitherto full of repose.

Fresh Outlet for Gifts

Having launched this fund well on a useful and successful campaign, Sir Arthur cast about for some fresh outlet for his gifts. Those were the days when the first blinded soldiers began to drift back from the blood-soaked fields of France. Sir Arthur, a blinded man himself, realized their tragedy more intensely than anyone with the gift of sight could ever do. He realized further that these early victims were only the advance guard of a sightless army that would arrive presently in England. He knew that the many excellent societies in existence for the benefit of the normal civilian sightless population could never cope with these additional war claimants on their sympathy. In consequence he founded St. Dunstan's Hotel for Blinded Soldiers, which has since become the Mecca of the blinded all over the world.

At St. Dunstan's he gave the blinded hope and taught them not to regard themselves as afflicted. St. Dunstan's motto is: "You have only lost one means of seeing. We will teach you others that will enable you to enjoy life,



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P. W. EVERETT
Managing Editor of Pearson's

and chairs, he begins to look at his own blindness with a different perspective. What can he do? The answer generally depends on what he is most interested in. We ask him what he would like to do, and at St. Dunstan's we don't know of anything he may not hope to do if he is interested sufficiently."

Joined Fight Early

Fired by the example of its founder, the publishing house of C. Arthur Pearson flung itself into the thick of war work. In those early days when Kitchener's Army was training in isolated and dreary localities all over England there were few camps whose men did not find their leisure moments lightened by gifts

(Continued on page 88.)

VIGOR OF DAILY MAIL SECRET OF SUCCESS

(Continued from page 18.)

tributions added distinction to the paper.

Soon after the Daily Mail was started an office was opened in New York, with an experienced correspondent in charge, direct cable communication with the London office having been established. The paper began to publish items of popular interest from New York, and sometimes devoted a column or more to accounts of sensational trials, fashionable weddings, new inventions and social movements of a novel character. Aroused by this competition, other London papers opened New York offices and obtained special news, so that in course of time the British public was made more familiar with American affairs to the manifest advantage of both Great Britain and the United States.

Manchester Edition

Some years later, keeping pace with the remarkable growth of the paper, the management opened a branch office and printing plant at Manchester, two hundred miles north of London, where an exact duplicate of the London edition was produced every morning, the news and editorial matter being telegraphed every night over private wires. By means of special trains the Manchester edition is now able to reach Edinburgh, Glasgow, Aberdeen and other distant places in time to be placed on the breakfast table with the local newspapers.

Later on, an office and plant were established in Paris, where a special edition was issued. This has a large circulation locally and is also distributed in most parts of Europe. Until the outbreak of the war, a Riviera edition was printed at Nice during the winter season, thus supplying news to thousands of English readers at Monte Carlo and other resorts on the Mediterranean coast.

Throughout its career the Daily Mail has been distinguished for its enterprise in organizing funds and starting public movements of importance. During the Boer War, for example, it raised over \$500,000 to provide ambulances and comforts for the troops. While the recent war was in progress, it took a foremost part in similar work, raising and distributing vast sums in aid of various causes.

Promoted Rapid Travel

The Daily Mail was the first English newspaper to realize the possibilities of the automobile. From the start, the Daily Mail foresaw that aviation would have a great future, and offered over \$200,000 in cash prizes to encourage flying contests. It awarded a prize of \$5,000 to Blériot, who first crossed the English Channel. The paper now has a standing offer of \$50,000 to the first aviator who succeeds in crossing the Atlantic, the prize being open to aviators of all nations.

The various enterprises and achievements of the Daily Mail have proved a source of great profit, by indirectly increasing circulation. This in turn has made possible the securing of an abundance of advertising at rates that range from \$1,500 to \$2,500 a page.

Throughout the war the Daily Mail took the lead in demanding freedom for the British press, and opposing the censorship restrictions enforced by the government. Nor did the aggressive newspaper shirk the unpleasant duty of criticizing military inefficiency.

In May, 1915, the Daily Mail performed its greatest public service, when it published an editorial entitled "The Tragedy of the Shells," in which it fear-

lessly declared that Lord Kitchener—then the idol of the nation and czar of the War Department—was sacrificing thousands of British soldiers by supplying the army with shells which were almost useless in fighting the Germans.

Charge Found True

All England was in an uproar when the Daily Mail editorial appeared. Rival newspapers declared that the statements were false. The government was urged to suppress the offending newspaper and arrest its editors. Members of the London Stock Exchange burned copies of the "scurrilous sheet." Subsequently it was discovered that the Daily Mail had been right after all, and the truth of its charges was admitted, even by rival newspapers.

Through the campaign of the Daily Mail, Lloyd George was appointed Minister of Munitions, and the war was conducted on efficient lines. Some time later, when the newspaper demanded still greater efficiency, by the appointment of a compact war cabinet of practical men, the Asquith government was compelled to retire, giving place to Lloyd George as prime minister.

Similar results attended the Daily Mail's fight for conscription in the early days of the war. In spite of opposition from a large element of the public and the attacks of influential newspapers, this undaunted advocate of efficiency eventually won the fight. The result was that Great Britain raised an army of four millions for the fighting line.

Excellent News Reports

The news service of the Daily Mail was fully in keeping with its wonderful enterprise in other directions. From the beginning to the end of the war its correspondents were ever alert in following the paper's original maxim by getting the news and getting it first.

The London headquarters of the Daily Mail are at Carmelite House, a modern building in Carmelite street near the Thames embankment. For years the paper has been ably edited by Thomas Marlowe, a British journalist of the most progressive type, who recently became general manager of certain newspapers formerly directed personally by Lord Northcliffe. The editorial staff of the paper ranks unusually high in the London newspaper world. The business departments are distinguished by the efficiency which marks all the great enterprises with which Lord Northcliffe is associated.

In these times of peace the Daily Mail, in the matter of editorial policy, continues to follow its established rule of holding itself clear outside the humdrum game of politics, and viewing national issues from a non-partisan standpoint. This serves to explain why this popular newspaper has become so closely interwoven with the fabric of British social life and obtains such a tremendous response whenever it agitates for any reform. In such cases its influence is usually too great to be ignored, while it has also become an almost inspired chronicler of Great Britain's political, social and commercial needs.

Charles Pergler, Commissioner of the Czechoslovak Republic in the United States, says that Bohemia and Slovakia, together, constitute the richest part of old Austria, paying nearly two-thirds of its whole tax income, and producing thirty-eight per cent of all the grain grown in the Empire. Eighty-three per cent of Austrian coal was mined there.

What Belgium most urgently needs now are commercial and industrial credits with which manufacturers could restore their devastated plants and purchase raw materials.

The Spectator

A WEEKLY REVIEW OF
Politics, Literature, Theology, and Art

ESTABLISHED 1828.

EVERY SATURDAY, Price, 6d. Inland Postage, ½d, Foreign Postage 1d.

The *Spectator*, which circulates throughout the educated classes in the United Kingdom, the Empire, and America, has the following among other features:—

The news of the week is compressed into an animated narrative, and thus readers of the paper are insured against missing the true bearing and the essential details of current events.

The leading articles deal in an independent and unconventional spirit with the chief matters of political, economic and general interest.

Other articles treat of literary, theological, social, and artistic questions, and discuss inter-

esting and curious aspects of natural history and country life.

Books of special interest and importance are dealt with in the long reviews, while the shorter notices give in a compressed form the judgment of equally competent critics on contemporary literature.

In the weekly review of novels, readers of fiction may find a useful guide for making out their lists for the circulating libraries.

The *Spectator* contains a List of all Books published during the week (not under one shilling in price), with the names of the publishers and the prices attached; a feature which will greatly increase its value to booksellers, librarians, literary institutions, and private persons.

Terms of Subscription

Payable in advance.

Including postage to any part of the United Kingdom

Yearly, Half-yearly. Quarterly.
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Per Inch	0 15 0

COMPANIES.

Outside Page	£23 3 0
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Half-Page, 11 in. by 3 5/16 in.	9 9 0
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Eighth-Page, 2 3/8 in. by 3 5/16 in.	2 7 6

SMALL ADVERTISEMENTS.

Minimum charge of 5s. for four lines (35 words), and 1s. 3d. a line for every additional line (containing on an average about twelve words).

Displayed Advertisements according to space.

HALF-WIDTH PAGE FOLLOWING "PUBLICATIONS OF THE WEEK," £1 PER INCH.

TERMS: net.

"SPECTATOR," Ltd., 1, Wellington Street, Strand, London, W.C.2.

LONDON MIRROR HISTORY IS BUSINESS ROMANCE

(Continued from page 28.)

half-penny, and it was changed into a daily picture newspaper, the first effective enterprise of the kind.

The task which the Daily Mirror undertook was a huge one. It involved a complete departure from the time-honored method of Fleet street.

It involved the training of a corps of camera reporters, the establishment of a rapid-working engraving plant, improvements in half-tone stereotyping, and last, but by no means least, the tremendous work of teaching rapid, powerful printing machines to print half-tone photographs—a lesson they did not like to learn in the least.

Proving Out An Idea

The primary idea was that the public wanted photographs of news events, and this belief was quickly justified. On January 28, 1904, the circulation was 71,690; on November 2 of that same year the first anniversary of the Daily Mirror's birth, it had risen swiftly to 290,658. And from that day it has never gone back, but has forged steadily ahead. Today the circulation of the Daily Mirror is well within the neighborhood of a million copies daily.

Its most famous editor, the late Alexander Kenealy, who like the present editor, Edward Flynn, learned his journalism in America, was never tired of making mock of old-fashioned journalistic methods, traditions and shibboleths.

From the start the Daily Mirror set out to chronicle the vivid and continually moving romances of life in news and pictures. The motto of the Mirror was to see everything there was to be seen of interest to the hearts and the minds of decent men and women of the world, and to set its researches before its readers.

Thus many exclusive important photographs and special pieces of news have been obtained.

Some Notable Feats

Among the most notable features of the Daily Mirror's history preceding the war were the following:

The only photographs taken of the trial of Brandon and Trench for espionage at Leipzig were taken by a Daily Mirror photographer. After their publication in England they were reproduced in all the illustrated papers in Germany.

A Daily Mirror photographer, seeking for a picture of the glaciers of the Alps, yielding up their dead after forty years, established a record in mountaineering by coming down from the Grands Mulets to Pierre Pointue in one hour.

A Daily Mirror photographer accompanied the Republican troops during their successful repulse of the Royalist incursion into Portugal, and secured news and photographs of unique interest. Exclusive pictures of the Chinese revolution were obtained by a staff photographer.

When the Titanic foundered, the Daily Mirror obtained exclusive pictures of events connected with that great sea tragedy.

Honored for Bravery

A staff photographer, while on his way to rescue some starving people in a lighthouse off the coast of Spain, was instrumental in saving, at considerable personal risk, the crew of twenty-one of a Norwegian vessel which was shipwrecked. For this he received the silver medal and diploma of the Spanish Society, and was presented by King Haakon of Norway with the Order of St. Olaf.

A staff photographer accomplished the remarkable feat of descending 650 feet into the crater of Vesuvius. Only twice before had this dangerous and extraordinary trip been attempted, even by experts.

A special relief vessel, filled with provisions, was chartered by the Daily Mirror and dispatched with all speed to the far-off island of St. Kilda, the unfortunate inhabitants of which were in a starving condition, owing to the heavy seas which prevented food supplies from reaching them.

The Daily Mirror was the first to obtain photographs of the funeral of the Emperor of Japan. A staff photographer



E. FLYNN, EDITOR THE DAILY MIRROR.

went to Tokio and, through the special arrangements which we made, the pictures arrived in London twenty-four hours before any others.

Chartered a Steamer

A special steamer was chartered by the Daily Mirror to bring the Durbar pictures over from France.

A staff photographer crossed the Alps in a balloon and succeeded in taking some magnificent pictures of the mountains whilst in midair.

The Daily Mirror sent a record number of correspondents—ten—to the Balkan war.

Exclusive photographs were published of the last grim scenes of the ill-fated Scott expedition in the Antarctic.

It would be impossible even to summarize the achievements of the Daily Mirror correspondents in the world war. Many of these chief photographers of course severed their connection with the paper on the outbreak of hostilities and joined up under the British flag. These ex-members of the staff were largely responsible in organizing the official British and Canadian photograph service of photographs which did so much to record the history of the progress of the war on the side of the Allies before the eyes of the civilized world.

First Pictures of "Tanks"

Among the most remarkable and exclusive photographs of the war printed by the Daily Mirror were the first pictures of the "tanks." Before the Daily Mirror containing these historic photographs was issued, it is not too much to say that one person in a thousand had not the remotest idea of what a "tank" looked like. The sale of the issue containing these photographs was reminiscent of the excitement aroused by the Daily Mirror photographs of King Edward lying on his death bed.

Five thousand dollars was paid for a picture of the sinking of the Falaba, and the Daily Mirror also published the first photographs of the sinking of the Blucher, the sinking of the Emden, and the Battle of Falkland Islands. It was the only British paper to have a staff

photographer attached to the Russian armies, in the person of G. H. Mewes, who received the Order of St. George for his services.

LONDON AD MEN RAISE \$50,000 FOR NEEDY

Oratory of Lord Leverhulme and Lord Burnham at Banquet of National Advertising Society Instrumental in Relieving Distress

By HERBERT C. RIDOUT,

LONDON EDITOR, EDITOR & PUBLISHER.

LONDON, May 1.—The National Advertising Society of Great Britain has just demonstrated how advertising men can boost their profession. Some months ago leading London advertising men decided that the business of advertising was sufficiently dignified and of such importance as to render possible the creation of a benevolent fund for the purpose of assisting any members of the craft who might fall on evil days. It was felt that they, as advertisers themselves, could bring the project into being on a sound financial basis that would be a credit to a profession whose business it was to coax money from the pockets of the people; in other words, they might do a little coaxing on their own account.

Launched by Notable Men

The scheme was launched under the auspices of notable men in the advertising and newspaper worlds and a moderate success attained. But the war, with its numerous demands upon the charitable, made further progress slow, although the National Advertising Society, as the fund was called, did a vast amount of good work.

With the return of more normal times, however, the publicity geniuses interested in the movement got to work and formulated plans by which the society could be made a really worthy benevolent institution with funds that would permit of a wide work.

Among those plans was a banquet arranged for March 31, with a list of good speakers and a little music, and the advertising leaders and experts of both sexes called together. As a touch of genius, it was apparently decided that the speeches should be more on the subject of publicity than appeal, with the result that some of the best utterances—wise and witty—ever given to the world on the subject of advertising flowed from the speakers.

Some Profitable Oratory

American advertising men, accustomed to straight-from-the-shoulder methods, may marvel at the subtlety of all this, but the British publicity man is an adept at the art of suggestion and believes in creating the atmosphere first. Judged by results, the British publicity man's ideas were sound, the leaders of commercial thought and activities who spoke being the instruments through whose oratory something like \$20,000 was raised, and that with but a few words of actual appeal, and in addition to the \$30,000 already in hand.

The chairman was Lord Leverhulme, the head of the great soap firm of Lever Bros., Ltd., and associated companies, controlling Pears' Soap and many other brands. On his right sat Mrs. Lloyd George, wife of the British premier, her presence being thought by some to be an unofficial indication of the Government's recognition of the importance of publicity interests.

Lord Leverhulme said that the advertising profession contained the only men who could speak to a lady without an introduction. He was certain they

could claim that, whether they kept the whole of the ten commandments or not, they religiously kept one injunction, which was that they should not hide their light under a bushel.

"I cannot help thinking," he proceeded, "that if the Kaiser had been a member of our society, and had learned the art of advertising, we would have had no war. He advertised himself instead of his country, and he advertised himself in a way that got his country hated. Instead of being able to command the high esteem of the world by the products of a great nation, Germany became a by-word and "made in Germany," with the ring of the Kaiser's voice, resulted in his poor countrymen having to dump their goods and sell at any price they could get. That was because they had the very worst advertiser in the Kaiser that any country could have.

The Kaiser's Mistake

"What is our fortunate position? We had in our late King Edward, and we have in our present king and queen, those who at all times help to raise the reputation of their country and their countrymen. They are doing all they possibly can to place the country and its trade on the highest possible pedestal, and gaining honor and respect all over the world. Consequently English goods are so easy to sell and so welcome in every part of the world."

Lord Burnham, proprietor of the Daily Telegraph, said advertising had become increasingly recognized as one of the most essential forces of national and international life. The cry now was for organized publicity all over the world, and the State was the greatest advertiser of all. Propaganda was national advertising. In this country we had created in the Commercial Intelligence Department a new organization of international propaganda and advertisement.

He expressed a hope that the advice of the great advertising fraternity, who knew their business pretty thoroughly would not be neglected or put on one side by the Minister in charge. It was not conceivable that the civilizing forces of mankind could have their full play and display except by virtue of publicity. Their trade had tried to establish a high standard of professional conduct, and it could not do that better than by embodying its spirit in such an association as that.

SUGGESTION TO EDITORS

The customary copy-paper in use in American editorial offices is the letter size page, typing 30 double-space typewriter lines, each averaging 15 words. EDITOR & PUBLISHER suggests that this size is unscientific and wasteful throughout all processes of copy preparation and composition. It tempts writers to an extravagant use of words to express meaning. It is awkward for linotype operators.

A copy sheet size that appears scientific to us is eight inches long and six and one-half inches broad, carrying 18 or 20 lines of double-space and averaging ten words to the line.

As an experiment in economical operation try this small sheet for a day and tell us how it works. We believe your copy readers and printers will sing its praises, while news-writers who have not learned conservation of space may gain a new sense of proper item lengths.

Two Leading English Newspapers
circulating throughout England
Scotland, Wales and Ireland

Daily Express

The Most Widely Quoted Newspaper in the World

Because It Is the Paper That Gets the "Scoops"

CIRCULATION MORE THAN HALF A MILLION

7 Columns. Length 22 Inches. Width $2\frac{1}{4}$ Inches

RATES: Back Page £1:15 per single column inch, inside page £2:5 per s. c. inch.
Leader Page £2:10 per s. c. inch, 6 inch column. Positions at £3 per
inch.

Reader Advts. £2:10 per inch.

All cuts should be deeply etched. Screen 55.

The Fastest-Growing Sunday Newspaper
circulating throughout Great Britain
is the

Sunday Express

The Brightest and Best Informed Sunday Newspaper

Published in Great Britain

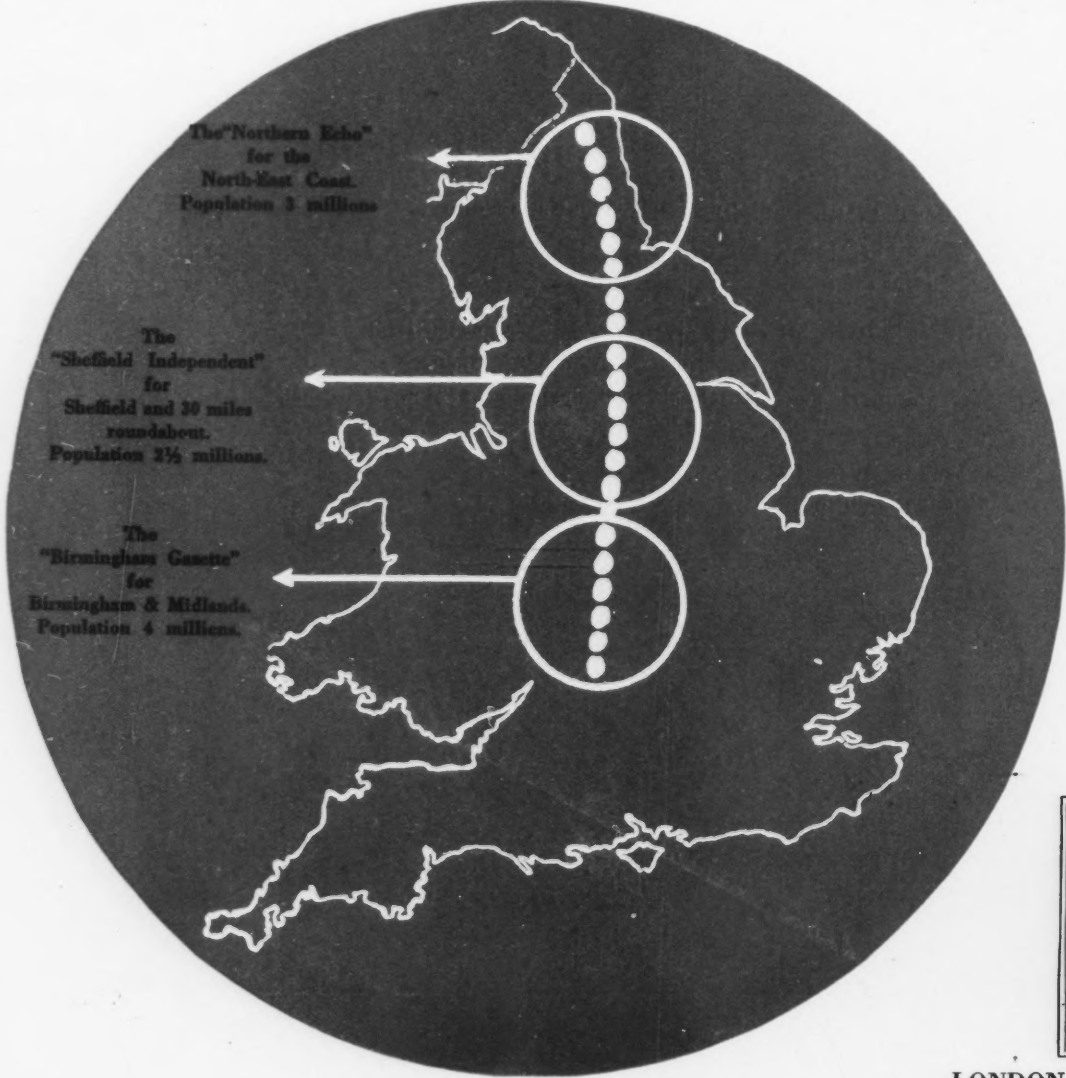
7 Columns. Length 22 Inches. Width $2\frac{1}{4}$ Inches

RATES: Trade—15f per single column inch and pro rata. Prospectuses, Bank
Reports and Financial £22 a column. Text matter £25 a column.
Reader Advts. 25f per single column inch.

For Full Details of Both Papers Apply

The Advertisement Manager, The Daily Express, 116 Fleet Street, E.C., 4, London, England

THE BUSY



THE BACKBONE OF OLD ENGLAND

Britain's Busy Three—The Backbone of the Old Country night and day without ceasing, for 4½ years as this are now as busy as can be producing peace time re industries for which each center is world-famed. Brit backbone of industrial England just as they have be Allies of Great Britain and her Colonies have all re Cause. They will be equally renowned for the part th and the production of the thousand and one things, I

They are the Busy Three over

LONDON OFFICES: THE NEWSPAPER HOUSE,

THE BIG

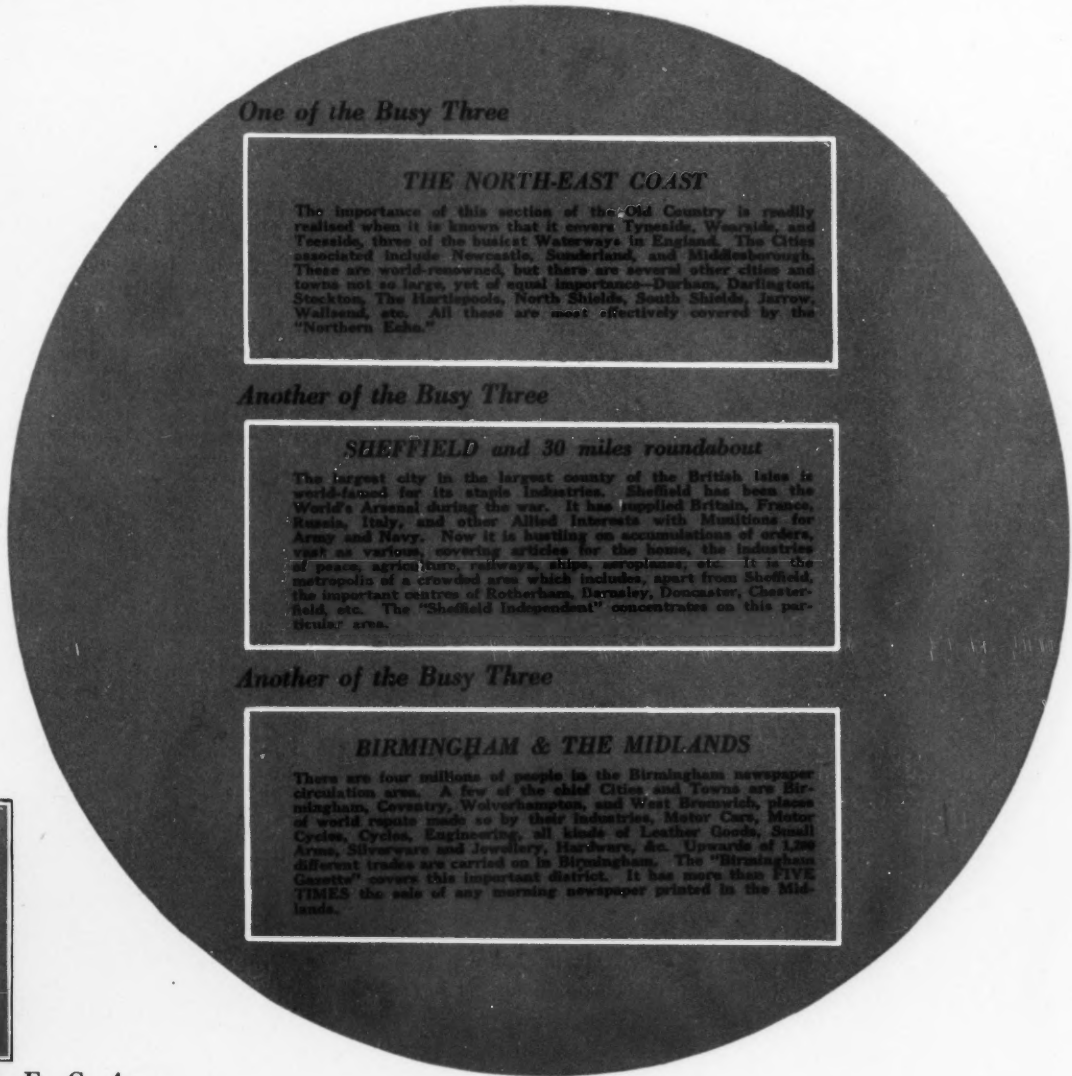
BY THREE

THE K BONE OF OLD LAND

of the Old Country—have been working at full pressure, years on things that mattered during the war. They peace time requirements and developing the pre-war industry. Britain's Busy Three will continue to be the they have been the backbone of England at war. The es have all recognised their value to the World's Great for the part they will play in the Great Reconstruction, d one thing, big, and little, of normal times.

Three covered by the Big Three

R HOUSE, 169 & 170 FLEET STREET, E. C. 4



One of the Busy Three

THE NORTH-EAST COAST

The importance of this section of the Old Country is readily realised when it is known that it covers Tyneside, Wearside, and Teesside, three of the busiest Waterways in England. The Cities associated include Newcastle, Sunderland, and Middlesbrough. These are world-renowned, but there are several other cities and towns not so large, yet of equal importance—Durham, Darlington, Stockton, The Hartlepool, North Shields, South Shields, Jarrow, Wallsend, etc. All these are most effectively covered by the "Northern Echo."

Another of the Busy Three

SHEFFIELD and 30 miles roundabout

The largest city in the largest county of the British Isles is world-famous for its staple industries. Sheffield has been the World's Arsenal during the war. It has supplied Britain, France, Russia, Italy, and other Allied interests with Munitions for Army and Navy. Now it is bustling on accumulations of orders, such as various, wearing articles for the home, the industries of peace, agriculture, railways, ships, aeroplanes, etc. It is the metropolis of a crowded area which includes, apart from Sheffield, the important centres of Rotherham, Barnsley, Doncaster, Chesterfield, etc. The "Sheffield Independent" concentrates on this particular area.

Another of the Busy Three

BIRMINGHAM & THE MIDLANDS

There are four millions of people in the Birmingham newspaper circulation area. A few of the chief Cities and Towns are Birmingham, Coventry, Wolverhampton, and West Bromwich, places of world repute made so by their industries, Motor Cars, Motor Cycles, Cycles, Engineering, all kinds of Leather Goods, Small Arms, Silverware and Jewellery, Hardware, &c. Upwards of 1,000 different trades are carried on in Birmingham. The "Birmingham Gazette" covers this important district. It has more than FIVE TIMES the sale of any morning newspaper printed in the Midlands.

C THREE

TIME PROPITIOUS FOR AN EXCHANGE OF ANGLO-AMERICAN ADVERTISING

W. S. Crawford of London Writes of the Changed Order and Wide Opportunity—England and America Have Much In Common—Want Each Other's Goods, and This Means Modern Advertising.

BY W. S. CRAWFORD.

[Written Especially for EDITOR & PUBLISHER.]

WHATEVER may be the final outcome of the establishment of the League of Nations and what countries may eventually constitute it, there arises amidst all the aftermath of the war the definite conclusion that the English-speaking peoples of the world have been knit in a closer bond of union than any treaty or league can express or effect.

The British Empire and the United States have not only made the common sacrifice in which France, Italy, Belgium and other countries have also participated, but they have done so for more disinterested reasons. There was not the same fear of aggression or invasion by the enemy powers, no individuals wrongs to redress, no territorial adjustments to be hoped for.

War Ideals Were Anglo-Saxon Heritages

The entry of Britain and America into the war was actuated by the high ideals of justice, liberty and civilization that are the heritage of the Anglo-Saxon race. Just as in our respective countries, Republican and Democrat, Liberal and Conservative, in times of National danger become merged into Americans and Britons, and party differences are sacrificed for national interests, so in this great fight against the power of military world usurpation, the two great Democracies have sunk minor differences in their collaboration as the champions of freedom and justice.

That some differences will remain cannot be gainsaid. Temperamentally even the component members of the British Empire are different. The Australian has a different mental outlook from the Canadian. The Scotsman has another point of view than the Englishman. The American has many different habits and customs, tastes and inclinations than the Briton. But never in the history of the world has there been as great an appreciation of each other's qualities, so generous an understanding of their apparent idiosyncracies, or so liberal an interpretation of their motives.

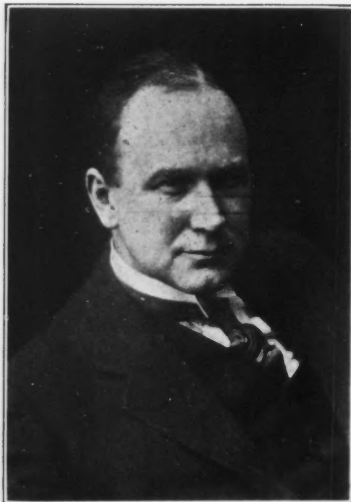
His "Haich"; Our Beans

We may not take kindly to clam chowder, buckwheat cakes, Boston beans, or pumpkin pie, but we shall not think any the less of you because you like them. You may continue to write cheque "check," programme "program," and honour "honor," but we shall not consider you uneducated even if you violate all the rules of etymology. You may consider us too slow, and we may think you are too much in a hurry, but in future we shall consider all these are trifling differences characteristic of our national temperaments.

The main thing is that Americans and Britons will be such friends as they have never been before. There is already a growing demand in Great Britain for American newspapers, magazines, periodical publications and books, arising out of our desire to know and understand you better. We are reading your advertisements and making up our minds as to the things advertised that we would like to have. We are beginning to feel that you have some good things that we have not and that we need.

On the other hand we are looking

around to see what we can send you. We have, or shall very soon have, some very good Scotch whiskey, but you have apparently put the ban on that. Still there are plenty of other good things that we make, some of which we have been making since before there were any United States,



W. S. CRAWFORD.

Well-known Advertising Agent and Consultant of London.

and which we think we, therefore, ought to be able to make well. We are going to try to sell you more of these. And over here we are with you, quite alive to the power of advertising. Most Americans claim to have taught us this lesson. As a Scotsman "I hae my doots," but we'll let it pass at that. Sufficient it is that we realize that if we are to gain a market in America for our productions, we must advertise in American newspapers and publications. The Irish Linen trade is making a good start. A combination of the leading manufacturers is going to tell you all about the merits of Irish Linen. This is only an example of the new spirit of friendly reciprocal business relations.

Expect American Goods

We are looking forward to and are ready to welcome a similar invasion on your part with goods that you can make to better advantage than we can. We know that you realize and make allowance for our different temperament and habits, that you know that

many arguments that you would put forward in the States would not be very convincing here, that some of your trite and forcible expressions would not even be understood.

Then the compactness of our island has its effect on our publications. Glasgow and Edinburgh are only 400 miles from London, Manchester 180, Birmingham about 100. Our provincial papers with few exceptions, such as the Manchester Guardian, Glasgow Herald, Scotsman, Yorkshire Post, and a few others, have not such a commanding influence as your dailies in Chicago, St. Louis, Louisville, San Francisco, and other towns,—from our point of view—remote from New York.

Our illustrated weeklies are of a high order and have a world-wide circulation. We have weekly papers like John Bull, Sunday papers like Lloyds and News of the World, and daily papers like the Daily Mail with circulations well over the million each issue, and in some cases approximately two millions. Over five million morning papers are printed in London every day. There is more discrimination in this country in the class of papers selected according to the kind of public desired to be reached.

Must Advertise Intelligently

The successful American advertising propositions in this country—and there are many—are those which have taken all these different conditions into consideration, and, under expert guidance, have acted accordingly. The failures—and there are still more—are those which have attempted to foist American ideas upon the British public, which have sent over cut-and-dried advertisements in blocks or cuts, and which have selected media simply because their names were known through their political influence without regard either to circulation or their adaptability for advertising the peculiar product. Doubtless the same results have happened with British advertising in the States, though I think there is less disposition on this side to attempt an advertising campaign in America without the assistance and advice of those on the spot, who are in a position to give it.

During the war we have "carried on" under exceptionally difficult circumstances. Paper has been restricted to an extent that has compelled the papers to cut down to one-half, and even one-quarter their previous size. As a result, advertising space has been very rare and at a premium. In some of the more popular publications new advertisers could not get any space at all, and old ones had to be content with quarter of the space they formerly occupied. These conditions are rapidly being changed.

Expect Something New

The improved conditions of labor, the largely increased scales of wages, and the shorter hours of employment, are creating a demand for what were, to many, formerly considered luxuries, while the inevitable higher price of commodities has abolished the close competition of former days. The old order changeth, and the British public with all its ingrained conservatism is more ready than ever to look out for "something new."

To sum up—the friendly and close ties between Americans and Britons, engendered by the war, will find exemplification in business as well as in political and social life. There will be a freer exchange of goods as well as of ideas, and a warmer reception than hitherto.



More Space in "PUNCH"

HAVING sold all the then available space in "Punch" up to the end of 1919 on 1st October, 1918, a 25% increase in advertising space in all regular issues of "Punch" for 1919 was made, but was absorbed by orders in hand waiting dates.

A further increase of 25% in two issues each month has now been absorbed.

With May, the extra space will be increased to extend to all regular issues when demand warrants.

By giving early notice, therefore, space to a reasonable extent can now be had in at least two issues each month during 1919 from 1st of May.

There is still some space unsold both in the Summer Number, and in the "Almanack" due to appear early in November, 1919.

Prompt action only will secure this newly available space as the demand is abnormal and insistent.

ROY V. SOMERVILLE
Advertising Manager, "Punch"
10 Bouverie Street
London, Eng.

March 24, 1919.

Our Circle of Business Friends Expands

The records of our statistician show that the "Number of Advertisements" inserted in the Chicago American has increased materially, during past 5 years—practically doubled.

"Number of Advertisements" Chicago Evening American

1915	1916	1917	1918
26,988	27,972	30,277	52,900

During the first quarter of 1919 the increase over 1918 is nearly 75%.

CHICAGO AMERICAN

Member Audit Bureau of Circulations

Chicago Office
326 W. Madison St.

New York Office
2 Columbus Circle

SCOTTISH PRESS GAVE PRACTICAL WAR AID

Activities of Edinburgh Evening News Typical—Robert Wilson Urges Closer Relations of English-Speaking Journalists as Post-War Measure

The traditional trustworthy and practical public service of the Scottish press was sustained in high degree during the war, valiantly supporting the armed forces and holding civil morale at a victory pitch.

Scottish journalism dates back two and a half centuries, having its origin in the civil wars. Oliver Cromwell's troops in 1652 brought to Scotland a printer named Higgins, to reproduce there a London monthly journal called "Mercurius Politicus," this being the first journal.

In 1660 at Edinburgh Thomas Lydeserfe produced "Mercurius Caledonius," the first Scottish journal. The press history of Scotland shows a struggle by many editors to establish newspapers, many swept away by the changing tides of political events.

However, today, a list among the world's most substantial newspapers are published in Scotland, profitably and with high literary standards.

Great Recruiting Service

Typical of the recent war service of these newspapers the activities of the Edinburgh Evening News may be cited. In the early days of the conflict this newspaper devoted all its energy to voluntary recruiting. Thanks largely to its efforts, Edinburgh's record was the best of all the large cities of the United Kingdom.

Soon after the outbreak of hostilities the Evening News started a pension column in which many thousands of replies to various queries as to the rights of soldiers' dependents were given by a leading M. P. Inquiry bureaus were also opened in different parts of the city, and thousands of cases were handled every month. This work is still being carried on, though on a more modest scale. Results financially for the readers have been in excess of £134,000 per annum.

Sought Pensions Reform

Apart from this practical work the News took a foremost part in pensions reform, and was among the first newspapers to plead for an independent Pensions Minister. The War Savings certificates and bonds campaign were supported by the News, who helped to introduce "A Thrift Shop." A small sideline was a Footballs for Soldiers Fund, over 1,100 balls being sent abroad. Another little show was the free dispatch of parcels for soldiers. The Evening News also developed the idea of concerts for wounded soldiers. All this work was undertaken with a staff very much thinned by recruiting.

As with British newspapers generally, despite the censorship, the press of Scotland exercised tremendous influence on public opinion. On the whole, that influence was of a steadying character. All departments of the government repeatedly acknowledged their indebtedness to the newspapers, on which they relied to an enormous extent for propaganda work of all sorts, most of which was done voluntarily and without payment.

Addressing Editor and Publisher, Robert Wilson, of the Edinburgh Evening News, said: "I am in full sympathy with the idea of closer relations between the newspapers of the English-speaking nations. During the war we have had a great number of journalistic visitors and

many of them were good enough to say that nowhere had they received a more cordial welcome than in Edinburgh. I trust and believe that the relations thus happily established will be continued and have no small influence in preventing, or at least reducing to a minimum the friction which at times existed in pre-war days between Great Britain and the United States."

STARMER CHAMPIONS THE READERS' RIGHTS

(Continued from page 32.)

As a journal its main concern was to afford a suitable outlet for the energies and generosity of the public. When the Belgian refugees swept in the offices were converted into emporiums for the collection of all kinds of garments, bed linen and furniture. These were distributed to the refugees. A thousand blankets were collected for the front. The Northern Echo issued an appeal, provided wool for those who could not buy it, and thus secured thousands upon thousands of gloves, socks and belts. Shirts, mufflers, handkerchiefs, bed jackets, bandages, vests, invalid chairs and many other articles for camp or hospital, were collected and sent in a constant stream to where the need was greatest.

The cash received for purchase of supplies amounted to close upon \$50,000.

The service most greatly valued, perhaps, is that rendered through the Information Bureau. A staff of experts has been, and still is, engaged in answering all kinds of questions, tendering advice, or taking action, on Pensions, Army Regulations, and the number of other matters connected with the war. About 10,000 inquiries a year are made by post.

Southampton played a great military part as a seaport during the progress of the Great War. It was all done so silently that there was scarcely a whisper in the world's press of the prodigious drama which was being enacted on Southampton docks and it was not a little galling to the staff of the Southern Echo, Southampton's only daily journal, to be silent spectators.

With such a rigid embargo on news the Southern Echo and its local contemporaries, the Hampshire Advertiser, the Hampshire Independent and the Southampton Pictorial exerted themselves to the utmost in stimulating recruiting and espousing the Allied cause.

The Southern Echo played a prominent and strikingly influential part in financing, organizing and fostering, by means of appeals in its columns, the various funds for the alleviation of those upon whom the hardships of the war most heavily fell, and in cordially welcoming the American contingents when they came along. The Southampton Pictorial also did much useful and appreciated work in the publication of pictures of American interest, which were sent by the soldiers all over the United States.

The Southern Echo helped to raise more than \$150,000 in funds.

The Nottingham Journal was active throughout the war in promoting various war activities. Nearly 60 members of the staffs of the Journal and the Evening News were in the war.

The Lincolnshire Chronicle gave aid generally and scored enterprising feats by printing lists of local men who enlisted and photographs of many men serving.

Many other country papers similarly served.

IRELAND—

And the newspaper that dominates that country—

Ireland—the oldest "small nationality," the best known, best advertised country of its size in the wide, big world—has now taken her place among the really and substantially prosperous communities of our time.

Ireland's trading account in 1915 almost reached **ONE THOUSAND MILLION DOLLARS**. To-day, at the end of the war, her estimated business is at the rate of from \$1,200,000,000 to \$1,500,000,000. And everything points to bigger and better business in the future.

Lord Northcliffe said of Ireland that it is "one of the finest undeveloped business propositions in the world." He ought to know—he was born and reared inside her shores. Development all along the line is the keynote in Ireland right now.

There are other countries in the world where one newspaper out-distances any single competitor in the race for popular favor. But it can be truthfully said without fear of contradiction that **ONE** single Irish owned, Irish edited, daily morning newspaper absolutely dominates the whole newspaper situation in Ireland. One newspaper alone can be said to stand for and speak for the age-old, ever young and virile Irish nation.

That newspaper is the **Irish Independent**. The net daily paid for sales, certified by a leading firm of accountants, Messrs. Craig, Gardner and Co., and periodically published, exceed the net sales of all the other morning daily papers published in Ireland added together.

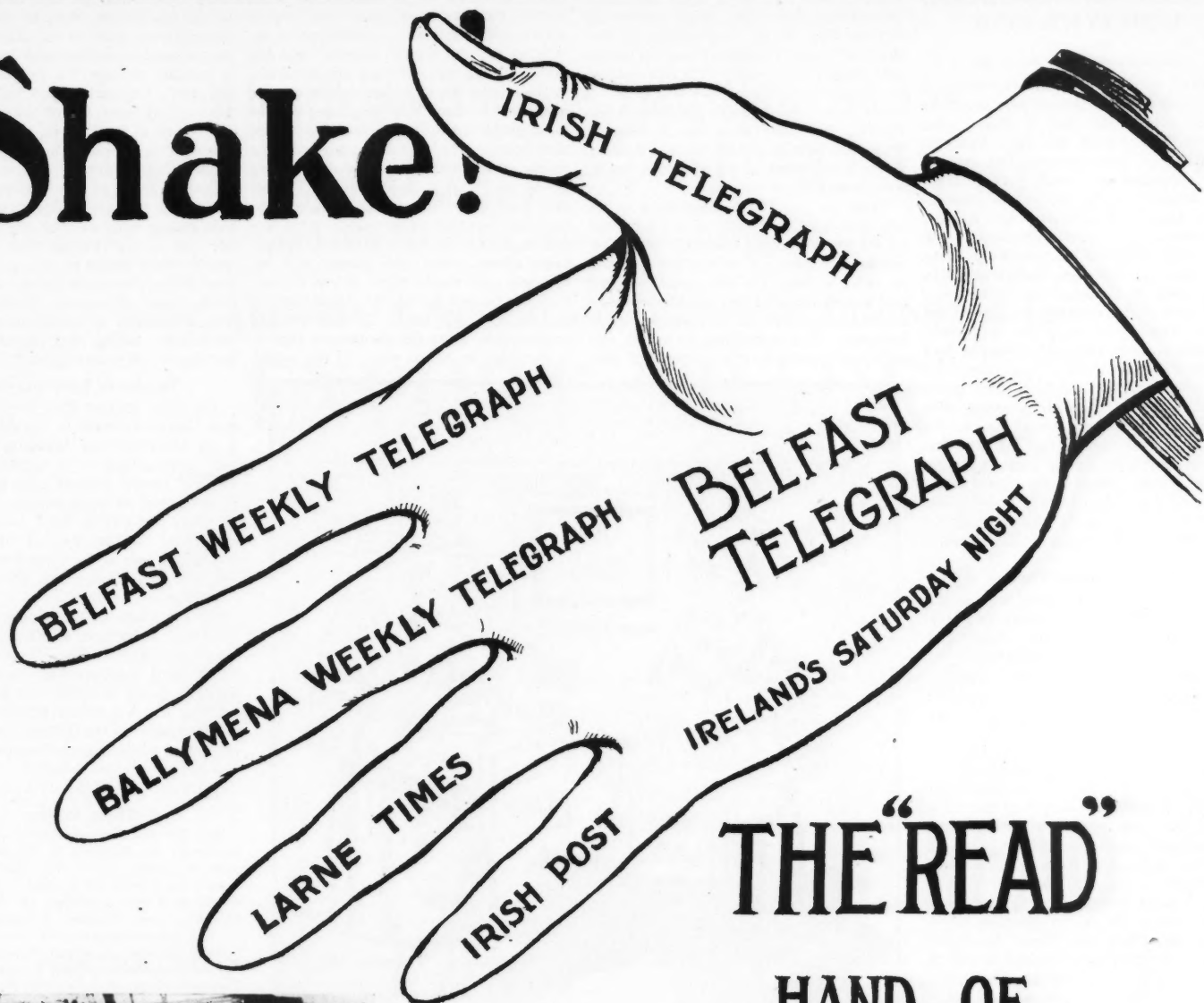
The **Irish Independent** is read by all sections of the community. It is the favorite advertising medium of British, Irish, and many European and American advertisers.

Ask any of the American Editors who honored our shores with a visit during the war what they thought of the **Irish Independent**.

A Chicago newspaperman recently said, after visiting Ireland, "If you want to tell the whole of Ireland anything, put it into the **Irish Independent**."

Enquiries as to rates, etc., gladly answered by return by Advertisement Manager, T. A. Grehan, "Irish Independent," Carlisle Building, Dublin. London Office: 68 Fleet St., E. C.

Shake!



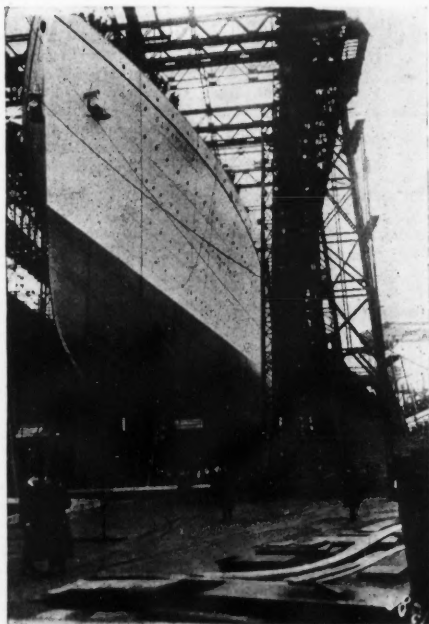
THE "READ" HAND OF ULSTER

The hand with which you may obtain a firm business grip of Ireland's most prosperous provinces.

Where the money circulates there circulates also

- "THE BELFAST TELEGRAPH"
- "IRELAND'S SATURDAY NIGHT"
- "THE IRISH DAILY TELEGRAPH"
- "THE BELFAST WEEKLY TELEGRAPH"
- "THE LARNE TIMES" AND
- "THE IRISH POST"

Each covers its own field thoroughly and collectively. They cover Ulster with its population of 1,574,467. Their mass circulation therefore, is greater than that of any other Irish group.



BELFAST SHIPBUILDING,

One of Ireland's greatest and most progressive industries, gives employment to teeming multitudes of highly-paid workers, amongst whom the "Belfast Telegraph" enjoys an almost exclusive circulation.

The Advertising Manager BELFAST TELEGRAPH, BELFAST, IRELAND

WASHINGTON'S ANCESTRAL HOME IN ENGLAND

(Continued from page 10)

bountiful providence has showered upon Britons and Anglo-Saxons who find their homes across the sea, I know none greater than to have this great figure in the front of their national life, and to have character so worthy of imitation and admiration by succeeding generations. George Washington was a great Englishman and a great American. How thoroughly English he was only those who read his life can understand. In 1798, when he occupied the Presidency, there were in his country those who denounced him as a mere serf and slave of Great Britain, and with whom he had cut the tie of political union because he was unwilling to throw the two great branches of the English-speaking peoples into bloody conflict once more. So in that typical figure the Sulgrave Institution points to a great and distinctive public servant. Here is one figure about which we can rally; here is one spot in England which may be equally dear to the hearts of Englishmen and Americans.

Tenders Hearty Thanks

"I feel I need say no more on this occasion on behalf of the Sulgrave Institution than to tender our sincere and hearty thanks to Lord Burnham for the great generosity he has shown in coming forward so splendidly in support of this movement. Certainly at this moment we have cause for the highest encouragement and hope. He brings to us the distinguished assistance and patronage of the King, of the Prime Minister of Great Britain, of the Lord Mayor of the City of London, and of a long list of other distinguished gentlemen whose names I have no doubt will increase and grow in numbers as the days go by.

"With such encouragement and such support there can be no question as to the success of this movement. No doubt in the near future this historic and antique spot will be cared for and restored, and will become the common meeting-ground of the people of these two great nations. Affection is a thing which is not automatic. It is a plant which does not grow without tending. It is a garden which needs constant care. There are those, as Lord Burnham has told you, who would, if they could, sow tares in that garden. There are unfortunate and misguided men on both sides of the Atlantic who wish nothing more than to dispel this union of hearts and minds that has grown up between these two countries. But I feel as confident of their failure as I do of anything human or divine. We do well to feed and foster that fire and torch of freedom and of friendship which will pass into the hands of those who may follow us."

Mr. Stewart's Remarks

John A. Stewart, of the American Peace Centenary Committee, said: "Why should we as Englishmen and Americans be particularly interested in a little house, dug out in one corner of Northamptonshire, precious perhaps in its homeliness but not particularly conspicuous for its architecture? Why is it that from that little dwelling there should emanate a sentiment that has spread across the Atlantic and that has acted as a particular stimulant to American liking for this true little, tight little island?"

"Why is it that we are gathering here today in reference to this particular matter; that is to say, the restoration, the embellishment, and the maintenance of a mere building? If I may answer my own question, it is because nearly three hundred years ago there lived there a man and a woman who are or were the

remote forebears of a man who four generations later was born under the British flag as an Englishman in the then colony of Virginia, a man of whose sixty-seven years, forty-four were passed as a subject of Great Britain, eight of them as a rebel against constituted authority, and that authority a German king, and twenty-five of them, I believe, as the first citizen of the newborn American Republic.

"That is one of the reasons why we are interested in Sulgrave, but it is one of the more remote reasons. Our particular and peculiar reason for desiring to raise a fund for the embellishment and maintenance of this establishment in Northamptonshire is something quite different. It is something in which you will find a considerable element of that

meant we shall do, or whether we shall permit cunning men, men who represent a different ideal, to continue to divide us for the world's despoil, and for our own undoing. We are one in ideals.

"In all the hopes of the future we are one—one in laws and language, one in these great institutions—free speech, free conscience, free worship, and all the rights which bless the English-speaking world, and when I say the rights I mean that kind of rights which connote obligation, because while rights were acquired mainly by force of arms, obligations always were and always will be. We may not evade them if we would; I do not believe we would evade them if we could. And hence, in face of this crisis today, most people believe that it is our duty to act as one. If the world

close by quoting the first of the articles of the institution, that the work of this organization shall be 'to aid in preventing misunderstanding and in furthering friendship among the English-speaking peoples.' I appeal to you, as I shall appeal to my own fellow countrymen on my return to New York, to aid in establishing not so much this venerable relic in Northamptonshire, not so much the ancestral home of the Washingtons, but to further this great objective of friendship among English-speaking people who are one in everything that makes the world worth living in, one in everything that makes life worth living—a great Republic and a great Commonwealth, joined together in indissoluble bonds of friendship, facing the world like men for the world's own good."

Thanks to Lord Burnham

The Hon. Robert Peet Skinner, American Consul-General in London, thanked Lord Burnham for bringing the cause they represented to a successful issue. He had shown himself very much more than a man of imagination. Faith led not very far unless there was behind it something in the way of organization and effort, and in the great London journal, the Daily Telegraph, they saw that day what that meant.

The first list of subscriptions included the Daily Telegraph, \$2,500; Selfridge & Co., Ltd., \$2,500; Sir Thomas Lipton, \$1,000, and innumerable other amounts totaling in all \$15,000. At the time of writing the list totals \$20,000—an eloquent tribute to the British people's appreciation of the significance of the cause and the power and influence of the London Daily Telegraph.

Those Present

The full list of those present follows: His Excellency the American Ambassador and Mrs. John W. Davis; Mr. R. H. Cabell, managing director of Armour & Co.; Mr. Clarence Graff, American Society in London; Mr. F. E. Powell and Mr. James Hamilton, managing directors of the Anglo-American Oil Co.; Mr. John Collins, manager, American Express Co.; the Manager, Associated Press; Lord Blyth, 33 Portland Place, W.; General Biddle, Headquarters, Base Section No. 3, Services of Supply, Australian Expeditionary Force; Mr. H. S. Brock, Office of the Commercial Attaché, American Embassy; Mr. E. A. Box, Office of the High Commissioner for Australia; Sir Edgar Bowring, Hyde Park Hotel, Knightsbridge; Mr. Lorenzo W. Chance, 11 Haymarket, S. W.; Major Battine; the Marquis of Cambridge, 4 Devonshire Place, W.; Sir John Cockburn, Dean's Hill, Harriestham, Kent; Mr. John Chapman, 101 Leadenhall street, E. C.; Mr. E. Price Bell, Chicago Daily News; Major J. E. Dunning, Commission Internationale de Ravitaillement A. Martin, 21 Mincing-lane, E. C.; Mr. G. E. MacLean, American University in London; Colonel C. K. Morgan, Queen Anne's mansions; G. Martineau; Mr. J. Blair MacAfee, The Mount, Ascot, Berks; Mr. H. T. Moore, Brook's Wharf, Upper Thames street, E. C.; Mr. Walter G. Dowlen, National City Bank of New York; Mayor of Northampton; Mr. Reeves; Mr. H. S. Ferris, secretary, Sulgrave Committee; the Dean of St. Paul's; Colonel Sir Roper Parkington, I. P. D. Sc. Consul-General for Montenegro, Claridge's Hotel; Mr. W. L. Courtney; the Hon. Robert Peet Skinner, American Consul-General in London; Mr. John A. Stewart, American Peace Centenary Committee; Mr. Eugene Shoecraft, Embassy of the U. S. A.; Mr. H. Gordon Selfridge; the chairman of the Stock Exchange; Mr. Arthur Sarena, 34 Leadenhall street, E. C.; Major Louis Livingston Scamman and Mrs. Scamman; U. S. A.; the Editor of the Times; Sir Charles Wakefield; Mr. J. Butler Wright, Embassy of the U. S. A.; Lord Weardale; Mr. Wigglesworth, 82 Penchurch street, E. C.



"Flag Day" in Germany

Cartoon by "Poy" in The Evening News, of London, published November 9, when the Hohenzollerns were surrendering and the German navy mutinying. Poy's real name is Percy Fearon. He was born in Shanghai, China, and received his first artistic instruction under the famous Charles Bush, of the New York World. "Poy" is a contraction of Percy, aided by New York slang. This artist made an enviable record in London during the war.

which is practical and that which is business.

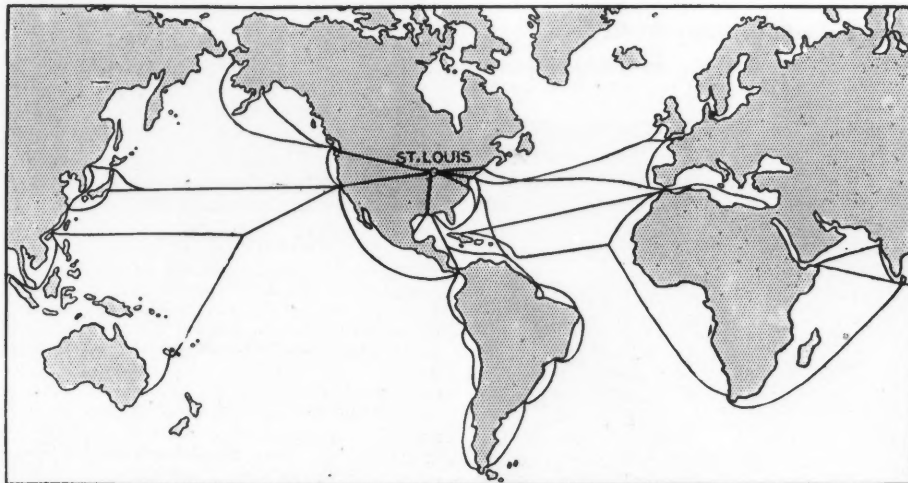
Time to Act

"Today, more than ever before in the history of the world, we are face to face with a condition which says plainly to us that the time for talk has gone by, and the hour for constructive acting has come. We are face to face with a chaotic condition throughout the world. The only two nations of prime importance on the earth today which are not virtually bankrupt financially are the great Commonwealth of Great Britain and the great Republic of the United States. When I say that, I mean that that connote obligation on our part—a more serious obligation than has ever before confronted either you or us. Now there are times when man must ignore sentiment, when he must sit down and think calmly and seriously in reference to conditions in which 'as he shall do he shall find weal or woe.' It has been put before the American and the British peoples whether they shall jointly face these tasks as, I believe, God Almighty

be not reconstructed and new built by us, by whom shall it be reconstructed and new built?"

"It would seem to me that at this particular time, purely as a business proposition, if not a sentiment, we should take thought of the future and see that now America and Great Britain shall forever be friends, that together we shall face the tasks of the future. There is no better way in which to face these tasks than by promoting among our respective peoples that sentiment which is founded on respect and self-respect, upon understanding and upon associations which lead inevitably to friendship. No matter what the world may have in store for us, whatever destiny there may be in the lap of the gods for England and America, we can face it with the assurance in our hearts that no matter how great the task it will be accomplished not to any selfish end but to the end that all the world may be blessed. There is no better way than to meet as we have done today in reference to such work as this institution has taken up. I may

What Is the Message YOU Have for the
Many Industries of St. Louis
 and the Great Central Mississippi Valley
 Now Actively Engaged or Intensely Interested in
EXPORT TRADE



THE MISSISSIPPI VALLEY is today the greatest potential factor in world trade and world reorganization through trade, commerce and industry. St. Louis is the hub of the central Mississippi Valley and enjoys unrivaled transportation facilities. It is the home of many of the country's greatest industries.

THE GLOBE-DEMOCRAT is St. Louis' *one* great metropolitan morning newspaper. It is the *one* medium through which you can reach practically all the large manufacturers and financial leaders in this extensive territory. They read it every morning, with special attention to its complete business and financial news.

The Globe-Democrat Publishes Every Monday a Page of Export and Special Financial News

EXPERTS secure the data and compile the valuable information with which this special Monday page is enriched. It is filled with news and practical suggestions for the export manufacturer and big business man. No other St. Louis newspaper has this live feature.

TO REALIZE how carefully this Export and Special Financial News Page is read by the *big men* of St. Louis and the surrounding territory, you should know that the GLOBE-DEMOCRAT is overwhelmingly the leading financial advertising medium of its field. It is the *only* St. Louis newspaper you need to use.

PUT YOUR MESSAGE IN THE

St. Louis Globe-Democrat

NATIONAL REPRESENTATIVES:

F. St. J. RICHARDS,
 302 Tribune Building,
 New York

GUY S. OSBORN,
 1302 Tribune Building,
 Chicago

J. R. SCOLARO
 701 Ford Building,
 Detroit

R. J. BIDWELL,
 742 Market St.,
 San Francisco

C. A. BRIGGS,
 1302 L. C. Smith Building,
 Seattle

ENGLISH OFFICIALS MET AMERICAN NEWSPAPER REPORTERS SECRETLY

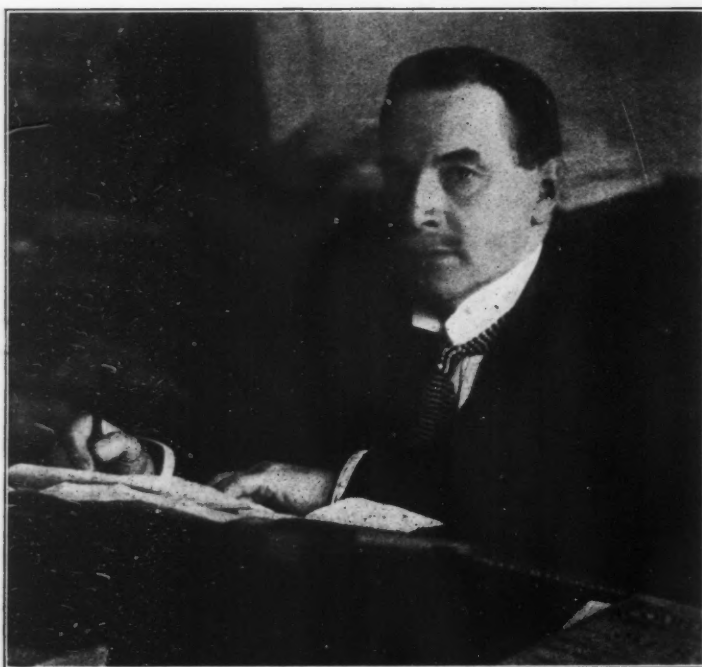
Editor of London Spectator Tells for First Time of Weekly Meetings That Extended Over a Period of Two Years and Were Attended by Cabinet Members and Ambassadors

By J. St. Loe Strachey, Proprietor London Spectator

MANY people are inclined to consider that the British press, by the sane and patriotic tone which it unquestionably maintained throughout the war, not only served, but saved the state. Intensely proud as I am of my profession, I think that such praise goes too far. It was the sound heads and even sounder hearts of the British people that saved us, and it was this spirit in the nation that inspired the press throughout the war. It was because our press performed so well its main function of reflecting and interpreting the nation's mind that we journalists have a right to be proud of our work. Even in the worst hours we were able to hold our heads high and show we knew the meaning of "man's unconquerable mind."

British Press Was United in Victory Work

But even if all this is true, the pany, formed several years before the British press undoubtedly did a noble war, it showed how quickly an infantry



J. ST. LOE STRACHEY

Editor and proprietor of the London Spectator, established in 1711. His writings were quoted throughout the Allied Nations during the war. Broken in health as a result of war work, he is now only able to visit his office once a week. He is a brother to Lord Strachey.

work. It spread and helped to keep alive the freemasonry of patriotism. It made the pessimists realize the folly of their pessimism. It rekindled the flame of hope in many a breast. It created an atmosphere in which the well-meaning defeatist could hardly breathe. It showed in a way that nothing else could have shown how contemptibly insignificant was the tiny group of men who had no care for their country.

The Spectator can claim to have shared in the work done by the rest of the British press; no more and no less. Indirectly, however, it may justly claim that it did its best to prepare the nation for the inevitable war. It was through its work that the National Reserve was founded, a body which at the very beginning of the war helped to bring large numbers of highly trained men back to the colors. By the Spectator Experimental Com-

soldier could be made by a system of intensive training. It advocated (but unfortunately unsuccessfully) the provision of a reserve of a million rifles over and above all visible needs, which could be used in case the nation were obliged to have recourse to the rapid improvisation of an army, on the principle that men could be trained more rapidly than rifles could be manufactured to put into their hands. It was the want of rifles, not of men, that delayed us.

Spectator Warned America

In 1915, when there was no thought of America joining in the war, The Spectator, with equal success, advised the American people with all emphasis at its command to insist upon the creation of a similar reserve of rifles. Finally, The Spectator, from the beginning of the war, insisted upon the importance of the volunteer

movement, and raised from its readers a fund of money sufficient to maintain the Central Organization, entitled "The Central Association of Volunteer Training Corps," till it was recognized and taken over by the War Office.

I am proud to think that I was able at the beginning of the war to do something to further a cause which throughout my journalistic life I have

the Prime Minister, Mr. Asquith, telling him of my proposal and its fate, and going on to say that even if this could not be done, would Mr. Asquith come privately to my house and meet the representatives of the American press there. I was obliged to add that as it so happened I did not know and had never to the best of my belief even seen a single representa-



SOLDIER COTTAGES BUILT BY MR. STRACHEY.

Revolving Cottages at the Strachey country place in Surrey, with home of the editor in the background. Mr. Strachey, an architect as well as an editor, designed cottages for convalescing soldiers which could be turned with the sun and against the rain. His home was used as a hospital, the Strachey family occupying a small apartment and sharing in the work of the institution.

considered as almost the greatest, if not, indeed, the greatest, of all causes, namely, the closer union of the two branches of the English-speaking races and to further it by doing a service to the American press. The story reflects credit upon our British statesmen and still more upon the leading newspapers and press organizations of America.

In the worst days of August, 1914, representatives of the London newspapers were consulted by the Government as to the best means of satisfying the demands of the American correspondents for information while at the same time maintaining the full strictness of the censorship. So complete was the censorship at that time and so little had been done to make the correspondents understand the need for silence that a great many of them had determined that it was useless to remain in London, and that the only thing for them to do was to remove themselves to Germany, or to Holland or Denmark. In these circumstances I suggested that the Prime Minister should see the correspondents of the American newspapers and talk to them frankly and freely as to the situation. I even went so far as to propose that the plan which it was understood then prevailed at Washington, of the President himself seeing the newspaper correspondents once a week for twenty minutes should be adopted here.

Secret Meetings Arranged

This proposal, however, did not find favor with the representatives of the Government who had the matter in hand. Indeed, my suggestion was regarded as "perfect madness."

Fearing that nothing was going to be done to help the correspondents and impressed by the danger of an accidental injury turning into a malignant sore, I wrote directly to

representative of any American newspaper or newspaper organization in London. I said, however, that I was perfectly willing to take the fullest responsibility for guaranteeing that if the Prime Minister accepted my invitation not only would nothing that he might say to the correspondents be made public, but further that the fact that the meeting between the Prime Minister and the correspondents had taken place should not be made the subject of any newspaper comment.

It is immensely to the credit of Mr. Asquith that in spite of the fact that he was no doubt being warned by our chief soldiers and sailors that a single injudicious word spoken by a member of the Government might betray our plans to the enemy and so produce ruin by land or sea, he immediately accepted my invitation for a luncheon party and at a date which only gave me some four days to collect my unknown guests.

Met the Prime Minister

I thereupon wrote the twenty or thirty necessary notes to a body of gentlemen entirely unknown to me. Happily the correspondents accepted the invitation in the same spirit in which the Prime Minister did, and the luncheon took place. Mr. Asquith, with good sense and an instinctive courtesy, spoke both generally and respectively to my guests with the most perfect freedom, and was able to convince them that the censorship was in no way aimed against them, but was an essential part of the burden of war. Those who are ignorant of journalism will perhaps consider it a miracle, though, in fact, it was no such thing—that not one single word in regard to this luncheon party has till now ever been printed or made public.

The meeting with the Prime Minister evidently gave so much satisfaction

(Continued on page 58.)



The ODHAMS Group dominates Britain

To Britons the name Odhams connotes fearlessness, progressiveness and independence in newspaper and periodical production. These qualities have built up, in spite of most trying wartime conditions, a group of publications which occupies a dominating position in Britain.

The Odhams periodicals have always been widely and consistently advertised, with the result that, while paper shortage has meant deliberate restriction of circulation, they have gained constantly in power, prestige and popularity.

Advertisers and agents who have export merchandising plans embracing the British Isles are invited to ask our representative in U. S. A. to show them how best to use

BRITAIN'S DOMINANT PERIODICALS

The ODHAMS Group

Average Sale per issue	Publication	Brief description	Advt. Rate per page
1,500,000	John Bull	More powerful and more widely read than any other British periodical.	\$2,000.00
250,000	National News	Britain's only independent Sunday newspaper.	\$10 per in.
150,000	Passing Show	Clever satire and clean humor in prose, verse and picture.	\$225.00
20,000	World	Authoritative illustrated review of the week's happenings.	\$100.00
150,000	London Mail	"Gossipy" society and humorous weekly.	\$200.00
120,000	Pictures	Illustrated weekly for movie enthusiasts. Fastest-growing paper in Britain.	\$100.00
90,000	Everywoman's	Popular home magazine — fashions, cookery, toilet, nursery, etc.	\$100.00
First Issue May, 1919	Home & Garden (Illustrated)	High grade monthly devoted to betterment of homes and gardens.	\$150.00

ODHAMS, LTD., LONG ACRE, LONDON, ENGLAND
 PHILIP EMANUEL, Advertisement Manager
 Represented temporarily in U. S. A. by

ARTHUR TAYLOR, Old Colony Club, Hotel Manhattan, New York, who will gladly send Specimen Copies, Rate Card and other information.

A Message From

THE WORLD'S THIRD

(Written for Editor & Publisher

FEW newspapers in either Canada or the United States have succeeded in dominating so completely their home cities in the matter of circulation and advertising as have The Halifax Herald and The Evening Mail. No newspapers can do this until they have first won their way to the confidence and the loyal support of the reader public. It is the public alone that makes possible the circulation success of any newspaper. Supremacy in advertising comes only when local and national advertisers recognize a newspaper as the one essential factor in the business and the home life interests of the people of the city and the zone its circulation covers.

Their Popularity Is Unquestionable.

We are pleased to give you our opinion of The Halifax Herald and The Evening Mail as advertising mediums. We can truly say that we have had better results from our advertising in The Herald and The Mail than we have had from any newspapers that we have used as advertising mediums since we have gone into business. Owing to the large circulation, it is easy to reach all classes of customers, through these papers, and their popularity is unquestionable. We also consider them very satisfactory newspapers from the reader's point of view.

J. A. McDONALD PIANO & MUSIC CO., LTD.

The Only Live Advertising Mediums in Halifax.

I think The Herald and The Mail are the only real, live advertising mediums we have here.—W. WALTERS WATT, AUTOMOBILE AGENT.

The Best Advertising Mediums in Nova Scotia.

Re The Halifax Herald and The Evening Mail: We have so much faith in The Herald and The Mail, that we entered into a contract with them for \$3500.00 worth of advertising for the next twelve months. No doubt this may seem small to you, but for a business of the class and size of ours, in a city of 65,000 people, it is, in our estimation, an exceptionally large amount. We might mention the fact that we are only spending \$500.00 with the other two papers in the city. The above should demonstrate clearly to you which, IN OUR ESTIMATION, are the best advertising mediums in this province.—H. D. MacKENZIE COMPANY, LTD., COAL MERCHANTS.

The Best Advertising Mediums in Halifax.

We consider The Halifax Herald and The Evening Mail the best advertising mediums in Halifax, giving us very good results indeed.—THE WOOD BROS. CO., LTD., DRY GOODS.

Up To Date and Get Results.

We think The Halifax Herald and The Evening Mail are very good papers and have a very large circulation. The Mail has the largest circulation of any paper in the Lower Provinces. We are large advertisers in this paper and think it is the best medium in our city. It is well managed and up-to-date in every respect. The only fault that we have to find is that they are very independent and their prices are very high for this city. However, we get good results and are perfectly satisfied.—GORDON & KEITH, HOUSEHOLD FURNISHINGS.

Entire Satisfaction in Every Way.

The Evening Mail has been doing our advertising for the last three or four years, during which time they have been giving us entire satisfaction in every way.—THE A. B. C. STORE, DRY GOODS.

Better Service Could Not Be Given.

Re The Halifax Herald and The Evening Mail: From an advertising standpoint we do not think that better service could be given than we receive from the above mentioned papers.—THE BEDFORD CONSTRUCTION CO., LTD.

Thoroughly Satisfied With Results.

One of the outstanding features of The Halifax Herald and The Evening Mail as advertising mediums is the fact, that The Mail goes into nearly every home in the city and suburbs, and is read by persons we are appealing to for business. They carry on an up-to-date, aggressive advertising campaign of their own which we believe helps the merchants of this city. We have, during the past twelve years, watched our advertising in The Herald and The Mail and are quite satisfied from a business standpoint with the results obtained.—ISNOR BROTHERS, GENTS FURNISHINGS.

THE ONLY HALIFAX NEWSPAPERS

Halifax, Canada, the World's

FOREIGN REPRESENTATIVE: GEO. B. DAVID CO., Inc., 171 Madison Ave., New York City.

Halifax, Canada

MOST IMPORTANT PORT

by James Robert McCutcheon,

THROUGHOUT the entire zone of which Halifax is the pivotal trade and shopping center, The Halifax Herald and The Evening Mail reign so **ABSOLUTELY SUPREME** in circulation and advertising, that advertisers in both Canada and the United States know the whole story practically by heart. And yet, there is always one story of downright interest to advertisers concerning the demonstrated advertising value of any newspaper.

THEREFORE, "Editor & Publisher" presents here some letters written by progressive Halifax business firms. They explain *WHY* it is that The Halifax Herald and The Evening Mail so **COMPLETELY DOMINATE** in circulation and advertising in Halifax—the *World's Third Most Important Port*:

Business Getters and Good Newspapers.

We have no way of testing exactly the relative value of The Herald and The Mail advertising, but we have every confidence in them as business-getters, and great respect for the papers themselves. Take them all in all, they are good papers.—W. L. TUTTLE, HIGH CLASS FOOTWEAR.

The Largest Circulation and Up-To-Date.

We consider The Halifax Herald and The Evening Mail, in every way satisfactory advertising mediums, and have always for the number of years that we have been advertising in these papers, had satisfactory results. They have, as you are no doubt aware, the largest circulation of any of our local papers and in consequence, of course, the advertising value is worth more than our other papers. In regard to points which make this newspaper valuable to its advertisers, would say that the word *UP-TO-DATENESS* possibly covers the value of the paper to its advertisers.—THE JOHNSON PIANO COMPANY.

A-1 Newspapers, Largest Circulation and Newsy.

Re our opinion of The Herald and The Evening Mail, we must inform you that as an advertising medium, we consider them A-1. Their circulation is large and they are very newsy. We believe that the vast majority buy The Evening Mail as it has a larger circulation than the others. The above is our candid opinion of these papers.—BRAGER'S LIMITED, FURNITURE DEALER.

Increased This Druggist's Staff from One Boy to Seventeen Expert Sales People.

We have much pleasure in giving our opinion of the value of The Halifax Herald and The Evening Mail as advertising mediums. We consider them by far the best mediums for the city and county of Halifax. The Evening Mail goes into every home worth while in Halifax and Dartmouth, every day but Sunday, during the year, around 12,000 copies a day. We started four years ago with a small ad. and each year we have increased our space, until now we are one of the

largest advertisers The Mail has today. We contemplate by the first of May increasing our space to be as large as any The Mail has. Now why do we propose increasing? **FIRST:** They have the largest circulation; **SECOND:** They prepare the ads. and put them in the paper in good shape. Use good judgment in setting ads. right size type and making them attractive. The paper is a good one. The Mail is increasing its sale, as we are increasing our space. There is a lot of pep on the staff behind The Mail. We may say we owe a lot of our success to The Mail. Five years this coming May, we ran this business with one small boy and had about as small a drug business as you could find in Nova Scotia. For over a year, we have kept 17 hands constantly employed, carry the largest drug stock East of Montreal, and do the largest business.—MacGILLIVRAY'S PHARMACY.

Modern, Aggressive, and Meet Every Emergency.

The Halifax Herald has proved an attractive medium of advertising to us for the past few years owing to the fact that this paper has a large circulation, which is due, in our opinion to the modern and aggressive manner in which the proprietor handles it. It is found that when some emergency arises, The Halifax Herald appears to be immediately on the job.—SOULIS TYPEWRITER CO., LTD.

The Rates Are High But They "Deliver the Goods."

We have been advertising in The Evening Mail for fourteen years and have received excellent results. While we have been for years carrying on trucking, our principal business is coal and building supplies, and we have been giving coal particular attention, but during the last two years decided to boost our building supply department and took advantage of The Evening Mail columns for doing so, a number of builders and contractors not knowing that we handled building supplies. Today, we estimate that we handle at least 75% of the building material required in Dartmouth. We do not consider ourselves good advertisers, not giving it the attention it deserves, but at the same time we realize the results obtained from good advertising. While The Herald and The Mail charge very much higher rates than the other city papers, we feel that you get the results on account of the circulation of these papers being much greater than the others—DARTMOUTH COAL & SUPPLY CO., LTD.

THAT PUBLISH THEIR A. B. C. FIGURES

Third Most Important Port

W. H. DENNIS, Vice-President and General Manager, Halifax, Canada.

CAPEHART RENDERED NOTABLE SERVICE

Visited European Publishers and Advertisers as Special Envoy of Editor & Publishers, Enlisting Their Interest in International Number

Charles Capehart, the American advertising man and publicist, who recently spent several months in Europe collecting data for the International Number of EDITOR & PUBLISHER, has held a distinctive place in the publishing and advertising field in New York for more than twenty years.

Mr. Capehart is to be credited with the conception of the striking cover design of this number, typifying the theme and purpose of the issue in a vivid way. To his enthusiasm, and to his living faith in the far-reaching service to the press of the Allied nations of this unprecedented journalistic effort, are due in no small measure the splendid result now happily achieved.

Mr. Capehart's interest in European journalistic and advertising affairs is not of recent growth. In 1905 he toured the continent, visiting the leading newspaper offices in every European country and gaining a first-hand knowledge of the press there which has served him well in the work he has done in connection with this number. He did not visit Britain and the continent on this occasion as a stranger, but as a man familiar with the achievements of British and European newspapers over a long period of years.

The cordial manner in which he was received, and the generous co-operation extended to him by the leading journalists and advertising men of England and of other countries, are matters of previous record in EDITOR & PUBLISHER. It is conservative to say that these men have awaited the publication of this International Number with a deep and growing interest.

Mr. Capehart was identified with the production of a previous epoch-making number of EDITOR & PUBLISHER, having collaborated in the editing of the American Journalism Number in April, 1913, an issue which broke all records in trade journal achievement in this field up to that time.

Before going abroad as a representative of EDITOR & PUBLISHER Mr. Capehart incorporated under the laws of New York a company known as the International Publishers' Representatives, created for the purpose of affording to American manufacturers and advertisers the fullest knowledge of the British markets for American products and of the British publications essential as advertising mediums in any proposed selling campaigns in the United Kingdom. Mr. Capehart maintains offices for this organization in the World Building, New York, and will devote much of his time hereafter to the development of the enterprise on broad lines of international service.

Mr. Capehart has what is probably the most complete private library in the world bearing upon the history of journalism and advertising.

AEROPLANE JOURNAL'S SERVICE

Gingered Up Government Policy for Air Supremacy During War

The Aeroplane was founded by C. G. Grey in June, 1911, and was devoted entirely to helping forward the progress of military aeronautics in England with a view to forming an adequate air force

GOODWILL BETWEEN UNITED STATES AND BRITAIN WILL PREVENT FUTURE WARS, SAYS DERRICK

PAUL E. DERRICK, one of the notable figures of the advertising field in both Great Britain and America, is a strong advocate of closer press and business relations between the two great nations. Mr. Derrick is head of Derrick's Advertising Agency of London. For many years he has actively promoted international trade through advertising, and he understands as few men do the possibilities for commercial expansion and reciprocal market development open to the manufacturers of America and England. For the International Number of Editor & Publisher he has written the following message:

Let us bring our thousands of obscure and unexpressed mutual tendencies together in a mighty flood of over-powering Goodwill to sweep away our mean and petty jealousies and contemptible misunderstandings, for goodwill is mightier than ill-will. Goodwill between the United States and the British Commonwealth will prevent future wars, and efficient propaganda will create the necessary goodwill.

PAUL E. DERRICK.



CHARLES CAPEHART

in preparation for war with Germany.

From its earliest days there were constant references in The Aeroplane to the coming war and special attention was paid to the development of aeronautics in Germany, so that the authorities in this country might be kept informed as to the comparative states of German aeronautics and British aeronautics.

Every effort was made to induce the British Government to place orders with British manufacturers of aeroplanes and aero-engines instead of buying French and German engines and aeroplanes, and also endeavoring to manufacture aeroplanes in Government factories.

The war record of The Aeroplane is one long record of agitation against misguided policy on the part of the Government, and time after time it has been proved that these agitations were justified, for every reform in the organization of the British flying services, in the types of aeroplanes and engines put into service, and in the uses of aircraft in war which has been made by the Government, has been strenuously advocated for a considerable time beforehand in The Aeroplane.

The Aeroplane agitated at the very beginning of the war for a free hand to be given to British designers of aeroplanes and engines so that the spur of competition should improve the types of aircraft available. At that time the Government was endeavoring to design its own machines and to have them constructed by engineering firms which were not in the aircraft industry.

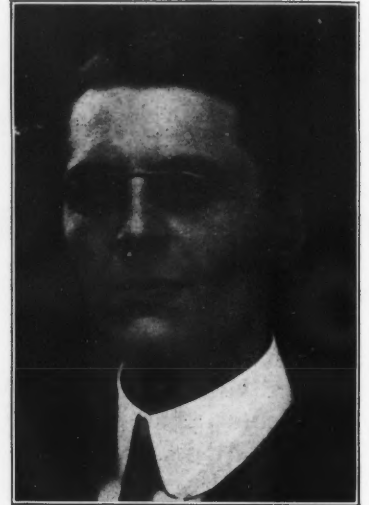
When Lord Weir came into power in 1917, the policy which he pursued was precisely that which had been advocated by The Aeroplane.

The Aeroplane has throughout the war been in the very closest touch with active service aviators, and has faithfully reflected their views on every subject concerned with war flying.

The oldest newspaper in the United States is the Capital and Maryland Gazette published at Annapolis, Maryland, since its establishment in 1727.

The oldest newspaper in the West Indies is Barbados Globe, Bridgetown. It was established in 1815.

RIDOUT AN AUTHORITY ON NEWSPAPER AND ADVERTISING PROBLEMS



HERBERT C. RIDOUT,
LONDON EDITOR OF EDITOR & PUBLISHER.

Herbert C. Ridout, the London journalist and advertising man, whose co-operation in the preparation of the International Number of EDITOR & PUBLISHER has contributed greatly to the success of the undertaking, has been serving as London editor of this publication since the death of Valentine Wallace, some months ago.

Mr. Ridout is the publicity manager for the Columbia Graphophone Co., Ltd., London, in which capacity he deals with the problems of the national advertiser at first hand.

He is at the same time an all 'round newspaperman of wide experience, having been a regular contributor to leading English dailies and trade journals for many years. He has won a high reputation in the British newspaper field for his wide knowledge of publishing and advertising conditions and for his conservation, devotion to the plain facts of any situation or problem and his broad vision.

His news dispatches to EDITOR & PUBLISHER have attracted close attention on this side and have served to interpret British newspaper and advertising events to American readers with clarity and force.

NEWSPAPER SOCIETY HAS NATIONAL MEMBERSHIP

(Continued from Page 14.)

tion of the industry as a whole.

The president of the society is Mr. Allan Jeans, of the Liverpool Post and Mercury Series. He is also president of the Press Association; the vice-president is Mr. John R. Scott, of the Manchester Guardian; Sir George Toulmin, of the Lancashire Daily Post and Preston Guardian Series, a former president, is treasurer, and Mr. Frank Bird, the author, is secretary.

The offices of the society are in the Morning Post building, 346, Strand, London, W. C. 2, where the secretary would welcome communications from any organizations in the States and would be glad to answer inquiries on trade topics as far as lies in his power.

The Royal Gazette of St. Johns, Newfoundland, began publication in 1807.

“Fryotype”
PRINTING METALS

As supplied to the leading Newspapers and Printers all over the World.

OVER
50
YEARS
practical
EXPERIENCE

QUALITY
absolutely
GUARANTEED



Typograph Metal
 Type Metal
 Reviving Metal
 Printers' Leads
 Furniture
 Quotations
 Quads and Spaces
 Thermometers
 Melting Pots
 Printers' Dryers
 &c.

Stereotype Metal
 Linotype Metal
 Monotype Metal
 Intertype Metal

FRY'S METAL FOUNDRY

25-42, Holland Street, Blackfriars, LONDON, S.E.1. Also at MANCHESTER, BRISTOL,
DUBLIN, GLASGOW
 Telephone: HOP 4720 (2 lines). Telegrams: "Frymetalos, Friars, London."



SCOTLAND

BIG SHIPS

AND

BIG GUNS

BIG MONEY

represents how Scotland helped to win the Great War Victory.

GLASGOW

the second city in Great Britain gave all the three great essentials, built the ships, made the guns, earned and invested big money.

MANUFACTURERS:—Keen discerning manufacturers—and wise wholesalers about to exploit the fields of foreign trade must include Glasgow in their advertising campaign. An advertisement in the [Glasgow]

Evening News

is the most effective method of selling goods in Scotland and has produced results where other Scottish media have failed. It stands alone as a paper that pulls because its readers are a class that spend money freely. By its powerful influence it has since the war commenced collected from its readers nearly \$500,000 for various war funds, a record no evening paper can equal. All the largest and best informed advertisers are represented in the "News" and it carries more local display advertisements than any of its contemporaries.

Remember it's the Favourite Advertising Medium in Scotland, and combines both the best quality and quantity circulation.

HEAD OFFICE:
67, Hope Street, Glasgow, Scotland.

LONDON OFFICE:
47, Fleet Street, London, E. C.

NEW ERA IN WORLD TRADE CREATED FOR GREAT BRITAIN AND AMERICA

Some Suggestions On Best Methods of Reaching Each Other's Markets—International Advertising Need Not Be Different From That at Home

By WILLIAM HOPKINSON

New York Resident Manager of T. B. Browne, Ltd., Famous International Advertising Agency.

THE commercial world in both hemispheres is rapidly recovering its balance, more rapidly than those in the thick of the present day complications realize. True, the "sea" has not settled down; of this we are reminded by import restrictions and embargoes, but these, as they exist at the moment, must of necessity be measures of a temporary nature. Manufacturing is bound to fall short of demand for years, especially in certain classes of goods. The re-shaping of international commerce now in course is nothing more or less than a new era in world trade.

There are business prospects for Great Britain and America that may be described as sensational. Pre-war, world trade was no more than an inci-



GEORGE CASTLE,

Managing Director of T. B. Browne, Ltd., of London and New York.

dent of many businesses. Today, world trade en masse is necessary for the world's welfare. For manufacturers on both sides of the Atlantic, the world's wants sum up collectively as "Everything you can make," it is awaited from pins to ploughs.

Markets Are Awaiting the Goods

The world to manufacturers is just as large or just as small as they make it.

In the past, some have followed a natural impulse for world-wide trade and grown great upon it. Others again have "gone abroad" or engaged in over-sea trade for no other reason than that non-producing over-sea countries have sought their particular class of goods; thus many firms in the past have been world traders as much by accident as design.

As we see the present world trade situation, these latter must inevitably apply recognized methods, otherwise the keener class of business pioneers, born of these new trade opportunities, will divert to themselves the old trade interests as well as secure the new trade.

In Great Britain and America alike, manufacturers are feeling the stimulating breath of the same trade winds, and the more enterprising among them will send their goods to the waiting markets.

To businesses hitherto content with the home market, world trade may seem a big enterprise and full of difficulties,

but those who trouble to study it from their own standpoint and to seek for themselves a share of what there is in it find that it rapidly simplifies.

The trade winds now setting in should cause goods to travel that never left the home market before. World trade is one of the great factors in world peace. Trade is the most potent influence in international intercourse. It was because of the great and ever-increasing trade relations of the past decade that nations learned to know one another more than in the previous generation; and because of this, they have been able to trust one another, for instance, with war credits of "untold millions"! Without the understandings born of international trade, this can hardly have been possible. There has been talk of a frenzy of competition, or trade war. There should be no trade war, because there should be something infinitely better—a trade boom!

The United States and Great Britain are together in the interests of their world policy; so closely together, one

writer has suggested, that it is difficult to see how they can be separated. If this be so in world policy, the accompanying mutuality of trade interest would seem to be a matter of direct consequence.

The War efforts of both America and this country sprang from the same national traditions and instinct for the right. No one in this country could, in July, 1914, foresee that before a month had passed our small army would be thrown into the scales against the millions of Germany in a Continental War, any more than America could foresee herself an armed nation in Europe. America came for the same reasons as Great Britain went. This measures the great gain in mutual understanding since 1914.

Germany Will Sell Low

There has been one equal discovery made by the American troops in the later stages of the War as by the British troops in its earlier stages, viz., that their opponents were not "clean fighters." Translated into business parlance, this means that where there may be competition between the U. S. and Great Britain, it will be clean competition. On this side, we know it is a characteristic of our American friends to be quick off the mark; equally, the British temperament warms up as it goes, and has the reputation of staying the course. Neither one nor the other can ever fill the bill for the whole world trade in any particular article; just as two prominent citizens of a prominent town will each take a rival newspaper, the human factor will in all parts of the world enter in, the goods which fit in with individual tastes will be bought, and in this way markets become shared.

German factories have been in no

way damaged by the collision with War, and it is said, and probably with truth, that Germany is piled high with goods which she will sell low because her prestige is low.

A good reception for German products is not probable now that the facts of the War are vividly real, but everywhere it is the duty of British and American goods to be on the spot, and side by side, and for the manufacturers to make known that they are there. The world market stands to be shared mainly between them; individually, those firms who get in now and go strong will have the best shares.

In so far, therefore, as the future holds commercial rivalry, between our American cousins and ourselves, we are convinced that on both sides of the Atlantic, it can be looked forward to with equal confidence of great trade success. It is in the creativeness of trade, as well as the manufacture of goods, that the genius of the two great English-speaking races expands.

Advertising, the herald of trade, we have long held is creative first and creative second; we put its competitive side well down the list. More trade for each, we believe, will be the outcome even where the same line of goods are in the field against one another.

Advertising and World Trade

The days for the advertising of Advertising as a great trade influence have long passed, and the purpose of these notes is rather to simplify the process of world trade advertising for the many to whom it may be a new subject. To use an apt Americanism: "The time to advertise is when you want to sell more goods."

The time is now, and the Press of the world affords at once the readiest,

(Continued on page 70.)

WAUSAU DAILY RECORD-HERALD

WAUSAU, WIS.

A live newspaper in the best city
of 20,000 in America

The Heart of Wisconsin

J. L. STURTEVANT, Publisher.

Member Associated Press, A. B. C. and A. N. P. A.

Circulation—April average, net paid 5380.

100 inch rate, 25 cents per inch

Eastern—

M. C. WATSON, 286 Fifth Ave., New York

Western—

A. W. ALLEN, Peoples Gas Bldg., Chicago.

PITTSBURG, PA., U. S. A.

The Wonder City of the World!



SKY LINE OF PITTSBURG

BACK of the hills shown on the "Sky Line" photograph are thousands of homes of Pittsburghers; among them the most beautiful homes in America.

Pittsburg, the first city in industrial importance in North America, and the fifth in metropolitan population, has won a new distinction. It is justly termed "The Armory of the Nation." Its strategic position on the western slopes of the Appalachian Mountains at the head of the Ohio River, makes it the natural gateway between the East and the West. For 150 years it has been regarded as a key in the transportation routes between the Atlantic seaboard and the great west. Today it is the geographic center of more than one-half the population of the country. It is within one night's ride of 45,000,000 people.

Tonnage of the Pittsburg district 177,071,233 tons, exceeding that of the metropolitan cities of Europe and America combined:

Banking surplus \$99,000,000.00 exceeded only by New York and Philadelphia.

135 Public School buildings representing investment of \$19,000,000.00.

47 Private Schools and Colleges.

More big office buildings than any city of its size.

Only city having permanent annual Exposition.

Daily payroll exceeds \$1,500,000.

Coal productions 98,528,508 tons.

Coke productions 23,460,000 tons.

Assessed property \$1,270,129,260.

Bank deposits, per capita, \$786.

Pig Iron productions 10,001,099 tons.

Big glass producing center.

Big cork producing center.

Big Pickle and Pure Food center.

More automobiles are sold annually than any other city its size.

Pittsburgers are the greatest travelers in the world, are found everywhere.

This wonderful community has for more than 74 years been guided and influenced in City, State and National affairs of education, government, and civic advancement by Greater Pittsburg's Greatest Newspaper—

THE PITTSBURG DISPATCH

BEST ALWAYS!

For the convenience and help of advertisers and readers, The Pittsburg Dispatch maintains a well equipped and efficient branch office in London at No. 16 Regent Street, below Piccadilly Circus, under the direction of The Dorland Company, Geo. W. Kettle, Manager.

THE PITTSBURG DISPATCH, PITTSBURG, PA., U. S. A.

C. A. ROOK, Editor and President.

E. M. O'NEILL, Vice-President

H. C. ROOK, Secretary

C. R. SUTPHEN, Business Mgr. and Treasurer

HIGHAM SAYS WAR FORCED WORLD TO RECOGNIZE POWER OF PUBLICITY

Distinguished Advertising Man, Member of Parliament, and Famous for War Publicity Services, Describes Press Potentialities—People Must Be Informed

By CHARLES FREDERICK HIGHAM, M. P.

[Written Especially for EDITOR & PUBLISHER.]

THE war accomplished many fine ends other than the defeat of Prussianism. I hope I shall not be misunderstood when I say that one of its most far-reaching victories was that it set a proper value on public opinion, and forced the recognition of publicity as the greatest power in the world. Future generations will realize this better than we do. Evolution is the slowest of processes. Only the very few seem to understand when a new link in the chain has been forged.

Perhaps I claim too much when I say that a *proper* value has been set on public opinion, or that the power of publicity is *fully* recognized as yet.

We Have Learned; Now Must Act.

These statements have only a relative truth. To be exact, one should say that the war gave a tremendous impetus to our thoughts about these forces in Great Britain; that from now onward we may expect great progress in the art or science of Making Known.

Public opinion, regarded as a constructive force, has, in the past, been utterly neglected. It has been bribed and flattered by cliques; politicians have paid it lip service at election time; the press was said to reverence it. But although public opinion has been alternately hated, feared and cajoled, there has been little real understanding of its great potentiality. If there had, more care would have been taken to enlighten it.

Our Superficial Estimate

When a child grows troublesome, and we want very much to make him do, or not do, a certain thing, we take him on our knees, drop to the level of his intelligence, and speak with a sort of babyish persuasiveness. This procedure usually has an effect. And this procedure has been the one adopted in the past when an individual or a coterie wished to "sound," coerce or manipulate a public's mind. Like the troublesome child, its good grace had to be sought on occasion for peace or safety's sake!

Rather amusing, isn't it? When one thinks of the vast issues and mighty reputations that public opinion can make, bend or break when it is in an angry, hurt or unintelligent mood.

You see what I mean? This clamor that "the public should be informed" (when the crisis has occurred), or that "the public should be left to judge" (when it has not been informed), shows how very superficially we have valued opinion in the aggregate.

We give considerable attention to the development of material weapons of progress. We spend vast sums of money, and employ the finest brains, in perfecting machinery or in putting gases, or chemicals, or electricity to the most profitable use. But the weapon called Thought—particularly Thought in the Aggregate—we have neglected. We have faintly recognized its utility, but we have failed to guide or develop it in a systematic way.

Valued When Needed

And yet public opinion is of tremendous importance to-day, because of the increasing interdependence of all our activities. It was because the war made this interdependence so very obvious that publicity began to be recognized by government as a great constructive, energizing force. Our interests and activities to-day are like a jig-saw puzzle.

Their threads criss-cross with other threads in all directions. And

recruiting for the British Army and Navy; in raising War Loans and voluntary funds; in forming the three great auxiliary services for women; in distributing skilled labor, and in keeping the spirit of the people attuned to the great needs of the hour.

Power of the Press

The press became, more than ever, a mighty megaphone; although it was under severe restraint. It subordinated its natural craving for news. It lent itself loyally to the service of the State. The Government learnt that it could do nothing without the willing co-operation of the people; and the mind of the people could only be reached electrified and fully enlightened through the press. By skillful publicity the idea of sacrifice was robbed of its vague, rhetorical glamor, and narrowed down, pressed home, to every individual in the Kingdom.

In the face of all this, let us look into the future and learn what to expect.

War has left us with domestic prob-

lems are thrashed out from every angle, and there is a full and healthy ventilation of ideas.

More Publicity Is Needed

But with all this, there is room for more publicity, or rather, for publicity in a different form. Modern Governments need a link, other than the interpretative link of the press, between themselves and the peoples. We saw how necessary this was in war time. It is equally necessary to-day. Democratic rulership has to battle with the uninformed, the half-informed, the misinformed; with those who have not enough leisure to read; with those who have natural prejudices, and with those who try to mould opinion for some selfish, personal end. How can this be combated except through the scientific distribution of hard facts?

All governments to-day are faced with gigantic problems which will only be wisely solved if the authorities have a fully enlightened, sane, and determined public opinion to back them up. To gain such a backing, continuous information must be given to the people in tabloid form. It must be given in such a way that the attention of the laziest, the busiest, the least educated is quickly arrested and held.

Government News Service

In 1916, I first wrote: "The time will come when governments will publish all their news themselves. They will have their own publicity departments, staffed by expert advertising men. All their announcements will appear as advertisements, in special type, and with many distinguishing signs of officialdom . . . Advertisement, honorably used, developed along subtle yet dignified lines, may yet prove the chief factor in the government of the future, which, in a great democracy, must tend ever to substitute arbitration for force, enlightenment for coercion."

Such a State Publicity Department (already foreshadowed in Great Britain) would focus attention on national problems by stating, in lucid, tabloid fashion the national case. All public departments would use this bureau for the furtherance of their plans. They would supply it with official data as a basis for propaganda; the scientific presentation of that data to the public would be the work of the bureau. The Board of Trade would use it for the furtherance of foreign trade. The Ministry of Health would use it to spread knowledge relating to sanitation, infant mortality, or infectious illnesses. The War Office, the Admiralty and the Air Board would use it for recruiting purposes. The Foreign Office would employ it with a view to making friendly international relationships. For the Ministry of Labor it would become a great industrial megaphone, so that the confusion and misunderstandings we are all suffering from to-day might be cleared up.

Must Follow Advertising

As I write, we are threatened with a national strike, and the British Government has found it necessary to inaugurate a big publicity campaign so that the public and the strikers may learn the facts of the controversy. This shows the trend of things, and justifies my prophecy that organized publicity will soon be recognized by States as the greatest instrument they have to wield.

But they can only wield it properly if they use the press as commercial firms have learned to do. Newspapers go to every home. They electrify thought more quickly and easily than any other form of publication. But they

(Continued on page 58.)



CHARLES FREDERICK HIGHAM, M. P.

FIRST ADVERTISING MAN TO ENTER HOUSE OF PARLIAMENT, WELL-KNOWN IN AMERICA AND HEAD OF GREAT LONDON ADVERTISING AGENCY BEARING HIS NAME.

if these delicate threads are not to become chaotic and antagonistic, the minds behind them all must be kept fully informed.

It is now becoming recognized that it is the duty of Governments to instruct the electorate in a manner never tried before the war. National danger forced the British Government to appeal to, direct, inspire and energize the British people. The force used was publicity. The medium through which that great force acted was, to a large extent, the press. Yet very few know how great a part publicity played in

lems heightened, intensified. In fact, in some respects, warfare has simply been transplanted from the battlefields of Flanders to the field of industry at home. Government still waits upon the willing co-operation of the people; and their willing and wise co-operation still waits upon their enlightenment—upon the skillful distribution of knowledge, and the equally skillful emotional appeal.

The press is the interpretative link between the Government and the people. The various organs hold different views, and in this way expression is

WHAT ENGLAND WANTS

Some Specific Instances of American Opportunities

IF you know England and the English at all, you know that the folks there are conservative, slow moving, and unimpressible. These are some of the national characteristics, and you must accept them and understand them if you want to trade there.

I feel I would like to have a private talk with every American manufacturer, just to impress upon him what priceless goodwill has been stored up for him in England. For months past, in almost every town, American soldiers and sailors, and strings of wagons with the letters U. S. painted on them, have been a familiar and welcome sight. As they passed by him, the elderly Briton (there have been few young men in Britain for sometime gone by) has turned away, with a tight feeling at his throat, and has gone about his work with renewed spirit and a new confidence. Mothers have watched them with thankful hearts, knowing that they were part of a scheme to end the great tragedy, and bring peace to their bereaved homes, and to their sorely tried country.

It would be the saddest thing I know if, now that the war is a memory only, the bonds which have so happily been forged between the two countries be not further strengthened.

As England has received and welcomed your naval and military help, so she will receive and welcome your high grade commodities, and, with relationships established in this way, no limit may be set either to the length or strength of the friendship. But never forget that whilst the goods which you send must be first class, they must also be presented and marketed to suit the needs of a country and the psychology of its people which differ so much from those in America.

I have been asked what goods of American manufacture are most likely to meet with a demand in this country. It is easier to answer a definite question as to a particular product. So general an inquiry as this demands a general answer.

These are just a few hints, but any specific inquiries will have a frank answer based on expert knowledge and full investigation. Please send full particulars with your inquiry. I would like to give as complete and detailed an answer as possible.

Almost any kind of labeled or canned food products would find a ready sale. Goods of the Heinz kind would sell well, also canned peaches, apricots, salmon, etc. Succotash and some things we don't know on this side could be introduced.

Motor scooters are a novelty here. One of our M. P.'s has set the pace and there is a splendid opportunity for a live manufacturer to introduce this line of goods.

We have been buying most of our pianos from Germany; but our own makers are speeding up in this trade. Chickering, Sohmer, Steinway—any good make would sell well if properly advertised.

Some American corsets have a good hold here but there is plenty of room for another well-advertised article in this line.

Chiclets are doing well. There is an opening for American candies and chocolates. We might even take to pop-corn and peanut brittle.

A branded cigar at a moderate price would go well in spite of our heavy duties.

American boots are liked but there are few that are advertised to any extent.

Rubber shoes—goloshes we call them—are but little known though we have plenty of rubber-shoe weather.

Then you have kitchen cabinets and many other ingenious household labor-saving devices that we know nothing about and only want to know to buy.

Some of your postal correspondence institutions could do well in spite of the distance.

W. S. Crawford

W. S. CRAWFORD, Ltd.

Advertisers' Agents and Consultants

CRAVEN HOUSE, KINGSWAY
LONDON, ENGLAND

American Representatives:

BYOIR & HART,
6 W. 48th St., New York City

KETTLE TELLS VALUE OF STATE PUBLICITY

Tested in Food, Elections and Demobilization Campaigns by Well-Known Dorland Man in London—Success in Insurance Fund

LONDON, May 10.—Publicity as a war driving force was probably used to greater extent in England than in any other country in the great conflict. Among the more notable efforts were the campaigns of the food ministry and



G. W. KETTLE.

the use of large space in the daily newspapers to explain to a great army that was becoming demonstrative and demanding immediate release, why demobilization was, on its face, sluggish and inequitable. England went further than all other nations in this line when she used newspaper space as the best means of instructing soldiers and sailors how to vote in the recent General Election.

George W. Kettle, managing director of the Dorland Agency, Ltd., has played a prominent part in all of these campaigns. His suggestions and plans were the basis of these notable campaigns. He is one of the men who believes that the examples of success attained by the English Government during the war through advertising will prove of unusual value in stimulating that method of selling in the business world, both at home and abroad. Speaking of these matters recently, he said:

Advertising Public Value

"There is no doubt that the recognition by the Government departments of the value of advertising as a means of conveying facts to the public has had a direct and highly beneficial influence upon the mind of our greatest corporations, manufacturers and traders generally in those particular sections which prior to the war regarded publicity more particularly as the exclusive prerogative of the men who had for sale an article of general domestic consumption, or of the big store-keeper.

"I might cite in this connection the wonderful publicity of the Eagle, Star & British Dominions Insurance Company, Ltd., with which I have had the pleasure to be associated, as an example of the broadening of advertising thought in a direction which heretofore was particularly conservative in the adoption of popular publicity methods.

"The Eagle, Star & British Dominions

Insurance Company raised a sum in under three weeks of \$25,000,000 new insurance and assisted the War Bond subscriptions to that extent. There is no doubt that had the appeal continued and not been brought to a finish with the closing of the list, that these \$25,000,000 might easily have been 250 millions good money invested by the public for the public in a provident fund which will be of inestimable value in the years to come, by which various dependents of the insured or the insured themselves have a provision in their declining years."

POWER OF PUBLICITY FELT IN THE WAR

(Continued from page 56.)

must always be free to condemn, discuss and criticise. Governments must state their own case. Public Departments must pay for newspaper space in the usual manner, and experts must pre-

HIGHAM'S REMARKABLE WAR ACHIEVEMENTS

THE record of Mr. Higham's publicity services to the British Government distinguishes him as one of the striking figures of the great enterprise. Here are a few of his voluntary services:

Helped to raise over \$10,000,000,000 for the war.

Wrote recruiting appeals for 5,000,000 men.

Assisted in raising \$15,000,000 for charity.

Advertising adviser to the Navy and Army Canteen Board.

Advertising adviser to the Department of Auxiliary Shipbuilding.

Organized the First Battalion of Volunteers at outbreak of war. Became Commandant. This battalion is now known as the London Volunteer Rifles.

Organizer (with Mr. Sydney Walton) of "Remembrance Day," August 4th, in the United Kingdom and Allied Countries.

Publicity adviser to the Naval Prisoners of War Fund.

President, the Re-employment Society of South Islington.

Honorary organizer of War Shrines throughout the country.

Public speaker in war aims, recruiting, war loan, national service and food campaigns.

sent the facts relating to departmental plans with all the technical skill and vivid phraseology of first-class advertising.

May I be forgiven if once again I quote from my book on "Scientific Distribution":

"If, by more or less hap-hazard publicity, intelligence has been distributed throughout the ages; and, later, by more scientific advertising, the distribution of Commodities effected; can we not carry the working of this force to its logical conclusion, and claim that when we learn to use it in a scientific manner it will serve to spread ideas.

Greater Than Selling Force

"We distribute goods to-day with far more skill than we distribute Thought. Ideas are born and problems arise which are wasted and muddled for lack of any system in our methods of making them known. The great unconverted remain unconverted, and always will, until it is seen that the powerful factor which has made a discriminating buying public could also produce that far greater thing, a truly enlightened Pub-

lic Opinion. . . . Advertising is not only a selling force; it is the force which should work the scientific distribution of all forms of intelligence.

There is plenty of good-will in the world to-day, and there are plenty of brains. But of real knowledge there is not enough. It is difficult, almost impossible, for the public to be conversant with the complexity of the various problems they are asked to judge—more, in which, willy, nilly, they find themselves involved. But that knowledge must be given to them, or civilization may be swamped in anarchy. The first charge upon a democratic government is to keep the proletariat informed.

MET U. S. REPORTERS IN SECRET

(Continued from Page 48.)

to the correspondents that I suggested that they should in future come to 5 o'clock tea at my house once a week, and that I should get some member of the Cabinet or some man of high official position and knowledge to talk to them,—of course, on the same conditions as before, namely, that nothing that he said should ever be reported and also that the existence of these little gatherings should remain unknown. Again, no man in the journalistic profession, either in America or here, will be surprised to hear that though these weekly gatherings went on up to the spring of 1917, when they were put an end to by a breakdown in my health, the pledge of confidence was never broken, either in the spirit or the letter.

My American guests often changed, but the spirit was the same. I cannot from memory give a complete list of those who attended, but they included most of our men of note. Mr. Asquith and Sir Edward Grey both came twice. Among the persons of distinction were the Archbishop of Canterbury and the Bishop of London, Sir Reginald Hall and Sir Maurice Hanky. The Ameri-

can Ambassador himself, though it was supposed to be part of the etiquette of the Embassy that the Ambassador should not see correspondents, honored us with his presence.

Youth of Americans Surprise

It is not for me to say what the correspondents thought of the Englishmen of light and leading whom they met across my tea cups, but I may say that the English statesmen with whom they were brought into contact were one and all delighted with the good sense mixed with professional eagerness, with the frankness guarded by reserve, and with the perfect good breeding, coupled with knowledge and high intelligence which they found in the American correspondents. The youth of the correspondents somewhat surprised them, I think, and this no doubt added to the frank amazement at their perfect discretion. That was indeed remarkable, considering the freedom of the talk, the excitement of the atmosphere in which we met, and the often very ill-concealed pro-ally spirit of the correspondents. Yet on no single occasion was any indiscreet or embarrassing question asked by a correspondent. I never saw a Minister or an official obliged to stand on his guard.

In writing as I have done I am speaking very much more of an achievement on the part of the American press during the war than of any British newspaper. I cannot, however, resist the temptation to put the matter on record and to seize an opportunity which may never again recur, of expressing my heartfelt thanks to my American colleagues and greatly valued friends as they became, for the way in which they enabled me to do what was very near to my heart, that is, make the leading men in this country realize a little of what the American press is, and to learn something of its ideals in regard to publicity,—that great function which is still so little understood or so wrongly understood on this side of the Atlantic.

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

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

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

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

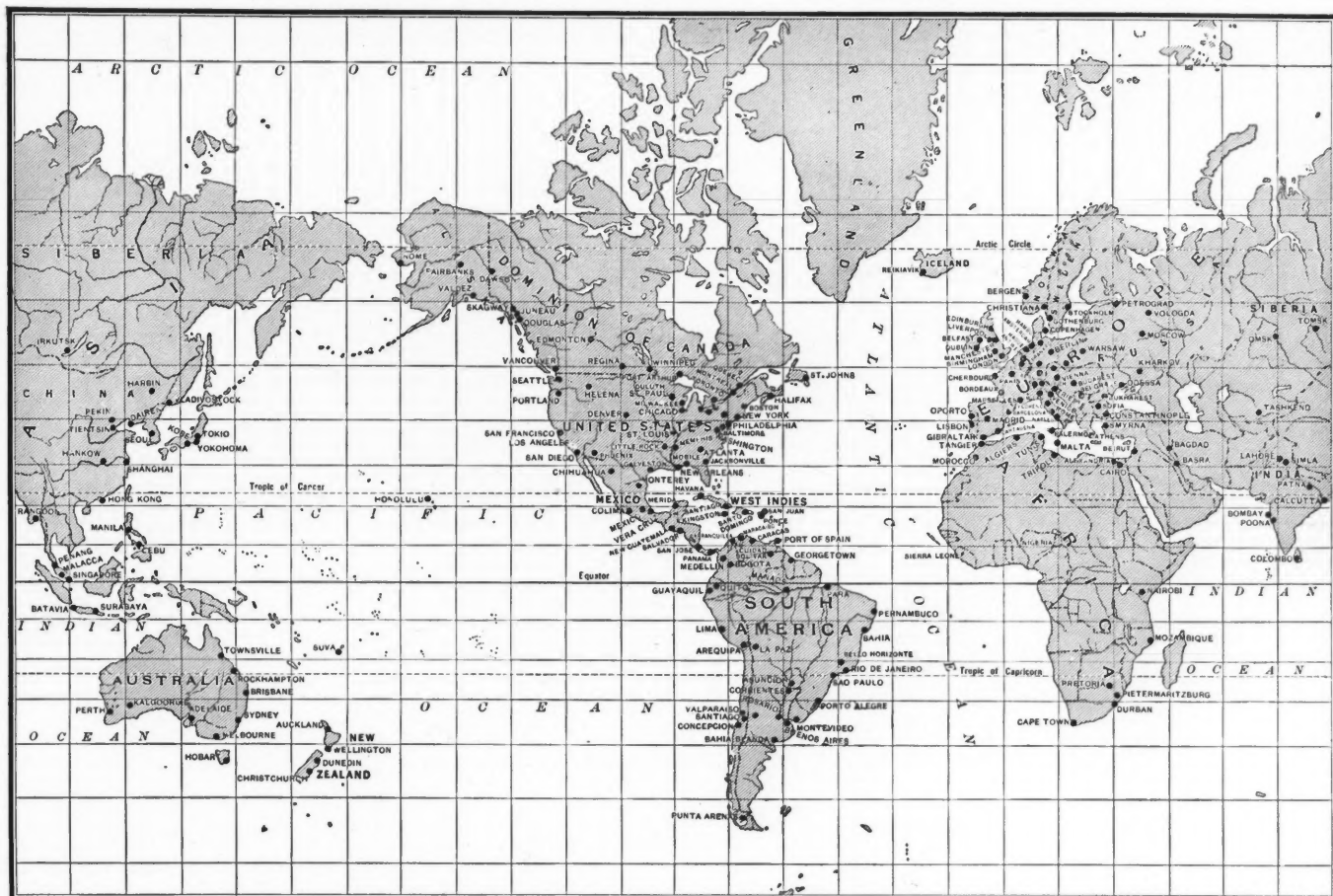
John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

MORE THAN 38,000 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS



The LINOTYPE is Used Successfully the World Over

The Linotype, the universal composing machine, has been adapted for use in forty different languages, in sixty different countries.

The Mergenthaler Linotype Company, through its home offices and factory in New York and its various sales agencies and supply warehouses, serves four-fifths of the publishers and printers of the world. Newspaper offices over five thousand miles from an agency or supply warehouse operate their Linotypes with the same convenience as a New York, San Francisco, or London daily.

American Built LINOTYPES are now in use in the following countries

Alaska	Jamaica
Argentina	Japan
Australia	Malay Peninsula
Austria-Hungary	Mexico
Belgium	Morocco
Bolivia	New Zealand
Brazil	Norway
British Guiana	Panama
Bulgaria	Paraguay
Canada	Peru
Central America	Philippine Islands
Ceylon	Porto Rico
Chile	Portugal
China	Roumania
Costa Rica	Russia
Cuba	Salvador
Colombia	Scotland
Denmark	Servia
Ecuador	Siberia
Egypt	South Africa
England	Spain
Finland	Straits Settlements
France	Sweden
Germany	Switzerland
Greece	Trinidad
Guatemala	Tunis
Hawaiian Islands	Turkey
Holland	United States
Iceland	Uruguay
India	Venezuela
Italy	Windward Islands

This advertisement is composed entirely of LINOTYPE material



Works of the MERGENTHALER LINOTYPE COMPANY today
12 ACRES OF FLOOR SPACE, 2500 EMPLOYEES

Factory of 30 Years Ago, One-half
Acre of Floor Space, 200 Employees

WHY YOU SHOULD BUY THE LINOTYPE The Universal Composing Machine

In buying a composing machine the Experience, the Stability, and the Resources which have accumulated for thirty successful years in building Mergenthaler Linotypes should mean a great deal to you.

Every man, every tool, and every Linotype part housed in the twelve acres of floor space of our great factory in Brooklyn and in our many agencies and other factories is an asset to the Linotype user.

There is security in dealing with an estab-

lished institution—a feeling of partnership in the success of the Linotype which inspires confidence in the machine and in the uniform service extended to Linotype users in every part of the world.

The Linotype is the machine that lasts—many in continuous operation for over twenty-five years, for which parts and supplies are always available. This extraordinary length of service is coupled with the highest quality and maximum product at the lowest possible cost.

MERGENTHALER LINOTYPE COMPANY, New York, U. S. A.

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 So. Wabash Ave.

NEW ORLEANS
549 Baronne St.

Canadian Linotype Limited, 68 Temperance St., Toronto

TRADE MARKS
protected in all
countries where
registration or
record laws exist.

Argentine Republic
Australian Common-
wealth
Bahamas
Belgium
Bermudas
Brazil
British Central Africa
British East African
Protectorate
British Guiana
British North Borneo
Canada
Ceylon
Chili
China (Custom House
Deposit and Deposit
with British Consul,
Shanghai)
Colombia
Congo Free State
Cuba
Cyprus
Danish West Indies
Denmark
Dutch East Indies
Dutch West Indies
Egypt
Falkland Islands
Fiji Islands
Finland
France
Gambia
Great Britain & Ireland
Greece
Holland
India (including Burma)
Italy
Jamaica
Japan
Leeward Islands
Liberia
Luxembourg
Malta
Mexico
Morocco
Newfoundland
New Zealand
Nigeria
Norway
Panama
Paraguay
Peru
Philippine Islands
Portugal
Portuguese Colonies
Rhodesia
Roumania
Russia
Serbia
Sierra Leone
South Africa (Union of)
Spain
Straits Settlements
Sweden
Switzerland
Trinidad
Uganda
United States
Uruguay
Venezuela
Zanzibar
Etc. etc.



*Direct relations
with the Press in all
parts of the world*

Argentine Republic
Australian Common-
wealth
Bahamas
Belgium
Bermudas
Brazil
British Central Africa
British East African
Protectorate
British Guiana
British North Borneo
Canada
Ceylon
Chili
China
Colombia
Congo Free State
Cuba
Cyprus
Danish West Indies
Denmark
Dutch East Indies
Dutch West Indies
Egypt
Falkland Islands
Fiji Islands
Finland
France
Gambia
Great Britain & Ireland
Greece
Holland
India
Italy
Jamaica
Japan
Leeward Islands
Liberia
Luxembourg
Malta
Mexico
Newfoundland
New Zealand
Norway
Panama
Paraguay
Peru
Philippine Islands
Portugal
Portuguese Colonies
Rhodesia
Roumania
Russia
Serbia
Sierra Leone
South Africa (Union of)
Spain
Straits Settlements
Sweden
Switzerland
Trinidad
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Uruguay
Venezuela
Zanzibar
Etc. etc.

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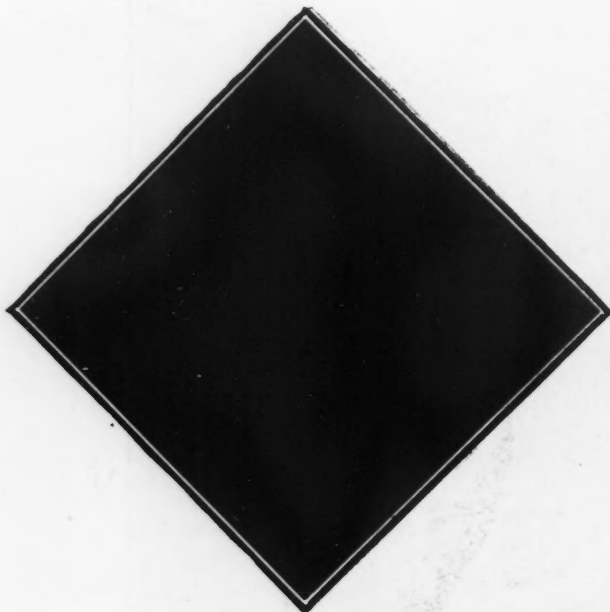
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AMERIC
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ESTABLISHED

Takes great pleasure in the opportunity provided by the International Number of nations to get together for closer co-operation and greater efficiencies.

Our newspapers should standardize practices and make it easier for those wishing to

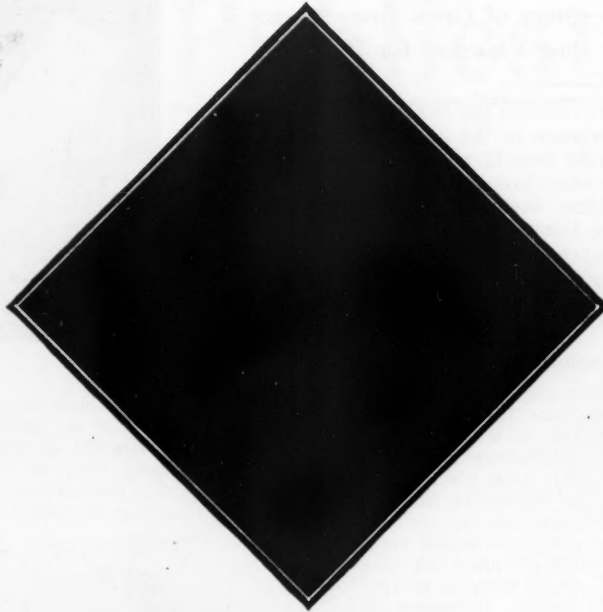
Our newspapers should fully recognize the importance of the service performed by protect and compensate them for real service.

Newspaper advertising provides the only effective method of localized appeal over the best modern opinion admits it.

Newspaper advertising as a selling force is only now coming into its own and through effective service to national and international industry.

N. Y., May 20, 1919

ERICA'S
ST DAILY
SPAPER



ED IN 1793

er of the Editor & Publisher, for urging the newspapers of the English-speaking
ing to buy our advertising space for local, sectional, national or international use.
med by the advertising agencies in the development of business and properly
over the signatures of dealers and agents handling the manufacturers goods and
d through closer co-operative work free from selfish greed, we can render most

JASON ROGERS,
Publisher

REUTER'S BRILLIANT WAR RECORD FEAT OF WORLD ORGANIZATION

First to Announce in London Great Britain's Declaration of War and Armistice Signing—Story of Great News Agency Covering Civilized World—Door Unlocked for 70 Years.

AN outstanding lesson of the war concerns the increasing importance of the part played in world government by the great news agencies. It is, perhaps, not surprising that the general public has practically no knowledge of the vast organizations which bring to their breakfast tables the news of the previous day. Among these world organizations no name is better known than that of Reuter's, the history of which furnishes one of the most fascinating chapters in the romance of public activity.

We are fortunate in being able to lay before our readers the following brief narrative, compiled from authentic sources, of the part which Reuter's has played in the Great War.

First to Announce World War

Reuter began the war by being first to announce in London the fact that Great Britain had declared war upon Germany, and it finished the war by be-



RODERICK JONES.

ing the first to proclaim in the far distant Dominions and Dependencies of the Empire the momentous fact of the signature of the armistice.

Throughout the nearly fateful five years Reuter worked at a pressure which, in the seventy odd years of its life, it had never before experienced.

Messages Held Up

At the outset everything was in confusion. Many of the agency's connections with the Continent and the Empire's Dominions were severed at a moment's notice, or were so interrupted by the censorship as to make the collection of news difficult. Just at the moment when the labor and organization of years should have made Reuter's news service exceptionally effective, down came the hammer of the censorship. As a slight example, it may be mentioned that on February 20, 1919, three months after the war was over, Reuter received for the first time confirmation from its correspondent in a faraway colony of some highly interesting news dispatched in September, 1914, respecting the movements of British men-of-war which were in pursuit of the "Dresden," the German cruiser, which had already begun its predatory career against British shipping, to end only under the destructive fire of British cruisers off the West coast of Chile. The original telegrams themselves had been engulfed in the censorship.

It was several months before Reuter's could fit itself into the new situation. During the transition period the

agency had an exceptional piece of bad luck. It was first to receive news of the battle of Tannenberg, when Von Hindenburg inflicted a calamitous defeat upon the Russian army. Tidings so unfavorable had naturally to be well considered by the censors. The dispatch was passed from hand to hand, and eventually lost. Reuter only learned of its existence on receiving a copy of it later. Difficulties of this kind were, however, surmounted, and a new news network was created.

To supplement its regular correspondents in the regions not occupied by the enemy, Reuter, acting in co-operation with the Press Association, appointed special war correspondents at the different fronts, first in Flanders, then at Gallipoli, Salonika, Palestine, East Africa, Southwest Africa, Mesopotamia, and Italy, with the French armies, and, later, with the American armies in France.

It would be invidious to single out from this body of capable men any special representatives, but it is only fair to record that the main brunt of the work through the endless months of the war fell upon Herbert Russell, correspondent at British Headquarters in Flanders, and upon Lester Lawrence, who joined the corps of correspondents with the French armies.

Son of Famous Author

Mr. Russell enjoyed the advantage of literary heredity. He is the son of Clark Russell, whose tales of the sea are known wherever the English language is spoken. Time after time he scored scoops. Mr. Lawrence began his war work for Reuter on board a battleship in the Dardanelles, and went safely through the Gallipoli campaign before taking up his final work in France, proving himself a most able correspondent.

Prevost Battersby, who was with the American army for Reuter's, won immediate recognition in the American press. He was gassed and invalidated home and months elapsed before he recovered. For thoroughly good work, Reuter is indebted also to Mr. Ferguson in Palestine, Mr. Warndel in Salonika, Mr. Lacon Watson in Italy, and Guy Beringer in Russia.

All had adventures and misadventures, but none went through the dreadful experiences of Mr. Beringer. Hav-

ing once escaped with his wife into Finland, he could not be content to remain in safety, and went back to Russia to



F. W. DICKINSON.

see the revolution through. He had not reckoned on the Bolsheviks. His home was ransacked and his possessions confiscated. Then he was arrested and thrown into prison. The improvised prisons were crowded to suffocation, and



F. W. EMMETT.

speedily reduced to the condition of a mediæval dungeon. At night the doors were flung open and names of prisoners were read out. These unfortunates, doomed to immediate execution, bade a farewell to their comrades, and went away, for the most part with cheery words, bequeathing to their companions in misfortune any cigarettes or other trifles they might be leaving behind them. Some were taken into the cellars and shot. Others, with a refinement of cruelty, were carried into the outskirts of the city in motor cars and told that they were at liberty to go. As they departed they were shot in the back.

Release Comes at Last

After many weeks Mr. Beringer was released through pressure brought by Reuter. With a curious sense of humor, his Bolshevik guards, who were taking him to the railway, warned him that if he attempted to jump out of the motor car he would be instantly shot. As he believed he was on the way to freedom, this advice appeared superfluous. The Swedish authorities helped him on his journey.

One of Reuter's first cares when the war broke out was to secure a constant flow of news from the enemy countries, with which all direct communication was cut off, and to that end a strong staff of English correspondents was established in Holland. Various means of communication were opened. The principal German newspapers reached Amsterdam, were carefully read and extracts telegraphed to London. There were similar arrangements in Switzerland and Denmark.

One of Reuter's peculiar functions during the war was to counteract the German idea of dominance and to get the real truth known in Germany. Reuter's telegrams from London penetrated, day by day, into Holland and Scandinavia and thence into Germany, and they served the great purpose of perpetually showing that the British people were of one mind and resolved to attain victory, no matter at what cost.

People who read only the English

papers and see the name of Reuter scattered over their columns, form but little idea of its far-reaching influence. Its

news service goes, hour by hour, into every part of the world. By an organized system a Reuter dispatch flows through one country after another, passing through the Mediterranean, touching at several vital points, and then on to Egypt, Palestine, and far up the Nile, stopping at Aden, going down the East Coast of Africa to Capetown, thence throughout the Dominion of South Africa to Central Africa and on to India, China, the Malay Peninsula, Batavia, Japan and Australia. This is but a short outline of the parts of the world

covered by Reuter's telegrams. It need not be said that North and South America are reached by them. Reuter claims that its world-wide service of news tended more than any other influence to keep alive the spirit of imperial unity, from the beginning of the war to the end. Sir Edward Grey's great speech in the House of Commons, before the declaration of war, was cabled in full by Reuter to all parts of the Empire, giving understanding of the true position of the Government and kindling a fire of indignation against the aggressor and British solidarity.

From America, Reuter enjoyed all the advantages of the Associated Press, to which, and to Reuter's own manager in New York, S. L. Lawson, it owes gratitude for an admirable service. It is the essential principle of Reuter's telegrams that they shall be uncolored and free from bias.

Great Scoops Scored

From the first moment of the war Reuter devoted itself to interpreting and reflecting the state of feeling in the United States and to exposing the methods employed by Germany to win support of the American people. Bethmann-Hollweg, the German Chancellor, credited Reuter's with impossible facilities when he publicly declared that Reuter's representatives in America possessed a "golden key" to the White House.

It was a Reuter dispatch from Washington that first announced to the Allied world that the United States had broken off diplomatic relations with Germany.

The agency also scored, through remarkable organization effort on President Wilson's address to Congress,

(Continued on page 68)



HERBERT RUSSELL.



S. CAREY CLEMENTS.

THE Pearson Publications

Make a complete model advertising campaign in themselves, reaching all classes in Great Britain



The popular illustrated magazine, appealing to all classes.



Britain's best class magazine. The magazine that sets the pace.



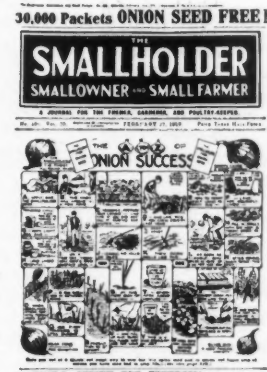
The great all-fiction magazine.



The first and best home paper, covering the middle classes.



The big, popular weekly, covering all classes.



Largest circulation of any agricultural paper in Great Britain.



Largest circulation of any culinary paper in Great Britain.



Largest circulation of any boys' paper in Great Britain.



For the young scout.

There Is Not a Home in Great Britain Where One or Another of These Publications Is Not to Be Found.

Rates and all particulars from E. T. Nind, Advertising Manager

C. ARTHUR PEARSON, Ltd., 17, Henrietta Street, London, W. C.

BETTER UNDERSTANDING DAWNING BETWEEN FRENCH AND AMERICAN PRESS

Journalists of World's Two Great Republics Discovering that They Hold Not Only Common Ideals but that They Follow Similar Policies of Public Service—Many New Journals in France Founded to Support Political or Social Movements

(Mr. Barzun is a well-known French journalist. He was formerly assistant to Premier Clemenceau as editor-in-chief of *L'Homme Libre* and at one time secretary to the Minister of Labor of France. He is a contributor to the *American Review of Reviews* and *Atlantic Monthly*, on French Affairs, and was sent with the agreement of the Ministry of Foreign Affairs, on Press Mission to the United States. He was American editor for the French Radio during the last year of the war and is now heading a new Editorial Press Service for American and French newspapers.—Ed.)

By HENRI-MARTIN BARZUN.

NOTHING is more serviceable to the mutual understanding among modern nations than the knowledge and comprehension of one another's newspapers and of the men who direct them. We may apply to this truism the old Latin proverb:

"Tell me what your press is, and I will tell you what you are."

EDITOR & PUBLISHER, therefore, is to be congratulated upon a highly useful enterprise in publishing this International Number, which will certainly contribute materially toward strengthening the intellectual and professional bonds that bind together the various countries whose journalistic endeavors and achievements are here recorded.

One of the striking features to be observed in the study of French-American press relations is the mutual surprise manifested by the journalists of both countries as they explore one another's newspaper fields.

Differences in Press of Two Republics

In the United States everything is on a grand, vast scale. The whole country breathes unlimited possibilities and power. Naturally, this grandeur of scope and vision is reflected by its press, with its newspapers of twenty-four pages and its Sunday supplements, the complete perusal of which would take a week.

France, whose area is one-tenth of that of the United States and whose population is one-third of America's, naturally has no such vastness of public and national affairs as sustains the press of the forty-eight states of America.

The French newspapers, therefore, are much smaller in size and number of pages, and do not furnish their readers such an abundance of reading matter, nor such numerous editions and supplements as do the American journals.

Another feature attributable to this fundamental difference between the journalistic worlds of the two countries is that while in America a newspaper's activities rest mainly upon the exploration of some new field or upon the service to some powerful corporate interests, new journals in France are founded principally to sustain certain political groups or to serve new social tendencies.

The latter are, therefore, in truth, only "sheets"—*feuille* is the French term for them—for each issue is merely a sheet of folded paper making four ordinary pages.

This tradition of the French "sheets"

"The Living Word"

EDITORS and news writers deal with the eternal intangibles. Flippantly or reverently they trade in spiritual values. They bring to market apples of gold or the fruits of illusion. The Word, the creative mandate, the substance everlasting, retains its pristine power when spoken by one having Authority. Its utterance called the suns and planets to their assigned stations in the heavens, decreed the unchanging laws under which they journey through space, created Man and gave him the Deific attributes. The Word is man's most precious inheritance. It is the scepter of dominion. It is the minister of authority. It is now, as in the beginning, the creative force. It is substance. It is life.

dates back to the very foundation of the French press, and it was not until the seventeenth century that it was found necessary to enlarge them to meet the first "gazettes" of the size of the literary supplement of the Times, making four pages, printed with the first metal letters and turned out by machines worked by foot. These "sheets" were published in some cities and they contained only local news.

The two oldest publications in existence are the *Gazette de France* and the *Mercure de France*. Both were contemporaries of the end of the royal régime in France and preceded the revolution of 1789 by some years.

However, the real evolution of the French press began with the revolutionary period.

All the various political factions in France have their own "sheet." All these "feuilles" are nothing more or less than flaming proclamations celebrating a new order ushered in by the foundation of the Republic.

French Press in 19th Century

Among the best known of these journals the history of the Revolution is perpetuated by the *Cordelier*, the *Jacobin*, the *Venguer* and the *Droits de l'Homme* (Rights of Man)—all devoted to the advent and cause of Democracy.

The nineteenth century opened a third phase in the history of the French press, following those of the "gazettes" and the "sheets."

Both the size and importance of the papers grew, and they became real "journals," containing political and social news, and the whole scope of press information began to be enlarged by the advent of railways and the invention of telegraphy.

The *Journal des Debats*, *Le Temps* and *Le Gaulois* are among the organs that ushered in the modern age. But these were not yet daily journals; they were expensive, and according to the tradition of the popular masses, only a limited number of persons would buy them, and then single copies would pass from hand to hand, and make the round from family to family, until a new issue appeared.

The revolutions of 1830, 1848 and 1871 gave birth to new journals, some of which are still in existence. But they were mostly the mediums of expression for political factions or strong personalities.

Famous Papers Still Exist

Among the most famous which still exist were *Le Rappel*, founded by Victor Hugo and Aguste Vaquerie; *La Presse*, founded by Armand Carrel, and *Le Figaro*, of which de Villemessant was the father.

It was the struggle against imperialism that gave most of those newspapers their "raison d'être"—their reason for existence.

Armand Carrel, threatened with imprisonment, revolver in hand, sold copies of his own newspaper in the boulevards of Paris.

It was the great intellectuals, who almost invariably were also great journalists, that made possible the victory of the Republic of France in the bitter struggle against all the oppressions of the monarchy.

History curiously repeated itself in the war, when the French press which, prior to the conflict, had experienced a considerable upward swing and a material increase of circulation, was forced, by the restrictions on the use of print paper, to fall back to the size of the "gazettes" of the seventeenth century, and to the "sheets" of the eighteenth.

Dependent for its print paper chiefly upon the pulp that comes from the great forests of Canada and the United States, the French press soon found itself restricted to the well-known "ration system," both as regarded the number of pages and circulation, as a result of the shortage of tonnage and means of transport.

As a consequence, many of the second-rate journals disappeared, and the more important organs of public opinion were forced to content themselves with two pages of news. All advertisements had to be stopped—a bitter blow, as our American colleagues will readily realize.

And a glance at the French newspapers in those dark days of the war

would present color schemes that might have delighted the eyes of the most fantastic cubist artists—there were papers of straw-yellow, blue, greyish, etc., telling dire tales of the exhaustion of reserves and utilization of all stocks.

Then came the last blow—the censorship. War news was restricted to the "official communiques" (well remembered by the American press).

The Censorship

Headlines were suppressed so as to avoid the enervation of the public by information either too rosy or too gloomy, as the case might be.

As for editorials and comments on the progress of the war or the political situation, the censorship reigned with terrible rigor, the dreaded blue pencil slashing fearful gaps into the printed pages.

The once "grande presse" was reduced to simple "sheets" once more, without a single large headline, without advertisements and with the greater part of the columns whitened by the official censor's cruel sword of lead.

It was a painful spectacle for those whose very lives were bound up with the life of journalism, and there were moments when we feared the entire disappearance of the national press.

But THOUGHT cannot be destroyed, especially when it is written down, and soon a handful of courageous men were found to bid defiance to the censorship.

The present Premier, M. Clemenceau, took the leadership of those good fighters, with fearless disregard of the suspensions periodically imposed on his newspaper, *L'Homme Libre*. Every time the censorship suppressed one of his articles, he would have it reprinted separately on a "fly-leaf" and send copies to all those who were responsible for such a situation.

Clemenceau Defied Censorship

It may be said that M. Clemenceau's return to the governmental helm put a stop, not to the censorship—which was deemed a necessary evil in order to keep secret details of military operations that might have been invaluable to an ever-watchful, ever-spying foe—but to the fantastic arbitrariness with which an uncontrolled and irresponsible censorship had wielded the blue pencil.

The return to normal life, after the signing of peace, will certainly bring the removal of the last shreds of this nightmare of a censorship which all journalists worthy of the name, Clemenceau himself in the lead, branded as unworthy of the Republic, of Democracy and of the press.

Speaking of Clemenceau recalls the tradition of the French Revolution which placed at the head of the Government thinkers, writers, poets and orators—all journalists, either by temperament or by profession.

This tradition always has been respected, and it may be said that the greatest journalists of France have been her greatest writers and her most eminent statesmen—illustrating the blending of these three professions.

(Continued on Page 158)

Since 1817—Connecticut's Greatest Newspaper

The Hartford Times.

A MILLION LINE MONTH

Volume records seem to be the vogue. Here's a new one.

The Hartford Times in its 26 issues in April, 1919, carried **1,036,474** agate lines of paid advertising—a new high-water mark and a volume that exceeded the combined 26-issue total of its two competitors by 149,573 lines. To complete the volume record it should be stated that The Times in its 26 April issues carried 160,522 more lines than the second Hartford paper carried in 30 (daily and Sunday).

After studying these volume figures can you question the wisdom of the hundred or more National advertisers who confine their advertising in Hartford to The Times?

Perhaps you'd like the names of a few of these sagacious National advertisers. Here they are: Armour & Co., American Radiator Co., Victor Talking Machine Co., Colgate & Co., American Sugar Refining Co., Hart, Schaffner & Marx, White House Coffee, Walter Baker & Co., Borden's Milk, Fels Naptha Soap, White Rose Tea, Maillard's Chocolate, New England Biscuit Co., Good Housekeeping, Ide Collars, Sterling Ranges, Walk-Over Shoes, and Certain-teed Roofing. The whole list is available if you want it.

The real answer to all of this is the great 3c circulation of The Times. In the city of Hartford The Times sells *more than twice as many papers as are sold by the two other Hartford dailies combined.*

Don't buy mere space. Buy results.

KELLY-SMITH COMPANY

Representatives

New York
Marbridge Bldg.

Chicago
Lytton Bldg.

NEWSPAPERS OF IRELAND CARRIED ALLIED CAUSE TO HER PEOPLE

First Irish Newspaper Was Printed at Dublin in 1685—First Daily Started in 1777 and Lived 130 Years—Oldest Paper Is Now 164 Years Old.

THE newspapers of Ireland fought notably on the side of the Allies in the great war and it was largely by their efforts that the various campaigns of the government at home were carried to success. Irish journalism dates from 1685 when the Dublin News-Letter was established by Robert Thornton and printed at the Leather Bottle in Skinner's Row.

The first newspaper to be printed in Ulster was the Belfast News-Letter. It was established in 1737, and is the oldest Irish newspaper with a continuous existence, now being in its 164th year. Saunders News-Letter was established in Dublin in 1755 as a tri-weekly and in 1777 became Ireland's first daily. It suspended publication twelve years ago.

Rendered Exceptional Service

Among the Irish newspapers that rendered exceptional service in the great war the following stand out, and a brief outline is given of their activities:



ROBERT H. H. BAIRD

No newspaper in Ireland has a more honorable record than the Belfast Telegraph for its wholehearted support of the war in all its aspects. Published in the commercial capital of the Emerald Isle—the center in which the famous 36th (Ulster) Division was raised—its policy was naturally of a patriotic and imperial character.

This division was composed chiefly of the units of the Ulster Volunteer force, which had been called into existence to preserve the imperial connection with Great Britain. On the first anniversary of the Battle of the Somme, the Telegraph published a special Somme number, containing, amongst other features, a full half-page reproduction of a Royal Academy picture, representing the famous advance in which it took part. In addition there were 23 columns of "In Memoriam" notices with illustrations of the V. C.'s, etc.

Thousand of Photos Published

A feature of the paper during the war was the special column dealing with local and provincial military news. Many thousands of photographs of soldiers who had either been killed, wounded, or missing, or who had fallen into the hands of the enemy, were published.

As an illustration, it may be mentioned that during the period of the war there was published 3,494 single-column portraits of soldiers; 5,249 ¾-column pictures, and 1,461 ½-column photographs, making a grand total of 10,204. These blocks occupied 1,924 columns of the newspaper.

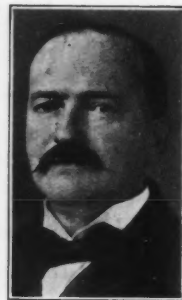
All the energies of the staff were thrown into the work of recruiting for Kitchener's Army, and, subsequently, for the other armies in the field, a special certificate of thanks being sent at the close of the war by the Irish Recruiting Council to the managing director, R. H. H. Baird, J. P. Through the medium of the journal an ambulance fund was raised and necessary vehicles provided for the wounded on the field of battle. The Red Cross Society and Order of St. John of Jerusalem had its claims insistently put forward in the columns of the Telegraph.

War Loans and Savings

The Victory Loan was taken up generally, but it was found that all the

monetary concerns had not been fully tapped, and the Telegraph led the way by forming the first War Savings' Association and advocating their establishment throughout the province, with the result that there are at present well over 150 of these associations.

The staff, too, sent its quota to the colors, a number of members from each of the departments answering the call in the early days of the war. Two of the reporting staff were killed in action. Two others have resumed their former vocations, while four are still serving.



A. W. STEWART.

Mr. Baird, to whom brief reference has already been made, is the managing proprietor of the firm. He was born in Belfast. He is a practical printer and able to carry out any work necessary in the skilled departments of the establishment in Royal Avenue. Since the death of his father in 1886, he has had the sole management of the firm. He founded and controls the Belfast Telegraph, established in 1870; the Irish Telegraph (1904); Ireland's Saturday Night (1894); Belfast Weekly Telegraph, Irish Post (1910), Larne Times (1891), and Ballymena Weekly Telegraph (1887). He was president of the Master Printers' Federation and also chairman of the Ulster District Institute of Journalists in 1910. Three years later he presided over the meetings of the Irish Newspaper Society. He is a life member of the Newspaper Press Fund, and has been Irish representative of the Admiralty, War Office and Press Committee since its formation ten years ago.

Irish Independent Papers Totaled Million Copies Weekly During War

By W. T. BREWSTER,

OF THE INDEPENDENT NEWSPAPERS, LTD.

Our position as newspaper publishers during the war was somewhat unique. In the first place, our output, in view of the size of this country, was extremely large, totalling close on one million copies per week, and when you remember that we were depending upon our supplies of paper to a very large extent from United States, Canada and Scandinavian countries, and that there were no direct shipments of paper to this country. Some of the schemes we had to resort to were as follows:

1. Drastic reduction in the size of our

papers. For example, our morning paper, the Irish Independent, was cut from ten to twelve pages a day down eventually to four pages.

2. Our news paragraphs, reports of meetings, leaders, etc., were reduced to the lowest possible limit.

3. Size of type allowed to advertisers was drastically reduced.

4. Amount of space allowed to advertisers was reduced to 6 inches, double column.

5. All rules between miscellaneous advertisements were eliminated.

6. Size of type allowed for such advertisements was reduced to ruby, and there were several other little ideas which we



W. T. BREWSTER.

adopted with a view to economy so as to make the most of the small space available for news and advertisements.

It has been a regular practice of this office for several years past; in fact, it was the first office in the United Kingdom to adopt the practice of publishing the net sales of each of our newspapers.

During the war a good many newspapers who had adopted this scheme had not given any particulars in this respect. We, however, continued the practice right through the war. We had to drastically restrict the supplies of our papers to news agents, which course had an effect on our sales, nevertheless we thought it only fair to our advertisers to give at regular intervals a certain statement of our net sales. From the beginning of the war we made a specially reduced rate—practically a reduction of 50 per cent on our ordinary scale—for all Red Cross and other war activities advertisements.

The deplorable disaster to the Lusitania and the Dublin mail boat Leinster were reported in our papers in a remarkably full manner, replete with photos of a very interesting kind. In the case of the Lusitania, we had a corps of our own reporters at Queens-town within the shortest possible space of time after the disaster.

Every man who joined the army or navy from our staff has had his position kept open for him, and where necessary a portion of his salary paid during the whole course of his service. Despite the serious reduction in the size of our newspapers, not a single member of our staff has been dismissed during the whole course of the war. Our office was also responsible for the organization of the first successful baseball tournament ever held in this country. The result meant a substantial sum of money for Dublin Castle Red Cross Hospital. Our officers were also responsible for the first Sunday war lecture that Dublin had. It drew a packed house to the largest theatre in Dublin, which also happens to be the largest theatre in this country. This was responsible for a substantial sum of money being handed over to Dublin Red Cross funds. The Irish Independent was the first Irish newspaper to publish a report of the first Irish delegation to visit the fighting front.

Our proprietor, William M. Murphy, has taken a prominent part in Red Cross work, and his son, Dr. Lombard Murphy, has served as medical officer in several theatres of war, receiving many distinctions, including the Legion of Honor and Croix de Guerre. One of our directors, Joseph Mooney, has also been prominently identified with Red Cross

work. One of his sons, Austin Mooney, was serving in the Army Medical Corps, joining at the age of 16 years. He has been missing since September of last year. The author has lost one son in the war, Lieutenant Richard Brewster, who is believed to be killed in action on the 21st of March last.

Ever since the outbreak of war our newspapers have made a special feature of photos of Irish officers who have been killed in action or have received distinctions.

REUTERS COVERING ENTIRE WORLD.

(Continued from page 64.)

April 2, 1917, the brief message reading: "President Wilson tonight asked Congress to declare that a state of war exists between Germany and the United States." The message was sent from New York at 8:38 p. m. (or 1:38 a. m. of April 3, London time) and was flashed instantaneously to London, catching morning editions, and was accepted throughout the world as an official announcement of America's action.

The full text of the momentous announcement followed, and was published next day in every newspaper, practically, in the British Empire, as well as the Continent and throughout the Far East. No organization in the world but Reuter could have achieved this widespread and simultaneous publication.

The entry of Japan into the war was announced from the same source. One of the most striking successes of all was the announcement, three hours ahead, of the breakdown of Bulgaria, the turning point of the war.

F. W. Emmett is head of Reuter's Department of Information, doing notable work in London during the war.

Chief Officials

The head of Reuter's is Sir Roderick Jones; the chief editor is F. W. Dickinson. For more than forty years Mr. Dickinson has lived with, in, and for Reuter's, until today it is difficult to think of Reuter's without thinking of its chief editor. With years has come a ripe experience which enabled him to grapple with the unexpected problems of the war, and to face with courage the departure, not singly but in batches, of many of the most experienced members of his staff, who answered in the early days of the war the call of duty. For the first time in the history of the agency women sub-editors and assistants invaded the dingy office in Old Jewry, in the heart of the ancient City of London.

S. Carey Clements is secretary and manager of the Agency. His knowledge of the business side of the organization dates from 1884. Mr. Clements is an expert in the compilation of codes and complications of the cable services.

Sir Roderick Jones is young and full of vitality. He began life as a practical journalist. His appointment, in 1905, as Reuter's General Manager in South Africa enabled him to develop capacity for the business side of journalism. Shortly after the death of Baron Herbert de Reuter in 1915, Sir Roderick Jones returned from South Africa to occupy the post which the Baron has held with undisputed sway for 40 years. He has converted what was in danger of becoming something of a slow coach into an express train. When Mr. Lloyd George, on his accession to the Premiership, determined to reorganize the British propaganda service, it was to Sir Roderick Jones that he turned for advice.

The Only American Advertising Agent in Europe



PAUL E. DERRICK

Author of "How to Reduce Selling Costs" and Managing Director of the Paul E. Derrick Advertising Agency, which includes the following important British and American Concerns in its extensive clientele.

BRITISH

Tootal Broadhurst Lee Co., Ltd., 56, Oxford Street, Manchester, Cotton Goods Manufacturers.

John Walker & Sons, Ltd., 12, Mark Lane, E.C. "Johnnie Walker" Whisky.

Wallace Scott & Co., Ltd., Cothcart, Glasgow, Weathercoats and Clothing.

Paul Brothers, Homebride Mills, Birkenhead. Self raising Flour.

Hughes & Son, Ltd., 59, Fenchurch Street, London, E.C. Optical Instruments.

W. A. Ross & Sons, Ltd., Belfast. Ross' Ginger Ale.

Goochs Limited, Brompton Road, London, S.W. Retail Attire.

Gosnell & Co., Ltd., 211 Blackfriars Road, London, S.E. Perfumes and Soaps.

I. & R. Morley, 18, Wood Street, London, E.C. Underclothing and Hosiery.

ORGANIZED to deal efficiently with every department of publicity and to work in close co-operation with its clients in promoting reduced selling costs, expansion of demand and goodwill by the application of efficient advertising.

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ADVERTISING AGENCY LTD

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AMERICAN IN LONDON.

Quaker Oats, Ltd., 12, Finsbury Sq., E.C. Quaker Oats and Puffed Wheat.

Remington Typewriter Co., Ltd., 100, Gracechurch Street, E.C.

Wm. Wrigley, Ltd., 164, Piccadilly, London. Chewing Gum.

Armour & Co., Ltd., Queen's House, Kingsway, W.C. Food Products.

Oncida Community, Ltd., Diamond House, Hatton Garden, E.C. Community Silver.

H. J. Heinz Co., Ltd., 40, Southwark Street, S.E. Food Products.

Corn Products Co., 40, Trinity Square, London, E.C. Karo Syrup.

Cudahy Packing Co., Ltd., 28, Monument Street, E.C. Old Dutch Cleanser.

Henry Clay & Bock & Co., Ltd.; Havana Cigar & Tobacco Factories, Ltd.; Havana Commercial Co.; J. S. Murias Company, Dashwood House, 9, New Broad Street, E.C.

34 NORFOLK STREET, STRAND, LONDON, W. C. 2

Cablegrams: Pauldrick, London.

Code: Western Union.

Telegrams: Pauldrick, Estrand, London.

Telephones: Gerrard 1054-1055.

WELSH EDITORS TELL OF WAR WORK OF THEIR PATRIOTIC DAILIES

Record of Service in Practical Terms—Great Funds Gathered For Charity—Civil Morale Held Steady by Careful Editing—Many Journalists Made Supreme Sacrifice.

IN response to inquiries from EDITOR & PUBLISHER as to the war-time activities of the newspapers of Wales, the following statements from prominent editors have been received, presenting an interesting symposium:

Letters from Prominent Welsh Editors

By D. DUNCAN.

(*South Wales Daily News, Cardiff Times and South Wales Echo.*)

There is difficulty in setting forth facts showing how drastic was the clearance of employes—first, by voluntary enlistment, and later by compulsion.

Dealing with the three specific points mentioned in your letter I can only say that:

(1) The more notable achievement in our case was the success with which we were able to minimize any industrial unrest due to increase in price and actual shortage of food. We were also signally successful in encouraging voluntary enlistment and in preventing opposition to conscription—our steady advocacy of the great principles involved in the war with explanation of the need of Army reinforcements having had conclusive effect—particularly in stopping serious controversy among powerful sections of the wage-earning population.

(2) As to press influence during the war, its chief operation was the disclosure of German infamy and imperialist aims; its work of enlightening the public and bringing about unity and hearty support of the Government leading to coalition unexampled in British political life.

(3) Few of our men who went into the army have yet returned. The office was swept clear in the literary, commercial and mechanical departments—from the commercial about 14 out of 16 having gone; from the Head Office literary staff of 22, 12 were withdrawn; and also a number from the district staff throughout South Wales. In addition about 20 were withdrawn from our mechanical department, one of whom was killed, and several were wounded or gassed.

By DAVID DAVIES,

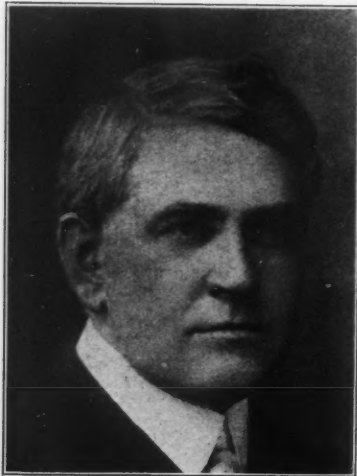
Editor South Wales Daily Post, Swansea.

Besides contributing to the success of other independent efforts, in West Wales, the South Wales Daily Post raised \$105,000 chiefly by promoting football matches, boxing tournaments, concerts, lectures, whist drives, etc. In order to provide parcels for a period of nearly four years for soldiers from Swansea and neighborhood, who were prisoners of war in Germany. These parcels numbered 30,000 and their aggregate weight was 200 tons. Four parcels, and at one time six per month were sent each to Germany, and the great majority reached the soldiers for whom they were meant. The latter testified that but for the parcels, they would probably not have survived their internment in enemy hands.

In my opinion, the chief national service rendered by the British Press during the war, was to sustain the spirit of confidence in the people, and so steady their nerves that no serious trouble was experienced by our statesmen in developing all the resources of the Empire to secure victory.

Forty-four members of the Daily Post Staff rallied to the flag, most of them as

volunteers before 1916, and five made the supreme sacrifice. Major D. Percy Davies, the son of the Editor was in command of the Cyclist's Battalion



WILLIAM DAVIES.

(which included several journalists) that held the line at La Coutere, for forty hours strenuous resistance after the Portuguese divisions had broken, and La Coutere was surrounded on all sides by German infantry and artillery.

By WILLIAM DAVIES,

Editor Western Mail, Cardiff.

The Western Mail and its associated publications, the Evening Express and the Weekly Mail actively contributed, in their spheres of influence, to the work of raising new armies, patriotic propaganda, the extension of food cultivation, and the raising of money for the national war-chest and for various war charities. Its chief effort was the raising and administration of the Prisoners of War Fund, the total amount of which, greater than that of any other fund of a similar kind raised by any provincial newspaper, \$330,000, and the magnitude of its operations may be further judged from the fact that it was the means of sending no fewer than 153,745 food parcels to prisoners of war in Germany, Austria, Bulgaria and Turkey. The total weight of the parcels was 685 tons, and the number of articles despatched in parcels was 1,865,000.

The beneficiaries numbered over 1,700 men. All the expenses of administration, amounting to about \$7,500 a year, were defrayed by the proprietors of the paper so that every penny subscribed to the fund was spent on food. The Evening Express promoted a Smokes Fund, for which \$60,000 were collected. Footballs to the number of 300 were also sent out to the troops, besides hundreds of gramophones, banjos, mouth-organs, packets of playing cards, etc.

A notable feature of the Prisoners of War Fund was a great Welsh National Service in Westminster Abbey in June, 1918. The service was attended by Queen Alexandra, Princess Victoria, the

Prime Ministers of Great Britain and Australia, several members of the Cabinet, and the largest assemblage of Welsh nobles and titled personages ever brought together. This was the first Welsh service ever held in the Abbey. Bishop Boyd Carpenter wrote a special hymn, which Dr. Bridge, the Abbey organist, set to music, and which was sung during the service.

As a proof of the manner in which the Western Mail aroused the right spirit in Wales stress may be laid on the Principality's recruiting record. Sir Auckland Geddes, the Minister of National Service, mentioned a few weeks ago that the official figures showed that 13.77 per cent. of the population of Wales had joined the colors, as compared with 13.30 per cent. in England, 13 per cent. in Scotland, and 3.87 per cent. in Ireland. The editor of the Western Mail was a member of the executive of the Welsh Army Corps Committee.

How well the press did its work is shown by the remarkable response to the Government's appeal for money to carry on the war. Cardiff, where the Western Mail headquarters are located, is alone estimated to have subscribed \$40,000,000, which is equal to £200 (or \$1,000) for every head of its 200,000 population. If the whole country had done likewise, its forty millions would have subscribed \$8,000,000,000—the total cost of the war to the British Empire. Other Welsh towns, notably Swansea and Newport, responded magnificently.

In charitable matters, too, the Western Mail district has accomplished astonishing things. It is no exaggeration to state that during the war Cardiff alone has subscribed over \$300,000 to war charities.

Of the Western Mail staff and employes, 220 promptly enlisted. Of these, 15 made the supreme sacrifice, 19 were wounded, and one is missing. Before the Civil Liabilities Act was passed, the company maintained the families of the married men who had enlisted, and the dependents of the single men. Even after the Civil Liabilities Act was passed the proprietors of the paper made up the differences between the new Government allowances and the pre-war salaries.

By J. D. WILLIAMS,

Managing Editor Cambria Daily Leader.

The Cambria Daily Leader is the pioneer of the Welsh daily press. Its chief offices are built adjoining the old Norman castle at Swansea, around which centres some of the most stirring exploits in Welsh history.

It was but natural, therefore, that in this atmosphere the Cambria Daily Leader should have exerted itself to its utmost during the Great War.

It took a prominent part in the raising of the Swansea Battalion as a unit of the 38th (Welsh) Division. The achievements of this division will be ever memorable in Welsh annals; the Swansea Battalion was in the van in the attack upon Mametz Wood, and in the routing of the Prussian Guards at Pilkem.

The 6th Welsh Regiment, a territorial unit, was mobilized at the outbreak of war; and it was among the first territorial battalions to land in France and to see fighting.

The Cambria Daily Leader saw at once that Swansea had a great opportunity of looking after the comfort of these men and their families; and it organized a general town committee, and appealed for funds with this object. Out of this grew a far wider undertaking. For the last three years the Widows and Orphans' Fund, which came into existence out of the 6th Welsh Comforts Fund, has looked after the interests of all the war widows of Swansea and the

district around. In December, 1918, it distributed grants to these widows and dependents, organized teas, toy distributions and entertainments for the children. The sum of about \$3,000 was raised in a few weeks, and it is likely that further fields of usefulness will be opened up shortly. The staff of the Cambria Daily Leader responded magnificently to the call to arms. All the men who volunteered, naturally had their positions kept open for their return, and grants have been made to the married men.

Soldier journalists and soldier composers have served on all war fronts and upon the sea. Five have made the supreme sacrifice.

NEW ERA IS CREATED IN WORLD TRADE

(Continued from page 54)

most direct, the simplest and most economical way to commence or speed up selling in the world markets.

It is both advisable and necessary for the manufacturer to obtain a working knowledge of the selling conditions, as well as of the outstanding habits and customs of the people to whom he is going to sell. This examination of local conditions from the standpoint of particular goods before commencing advertising and selling is but the doctrine of thoroughness which all good advertising men believe in, and, shall I say, practice. It should have particular regard to trade-mark protection and matters connected with it. Those for the first time interested in overseas markets should, after taking this business man's survey, then re-examine the goods, seeing them as it were in the mind's eye, on that particular market; then adapt them suitably; if necessary, pack them suitably, being careful to apply the acquired knowledge in the way their personal genius and instinct for making and selling suggests.

For trade purposes, the world is rapidly moulding itself into one whole instead of a thousand entities. Each day it grows more cosmopolitan, less picturesque, but eminently more practical. The inhabitants of South America, for instance, eat and sleep, and always allowing for differences of climate live very much as we do; they have just the same bias in favor of the modern conveniences and amenities of life.

World trade does not, therefore, mean to an advertiser that his goods or his advertising must, in other countries, be of necessity different from at home.

To sell "good goods" is always worth while. While it seems as true today, as throughout the ages, that there is no limit to the play of human credulity, and while it is a fact that good advertising will, for a time, sell inferior goods, it is indisputable that only goods of merit have lasting sale.

I have frequently wondered why so much enterprise has at times been spent in creating a demand for articles without intrinsic merit, when the same good attention at the manufacturing end as at the selling end would have firmly established a business. British quality has been for generations the goodwill in trade of British merchants and manufacturers, and the quality of British goods has passed into a proverb. Those who ally this fundamental quality with bright advertising and brilliant salesmanship, place their goods so favorably that they must become leaders.

The Association of National Advertisers meets today, till Saturday, at Cleveland, with an important program promised, including round table discussion and exhibits of good advertising.

FIRST IN AMERICA

THE NEW YORK TIMES is known the world over as America's representative newspaper. It reflects the qualities which have brought leadership and influence to the United States. It is identified with the program of world progress which has developed out of the war.

In the quantity and quality of foreign news received by cable, news of America and the metropolitan district of New York, The New York Times surpasses every other newspaper.

Its Sunday edition especially, provides information of a high literary quality concerning the most interesting and enduring phases of American life. The Rotogravure-picture-sections, consisting entirely of pictures, illustrate the most striking activities of the world.

The buying power of the readers of the New York Times is an asset worth obtaining by any advertiser in any part of the world. In thousands of homes of the most important merchants, manufacturers and professional men in 5,000 cities and towns in the United States, every day in the year, the reading of The New York Times has become a fixed habit.

The Times has the largest week day circulation of any New York morning newspaper. The circulation of the Sunday edition is in excess of 500,000.

The New York Times leads all other New York newspapers in volume of advertising. In four months of this year, The Times published 5,394,555 agate lines of advertising—a gain of 1,076,141 lines over the same period of 1918, a greater volume and a greater gain than any other New York newspaper.

The New York Times

"All The News That's Fit To Print"

PARIS EDITION

A.E.F. + P.I.Q. = U.S.A. TOOT SWEET!

The Chicago Tribune

PARIS EDITION

THIS AMERICAN NEWSPAPER

PUBLISHED DAILY BY THE TRIBUNE COMPANY

429 RUE SAINT-HONORE, PARIS

PARIS, TUESDAY, APRIL 15, 1919

TEL. LOUVRE 60-63

PRICE 10 CENTS

SOVIETS READY TO COMPROMISE FOR SURE PEACE

Commissaire Willing to Make Concessions if They Can Keep Power

AFTER FILLING OUT THIS BLANK GIVE IT TO YOUR COMMANDING OFFICER OR SEND IT TO TRIBUNE, 429 RUE ST. HONORE, PARIS

LETTERS POUR IN FROM MEN WHO WANT OLD JOBS

Accommodate, Clerks, Mail Carriers, Tax Collectors, Ask Tribune's Aid

RAINBOW BILLED FOR RAPID RHINE TO HOBOKEN TRIP

Sixty Hours From Coblenz To Meet in America 50 "Rommer" Cars Schedule ON ATLANTIC APRIL 16

PERSHING ORDERS INQUIRY IN BERLIN MARCH OF YANKS

FRENCH REDUCE REPARATIONS CLAIMS AS WILSON DEMANDS SPEEDING OF PEACE TREATY

AMERICAN CABLE SCORE

10 Ships Depart With A. E. F. Men Homeward Bound

U. S. Peace Army Will Consent of Twenty Divisions

Atlantic Fleet In New York April 15 For 2 Week Visit

WILLING BUT HUNGRY WORKMEN OF AUSTRIA REFUSE TO JOIN REDS

American Market Quotations For Stocks And Grain

Chicago Markets

STEAMSHIP SAILINGS

MR. WILSON SHAKES HANDS WITH 40 A.E.F. PUPILS AT RECEPTION

ARMY WAGE TO BE PAID AT 50 PER CENT; ORDERS DELAYED

PERSHING PINS D.S. M. ON FRENCH GENERALS

AMERICANS REFUSED TO FIGHT WITH JAPS

WATERSON'S LEAGUE DECLARES OBJECTIONS TO WILSON COVENANT

PARIS EDITION OF TRIBUNE CITED IN FRENCH CHAMBER

PARIS EDITION OF TRIBUNE CITED IN FRENCH CHAMBER

7528 Fighters New in New York; Sent On Once To Camp

PARIS EDITION OF TRIBUNE CITED IN FRENCH CHAMBER

PARIS EDITION OF TRIBUNE CITED IN FRENCH CHAMBER

for *FOREIGN Trade*—

IN the wake of the First Division overseas, in the early summer of seventeen— I followed the Paris Edition of The Chicago Tribune. At a time when the future of the world was a momentous question mark, when the weight of American arms was an unknown quantity, the mettle of America an unknown quality, the Paris Edition was set up in France to sustain the morale of our armies. During the course of the war, it fulfilled the wonderful mission of keeping home close to the millions of crusaders who followed the flag through strange and bloody fields to new and awful heights of accomplishment. General Pershing himself, said:

“I cannot hope to express to you adequately the thanks of the American Expeditionary Forces for this. You have rendered a signal service to us all in the publication of your newspaper and in your consistently generous and helpful attitude to officers and men in this war.”

THE PARIS EDITION

today, is continued for a new purpose—to advance America's flag through the merchant marine, to help the American armies of trade hold new positions on the virgin fields of foreign commerce. Gradually, the tenor of this overseas paper is changing. It is attempting to become America's spokesman in markets of Europe, to gain a footing on the Bourse and 'Change. A market news service has been established, commercial and trade news is increasing, and by the time the last cheering doughboy gains the gangplank of the last transport, the Paris Edition will have become the Organ of American Business.

Daily its influence in this sphere is growing. It

is read by hundreds of French commercial firms, banks, manufacturers, importers.

So authentic is the editorial status that the French Chamber of Deputies accepted the Paris Edition's account of the peace conference and probable signing of the peace treaty in preference to that of the native French papers.

To make your first impression in the foreign market—use this All-American medium. Your advertisement in the Paris Edition will be an effective first step in gaining the markets of Europe. The story of the possibilities of The Paris Edition is too big to be told here. Write or phone for an interview with

The Special Representative of the PARIS EDITION

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

WIN WAR WAS UNITED POLICY OF THE CANADIAN NEWSPAPERS

Brilliant Achievements of Dominion Papers in World Enterprise
—Now Prosperous, Well Organized, on More Efficient
Basis to Serve Nation and the Public.

By W. A. CRAICK.

NUMERICALLY the press of Canada emerges from the ordeal of the war-period with somewhat reduced forces; potentially, its position was never stronger. War-time conditions have tested supremely the vitality of the press, eliminating the weaker members and spurring on the survivors to more efficient and patriotic service. The dual functions of news dissemination and leadership have been ably fulfilled and never before have the newspapers of the country stood so high in the public estimation as at the present time.

If one feature of Canadian newspaperdom stands out more prominently than another in the experience of the past five years it has been the



W. J. TAYLOR,
President Canadian Press Association.

spirit of independence which has characterized the work of the press. Independence of party politics had been a line of action attempted at various times prior to the Great War by certain well-meaning journals but very rarely indeed had success followed the adoption of this policy. A newspaper felt that it had to be either liberal or conservative in order to hold its readers and as a natural consequence the press was almost without exception bound hand and foot by party ties.

Stood United to Win the War

To have broken the bonds of party and to have rallied around a union government, sinking political differences and uniting on a common "win-the-war" policy, was the fine demonstration of newspaper independence exhibited by the Canadian press in 1917. It is true that the policy of the union government

won the day and that the large majority of the newspapers of the Dominion were thus ranked on the winning side, but there was absolutely no assurance at the time when decision had to be made that such would be the outcome and, in severing party ties, many newspapers took a big chance. However, their loyalty to principle was appreciated; their independence was applauded and their unselfish and patriotic leadership broke down the strength of partyism to such an extent that the new national party, combining the best elements of both the old parties, was able to achieve a notable victory.

As organizations, the newspapers of the Dominion are today operating on a much more efficient basis than in the days before the war. This is due both to the experience of the earlier years of the war when staffs were greatly depleted through enlistment and the work in all departments had to be more thoroughly organized in order to cover the ground adequately and to the experience of the later years of the war, when costs of material and production mounted to such an extent that the accounting system had to be thoroughly overhauled, the leaks stopped up and losses compensated for by higher subscription and advertising rates.

Efficiency in Economy

There was undoubtedly a great amount of waste in the publishing business prior to the war. Cheap paper, while a much desired commodity to-day, was not altogether a blessing then, for it was the source of wasteful and unbusinesslike practices which it has taken the economic pressure of the war years to eradicate. The Canadian press may be said to have learned its lesson and an examination of the books of almost any paper in the country will show that its publisher is far better informed on the actual cost of doing business than he was five years ago. No one can deny but that this enlightenment has been beneficial to the newspaper publishing business of the country.

Features of the war years have been

the weeding out of a good many of the smaller papers which found it impossible to carry on under the changed conditions, and the amalgamation of numerous papers in the smaller cities and towns for similar reasons. This has tended to strengthen the financial position of the press as a whole by giving surviving papers a larger field and enabling them to charge more adequate rates. It has also contributed to pro-

(Continued on Page 76)

Illinois State Register

SPRINGFIELD, ILL.

The leading paper of Illinois State Capital changed from a morning to an afternoon newspaper.

The only afternoon newspaper of Springfield with a larger circulation than any newspaper in the State of Illinois outside of Chicago.

Advertising Rate Flat
4c a gate line

Represented by

VERREE & CONKLIN

New York—225 Fifth Ave.
Chicago—28 E. Jackson Blvd.
Detroit—11 Lafayette Bldg.

IN SCHENECTADY

(Population 108,000)

Factory
Pay Rolls
Over Three
Fourths of
a Million
Dollars
Per Week

—Most Every Family
—Knows Most Everything
—That Happens Most Everywhere
—Most Every Day

Fastest
Growing
City in
Eastern
U. S.

—Because they all
read about it in
Schenectady's great
evening newspaper

THE UNION-STAR

A City
of
Home
Owners
—
A Fertile
Market

Quantity Home Circulation
—with the greatest Buying Power.

A. B. C. MEMBER

England's Premier Publications

Representing an unrivalled combination
of Literary and Pictorial Attractions of

Commanding Influence among all sections of the community

The Magazines and Periodicals that win their way into every home.
Profitable to read—Profitable to advertise in—Profitable to sell.

TIT-BITS.

The pioneer of popular penny weeklies, with a record of success that has always been on the advance. Catches the current of the time and swims with it. Full of entertainment.

JOHN O' LONDON'S WEEKLY.

The publication that strikes a new note and a strong note, offering its readers plenty to think about, plenty to amuse and entertain, and a whole host of things of interest that breathe the spirit of the time. Edited by Wilfred Whitten, for so long the right-hand man of T. P. O'Connor, M.P., in the handling of the famous "T.P.'s Weekly." John O' London's Weekly is selling like wild fire and has distinctly "caught on."

THE LADIES' FIELD.

The most sumptuously illustrated and most daintily written of all the ladies' papers. Of the highest class in every sense. Reflects the touch and tone of the best society, and presents from week to week a complete survey of what is doing in every field in which ladies command distinction.

THE HOME MAGAZINE.

Home means so much to a woman that it is little wonder a publication like this, having for its aim the cultivation of home comforts, home feeling, and the true home spirit, should have gained so firm a hold upon the homes of Britain. Its contributors are among the best known of women writers.

COUNTRY LIFE.

A world-famed publication, to be found not only in all the "stately homes" of Britain, but wherever the conditions of existence reflect the best and the brightest of our time. The paper in which all great estates, mansions, houses, and properties are pictorially advertised. A great paper in every sense of the term, and superbly illustrated.

THE STRAND MAGAZINE.

The House of Newnes created a new era in magazine publication by the issue of this wisely-considered and vigorously edited publication. In its pages have appeared the world's most famous writers; hardly an author of note for the last generation but has been proud to make it the medium of issuing his best work. Essentially up-to-date, varied and ever changing, it maintains its immense popularity undimmed, and stands firm as a rock in public favour.

THE WIDE WORLD MAGAZINE.

The magazine for men—for men of adventure, men of ideas, men of travel, men of affairs, and all who love the things that are rare and wonderful in this great globe of ours. A magazine to arrest and rivet attention; exciting and prizable throughout.

THE GRAND MAGAZINE.

The magazine that combines quality and quantity of matter to an amazing extent, and which runs with wonderful vivacity and variety over the most popular fields of current English literature.

GEORGE NEWNES, Ltd.,

Southampton Street, Strand, London, W.C.2, England.

CANADIAN PRESS MADE BRILLIANT RECORD

(Continued from Page 74)

mote the independence of the press, for a single paper in a community can afford to adopt an independent tone which it could not were it in competition with another paper. From both standpoints therefore the press is in a much more satisfactory position than before the war.

Better Circulation Increase

War interest has brought circulation to the publisher as no contests could do and it has been circulation of the best character based on a genuine desire to see and read the paper. With new subscribers coming unsought, there has been no need to use artificial means to increase circulation and an almost complete disappearance of the various types of circulation contest has been the result. Never before has there been such a wide distribution of the daily press. Newspaper reading has become a habit with thousands of people who were not interested before and it will be the fault of the publisher if he does not hold these new readers by furnishing them with the kind of material that will keep them interested.

This enlarged circulation, coupled with the improvement in make-up and contents which have been features of the war-period, has reacted on the advertising department and here decided progress is observable. Rates are today more adequate to the service rendered; standards of practice are being much better observed and the relations of publishers with advertisers and advertising agents are on a more amicable basis than heretofore. In a word the whole business of newspaper publication has been elevated to a new plane where genuine service is being rendered to reader and advertiser at a cost more commensurate with the benefits received.

Well Organized

Newspaper organization and co-operation has made much progress during the war years and it is perhaps quite safe to hazard the assertion that in no country is the press better organized or that it is working together more harmoniously than in Canada. This has been effected in the main through the agency of the Canadian Press Association, which combines in its membership not only the daily press of the country but the weekly press and all the various types of publication included under the general name of the trade and class press. But a few years ago, the C. P. A. was virtually a small provincial body without offices or paid officials. To-day it is nation-wide in scope, with a well-equipped central office and a considerable paid staff. Ninety-seven out of the 116 daily papers in Canada, or 84 per cent.; 459 out of 800 weekly papers, or 57 per cent. and practically all the trade and class papers are members, which indicates how completely the country is covered.

Nor is membership in the Association merely nominal. It is a real uniting force, which has effected great things for the publishing business of the Dominion, especially during the last few years. Standardization of advertising practice, achieved by the persistent efforts of the standing committee on advertising, has placed this important branch of newspaper work on a basis of uniformity and economic strength that is of great advantage to all concerned. The campaign of education which has resulted in a very general increase in subscription rates has been of undoubt-

ed benefit. The fight against the exorbitant demands of paper manufacturers, while not as successful as might be desired, has yet prevented the charging of unbearable prices. The organized efforts to promote the use of government advertising have resulted in the expenditure by the governments of the Dominion and the provinces of hundreds of thousands of dollars on newspaper publicity.

A volume might almost be written on the benefits which the Canadian press has derived through organization, but these few examples will give some indication of their nature and scope. It is a case of all working together for the common good and the association of publisher with publisher, the interchange of ideas and the adoption of the various policies enunciated by the organization are redounding to the advantage of the fourth estate as a whole. To-day, organization and co-operation have reached a high state of development and the fact that the large majority of publishers of all classes are combined in the prosecution of these desirable ends is proof that the Canadian press is well advanced in its ideas and practice.

Better Press Service

Notable among the developments of the war-period in Canadian newspaperdom has been the unification and extension of the national press service. The evolution has been gradual but the system has now reached a point where it may be regarded as fairly complete and comprehensive. Prior to the war there had been evolved some four sectional press services, which had, of course, co-operated to the greatest extent possible. There had also been in existence for several years a London service operating under the name of the Canadian Associated Press and serving a limited number of daily papers. The whole system was correspondingly disjointed and handicapped by its limitations. Not so long since steps were taken to amalgamate the various organizations and to-day they are all combined in one national service extending from London, England, across Canada to the Pacific Coast. While known in Canada as the Canadian Press Limited, action will eventually be taken to apply the name, Canadian Associated Press, at present only applicable to the British end, to the entire service.

It may be interesting at this point to refer to the relation existing between the press of Canada and the Government, since it has only been through the assistance of the latter that the trans-Canada service of the Canadian Press Limited has been rendered possible. The position of the press in this respect has been the subject of a certain amount of criticism but it is scarcely justifiable.

Government Gives Aid

That the Government has recognized the power of the press to develop worthy ideals, especially among the foreign-born section of the people; that it has felt the need of promoting national unity by a dissemination of news among all sections of the community and that it has appreciated the value of newspaper advertising, are all evidences of the possession of sound, commonsense views on the part of the administration. In a word it has been good business for the government—for any government—to secure the co-operation of the press in the promotion of its progressive policies. To refrain from doing so simply because it might be accused of attempting to buy the support of the press, would be an evidence of weakness.

Accordingly we have the Government coming to the support of the national

press service through the medium of a cash subsidy which has enabled the Canadian Press Limited to secure and operate a leased wire from coast to coast. The unprofitable gaps lying between the Maritime Provinces and the upper provinces; the upper provinces and the prairies; the prairies and the Pacific Coast, have by this means been bridged and there is a daily news service covering all Canada as a result. The value of such a service in overcoming sectionalism; in reconciling the views of different parts of the country and in building up a national spirit, is not to be minimized and it was unquestionably a wise move on the part of the Government to make this service possible.

Governments in Canada, both federal and provincial, are strong believers in the efficacy of printers' ink and during the war the press has been called upon

to insert a good deal of government advertising. The story of the way in which this business was developed in the first place and how it has grown to its present proportions is quite an interesting one. It all started with an over-production of apples in the fall of 1914. The British market, usually an outlet for any surplus, was closed on account of lack of shipping, and it looked as if large quantities of apples would be left to rot. In this emergency, which threatened serious loss to many orchardists, a suggestion was made to the authorities that the public should be informed of the situation and urged, through the medium of newspaper publicity, to buy and eat more apples. The Government at Ottawa took kindly to the idea and an apple advertising campaign was arranged and launched. So successful did it prove to be that Ottawa

(Continued on Page 88)



To American, English, Irish and Scotch Manufacturers:

Are you satisfied with your present business location? If not, we can place you in a more desirable community where you will have better facilities for increasing your business with cheaper water-power, lower taxes, splendid shipping accommodations and a good labor market, where strikes are unknown.

To Advertisers and Prospective Advertisers:

We have handled successfully some very difficult problems in the advertising field. We study the wants and requirements of each and apply our 30 years' experience in promoting the welfare of every client. We gladly assist in increasing the business of our customers by methods which are exclusively our own and which have substantial merit.

To Newspapermen:

If you have a friend or business associate who is desirous of reaching the great buying powers of New England write, wire or call on us and we will place him in a position where he will soon pay dividends on results.



In this issue of Editor & Publisher
you have been told much about

“OLD” LONDON

While you have “London” on your mind
allow us to call your attention to

“NEW” LONDON

NEW LONDON, CONNECTICUT

Situated on one of the picturesque shores of far-famed, prosperous New England, this thriving city of more than 30,000 population does something that few other cities in the world can boast of—

IT NEARLY DOUBLES ITS POPULATION IN SUMMER

The summer residents of this fascinating shore resort own their own homes, bring great wealth to the city and are liberal in their expenditures for personal and household luxuries and necessities:

Thousands of tourists and excursionists leave a “small fortune” with the merchants of New London and prosperity reigns among all classes.

The varied industries of New London, which include silks, printing press machinery that calls for skilled and high salaried mechanics, ship and engine building, tool making and suburban farming, together with the social life of the seashore, make New London the most cosmopolitan marketing center in the east during the Summer months.

EVERYBODY IN NEW LONDON IS PROSPEROUS

In this varied and prosperous market National and International Advertisers can give their new publicity campaigns a thorough “try out,” either in summer or winter.

The many classes of newspaper readers ob-

tainable here make it possible to judge the merits of each piece of copy and every sales appeal.

During June, July and August, when such sales centers as New Haven, Hartford and Bridgeport (recognized jobbing cities of Connecticut) experience their dullest season—

NEW LONDON, CONNECTICUT, IS ALIVE—AWAKE— BUSY AND GROWING RAPIDLY

WHEN National and International Advertisers plan the “try out” for mid-summer or winter sales campaign in New London, there is just one PROVEN medium that can render perfect co-operation and service and GUARANTEE a *Quality and Quantity* circulation throughout the territory,

THE EVENING DAY

Over 10,500 circulation at 3c a copy

THE DAY PUBLISHING CO.
THEODORE BODENWEIN, Pres.

F. R. NORTHRUP, Special Agent,
New York and Chicago

AFRICA HAD THE FIRST GAZETTE NOW HAS 400 NEWSPAPERS

At Zanzibar One Paper Presents the News in Three Languages and Not Less Than Three Indian Dialects Each Issue—The Greatest Circulation is 50,000.

By LEO WEINTHAL, F. R. G. S.

Chief editor of the African World and Cape to Cairo Express, London. Advisory member to the Council of the Empire Press Union.

THE earliest Government Gazette known in the world's history—in fact the earliest newspaper of any kind—was undoubtedly the famous Rosetta Stone, a great steele found at Fort St. Julien near Rosetta on one of the estuaries of the Nile in 1708. It bore an engraved urgent message from the High Priests of Memphis in the three languages of the country to the People of Egypt, and was only discovered 5,000 years after being erected, when it took two exceptionally clever experts no less than 34 years more to decipher its wording, which proved to be the missing key to the whole history of ancient Egypt.

The first European newspaper was issued in 1490 by some enterprising Spanish journalists who gave the world the news of the discovery of America by Christopher Columbus—a fact known to most folks—so Africa, my country, has no need to be ashamed as far as the credit to priority of establishing the Press is concerned—as the Rosetta Stone can justly claim the honour.

Africa Now Has 400 Newspapers

In the year 1900 it was estimated that there were approximately 300 newspapers published in all parts of Africa, in which quite half appeared south of the Zambesi. Today the number is over 400, chiefly due to the numerous new journals published in West Africa and Egypt since the British occupation.

In Many Languages

Today there are 250 or more journals published between the Cape and the Zambesi, with another dozen north to the navigable Congo, where the solid uninterrupted stretch of steel rails ends at Bukama, the Belgian river terminus in Central Africa.

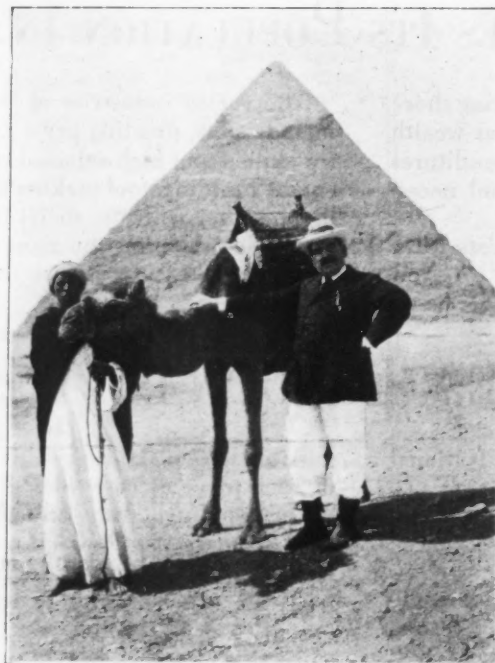
Referring to the South African newspaper press I particularly desire to bring home to you that it is by no means all printed in the English language, but that there are equally powerful press organs printed solely in the Dutch language, either in the Taal, or in High Dutch; that the Government Gazette for the Union of South Africa is printed in English and Dutch, and that there are influential organs printed in Kaffir—both in the Bantu and Sesuto dialects—and in the Bechuana language, which, again, is different from either of the above.

Many Good Dailies

In Cape Town there are two powerful English dailies, the Cape Times and the Cape Argus, published morning and evening respectively. There are two equally influential Dutch dailies, *One Land* and *De Burger*, the latter General Hertzog's organ of Nationalist and Republican tendencies. In the Cape Province there are further a couple of dozen bright weeklies, ranging from the aggressively virile *South African Review* and *The Cape*, also the *South African Ladies' Pictorial*, to *Sporting*, *Motor*, *Industrial* and the *Salvation Army War Cry* publications, a good proportion of them issued in Dutch and all of them doing well from a business point of view.

Outside of the Cape Province we have dozens of well got up dailies, *The Diamond Fields Advertiser*, the *Eastern Province Herald*, *Kaffrarian*, and many bi-weeklies and weeklies published in Dutch.

In Natal there is a particularly strong British press, including the veteran *Natal Mercury*, the independent *Natal Witness*, several flourishing



LEO WEINTHAL, F. R. G. S.,

Managing director and chief editor of the African World and Cape to Cairo Express, journalist and traveler, and recognized as one of the foremost authorities in the land of his birth. Prior to the establishment of the African World in 1902 he was connected with various English and South African newspapers and news agencies.

smaller weeklies, also an *Indian News* and organs printed in Sesuto such as *Ilange Lasi Natal* and *Naledi ea Sesika*, also the *Star of Basutoland*, in the great adjoining native British Protectorate of the name. Pondoland and Tembuland have some small English weeklies, while covering all South Africa as far as the natives are concerned there is *Imvo Sabinzundu* (*Native Opinion*), ably edited by *Tengo Jabuvo*.

The Orange Free State has a dozen excellent, well-conducted journals, two English and one Dutch at Bloemfontein and the biggest and finest, *Farmers' Weekly*, in the country, and sev-

eral Dutch weeklies in the districts, but the liveliest center of South African press activity is undoubtedly at Johannesburg.

For nearly thirty years Johannesburg has been the axle around which the whole economical systems and revenues of the whole of South Africa have been revolving. The city has always been the simmering pot of political unrest in the Subcontinent, due probably to its abnormally mixed, cosmopolitan population. Twenty-five years ago there were at one time six daily papers at the capitals of the Rand Diggings. Today there are but two, though the population has doubled, the *Rand Daily Mail* in the morning, the *Star* in the evening with two or more afternoon editions. There is a unique Sunday paper, the *Rand Sunday Times*, sometimes of 24 pages with smart, two-color cartoons, and which is said to attain a circulation of 50,000 copies all over South Africa. This is believed to be the largest circulation of any African newspaper, though, of course, quite insignificant when compared with that of your own papers and the leading European circulations. It must be remembered that all South Africa has a white population of less than two million persons.

The Boer Press in the Transvaal is (outside of Johannesburg and its Reef extension) the

most influential voice of the public. *De Volkstem*, published at Pretoria, is practically the organ of the Botha-Smuts Government, its editor, Dr. Engelenburg, a cultured Hollander of 30 years South African residence, being at Paris today as trusted adviser to the South African delegates to the Conference. There are further flourishing English and Dutch weeklies in the districts, several native papers and many excellent mining and sporting publications.

In Rhodesia, we have at Bulawayo and at Salisbury two model dailies, the *Bulawayo Chronicle* and the *Rhodesia Herald*, respectively. For get up, editorial news, contents and literary merit and bulky weed-end editions, they stand in a unique comparative position.

Zambesi to Congo

Quite near to the vast Victoria Falls of the Zambesi, at Livingstone, is published the

Livingstone Mail, an attractive news sheet. At Fort Jameson in northwestern Rhodesia we have an excellent Government Gazette, entirely composed and printed by natives. Linotypes and other similar labor-saving machines have not so far crossed the Zambesi, though they are quite frequently used in the South.

At Elizabethville, Katanga, the *Etoile du Congo*, a neatly produced weekly is published. In the Belgian Congo we have no other private journals. There are Government Gazettes at Stanleyville and Boma. In Nyasaland (British) we have the *Nyasaland Times* at Blantyre, founded in honor

of Dr. Livingstone, the explorer. In Portuguese Nyasaland, adjoining, there are only two or three official bulletins, but in Portuguese Mozambique a rising province of East Africa, we have the bi-lingual *Beira News*, the *Lourenco Marques Guardian* at Delagoa Bay, the *Gazeta da Mocambique*, the *O Africano* at Quelimane, and several others.

Carry Portuguese Pages

In Portuguese East Africa all English dailies carry a Portuguese editorial page, while several weeklies appear in Portuguese only. In Angola, Portuguese West Africa, we have the great city of San Paul de Loanda, where a Portuguese daily, *La Reforma*, is published. At Mossamedes there is issued the *Sul de Angola*, but the circulations are comparatively small. It is reported that shortly there will be a newspaper printed in English at Lobito Bay, the Atlantic Ocean terminus of the Benguela Railway to the Katanga copper and diamond mines.

In the former German South West Colony only an official gazette is issued at Windhoek in the place of three former German publications. With the exception of German East Africa, we have touched all area south of the Equator. As in the late German South West, so there were in the late German East Colony three very newsy weekly sheets published at Dar-es-Salaam, Tanga and one at Kigoma (the old famous Ujiji on Lake Tanganyika where Stanley found Livingstone). During the late war an influential enemy organ called *Kiongozi* was printed in Suaheli and had much evil influence amongst the natives in the Central African great lake areas.

Quite a journalistic curiosity in this area is the *Zanzibar Gazette*, an official paper published with a local news page in English, Arabic, Suaheli and no less than three Indian dialects. The only other East African papers are published in Madagascar, where some smart French weeklies are issued at Tamatave and Antananarivo, also *Vao Voa* in the Hova language, and on the Islands of Reunion and Mauritius some well got up weeklies, chiefly bi-lingual in English and French.

Island of the Indian Ocean

In British Uganda the *Kampala News* and the *Uganda Herald* are issued. At Nairobi, the rising settler city of British East Africa, the *Standard* of East Africa and the *Leader* are prominent as small dailies and have very prosperous looking weekly editions. On the coast we have the *Mombasa Times*, while the *Voice of India* represents the large Indian community of the Protectorate. Between Mombasa and Port Said there are no papers published on the coast except a French weekly at Djibouti (Somaliland) and the *Star of Abyssinia* at Addis Abeba.

At Khartoum—Gordon's city—we have the *Sudan Times*, published in English and Arabic; the *Sudan Herald* in English and Greek.

Journalism has not yet penetrated Upper Egypt. In Egypt proper, commonly designated the Nile Delta, we have over 60 papers, mostly published at Cairo and Alexandria. The *Egyptian Gazette*, printed at the latter port, is a fine example of English journalism, and prints sections in French when required. There are roughly twelve million people in Egypt, of which barely one million are newspaper readers. At Cairo, there are

(Continued on Page 84.)

The World's Leading Publicity Organization

announces

that it is equipped and prepared to conduct an efficient Selling and Advertising Campaign for any first-class American Article which it believes can be successfully sold in Great Britain.

OUR PRESENT AMERICAN CLIENTS INCLUDE:

The B. F. Goodrich Co. The Gramophone Co. (Victor Records). The American Safety Razor Co.
and
practically all the Representative Advertisers in Great Britain

OUR WAR-TIME RECORD

includes

The Successful Newspaper Advertising Campaigns for

The Victory War Loan

\$5,000,000,000

and

National War Bonds

\$8,000,000,000

War Savings Certificates

\$1,000,000,000

which we conducted as the Official Advertising Agents

These gigantic Campaigns of Publicity are without parallel in the History of Finance or Business in any Country

*Read this Letter from the Director of Publicity
of His Majesty's Treasury:*

My dear Higham,

January 28th, 1919.

Now that the War Bond Campaign is definitely over, and even though for the last month or so your firm was not, to my personal regret, handling the advertising, I should like to thank you for all the assistance you have rendered.

Quite apart from your personal help, I should like to put on record my admiration of the skill and efficiency with which the whole mass of intricate detail work in connection with the advertising was carried out by your people. I know what a vast amount of publicity the scheme involved, and I appreciate the care and courtesy with which it was handled.

(Signed) GEORGE SUTTON.

We carry out every kind of Good Publicity. Business—Financial—Propaganda. Our Organization comprises the following Departments—Art, Copy, Printing, Selling, Ideas, Cinematographic, Photographic, in fact a complete Publicity Organization under one roof. We undertake the Advertising and Selling of the products of American Factories throughout the British Empire if they do not compete against the kind of goods made by our British Clients.

CONSULTATION BY APPOINTMENT

FEES BY ARRANGEMENT

Our charges are higher than any other Firm in our Industry, and our justification for these charges will be furnished in detail on request

CHARLES F. HIGHAM

LTD.

Contractors to His Majesty's Government

50 Ludgate Hill, London, England

Cablegrams: 'HIGHAMADS,' London.

American Representatives: BYOIR & HART, 6 West 48th Street, New York City, U. S. A.

LORD ATHOLSTAN ROSE FROM OBSCURITY

Canada's Famous Publisher Faced Daunting Hardships at Beginning of Career
—Started Montreal Star with Capital of \$6—Twice Honored

A little more than fifty years ago Hugh Graham, a young Canadian lad of Scottish parentage, with only \$6 in his pocket, started the Montreal Daily Star. Today that farmer's lad is the millionaire publisher of one of the largest and most influential papers on the continent, and is Peer of the Realm, with the right to sit in the British House of Lords. Baron Atholstan, who still presides over the destinies of the paper he founded a half century ago, is as democratic and approachable as he was when he was plain Hugh Graham, struggling with fickle fortune. He still keeps his finger on the public pulse, and still possesses an almost uncanny "nose for news" or Scottish "Second sight." To a remarkable degree he has been able to forecast the trend of public thought and to lead and mould public opinion.

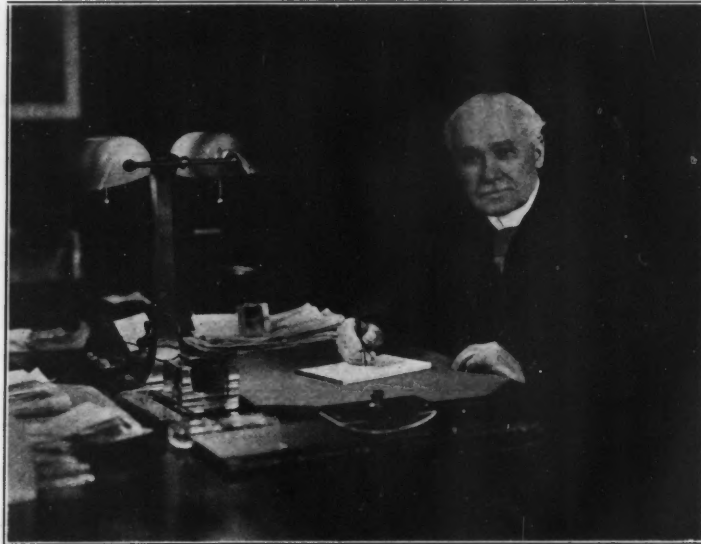
A History of Canada

The history of the "big stories" and campaigns carried on by the Montreal Star during the half century of its life is a record of the life and expansion of the Dominion of Canada. It is somewhat significant of the man who directs the destinies of the paper to state that in the number which commemorated the closing of its first half century the only reference to its achievement was that "the past 50 years had been mainly a period of preparation for the bigger years to come."

The early struggles of the young newspaper man read like a romance. He was his own editor, business manager, mechanical superintendent, reporter, office boy and printer's devil. His little four-page paper looked like a handbill. He bought his coal by the scuttle full and his paper by the roll. When he was not able to pay for the power which he hired from a neighbor and had this cut off one Saturday night young Graham called in a carpenter and built a tread mill, wired out to his father's farm for a horse and on Monday morning started his presses with the original "horse power."

Resourceful and Able

Early struggles like these made Graham one of the most resourceful and ablest publishers in the Dominion. He overcame difficulties that would have daunted and discouraged most men, but he had faith in himself and in his paper. Success has come to him in a very large measure as he has built up in Canada a paper that will compare favorably with any on the continent. In other words, his monument is his paper and what he was able to do through it. Through his paper Graham has conducted crusades against money lenders, swindlers and lotteries, fought smallpox and vice opened funds to relieve famine in India, to aid the widows and orphans of the South African war and for the maintenance of hospitals. Twice has his sovereign honored him; first, by conferring knighthood upon him and two years ago by raising him to the peerage. It is doubtful, however, if any part of his life gave him as great satisfaction as the early years when he lived from hand to mouth and wondered each morning what the day would bring forth. Today he has reached the allotted "three score and ten" of the Psalmist and can justly look back on the achievements of the past half century with pardonable pride.



LORD ATHOLSTAN, PUBLISHER MONTREAL STAR

HALIFAX HAS TWO BIG DAILY PAPERS

Herald and Mail, Owned by Senator William Dennis, Compare Favorably with the Best Metropolitan Newspapers—Halifax Prosperous

Halifax, beautiful gateway of Canada, is enjoying an era of growth and com-



SENATOR WILLIAM DENNIS.

mercial expansion unprecedented in her history.

It seems but a brief time since the queenly city was shattered by a disaster which shocked the world, and which attracted to her people the solicitous sympathies of all peoples. Spurred by that kinship which lives in the fiber and blood of the two branches of a common race, the people of the States rushed to the stricken city such aid and comfort as willing hands and warm hearts could supply. Halifax did not flinch or complain under the burden of sacrifice for the great cause which had thus been placed upon her by the hand of fate.

The city arose from the depths with amazing swiftness, and to-day carries little or no evidence of her scars. Her patriotic and energetic people are now meeting the problems of after-war readjustment with their accustomed vision and initiative. Halifax is not only herself once more—she is growing at a pace which other Canadian cities find it

difficult to follow. Her commerce is expanding and her people are highly prosperous.

There are two Halifax newspapers, the Herald and Mail, which mirror truly and vividly the active life and affairs of the city and province. They are owned by Senator William Dennis, the pioneer of progressive journalism in the Maritime Provinces. They are newspapers which would do great credit to any American city—alive, enterprising, edited brilliantly and ably upholding the highest ethical standards in newspaper making.

Reputed for Enterprise

These newspapers have a reputation for enterprise and accomplishment which extends not only throughout Canada but to the States. Their general manager, William H. Dennis, is a nephew of Senator Dennis and has won high laurels as a newspaper executive. He was the first to offer the hospitality of the city to the

commanders and crews of our great seaplanes upon their arrival there.

In the Canadian House of Commons recently it was announced that the Canadian Government had secured three of the greatest steamers afloat, the Aquitania, the Mauretania and the Olympic, to carry troops from England to Halifax, and that these great boats would make Halifax their port on this side of the Atlantic.

(Continued on page 124.)

THE DERRICK

Established 1871
OIL CITY, Pennsylvania

Authority on Oil and Gas
**RELIABLE OIL STATISTICS
NEWS FROM EVERY FIELD**
Complete detailed reports of the oil and gas industry. The Derrick covers the local fields thoroughly, also has a large circulation throughout the oil and gas regions. The Weekly Derrick covers the oil regions of the United States, Canada and Mexico.

Rates Furnished on Application.
FRANK B. NORTHRUP
Representative
303 Fifth Ave., Association Bldg.,
New York Chicago
DAILY 6201 WEEKLY 6165

EVERY EVENING

The FIRST Newspaper in
WILMINGTON, DEL.

The HOME Newspaper in a
city of 125,000. Advertising
GAINS for the first four
months of 1919 totaled 452-
996 lines.

BRYANT, GRIFFITH &
BRUNSON

Special Representatives.
New York and Chicago

NEW LONDON, CONNECTICUT

- HAS INCREASED IN POPULATION more than 50% in two years.
- HAS INCREASED IN NUMBER OF PRIVATE RESIDENCES nearly 40%.
- HAS INCREASED IN PURCHASING POWER at least 100%.
- HAS INCREASED IN WEALTH fully 75%.

THE

New London Telegraph

is the ONLY morning newspaper completely covering this prosperous corner of Connecticut.
The New London Telegraph has grown in circulation, popularity and advertising in proportion to its field.

90% of the buying in New London is done

between 9:30 a. m. and 3:30 p. m.

Shopping lists are completed at the breakfast table—with The New London Telegraph as a guide.

JULIAN D. MORAN, Pres. and Mgr.

Representatives
PAYNE BURNS & SMITH
New York.....Boston
G. LOGAN PAYNE CO.
Chicago.....Detroit

Advertise your goods at dawn,
and sell them before dark.

FEATURES FOR NEWSPAPERS

Our service has been on the market 20 years, and includes the following:

WEEKLY—House Plans, Sporting Cartoon, Art Needlework, Little Talks on Trees, Drawing Lessons.

DAILY—Comics, Puzzles, Fashions, Portraits, Noozie, Hints for the Motorist, Helps for the Home Nurse.

WEEKLY FULL PAGES—Camera News, Fashion, Children's and Feature may be had in half pages.

Also Advertising Service, Review of the Month Cartoon and Display Ads. for Building Up the Classified.

Sample proofs, also mats for gratis trial, with pleasure on request.

THE INTERNATIONAL SYNDICATE Baltimore,
Md., U. S. A.

Boston—The Gateway to Prosperous New England

Twenty-four Hours Nearer England Than Any Other American Seaport



BOSTON HARBOR, SHOWING THE ENTRANCE AND A PORTION OF THE DOCKS, FOREIGN AND COASTWISE

A Reciprocal Market

TO manufacturers, jobbers, importers and exporters, domestic and foreign, New England offers vast possibilities, greater in many ways than any other section of the United States.

NEW ENGLAND'S varied industries produce one-seventh of the manufactured goods of the United States, averaging approximately \$3,000,000,000 in value yearly.

The individual and collective prosperity attendant with such tremendous mercantile activities makes New England a fertile consuming and reciprocal market for a large number of products from every corner of the globe.

This Market, with Boston as a Hub, is Effectively Covered by Two Great Mediums

BOSTON AMERICAN

NET 301,270 PAID

Government Statement for Six Months Ending April 1st, 1919

With the largest homegoing evening circulation in New England, the Boston American not only dominates the quantity circulation, but, because of its wide distribution, quality circulation as well.

Its readers represent people in all walks of life whose purchases are influenced by their favorite newspaper and who have the money and the inclination to buy any product at any price.

BOSTON SUNDAY ADVERTISER
and American

NET 365,660 PAID

Government Statement for Six Months Ending April 1st, 1919

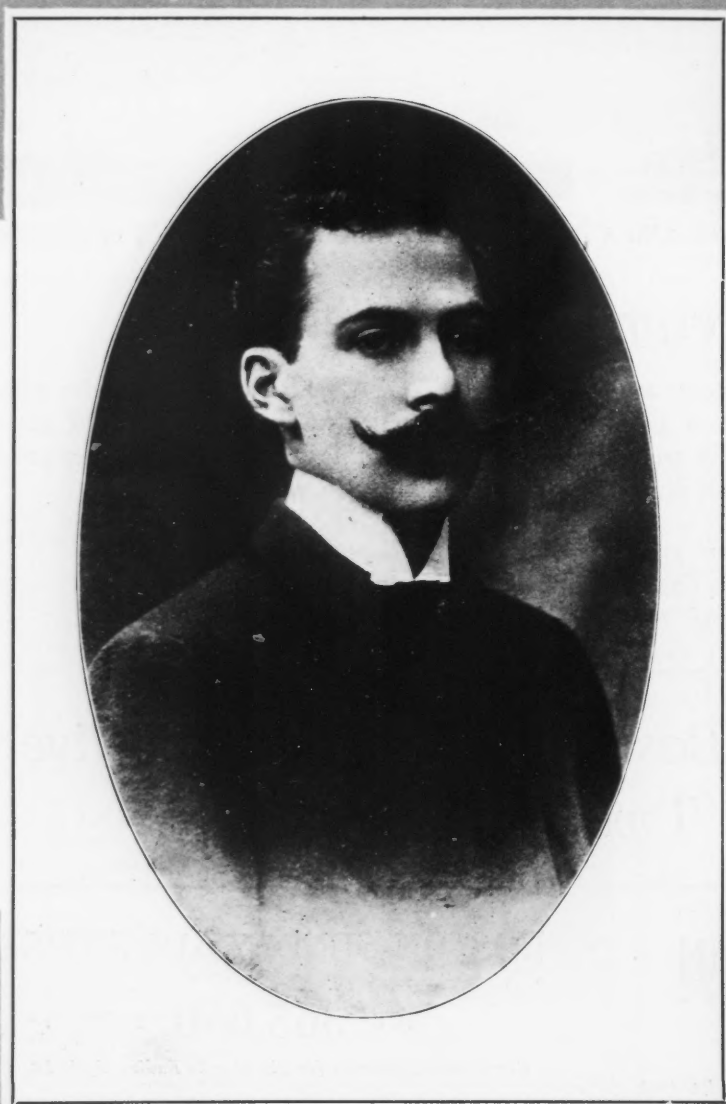
The Boston Sunday Advertiser-American has the advantage of intensified metropolitan Boston circulation combined with far-reaching distribution throughout New England, in many cases covering territory NOT reached by ANY other Boston Sunday newspaper.

Any product adaptable to marketing through the medium of a Sunday newspaper can be most successfully exploited in a wide area through New England by the Boston Sunday Advertiser-American.

*Our Merchandising Service Department
Renders Valuable Aid and Co-operation
Before, During and After Campaigns*

SOUTH AMERICA'S GREATEST "LA PRENSA of BOSTON"

Receives the World-wide
of
THE UNITED PRESS



EZEQUIEL P. PAZ,
Director General of La Prensa.

Senor Paz has been in charge of La Prensa since 1898. He has presided over the destinies of the paper during the period of its greatest development, and in the epoch in which it has achieved its aims after many years of unceasing struggles.

The United Press was
American agency to
American field and
leading journals of

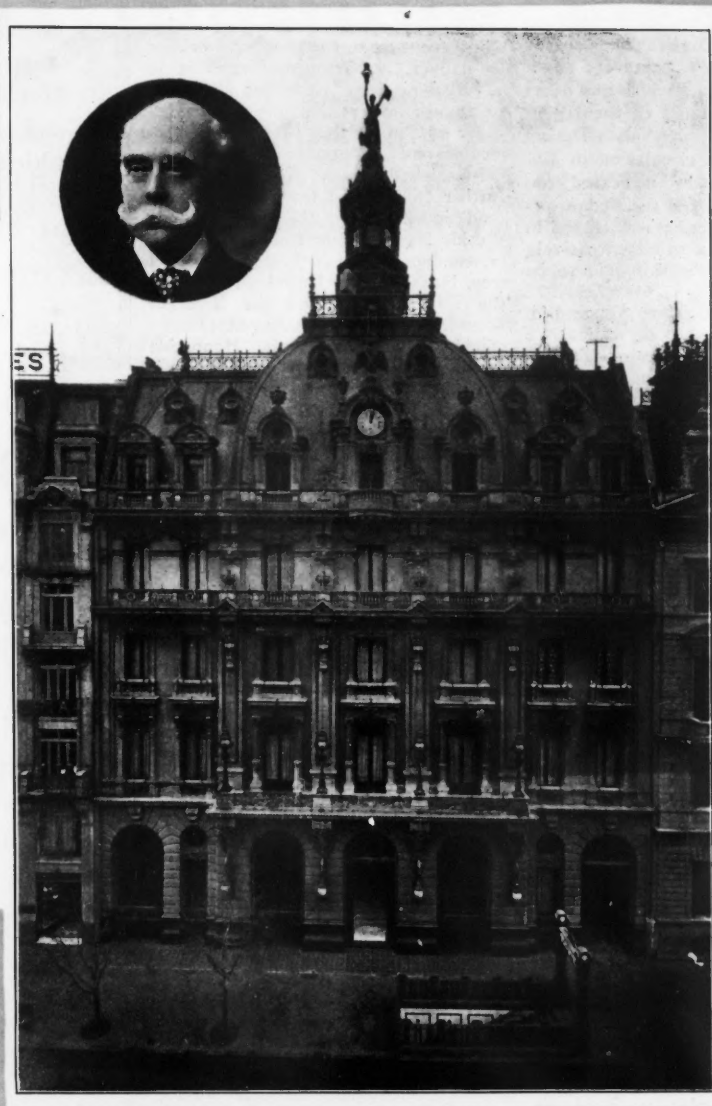
UNITED PRESS

General Offices

GREATEST NEWSPAPER BUENOS AIRES"

ld-wide News Service
of
TED PRESS

s was the first North
y to enter the South
and now serves the
s of that continent.



LA PRENSA'S FAMOUS BUILDING

with inset picture of the late Dr. Jose C. Paz, founder.

In this unique building are elaborate provisions for La Prensa's philanthropic institutions, including a medical surgery bureau; chemical and agricultural bureau, legal bureau, meteorological observatory and "apartments for distinguished visitors."

S ASSOCIATIONS

New York City

AFRICA HAS FOUR HUNDRED NEWSPAPERS

(Continued from Page 78)

two English dailies and several important dailies published in French, such as *La Bourse Egyptienne*, the *Journal du Caire*, *Les Pyramides*, etc. There are three very important Arabic dailies, three Greek dailies, one Coptic daily, one Italian daily and an English Society paper, *The Sphinx*, issued during the tourist season.

In the Delta

At Alexandria, before the war, there were three flourishing Arabic dailies, three Greek dailies, and an Italian daily. At Port Said, aside from *La Verite*, a newsy French daily, a *Reuter Bulletin* in English and spread through the country, there are about 40 sheets in Arabic, Turkish and other native languages, most of them published at irregular intervals. During the great war, the circulation of English printed papers increased abnormally in Egypt and the Sudan owing to the large numbers of troops in the country, but an often excessively severe military censorship had to be tolerated.

Going westward from Alexandria, along the north coast of Africa, we pass the Italian colony of Tripoli, where one daily paper is published. On the Tunis Coast we have *Le Courier de Bizerte* at the great naval port; at the capital, Tunis, three dailies, all in French, of which *La Depeche Tunisienne* is the leading one also a powerful Arabic daily, *La Hadira*, and an Italian daily. There are important weeklies at Stax and Susai.

In Algeria, with 6 million inhabitants, there are two important French dailies, four good weeklies, while throughout the Colony, important local weeklies are issued especially at Biskra, Blidah, Bona and Bougie. At the latter is published *Le Kabyle*, a weekly well known to British and American motorists. Others published at Constantine and Guelma, while Oran has a daily, *L'Echo d'Oran*.

British W. Africa and Liberia

In the British zone of Morocco we have at Tangier, *Al Mogreb Akasa*, a small weekly issued in English but an important French daily *La Depeche Marocaine*, also *El Sansa* in Arabic and *El Mauritano* in Spanish. French, Arabic and Spanish weeklies are issued at Casablanca, Fez and Tetuan.

At Dakar, the leading port of French West Africa, is a smart tri-weekly, *L'Afrique Occidentale*; at St. Louis only *Le Journal Officiel*. The British Colony of Gambia, the French Ivory Coast, and further south Dahomey, Cameroons and Gaboon (French Congo), have official Gazettes only.

There is now only left for review the great British Colonies of West Africa and the Republic of Liberia, which is perhaps more closely connected with the United States, both in distance and for sentimental reasons, than any other part of Africa. In Liberia, journalism is not very old perhaps 50 years—and it has never been properly developed. The *Liberian News* controlled by ex-President Barclay is the leading weekly; the *African League* published at Bassa, a well edited journal, appears irregularly; likewise Liberia and West Africa.

In the adjoining Colony of Sierra

Leone, at Freetown, we have no dailies but three weeklies, the *Sierra Leone Weekly News* (which is an extremely well conducted journal), the *Provincial & Colonial Reporter* and *The Guardian*. On the Gold Coast, the ably conducted *Gold Coast Leader* at Cape Coast; and the *Eastern Star* at Axum; the *Gold Coast Nation* at Accra and a newcomer, *The Voice of the People*. In Nigeria, at Lagos, the *Nigerian Pioneer*, the *Lagos Standard* and *The Times of Nigeria*, all of them weeklies. None are produced in the native language such as Ashantee, Yoruba or Iansa.

Many Wrong Impressions

West Africa and especially its Press have frequently been the subject of dogmatic declarations by people who, in the best cases, have scarcely had more than a nodding acquaintance with the country itself. Its journals, without exception edited, conducted, composed and printed by natives, are frequently referred to as "Nigger papers," conveying the notion to English readers that they are written in the style and dialect used by the interlocutor and cornermen in the popular old-fashioned shows. Nothing could be further from actual facts. You should read journals like the *Sierra Leone Weekly News* and the *Gold Coast Leader*, conducted by two brothers, colored men, but who have both been called to the English Bar; also the *Nigerian Pioneer*, published weekly at Lagos, edited and owned by the Honorable Kitoji Ajasa, M. L. C. I have no hesitation in saying that most sections of the news produced in any of these West Coast publications mentioned will compare very favorably with corresponding sections of many similar English publications, which remark also applies to papers published in many other parts of Africa.

Loyal to the Crown

Even if the views expressed by the African Press occasionally are somewhat undiluted and too strong, they are very rarely in their tendency disloyal to the Crown. There are to-day many matters affecting the native population, in West Africa, educated and otherwise, which require ventilation, and if permitted, as it happily is, prevents seething discontent.

Generally speaking, it is pleasing to state that the position of the Press in Africa to-day is a healthy one for all Allied interests. Pre-war Press activities in Africa by the enemy were considerable. There were weekly publications in the German language in Morocco, Egypt, German East Africa, South Africa (at Cape Town and Johannesburg); in German South-west Africa (three dailies); and one at the Cameroons. These have, of course, all disappeared. This was the open evidence of enemy activities; of the hidden propaganda we can only presume that it was conducted with the same energy as in other countries.

The *Egyptian Gazette*, established in 1880 at Alexandria, selling for 1 piastre per copy, and presenting the news in English and French, is the only daily paper printed in Egypt.

The Lyons fair having proved a success, the next exhibition of the kind is the Bordeaux fair, scheduled to run from May 31 to June 15.

The *Oxford Gazette* (London Gazette) is the oldest paper of continuous publications in England. It was established in 1665.

NEW HAVEN, CONNECTICUT

THE ACKNOWLEDGED METROPOLIS OF THE
STATE

Home of Yale University and 160,800
prosperous people

The city of industry and learning in which are located the giant factories of *The Winchester Repeating Arms Company*, *Marlin-Rockwell Corporation*, *Trego Motors Company* (*Liberty Motors*), *Sargent & Co.* and other world famed manufacturing concerns which were vital factors in the *Victory of the Allies*.

In this field of commercial activity *National and International Advertisers* prefer the

NEW HAVEN JOURNAL-COURIER

Oldest Daily in Connecticut. Established 1766.

Net cash paid distribution (A. B. C. Report) April 1, 1918, to April 1, 1919,

15,101

Gained more than 100% in *National Advertising* since January 1, 1919, Because it is

“NEW HAVEN’S
ONE BEST
NEWSPAPER”

NEW HAVEN JOURNAL-COURIER
THE CARRINGTON PUBLISHING CO.,
New Haven, Conn., U. S. A.

New York and Chicago Representatives: Gilman & Nicoll

Michigan's First 8-Page Rotogravure

The Detroit Sunday News

has again exemplified its policy "Always in the Lead." Commencing May 18th The Sunday News rotogravure was permanently increased to eight pages, being the first Michigan paper to inaugurate this development.

The increase will meet the requirements of advertisers for rotogravure space without curtailing the wealth of news art to which readers of The Detroit Sunday News are accustomed.

The finest quality of rotogravure paper is used by The Detroit Sunday News. This section is entirely produced in the News building, permitting close supervision, with effort centered on artistic results, also furnishing the best and most convenient service to advertisers.

The Detroit Sunday News rotogravure is newspaper size 19 $\frac{1}{4}$ by 15 inches, affording the best opportunity for impressive pictorial effects, double spreads, etc., for both news and advertising subjects. Full page displays are available in sepia or green shades of ink by request.

Maximum reader attention, thorough coverage of trading territory, the combination of beautiful art with strong selling argument, weekly change of copy, localization, quick publicity, local reader confidence, favorable influence on retail dealers, are among the many advantages available to national advertisers through the rotogravure of

The Detroit Sunday News

Always in the Lead

53% more city circulation, 18% more total circulation than only Sunday competitor.

Consult your A. B. C. statements for verification.

The Advertisers' Opportunity—Detroit and The News

(150 x 250)



Circulation exceeds 222,000 daily and 182,000 Sunday. The only Detroit paper publishing circulation figures every day. In 1918 published 17,610,256 lines of advertising, being third in America and leading its nearest competitor in Michigan by over 69%. Gained in first three months of 1919 1,287,174 lines, or more than 32% over same period in 1918.

New York
Metropolitan Tower
I. A. Klein

The only Detroit newspaper which prints its circulation every day.

Chicago
Peoples Gas Bldg.
John Glass

WAR TORTURES OF BELGIAN PRESS DESCRIBED BY EDITOR BOMBED FROM HIS OFFICE

First Graphic Account to Be Published in America of Heroic Battle of Belgian Journalists Against Terror of Invaders—Huns Could Not Kill Their Free Spirit—Story of the Secret Press

NOTE—Editor & Publisher is fortunate in being able to present in the International Number the following thrilling and authoritative story of the valiant battle against Prussian oppression of the journalists of invaded and scourged Belgium during the war. The author, Felix de Roy, while editor of La Metropole, was driven from his office October 9, 1914, by bombs dropped from a Zeppelin, but found refuge in London, where for 16 months he published his newspaper as a page of the London Standard. Newspaper men of the world, readers of Editor & Publisher, will be grateful to him for this striking contribution to journalistic history.

BY FELIX DE ROY

THE history of the Belgian press during the last four years partakes somewhat of the exceptional character of the warfare waged—for the first time in the annals of the world—in a highly populated and industrially developed country (Belgium is the land with the densest population in Europe), whose inhabitants were especially staunch defenders of their political and civil liberties.

Hun Cunning Sought Press Support

Just as Germany tried—and partly succeeded—by a policy of systematic and carefully planned terrorism against the civilian population, to facilitate her military operations, in the novel conditions created by industrial "machinism," she also endeavored to draw the highest results from the moral influence of the editorial rooms in the areas she occupied and was preparing to annex. The story of the Belgian press during the war is the story of its successful reaction against this policy. It presents some interesting features and forms an attractive chapter of the side-tracks of the world conflict.

Test of Spirit

The contrast between the Belgian and German spirit may well be summarized from the outset by the following test: When the German armies occupied Belgium after defeating its handful of brave defenders, the whole of the Belgian press, with some minor and absolutely insignificant exceptions which included not a single leading paper, stopped their publication at once, and their proprietors as well as their editors could not be induced, either by persuasion or by threats, to resume their work under German censorship. They preferred to remain silent for more than four years rather than accepting the foreign yoke. On the other hand, when the Americans, French, Britishers and Belgians occupied the left bank of the Rhine, not a single German paper, including such a well-known organ of public opinion and late semi-official of the German Government as the Koelnische Zeitung, thought fit to interrupt their earnings, nor did they waver a single instant in meekly and submissively accepting the foreign censorship. Nothing could better depict the opposition between two frames of mind: that of a free people which places its honor above all moneyed interests, and that of a canoralized and greedy nation, as abject in defeat as it was haughty and arrogant in victory.

When the Germans Came

Before the war the Belgian press was unimportant in comparison with its big neighbors. Being that of a small and neutralized country, it wielded little influence in international politics. It had a strong parochial flavor and suffered much under the intense party strife which, especially in the latter years, all

but mirrored the normal temper of the Belgian people, which is calm and independent.

population scattered over numerous townships, and which was no reader of books nor of reviews, Belgian papers were many and fairly prosperous.

Surprised by the thunderbolt of the German ultimatum on August 2, 1914, not a single one of those papers, in a country where no connection at all existed between the press and the Government, hesitated to endorse in the fullest and frankest manner the gallant action of King Albert and of his ministers; all adopted an energetic anti-German attitude and policy, and this despite the numerous attempts which the Germans had made before the war to influence them in their sympathies. The editors had a hard time during these fateful days. They could hardly ignore what

confidence and calmness in order to soothe down the civilian population and to prevent it hampering the military operations.

From the beginning of the war, too, the smuggling of printed sheets and the gathering of news through many strange devices, which has been such a characteristic feature during the whole occupation, at once began.

They Smuggled Papers

When Liege fell (August 6), the Brussels papers were smuggled into the city; when Brussels was invaded (August 20), the Antwerp and Ghent dailies were secretly sold in the streets at tenfold value under the very nose of the Germans; they crossed the outposts in baskets or cars loaded with vegetables. When the fortress of Antwerp had been taken (October 9), the last Belgian papers disappeared, but they were replaced by French and British dailies, which fetched fancy prices. The London Times sometimes sold for as much as \$40 and was hired at 20 cents an hour. Noteworthy articles from the foreign press were often typewritten and circulated.

The most notable fact of this first phase of the "paper-war" is, however, that all the leading Belgian dailies, L'Etoile Belge, Le Soir, L'Indépendance Belge, La Gazette, Le Patriote, La Chronique, Le XXme Siècle, Le Journal de Bruxelles, La Dernière Heure in Brussels; La Meuse, Journal de Liège, Gazette de Liège; La Dépêche, L'Express in Liège; La Flandre Libérale in Ghent; La Gazette de Charleroi, Le Journal de Charleroi, Le Rappel in Charleroi, and many others, stopped publication. Some of the proprietors even partly dismantled their machinery in order to prevent the Germans from using it, a happy inspiration in the light of latter events.

Would Not Accept German Rule

A few papers only accepted the German censorship, amongst them Le Bien Public, a clerical daily of Ghent which, before the war, had a strong anti-militarist policy, and the socialist Vooruit.

At Namur, the Bishop's own paper, L'Ami de l'Ordre, was "compelled" to reappear. The duties of its editor were not always pleasant. On November 29, 1914, he published on his first page a short "poem" called "La Guerre" (The War), sent in by an anonymous contributor, who cleverly harped upon the sorrowful side of armed conflicts in order to foster pacifist proclivities, and thus found favor in the German censor's sight. As a matter of fact, the "poem" was an acrostic, which revealed a short sentence: "Damn the Germans," only "Damn" was the stronger word immortalized by General Cambronne on the fields of Waterloo.

The people of Namur simply reeled with a boundless joy, which was at least trebled when the German Governor,

(Continued on page 106.)



WILFUL MURDER.

The Kaiser: "TO THE DAY—". Death: "—OF RECKONING!"

Note.—This cartoon, published in London Punch, May 19, 1915, was selected at the request of Editor & Publisher by Sir Owen Seaman, editor of Punch, as one of the ten best cartoons that famous humorous journal published during the war. It is reproduced herewith by his special permission.

The biggest papers scarcely held their own against the Paris journals, which were eagerly bought for their special news. Dealing, however, with a dense

sort of fate was awaiting Belgium in presence of the unpreparedness of France and of England. Despite that, they had to make a brave show of con-

The largest daily
circulation in the
United States

During the Month of April, 1919, the
New York EVENING JOURNAL pub-
lished

3338½ columns

of Paid Display Advertising

which was a gain of

805 columns

and was the largest amount of display
advertising ever printed in a single
month by any New York evening news-
paper.

*The Evening Journal's advertising
supremacy is today greater than
ever before*

THE favorite newspaper of the biggest,
livest and most prosperous community
in the United States is the *New York
Evening Journal*. Its enormous circulation
shows the approval of the public.

It is a clean, up-to-the-minute home news-
paper, instructive and entertaining because of
its summary of the world's news, its exclusive
features—society news—fiction—editorials—
woman's page.

It reflects the energy, spirit and ideas of
New York.

In the territory covered by the *New York
Evening Journal*—in a circle fifty miles in
diameter—is one-thirteenth of the population
of the entire United States, and 42% of the
wealth of the Nation. Today the world's great-
est market for all sorts of manufactured com-
modities.

THE NEW YORK
EVENING JOURNAL

has not only the largest daily circulation by
far in New York City, but it enjoys the distinc-
tion of having a larger circulation than any
other daily newspaper in the United States.

675,118

Daily Net Paid

at 2 cents a copy for six months
ending April 1st, 1919

CANADIAN PRESS MADE BRILLIANT RECORD

(Continued from Page 76.)

has ever since been well disposed towards publicity and has made effective use of it on many occasions.

The number of campaigns subsequently put on by the Dominion Government amounts to nearly 40 and the expenditure therefor to several millions of dollars. Besides the Dominion publicity there have been numerous campaigns by the provincial governments. While of course the advertising has come from the respective governments, it must not be overlooked that it has been the result of well-organized promotion work on the part of the press and that this has only been possible through unity of action, coupled with assurance that beneficial results would ensue.

Millions Were Spent

It will be impossible ever to estimate in concrete terms the services of the Canadian press in helping to win the war. A list could no doubt be compiled of the newspapermen of the Dominion who enlisted and fought in the great conflict. That it would be a lengthy one, no one who has observed the way in which the men of the press answered the call could deny. The "great adventure" seemed to have a special allure-ment for young journalists and many offices throughout the country were quickly emptied of every editor and reporter who could pass the medical officer. Nor have honors or distinctions been wanting among the men of the pen. At least one Canadian journalist, David Watson, editor of the Quebec Chronicle, was promoted to the command of a division and honored with knighthood to boot, while to others have fallen distinctions of scarcely less importance.

From the very first there was no wavering on the part of the press as to Canada's duty. A great principle was at stake and it was for the Dominion to espouse it wholeheartedly. To press leadership in the crisis of August, 1914, and throughout the war, must be attributed much of the sentiment which induced Canadians to enlist voluntarily to the extent of 400,000 men, while it was newspaper advocacy of conscription, when voluntary enlistments fell off, that strengthened the hands of the Government and led to the passing of the Military Service Act. There might have been degrees of opinion among individual papers as to what should or should not have been done by the people of Canada but there was no such thing as lukewarmness or betrayal of the Allied cause. The press of the country was loyal to the core.

True to Principle

This was abundantly shown in the relations between the censor and the individual newspapers. Press censorship was established early in the war but its necessity was promptly recognized. Indeed the press did not regard it in the light of a restriction but rather as a guide or reference. The chief press censor recently paid a striking tribute to the fine co-operation of the press throughout the war, declaring that the way in which Canada's newspapers unquestionably fell in line with his requirements was deserving of all praise.

Nor can any definite estimate be made of the services rendered by the press in helping to promote those domestic policies which were devised to back up Canada's war effort. Newspaper support of the various war loans

was essential to their success and was ungrudgingly given. Apart entirely from the advertising end of the campaigns, the press organized itself for such editorial co-operation that, during the course of the canvassing, the loans bulked so largely in the news of the day that the public was inspired to greater effort than ever. In fact, the assistance rendered by the press was so highly esteemed by the Minister of Finance that he went to the extent of publicly thanking Canada's newspapers for their help at the conclusion of each campaign. Campaigns for the greater production of foodstuffs were also given added force by the enthusiastic way in which they were boosted by the press and there is no question that the very general response to the appeal on the part of the public was due in large measure to the work of the press.

PEARSON GIVES LIFE TO HELPING BLIND

(Continued from Page 36.)

of the firm's publications, Pearson's Magazine, the Royal Magazine, the Novel Magazine, Pearson's Weekly, and the rest. Every magazine and paper reflected the war as part of its editorial policy. In days when no ordinary citizen knew the first thing about soldiering, Pearson's editors dug out retired service men, picked their brains of any residue of military knowledge, and published articles on drill, training, anything of use to help the various official and unofficial bodies of men struggling to become proficient in the use of arms against time. The women were not forgotten; they were taught by means of publicity how to nurse, to cook for invalids, to knit, and how to offer their services to the country. The files of Pearson's publications in 1914, 1915 and onwards are an encyclopaedia of information for any nation in arms.

The book publishing department never allowed itself to be surpassed by other branches of the business, carrying a notable series of battle honors in its catalogs.

THE LEXINGTON HERALD

Published in the Heart of Blue Grass Kentucky The Home of the Thoroughbred. The One Newspaper Covering

The Rich Blue Grass Counties, and the Great Coal and Oil Regions of Eastern Kentucky.

In The Herald's Own Territory.

Annually

\$50,000,000 Tobacco Crop, \$25,000,000 Oil Production, Millions in Lumber. More Millions in Horses, Cattle, Hogs, and Sheep, Grain, Hay, and Hemp.

The Richest Spot on the Globe

The Big Market of This Region Reached Most Completely Through

The Lexington Herald

Represented by John M. Branham Co., 225 Fifth Ave., New York, N. Y. Mallery Bldg., Chicago, Ill. Kresge Bldg., Detroit, Mich. Chemical Bldg., St. Louis, Mo. Candler Bldg., Atlanta, Ga.

American Manufacturers! —Africa Calls You!!

You can Reach every Buyer all over Africa in this Way

ADVERTISE IN :: ::

THE AFRICAN WORLD

ESTABLISHED IN LONDON, 1902

The only journal which circulates over the whole of Africa.

Your Potential Customers Are

5,000,000

197,000,000

WHITES

NATIVES

There is direct Shipping Communication between the Chief African Ports and the United States.

THE AFRICAN WORLD

Will Build Up African Trade for You Keeps You in Touch with Developments Gets You Known Over All Africa.

IT'S WORTH YOUR WHILE

To Write to the Manager at

801, Salisbury House LONDON London, E. C. 2

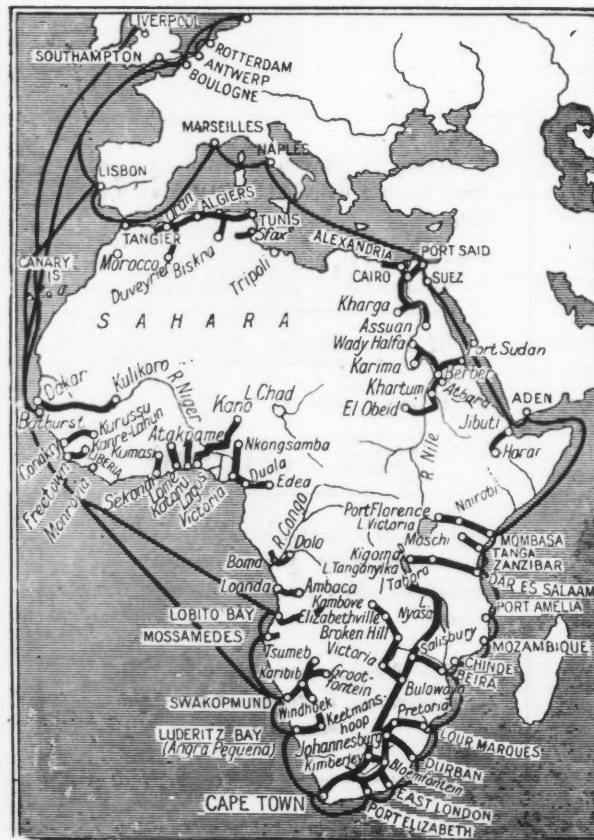
SUBSCRIPTION:

4 DOLLARS Per Annum Post Free Anywhere

ADVERTISING RATES:

40 Dollars Per Page and Pro Rate, With Discounts for Series

WHERE WE CIRCULATE



Reference: Editor & Publisher, 1117 World Bldg., New York City.

A Progressive Newspaper with a Progressive Following



Biggest Newspaper Circulation
in America

Concentrated in

America's Greatest Buying Zone—

The advertising medium of logical first
choice in the plans of the advertiser
who knows that his advertising must
have the advantage of big circulation
if it is to produce big sales results.

The New York American Will Carry Your Selling
Appeal Home to Twice as Many People in America's
Metropolitan Area as Can Be Reached Through Any
Other Medium.



An Advertising Medium of Certified Selling Power

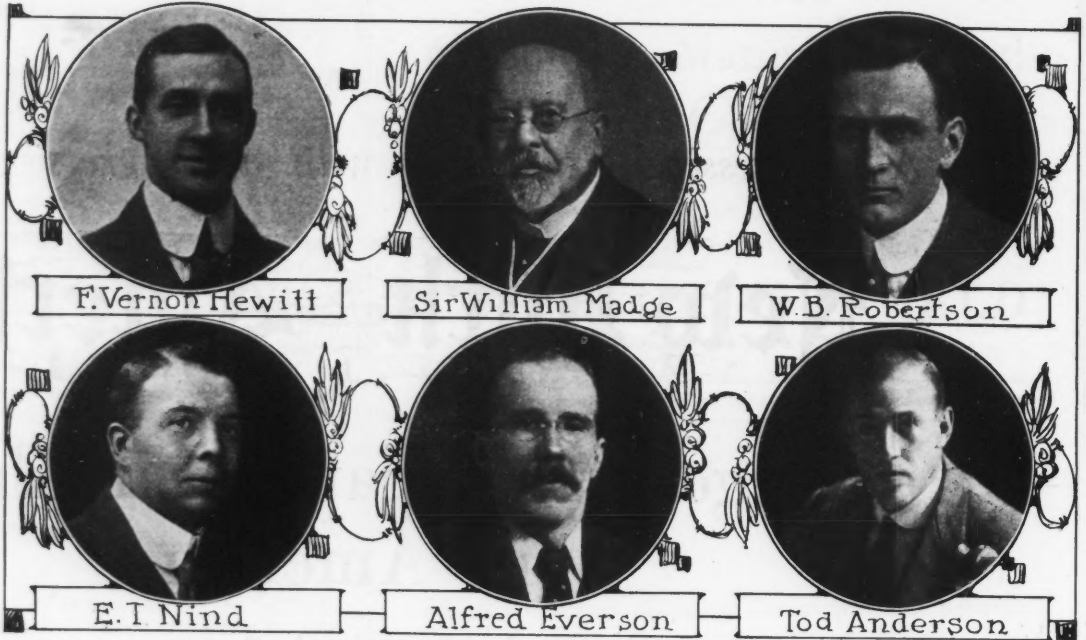
CORRESPONDENTS AT PARIS CONFERENCE

World's Great Publications Represented at Paris Peace Conference—Large List of Men and Women from the United States

The correspondents whose names are given on the list below are in Paris or have recently left there. The list does not include the names of correspondents who are known to have left Paris before the peace treaty was presented to the German delegates.

- Name Publication Adams, Kenneth E. Stars & Stripes Allen, Lloyd Western Newspaper Union Alsberg, Henry G. The Nation Amrine, M. F. Daily Grove (Kansas) Andrew, Mrs. H. Union Barran, Clarence Wall Street Journal Baskage, H. R. Stars & Stripes Barry, Griffin Associated Press Bax, Miss Emily McClure Syndicate Bechtel, H. E. Newspaper Enterprise Assn. Birkhead, Miss May New York Herald Brown, Parke Chicago Tribune Browne, Louis Edgar Chicago Daily News Bromfield, Helen Philippine Review Brace, Alfred M. New York Tribune Busey, Harry F. Columbus Citizen Cahlan, Abraham Daily Forward Call, A. D. Advocate of Peace Cook, William New York World Cortesi, Salvatore Associated Press Czarnacki, Salvatore Chicago Daily News Curtis, L. F. Associated Press Chance, Wade N. Y. Tribune Synd. Courtney, Ralph New York Tribune Conger, S. B. Associated Press Corey, Herb. Associated News Papers Davidson, J. C. (Artist) Everybody's Magazine Dewey, Stoddard New York Evening Post Dodge, Miss Faith Hunter New York La Prensa Dorrian, Miss Cecil Newark Evening News Draper, Arthur S. New York Tribune Drexel, Miss Constance Chicago Tribune Duranty, Walter New York Times Eyre, Lincoln New York World Ferguson, Fred United Press Fishman, Jacob Jewish Morning Journal Gallagher, Patrick New York Herald Gannett, Louis Survey Magazine and The Nation Gilbert, Clinton W. Philadelphia Evening Ledger Gibbons, Herbert Adams Century Magazine Gibbons, Mrs. Herbert Adams Harper's Magazine Groat, Carl D. United Press Grasty, Charles H. New York Times Gulick, Dr. Sidney L. Christian Work Hayden, Jay G. Detroit News Hansen, Harry A. Chicago Daily News Harahan, Mrs. J. Commercial Appeal Hedlin, Naboth Universal Service Heilig, Sterling Sterling Heilig Synd. Hickok, Guy C. Brooklyn Eagle Hirsch, J. B. New York Sun Hills, Lawrence New York Sun Hood, E. M. Associated Press Hull, Wm. J. World Court Magazine Hungerford, E. Everybody's Magazine Huot, Miss Alice N. Y. Evening Post Islandos, K. Greek National Herald Johnson, Thomas M. New York Sun Johnson, Owen Collier's Weekly Johnson, Severence New York Forum Janieszky Kirtland, L. G. Leslie's Weekly Kirtland, Miss Helen Leslie's Weekly Keen, E. L. United Press Kauffman, R. W. New York Tribune Landman, Isaac The Am. Hebrew Loge, Mrs. Marc Christian Science Monitor Lewis, Wilmont New York Tribune Macdonald, J. C. New York Herald McFall, Burge Associated Press McKenzie, De Witt Associated Press McNally, William J. Minneapolis Tribune Mackenzie, Cameron New York Herald Mellett, Lowell United Press Miller, L. E. The Day Moore, Frederick New York Tribune Mrower, Paul Scott Chicago Daily News Murphy, Farmer Chicago Tribune Noel, Percy Chicago Daily News Service Nichols, J. T. People's Popular Monthly Nevin, John International News Service Oulahan, R. V. New York Times O'Brien, J. T. Phila. Public Ledger O'Neill, Mr. Florence Pittsburgh Dispatch Oldshue, Valentine The Am. Hebrew Loge Parkerson, John T. International News Service Paslovsky, Leo Russvoje Slavo Prew, Robert J. International News Service Price, Burr New York Herald Prince, Dr. Morton Boston Herald Patridge, E. P. Sunset Magazine Roberts, E. E. Associated Press Ryan, T. S. Chicago Tribune Ribhany, Rev. A. Christian Register Redmond, D. Chicago Idea Simonds, Frank McClure Syndicate Savage, Miss Clara Good Housekeeping Selden, Charles New York Times Simms, William P. United Press

English Business and Editorial Directors Noted in Their Field



FROM left to right, upper row—F. Vernon Hewitt, managing director of the Leicester Mercury, Daily Post, Illustrated Chronicle, the Sports Mercury and Loughborough Herald; Sir William T. Madge, editor and publisher of The People, a London Sunday morning newspaper; W. B. Robertson, one of the brilliant writers of the editorial staff of the Amalgamated Press. Lower row—E. T. Nind, advertising manager of C. Arthur Pearson's, Ltd.; Alfred Everson, business manager of the London Spectator; Tod Anderson, business and editorial director of the Amalgamated Press.

- Shepherd, Wm. G. N. Y. Evening Post Smith, A. D. New York Globe Smith, C. S. Associated Press Smith, Frederick A. Chicago Tribune Snyder, Milton V. New York Sun Steffens, Lincoln Special Writer Sergievsky, Nicholas Russian Daily Steele, John S. Edward Marshall Syndicate Stokes, Harold P. N. Y. Evening Post Swope, Edward Bayard New York World Stine, Edward M. Boston News Bureau Tarbel, Miss Ida Red Cross Magazine Taft, Hurlbert Cincinnati Times-Star Thierry, Edward M. Newspaper Enterprise Assn. Thompson, Charles T. Associated Press Tompkins, R. S. Baltimore Sun Touhy, James W. New York World Tyner, Paul New York Herald Talley, T. H. New York Herald Waldron, Mr. Webb Collier's Weekly Waldron, Mrs. Marion Collier's Weekly Patton Collier's Weekly Walsh, Raymond G. St. Louis Times-Star Warren, Maude Radford Metropolitan Magazine Wood, Junius B. Chicago Daily News Wales, Henry C. Chicago Tribune Wood, Henry United Press Weyl, Dr. Walter New Republic White, William Allen Wheeler Syndicate Wilson, Mrs. E. O. Baltimore News Wisehart, M. K. Leslie's Weekly Wilson, Fred J. International Wright, Chester M. New York Tribune

PHOTOGRAPHERS International Film Service. Pathé Film Service. Keystone View Company.

WAS FIRST TO GREET AIRMEN

General Manager of Halifax Herald Courteous to American Fliers

Following is a letter received by the George B. David Co., publishers' representatives of New York, from William H. Dennis, the vice-president and general manager of the Halifax, N. S., Can. Herald and Mail:

"The American aviators reached Halifax harbor shortly after 8 o'clock Thursday night, May 8. I was out in a motor boat and was the first Canadian to meet, greet and congratulate Commander Tower, and offered the services of the entire staff of the Halifax Herald and Mail to help make their flight a success. I told Commander Tower that our entire organization was at his disposal, including our financial backing."

Two Quebec newspapers were established in 1764. They are the Chronicle and the Gazette.

Editor & Publisher List of British Agencies

EDITOR & PUBLISHER herewith presents a comprehensive list of advertising agents established in England and recognized as reliable. This list, compiled especially for the International Number, is not complete, but offers to the advertising fraternity and those now deeply interested in international trade names of substantial agencies, whose standing in England favorably compares with the recognized agencies of the United States.

LIST OF RELIABLE BRITISH ADVERTISING AGENTS

- Abrahams, Ltd., A. E. 73, Romford Road, Stratford, London, E. Ashburner, H. S. & J. A. 10, Piccadilly, Manchester. Anderson, Robert & Co. 14, King William Street, London, W. C. 2. Barker, Chas., & Sons, Ltd. White Lion Court, Cornhill, London, E. C. 3. Bench, T. C., Ltd. Graham House, Tudor Street, London, E. C. 4. Benson, Ltd., S. H. Atlantic House, Holborn Viaduct, London, E. C. 4. Birchall, C., Ltd. 17, James Street, Liverpool. Bottomley, Holford Guildhall Annex, 23, King St., London, E. C. 2. Browne, T. B., Ltd. 165, Queen Victoria Street, London, E. C. 4. Burton, P. C. & Co., Ltd. General Buildings, Aldwych, London, W. C. 2. Clarke Son & Platt. 317, High Holborn, London, W. C. 2. Clayton, C. D., & Co. 52, Shaftesbury Avenue, London, W. 1. Crawford, Ltd., W. S. Craven House, Kingsway, London, W. C. 2. Crossley & Co. 57, Coleman Street, London, E. C. 2. Davies, S., & Co. 23, Finch Lane, Cornhill, London, E. C. 3. Derrick, Ltd., Paul E. 34, Norfolk Street, Strand, London, W. C. 2. Dorland Agency, Ltd. 16, Regent Street, London, S. W. 1. Dixon, T., West End Advertising Agency, Ltd. 195, Oxford Street, London, W. 1. Erwood, Ltd., W. L. 30, Fleet Street, London, E. C. 4. Francis, J. C., & Co. 131, Fleet Street, London, E. C. 4. Gordon & Gotch. 15, St. Bride Street, London, E. C. Greenley, A. J., Ltd. 38, Strand, London, W. C. Higham, Ltd., C. F. 50, Ludgate Hill, London, E. C. 4. Haddon, J., & Co. Salisbury Square, Fleet St., London, E. C. 4. Hobson, C. M. 24, Market Place, Manchester. Keymer, D. J., & Co. 38, Whitefriars Street, Fleet St., London, E. C. 4. Judd, Walter, Ltd. 97, Gresham Street, London, E. C. 2. Leathwaite & Simmons. 6, Birch Lane, London, E. C. 3. London Press Exchange, Ltd. 15, Strand, London, W. C. Mather & Crowther, Ltd. New Bridge Street, London, E. C. 4. Mitchell, C. & Co., Ltd. 1/2 Snow Hill, London, E. C. 4. Muller, Blatchly & Co. 34, Queen Victoria Street, London, E. C. 2. Osborne, Peacock & Co., Ltd. County Buildings, Cannon Street, Manchester. Potter, F. E., Ltd. Temple Chambers, Temple Avenue, E. C. 4. Pool, C. & Co., Ltd. 180/1 Fleet Street, London, E. C. 4. Samson Clark & Co. 58, Gt. Portland Street, London, W. 1. Seward, Baker & Co. 27, Chancery Lane, London, W. C. 2. Sells Advertising Agency, Ltd. 167, Fleet Street, London, E. C. 4. Southcombe, W. J. 167, Strand, London, W. C. 2. Steele's Advertising Service, Ltd. Norfolk House, Norfolk St., London, W. C. 2. Smith's Advertising Agency, Ltd. 100, Fleet Street, London, E. C. 4. Street, G. & Co., Ltd. 30, Cornhill, London, E. C. 3. Street, G. & Co., Ltd. 8, Serle Street, London, W. C. 2. Spottiswoode, Dixon & Hunting, Ltd. Atlantic House, Holborn Viaduct, London, E. C. 4. Vernon, C. & Sons. 118, Newgate Street, London, E. C. 2. Willing, J., Ltd. 125, Strand, London, W. C. 2. Wilson, A. J., & Co., Ltd. 154, Clerkenwell Road, London, E. C. 1. White, R. F., & Son. 33, Fleet Street, London, E. C. 4.

On April 24th We Announced the Sale of Three
"GOSS" High Speed Octuple Presses to

The Chicago Daily Tribune

Since that announcement this large morn-
ing daily has ordered three more octuples
—making a complete new battery of

SIX GOSS "HIGH SPEED" OCTUPLES

FOR SALE

In connection with the above large order
for new "GOSS" octuples we come into
possession of a

Hoe High Speed Double Octuple Press

This machine is only 2½ years old.

We offer it for sale either as a double
octuple, or as two single octuple presses.

Write for Full Particulars

THE GOSS PRINTING PRESS COMPANY

Main Office and Works:
1535 South Paulina St.,
CHICAGO, ILL.

The Coming Market for

FOR years the South was the least receptive market to the manufacturer selling trade marked, packaged merchandise.

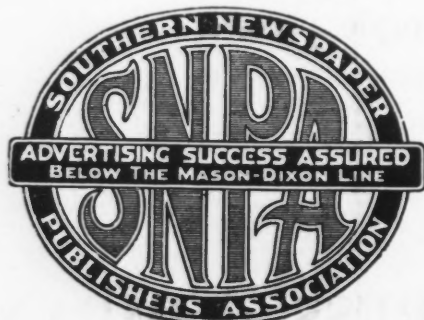
Because of innate obstacles, and established buying habits, trade marked goods moved faster in some sections than they did in the Southern States.

This meant that many manufacturers either neglected the South entirely, or approached it in a half-hearted way.

But, see! Now this potentially fertile market lies fallow with profits.

Great and fundamental changes have taken place in recent years in the life and customs of the vast territory comprised in the Southern States.

The South, animated by new spirit, new wealth, and a new nationalism, is in that frame of mind which makes it receive with fervor those products which are sold under a trade mark to guarantee first of all quality.



The Associated Advertising Clubs of the World Hold Their Next Convention in the South at New Orleans.

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning & Evening Advertiser

ARKANSAS

Little Rock Arkansas Gazette
Little Rock Arkansas Democrat

FLORIDA

Jacksonville Florida Metropolis

FLORIDA—Continued

Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent
Tampa Daily Times

GEORGIA

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian & Sunday American

GEORGIA—Continued

Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald
Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY

Lexington Herald
Lexington Leader

Trade Marked Goods

This statement is borne out by a study of foreign advertising in the leading Southern newspapers.

Every day sees new accounts introduced into the columns of these dailies, contracts for advertising that were formerly placed only in other sections of the United States.

Those manufacturers who have sensed the changed condition of the market have prospered accordingly.

Ask them.

In the South, the newspaper is pre-eminently the medium of advertising.

The Southern editor is still a man with a large personal following, and the newspaper in the Southern home is an institution.

In the newspapers listed below, you will find a tried and tested class of mediums for covering this vast Southern market.

KENTUCKY—Continued
Louisville Courier-Journal &
Times
Louisville Herald
LOUISIANA
New Orleans Item
New Orleans Times-Picayune
MISSISSIPPI
Meridian Star
NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune

NORTH CAROLINA—Continued
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel
SOUTH CAROLINA
Anderson Daily Mail
Charleston News & Courier
Columbia Record

SOUTH CAROLINA—Continued
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal &
Carolina Spartan
TENNESSEE
Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean-American

TEXAS
Beaumont Enterprise
Dallas Morning News &
Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News
VIRGINIA
Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

BRITISH PRESS LED IN WAR TRIUMPH

(Continued from Page 9.)

Evening Standard, etc. He was instrumental in raising £31,000 for the Manchester Hospital Radium Fund and £16,000 for the Nation's Tribute to Nurses.

Mr. William T. Madge now becomes Sir W. T. Madge, Bart. Managing director of the People. Was connected for forty-two years with the Globe. Soon after coming to London from the Western Morning News, Plymouth, he became manager of the Globe, and in 1881, in conjunction with the late Sir George Armstrong, he founded the People. Ten years ago he and Sir George Armstrong were compelled to appear at the bar of the House of Commons and apologize for a libel on the Nationalist Party which adorned the pages of the Globe.

Mr. George A. Sutton becomes Sir George A. Sutton, Bart. Director of Publicity, National War Bonds Campaign, 1917, for which he raised more than one thousand million pounds sterling. Prominently connected with the Northcliffe newspapers, being chairman of the Amalgamated Press (Limited) and director of the Associated Newspapers (Limited), the Imperial Paper Mills and Anglo-Newfoundland Development Company.

Mr. John Coode-Adams becomes Sir J. Coode-Adams, Kt. Secretary of the Pall Mall Gazette for over twenty years. Original member of the Civil Liberties Committee Advisory Board. Founder and joint honorable treasurer of the Belgian Lawyers' Relief Fund.

Mr. David Duncan becomes Sir David Duncan, Kt. President of Southern Federation of Newspaper Owners. He is senior partner in the firm of David

Duncan & Sons, Limited, proprietors of the South Wales Daily News, South Wales Echo, and Cardiff Times, and was a member of the Admiralty, War Office, and Press Committees.

Mr. John Ernest Hodder Williams becomes Sir John Williams, Kt. He is head of Hodder & Stoughton, book publishers, and proprietors of the British Weekly; issued war propaganda.

ENGLISH MAGAZINES HAD BIG WAR PROBLEMS

(Continued from Page 15.)

The Wide World Magazine, devoted to travel and adventure, appeals strongly to men interested in vigorous and outdoor life and pursuits.

In collaboration with Mr. Edward Hudson, Country Life was started, as a high class, superbly printed weekly paper, devoted to reproductions of magnificent English country houses, to architecture and gardens and country pursuit, and it is now the leading paper for the wealthy and leisured English country gentleman.

The firm next brought out a high class ladies weekly paper, the Ladies Field, which appeals to the wealthy woman, and is recognized as the leading fashion paper in London.

The many other publications of the Newnes Company are too many to enumerate in a short article, but the activities of the firm include papers appealing to all classes of the British public.

The St. Louis Republic and the Butchers and Packers Gazette, of the same city, are the two oldest publications west of the Mississippi river. Both were established in 1808.

IN ROCHESTER

It's

THE TIMES-UNION

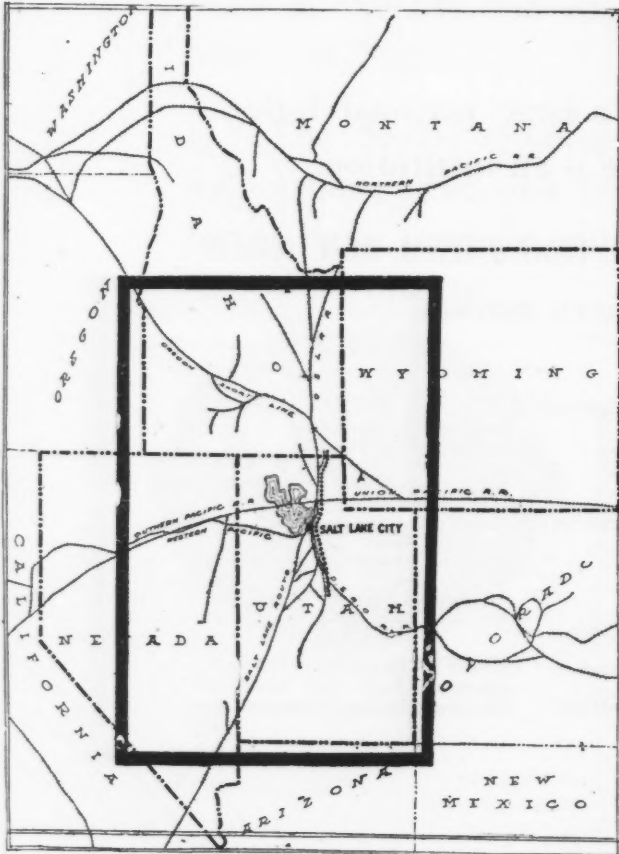
Largest in Circulation and Volume of Display Advertising. The Times-Union reaches practically every worthwhile home in Rochester.

Complete and result producing service Department at your disposal. If you want to cover Rochester right, use the live paper of the town.

J. P. McKINNEY & SON

Foreign Representative,

334 Fifth Ave., New York
122 South Michigan Ave., Chicago



Within the heavy black square indicated on the map is the territory served by The Tribune, of which SALT LAKE CITY is the commercial trading and jobbing center.

INTERNATIONAL ADVERTISERS!

Your Attention Is Directed to the

INTERMOUNTAIN WEST

(Utah, Idaho, Montana, Nevada and Wyoming)

One of the most prosperous sections in the United States. Practically FOUR of the five intermountain states can be thoroughly covered through ONE newspaper

The Salt Lake Tribune

CIRCULATION BY STATES (December Statement)

State	Daily	Sunday
Utah ..	31237	51773
Idaho ..	7592	13817
Nevada ..	3142	3353
Wyoming ..	1349	1623
Other States ..	1135	1435
	44555	72001

The Tribune prepares, semi-annually (December and June), a detailed statement of circulation (daily and Sunday), by Cities, Counties and States, which will be mailed on request.

The Salt Lake Tribune

(Morning and Sunday)

SALT LAKE CITY, UTAH, U. S. A.

THE S. C. BECKWITH SPECIAL AGENCY, Eastern Representative,
New York, Chicago, Detroit, St. Louis, Kansas City

A Big Plan for Aggressive Work



TO provide for aggressive and greatly enlarged Truth-in-Advertising work our Executive Committee, four days after the armistice was signed, reviewed in detail and unanimously approved a plan and budget submitted by CHAIRMAN MERLE SIDENER of the National Vigilance Committee.

This plan besides providing for a greatly extended bureau of domestic investigations, under the direction of RICHARD H. LEE, contemplates a new foreign advertising department and stronger support of local better business bureaus. The budget calls

for the investment of \$141,000 a year for three years and the selection of a Board of Trustees to administer the fund.

There were present at this meeting the following members of the Executive Committee: WILLIAM C. D'ARCY, HERBERT S. HOUSTON, EDWARD T. MEREDITH, SIDNEY S. WILSON, W. G. ROOK, GEORGE W. HOPKINS, DANIEL G. FISHER, O. C. HARN, and P. S. FLOREA.

With considerable pleasure and pride we announce the acceptance as trustees for this enlarged work and fund of the following widely known business executives:

FESTUS J. WADE
President Mercantile Trust Company,
St. Louis

F. A. SEIBERLING
President Goodyear Tire and Rubber
Company, Akron

SAMUEL C. DOBBS
Vice-President Coca-Cola Company,
Atlanta

DAVID KIRSCHBAUM
President A. B. Kirschbaum Company,
Philadelphia

HENRY L. DOHERTY
President Henry L. Doherty & Company,
New York

Associated Advertising Clubs of the World

LEWELLYN PRATT
First Vice-President

WILLIAM C. D'ARCY
President

P. S. FLOREA
Secretary-Treasurer

110 West 40th Street, New York

FREE ITALIAN PRESS IS STILL IN ITS YOUTH A GROWING POWER FOR NATIONAL GOOD

First Modern Newspaper was Founded by Napoleon I, at Venice but Journalism as it is Known Today Dates Back But Twenty Years—Larger Papers of Today Have Circulation of 300,000

By FELICE FERRERO

THE appearance and development of modern journalism on a great scale, of a journalism that can compare or aspire to compare with the aggressive journalism of the United States and Great Britain, is for Italy a very recent event. Periodical publication of a kind, or even daily newspapers, appeared in Italy for centuries, but had to concern themselves mostly with literary discussions and fancy articles, which could not possibly be objectionable to the various political and religious censorships—offices never friendly to the press. This was more or less the condition prevailing in all countries of Europe down to the nineteenth century, but it continued somewhat longer in Italy than in England and France, where political conditions reached an earlier settlement and problems of national unification did not worry governments and people. In the beginning of the nineteenth century Italy got her first taste of a real political daily, but it got it at the hands of a political chief, who, able as he was, cared little for the requirements of his clients and much for his own affairs, Napoleon I.

First Modern Paper in Italy

Napoleon's newspaper was published in Venice in 1805, under the title of *Gazzetta di Venezia*, and daily presented its readers with a digest of the news of events, as they happened or as the editor saw them. This was one of the early examples of official government journalism, which has never ceased to exist in continental Europe, either in openly avowed form or disguised under varying cloaks of usually very thin material. The United States has never known such type of publication until the war counseled, perhaps tolerated, the *Official Bulletin*. England never had any, and not even the war made her change her laudable practice in this field. The *Gazzetta di Venezia* is still in existence, though the present newspaper of that name, an entirely private enterprise, could hardly be considered as an actual straight, male line descendant of the Napoleonic ancestor.

The Reformation

After Napoleon there came the Restoration, under which the newspapers withered again; even the official press was considered superfluous by the Austrian or near-Austrian regimes to which the Congress of Vienna turned Italy over for government, and those among the Italians that had any trace of irrepressible journalistic genius, turned again to the literary exercises of the previous centuries, with sundry divagations about the weather and the crops. These were the journalists who, out of natural respect for the law or not unnatural consideration for their own health, carried on their trade in the open. The others, and their numbers grew rapidly, who were minded to say what they wanted and in some cases even what they meant, "took to the woods," which is an almost literal translation of the



FELICE FERRERO

Italian newspaperman, author and lecturer, who has shared in the development of modern journalism in Italy

Italian expression (*stampare alla macchia*) for printing and circulating a publication in secret.

Among these, excelled, in that dark and seething period, one of the most intellectual and spiritual figures of Italy, Mazzini. His newspaper work had none of the characteristics of the highly organized trade, as we know it today, although it had plenty of excitement and a great deal of picturesqueness, which modern journalism entirely lacks. His first newspaper, the *Giovane Italia*, began its stealthy existence in Marseilles, migrated at irregular intervals to Naples and Pisa, and then changed name and abode, wandering to Lugano in Switzerland, to London, to Paris, and back again to Italy, as circumstances suggested or warranted; its career lasted from 1834 to about 1845; its size was not impressive, but the message, which, through its own underground passages, it carried to the Italians, was of such stirring and far-reaching qualities, that on it were laid the foundations for the solid rebuilding of the Italian nation.

First Italian Censorship

The Restoration, having followed the blind policy of compressing public opinion and aspirations, ended in the mighty explosion of 1848, which by one great storm swept across the whole of Europe and re-established for the progress of the world connection with the French Revolution. In 1860 a transformation was accomplished in Italy and was accompanied by the adoption of a constitution of such liberality, that it was deemed sufficient for the needs of the new Kingdom of Italy, and remains the statutory law to this day.

One of the most important features of this new Constitution was the abolition of censorship. Certain measures

for the restriction of the press were maintained in the codes of the democratized state, chief among them the right of the state to seize a particular issue of a periodical and prosecute those responsible for the publication, if any item should be deemed offensive to some particular legal regulation. In the main the Constitution sanctioned the freedom of the press.

Not One Has Survived

Curiously enough, not a single newspaper among the thick hosts that came into being at that time has survived to this day. The *Opinione*, a daily with a checkered career, was the last one to go, closing its long, and at times useful, life in 1893. In studying Italian journalism we find, therefore, that all newspapers are young in years. It may seem strange that a young country like the United States should have a considerably older press than Italy; but the explanation is not far to seek. Those of us who like to think of journalism as an exalted profession, ruled by thought and intellect above all else, may not like to admit it, but the hard and crude fact remains that advertisers contribute to the welfare of a newspaper much more freely than editors; while a periodical can frequently get on very well with advertisers and without editorial "talent," rare is the case of the periodical which can depend for its life on the brain of the editor alone. Usually a wise combination of the two elements assures the desirable result of providing the means of subsistence and avoiding envious discussions as to their relative merits. Advertisers are brought forward only by the development of certain special economic conditions, namely a strong industry and well organized commerce: lacking these two main sup-

porters of newspaper advertising, the newspapers will never be able to count on the very large means that permitted and permit so many costly ventures on the part of the enterprising editor. Such were the conditions of Italy until the commercial and industrial development of the country began—and that is a phenomenon of the last twenty years.

A Journalist Youth

The history of this last phase of evolution of the modern Italian press can be best followed, as the history of one of the great Italian newspapers during the last twenty years is told. Take the *Corriere Della Sera* of Milan, at present the newspaper with the largest circulation and recognized highest position in Italian journalism; it was the leader in the modernization of the press of the peninsula, which it carried with it.

The *Corriere Della Sera* was founded in 1875. Until 1901 it was a dignified conservative organ of the Milanese better classes, very proper, very prudent, very conventional; pleasant to read and satisfying; easily shocked by the general trend of world affairs, but never shocking to the sensitive minds of its readers. It had a correspondent in Rome who reported on parliamentary affairs and general political gossip; a correspondent in Paris who wrote with measure and grace on the freakishness of French politics. Occasionally, when some young man strayed farther north by reason of studies or from desire to know different peoples, it sported his contributions from London or Berlin. In foreign politics it was in favor of the Triple Alliance, strongly contrasting with the more popular *Secolo*, which was radical, semi-republican and strongly francophilous. It issued four pages daily, the fourth being regularly, dogmatically, reserved to advertisements, which were not allowed to show their faces among the weightier matters of the first three pages. The editorial—only one—used to be always in the same place, the first column of the first page; an article of a more general nature, literary, scientific or "feature," occupied always the last column of the first page. In between the two articles were sandwiched the political news of Italy. The second page was taken up by general Italian news and foreign news. The third page by city news, theatres and commercial "briefs."

A Young Man Takes Charge

In 1901 there came a great change. The former proprietor and editor died, and to succeed him there was chosen a young man of 29, already connected with the paper as correspondent and secretary of the proprietor. The young man surrounded himself with other young men. Inside of a half dozen years the *Corriere Della Sera* had resident, professional correspondents in Paris, London, New York, Berlin, Vienna and Petrograd, with extremely abundant telegraphic and telephone service. I may record here the fact that on one single occasion, the first produc-

(Continued on Page 98)

Reconstruction—

Authorities agree on one basic, portentous fact—

That Reconstruction work finds its most fertile field among those who are most successfully solving Reconstruction problems of their own.

Bridgeport is pushing Reconstruction work rapidly—

Its factories are rapidly adjusting their organizations to pre-War levels—making Columbia Graphophones, Singer Sewing Machines, Warner Brothers Corsets, Weed Tire Chains, Bullard Machine Tools, Hubbell Sockets and many others.

And with Bridgeport pre-War level means definite and assured prosperity, and a diversity of manufacturing that is the solid bed-rock of industrial success.

If your Reconstruction message is worth while, you cannot overlook the advantage of placing it in the most favorable way before a quarter of a million busy people of the Bridgeport district—comprising Fairfield, Southport, Westport, Stratford, Devon, Milford, Newtown, Long Hill, Easton and others—

They're here—they're prosperous—they're daily buyers of advertised goods—distributing a weekly payroll of a million dollars or more—and you can get their attention by using—

THE BRIDGEPORT POST AND STANDARD-TELEGRAM BRIDGEPORT SUNDAY POST

These papers have kept pace with the phenomenal growth of Bridgeport and vicinity because they stand by the people and are vigorous advocates of everything for the public good.

THE POST PUBLISHING COMPANY, Bridgeport, Conn.

FREE PRESS OF ITALY STILL IN YOUTH

(Continued from Page 96)

tion of the "Girl of the Golden West," by Puccini, at the Metropolitan Opera House in New York, the cabled report of the Corriere amounted to nearly six thousand words; from this one detail relating to an event comparatively not so important as many others that have taken place during the last twenty years, one may easily gather the imposing magnitude of the news service of a real, live modern Italian newspaper.

To the staff of resident correspondent the Corriere added the traveling correspondent, for so long a much envied and admired adjunct of American and British newspapers. The Corriere has had a man or more than one man working in person on every great event in the world. With the widening of the foreign service came a parallel expanding of the domestic news services. The service from the capital grew larger; a service of compact and crisp reportage from the provinces was established; more space was devoted to news of special interest, like court, commercial, sport news.

Both Chief Editor and Manager

The chief editor of the Corriere did not forget, however, that he was also the business manager. He carefully developed the matter of advertising, allowing it to enter into all pages, except the first one; increased the size of the daily issue to six, eight, and later ten and twelve pages—eight remaining the standard; issued a Sunday edition, in colors, and a children's supplement, also in colors, and separately purchasable; added a monthly magazine; introduced from America linotypes and Hoe multiple presses; built a new house, which has a pretty, villa-like appearance on the street-front, where the editors work, and extends into an excellent business building at the back, where the manufacturing takes place.

The young man is still chief editor and manager and has built a circulation of 300,000. The chief source of success of the Corriere, if we pass by the unusual combination of extraordinary editorial and business abilities of its head, is to be found in the sound editorial policy, by which the news must be given to the reader in its fullest extent, without regard for what may be the political affiliations of the newspaper or the ideas of the editors—and must be couched in the best possible form.

It would not be fair to overlook the fact that the policies which brought success to the Corriere were attempted some six years before, by a new daily published also in Milan under the name of Giornale Del Mattino; but the funds at the disposal of the new enterprise were not equal to its ambition, and, probably, the moment had not yet come when a paper could count on the solid support of commercial advertising.

First Newspaper Rivalry

As I said before, the resolute start of the Corriere in the ways of innovation forced all the other major newspapers of Italy to follow; not only the newspapers of the same city, which were more or less directly competitors of the Corriere, but the papers of other large cities near-by, like Turin and Genoa. A keen rivalry followed, which led imaginative editors and managers of other papers to adopt some very clever schemes aimed at the capturing of some of the rival's business. The most sensational of these plans was the one, the Secolo, also of Milan, suddenly announced at the end of 1907, when the season for the renewal of yearly sub-

scription approached. The plan offered nothing less than a hundred thousand dollars' worth of real, solid prizes—beginning with a substantial apartment house, and a private house, and going gradually down to automobiles and complete furnishings for a home—to be assigned by lottery to the subscribers. The novelty caused quite a stir in the whole country; the lottery, held publicly in a theatre was a crowded affair; and, from a business point of view, the speculation was excellent, because it netted the newspaper a couple of hundred thousand dollars in cash. Other newspapers followed the example the following year, until the government prohibited the practice. The governmental prohibition had a good effect for all concerned; the newspapers turned their attention more strictly to business and soon found that the improvement of editorial policies and news services brought a more dependable clientele than the lottery.

The Press Today

At present there are published in Italy about one hundred daily newspapers, about a thousand weekly or semi-weekly newspapers, and approximately five hundred magazines, most of which are of a very special technical nature. The general magazines of wide interest and circulation do not exceed a dozen and are often published by the newspapers as monthly supplements. The population of Italy, however, is not far from forty millions.

It is not difficult to find an explanation for this condition of things. Italy is, territorially, a very small country; its population is mainly rural—that is, given to agricultural pursuits—and yet does not live in the country; it gathers in cities and towns, which are closely built and not far from one another, some of them within barely three hours. Under such circumstances only the big cities are likely to develop a substantial daily press, invading with it all the provincial territory around, and often competing in the other cities with the local press. It is not rare for many people living in Turin to patronize the Milan press, or for people living in Genoa to buy Turin newspapers, and so on. As the papers from different cities are available at the same time as the local dailies, personal fancies for a certain editor's style, or for the political color of a newspaper, or for a certain class of news or for a peculiarly good foreign service, are likely to influence the reader more than the consideration of locality.

Very Few Magazines

The advantage of the great dailies is deleterious to the provincial press. Many are the cities of 50,000 in Italy which do not possess a daily newspaper; they get their general news from the dailies of the larger cities and content themselves with weekly sheets for their own more intimate affairs.

Another singular effect of the free interchange of newspapers is the small importance that attaches to the press of the capital. While the newspapers of London and Paris are in a certain sense the press of England and France—the only part of the national press of which one hears abroad—the press of Rome takes a second place by the side of that of Milan and perhaps also of Turin and Naples. Rome finds itself in a rather unfortunate situation; it is surrounded by a great expanse of semi-deserted country, has little commercial or industrial activities of its own, has a large population of strangers; its newspapers are pressed from all sides by the invading newspaper of the rest of the nation and have little to rely upon except the city, and only a part of that, at best. Things are changing, of course, even in

Rome; but the press of Rome still lacks the power that ought to belong to the press of such a city.

We said before that the magazines are very few in Italy, and the most widely circulated, like *Lettera* and *Varietas*, are monthly editions of daily newspapers. The most important Italian magazines, among those independent of newspapers, is the *Nuova Antologia* of Rome, which publishes articles on all subjects of general culture; the *Secolo XX* of Milan and the *Illustrazione Italiana*; the *Emporium* on Bergamo, a beautiful, illustrated publication, dedicated more especially to art. Other reviews of a more strictly political character have only a limited circulation. The small number of magazines is due, chiefly, to the fact that the newspapers themselves fill the place that in other countries properly belongs to the magazines. It must not be forgotten that Italy has been until recently a poor country, and is even now far from being rich; among its lower classes, even though illiteracy is fast disappearing or has actually disappeared, there has been lacking until now the desire to read and the means to purchase reading matters; besides, as we have already stated, advertising is a very recent contribution to periodical publishing. The necessary conclusion of all this is that the professional writer is a *rara avis* among us; it is doubtful whether there are a dozen people in Italy who can actually say they live upon the proceeds of their writing—that is, literary writings. On

the writers of name in Italy appear frequently in newspapers, which supply them the wherewithal to devote their time to the weightier, but less profitable, occupation of higher authorship. The newspapers, of course, gain considerably in quality from such an accession of willing braininess, and the writers the other, there are plenty of people who can write and will write and, probably, write better, because of the fact that they cannot be professional writers; to these, the newspapers, which can pay well, open their columns. All

(Continued on Page 100)

Announcing

A New Flat Rate of
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Denison Herald (Texas)

Circulation Now Over
4,000 Paid Daily

Representative

G. LOGAN PAYNE CO.,
Marquette Bldg.,
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PAYNE, BURNS AND SMITH,
5th Avenue Bldg.,
New York, N. Y.

Denison, Texas
May 1, 1919

Twelve things to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

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

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

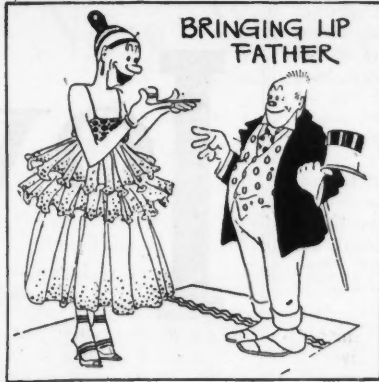
251-253 WILLIAM ST. - - NEW YORK CITY
PHONES: -

1637 WORTH
1638

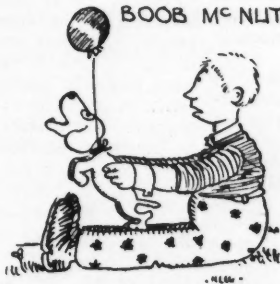
THAT SON-IN-LAW OF PA'S



BRINGING UP FATHER



BOOB MC NUTT



MR DUBB



The greatest fun factory and circulation mine in the world

This is where the famous Sunday Colored Comic Pages Originate

Here are the Comic Characters that make tens of millions laugh—

Like Fairy Puck, they girdle the globe

SAY, POP!



JERRY ON THE JOB



King Features Syndicate, Inc., as exclusive selling agent for its own products and for those of International Feature Service, Inc., and Newspaper Feature Service, enables newspaper publishers throughout the entire world to purchase FROM ONE RELIABLE SOURCE not only practically all of the famous Sunday colored comic pages, but the best daily comic strips, Sunday magazine pages, daily magazine features, special articles, serial fiction and cartoons, on which the great newspaper circulations of this generation have been and are being built.

All these comics, daily and Sunday, can be furnished in matrix form, or in proofs so that the wording may be changed into any foreign language.

Among our other features are Sunday magazine pages, in colors and in black and white, by such famous artists as Dan Smith, Nell Brinkley, Howard Chandler Christy and Henry Clive; fashion pages by Lady Duff Gordon and Mme. Frances; Sunday and week-day articles by Winifred Black, Lucrezia Bori, Beatrice Fairfax, Garrett P. Serviss, Dr. L. K. Hirschberg, and other writers equally famous; serial fiction by James Oppenheim, Sir Rider Haggard, Robert W. Chambers and other great novelists.

In sports, we furnish exclusive articles by James J. Corbett, Barney Oldfield and Frank G. Menke.

In every department of human interest, in science, health, religion, sports, theatres, humor, kitchen economy, beauty hints, we can furnish illustrations and articles by artists and writers whose names stand foremost in their professions.

The service we render is already world-wide. Newspapers not only in America and England, but in almost every country of the civilized world have achieved TREMENDOUS INCREASE IN CIRCULATION by using these features.

They attract and retain readers because they create the HABIT FORMING interest which news alone cannot command.

JUST BOY



BUSTER



Among these famous Sunday colored comics are: Bringing Up Father, by McManus; Polly and Her Pals, by Sterrett; Buster, by Outcault; Maud, by Opper; The Katzenjammer Kids, by Dirks; Mutt and Jeff, by Fisher; That Son-in-Law of Pa's, by Wellington; Boob McNutt, by Goldberg; Mr. Dubb, by Opper; Say, Pop!, by Payne; Just Boy, by Fera; Jerry on the Job, by Hoban; Little Jimmie, by Swinnerton.

Among our daily comic strips, are Bringing Up Father; Polly and Her Pals; Jerry on the Job; Penny Ante, by Knott; Indoor Sports and Silk Hat Harry, by Tad; Us Boys, by McNamara; Fuller Bunk, by Marcus; The Shenanigan Kids, by Cory; Say, Pop!; That Son-in-Law of Pa's, and many others.

Whether your newspaper is next door or TEN THOUSAND MILES AWAY, we can supply you with the newest current comics and other features. Write, wire or cable for further information.

KING FEATURES SYNDICATE, Inc.

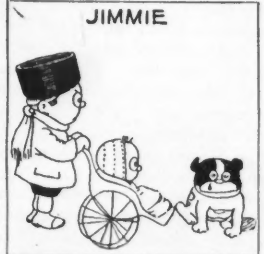
M. Koenigsberg, President

241 W. 58th St., New York City



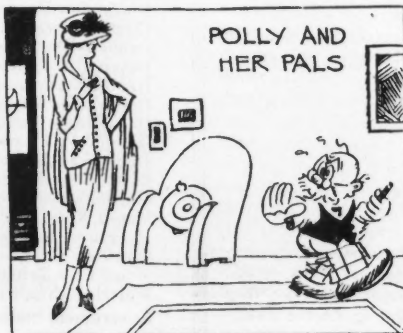
THE KATZENJAMMER KIDS

JIMMIE



MAUD

POLLY AND HER PALS



MUTT AND JEFF



FREE PRESS OF ITALY STILL IN YOUTH

(Continued from Page 98)

find it advantageous, but the magazines suffer—and will continue to suffer until advertising will make them financially stronger.

The most important newspapers of Italy are the following: Milan—Corriere Della Sera, liberal-conservative; Secolo, radical; Perseveranza, a rigid conservative organ of a rather exclusive tone, but excellent make-up; Tempo, socialist of moderate tendencies, recently removed to Rome; Sole, commercial-financial. Turin—Gazzetta Del Popolo, for a long time the organ of the typical old-fashioned Piedmontese liberal party, which, until very recently, kept the odd tabloid form of newspapers of the eighteenth century; Stampa, born long ago as Gazzetta Piemontese and rechristened when, in antagonism to the Gazzetta del Popolo, it started out to conquer broader fields; Gazzetta Di Torino, a local newspaper, almost exclusively dedicated to court reports and street gossip. Piedmont boasts, besides, one of the very few newspapers of small cities, with an old life and a wide reputation, the Sentinella Delle Alpi, of Cuneo, known as a personal organ of ex-Premier Giolitti.

Genoa's Newspapers

Genoa has the Secolo XIX and the Caffaro, both liberal; Venice has the Gazzetta Di Venezia and the Adriatico, both liberal; Trieste also possesses an historical newspaper, the Piccolo; Bologna publishes the Resto Del Carlino, the Gazzetta Dell'Emilia and the Avenir D'Italia, clerical; Florence has the Nazione, Ettore Fieramosca, Nuovo Giornale, the last a radical organ; Rome has the Giornale D'Italia, an excellent newspaper of high standards founded by the now minister of foreign affairs, Sonnino, and, in a way, an offspring of the Corriere della Sera of Milan, whose Rome correspondent became its editor and manager, when it was started in 1901—it is run very much in the same enterprising spirit; the Tribuna, moderate, counts among its editors some of the best Italian newspaper writers. The Avanti is the official organ of the radical socialists. The Osservatore Romano is the official organ of the Vatican. The Messaggero is the strictly Roman newspaper, in which the Romans of the more popular classes find the news with the flavor they like. The Epoca, founded after the beginning of the war, is conservative and represents strong industrial interests.

In Naples there is one newspaper that has achieved quite a name, the Mattino, and a socialist newspaper, the Propaganda, that made itself famous for its vigorous and successful campaigns against local municipal misgovernment.

The Ora and Giornale di Sicilia are the main newspapers of Palermo and Sicily.

No News Agencies

It is a peculiarity, common to all these newspapers, that they have to depend almost entirely upon their own efforts to secure and present their news. Every newspaper has its own service of correspondence from Rome, the main provincial cities of Italy and the great capitals of Europe; every newspaper keeps as many special traveling correspondents as its means will afford and sends them as far afield as its bank account will carry them: It is a situation which allows plenty of freedom for initiative and resourcefulness, which gives full play to the originality of managers and editors and produces newspapers of a very decided individual character; but it is a

very expensive situation. Be that as it may, the fact is that the news agencies are still unknown to the Italian newspaper world, and the attempts so far made to introduce them have not been successful; better success have had the agencies for the distribution of photographs. The only news agency in Italy is the Agenzia Stefani, but it is not what might be termed a business concern; at any rate it is not a private concern. The Stefani is, like the Havas in France, or the Wolff in Germany, but unlike Reuter or the Associated Press, an official institution supported entirely by the government, and enjoying, as a government bureau, free use of the telegraph lines. Once it used to send out only official matter; it gradually extended its activities by making arrangements with the foreign official agencies for the exchange of news, and distributed what it got in this way; then it also added a service of semi-official information and of general internal news; but all in very limited compass. Restricted as this service is, the minor papers welcome it warmly because it is free; the greater papers instead oppose it strongly, and most of the time boycott it. There is a tendency growing at present, however, toward the grouping of newspapers and the formation of syndicates, for the exchange of news, articles, matrices and boiler plate, which will doubtless lead in the course of time to the establishment of something akin to the Associated Press, or perhaps more than one such co-operative form of agency; the private agency is less likely to find favor.

Good Quality

The newspapers are not very numerous, but they are, generally speaking, of good quality, fairly well, and in some cases, splendidly organized, modernly equipped. The circulation of the great papers is rather large on an average, circulations exceeding 100,000 being not uncommon, in some cases reaching as much as 300,000. The circulation of local papers and magazines is, instead, usually quite small. The rapid development of advertising, which comes with the industrial and commercial awakening of the country, promises a bright future for the Italian newspaper.

The press of all countries had to meet difficulties of some kind or other, but the Italian press found itself confronted with a problem of first magnitude. To begin with, there were difficulties of a pure mechanical nature; Italy had always imported its paper or the pulp for its manufacture, from Austria, from Scandinavia, from Canada. The first source of supply was shut off, because in enemy country; the other two were shut off because of lack of shipping, and food was more essential. To this was added the sudden falling off in income; the advertising disappeared almost entirely, as the industries were commandeered for government purposes.

Circulation Increase Enormous

The circulation increased enormously, demanding more advertisement. On the other hand the cost of everything increased; many of the editors and workers were called to the colors, and most newspapers granted these men their full salaries; bills for telegraph transmission multiplied. The papers adopted heroic measures to face an extraordinary situation; they cut the size to the minimum, maintaining it for over two years at two pages, with occasional four-page numbers; they pooled their resources in paper and ink; they caused the government to decree an increase in price from one to two cents for the issue, and so the storm was weathered.

Iowa

Advertise where
WEALTH grows
faster than
POPULATION!

THE purchasing power of the individual advertiser in Iowa steadily increases. The population of today is 25% more than it was 30 years ago, but the income from CROPS, for instance, has jumped more than 400% for 1918, from \$192,000,000 to over \$820,000,000.

The value of farm property, by government report, worth \$1,500,000,000 in 1900, reached the colossal figure of \$3,750,000,000 in 1917.

Where wealth increases faster than population the banks' deposits swell, the depositors increase in numbers. Iowa has now over 670,000 savings bank depositors.

To national advertisers this territory's appeal is the individual purchasing power of each unit of population.

Here newspaper circulation is not to be measured by numbers,—not in these papers that cover thoroughly their zones of trade:

	Circulation	Rate for 5,000 Lines
Boone News-Republican	(E) 3,795	.0421
Burlington Hawkeye	(M) 11,385	.025
Burlington Hawkeye	(S) 12,648	.025
Clinton Herald	(E) 7,827	.02
Council Bluffs Nonpareil	(E & S) 16,645	.03
Davenport Times	(E) 25,927	.05
Des Moines Capital	(E) 64,552	.08
Des Moines Register and Tribune.....	(M & E) 118,180	.14
Des Moines Sunday Register.....	(S) 68,861	.12
Dubuque Telegraph-Herald.....	(M & E) 16,033	.04
Dubuque Telegraph-Herald.....	(S) 16,103	.04
Fort Dodge Messenger and Chronicle.....	(E) 9,711	.025
Marshalltown Times-Republican	(E) 14,000	.0215
Mason City Globe-Gazette-Times.....	(E) 9,428	.03
Muscatine Journal and News-Tribune.....	(E) 8,298	.02
Ottumwa Courier	(E) 13,530	.025
Sioux City Tribune	(E) 51,342	.08
Waterloo Evening Courier.....	(E) 14,898	.03

Government Statements, 6 months' period, Oct. 1st, 1918.

Victors and New World Makers at Paris

Complete Collection of the Portraits of the Allied Peace Envoys who Have Enjoyed the Support of the Free Newspapers of Their Nations in the Negotiations to Bring Order Out of World Chaos and Peace on Enduring Terms.

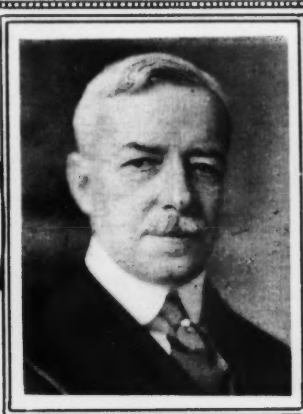
EDITOR & PUBLISHER reproduces the likenesses of this historic congress in the soft and faithful tones of gravure from photographs specially made at Paris by Harris & Ewing, of Washington, D. C.



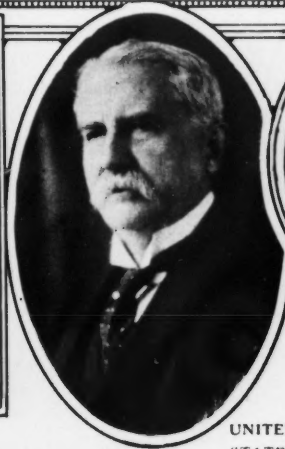
BOLIVIA
Ismael Montes



UNITED STATES
Edward M. House



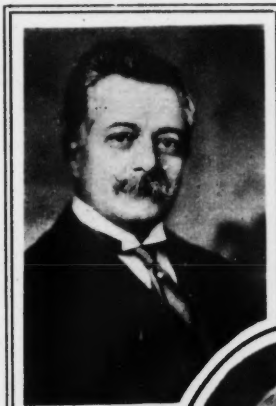
UNITED STATES
Robert Lansing



UNITED STATES
Henry White



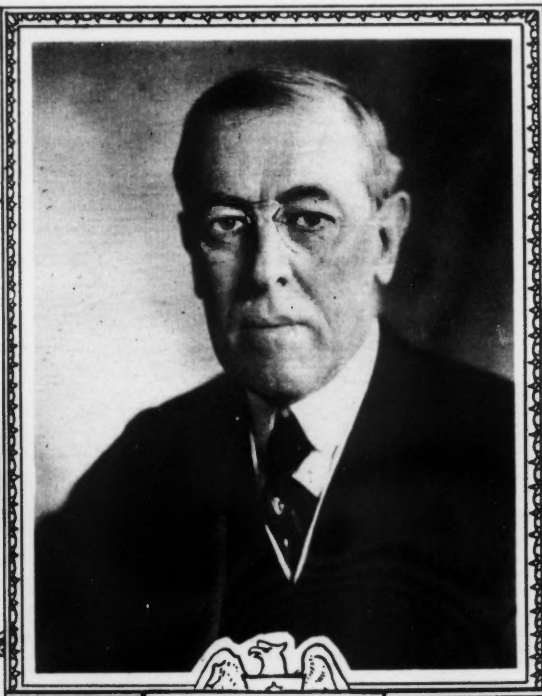
PANAMA
Antonio Burges



BRAZIL
Epitacio Pessoa



BRAZIL
Olyntho de Magalhaes



UNITED STATES
President Woodrow Wilson



CUBA
Antonio Sanchez Bustamante



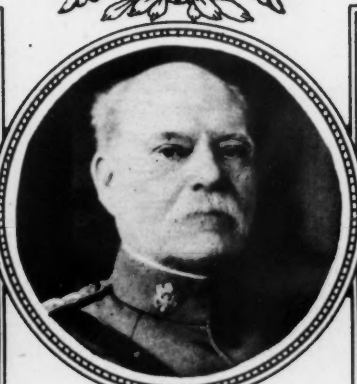
CUBA
Rafael Martinez



ECUADOR
Dern Y. de Alsua



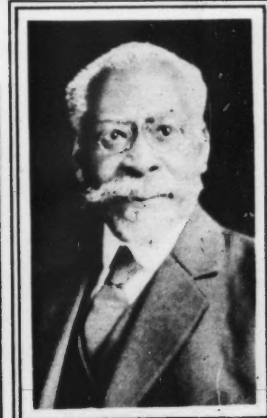
PERU
Francisco Garcia Calderon



UNITED STATES
Gen. Tasker H. Bliss



URUGUAY
Juan Carlos Blanco



HAITI
Certullien Guibaud

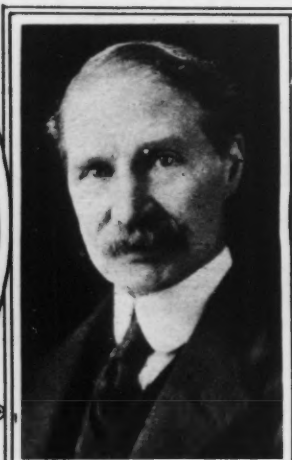
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CANADA
Sir Robert L. Borden



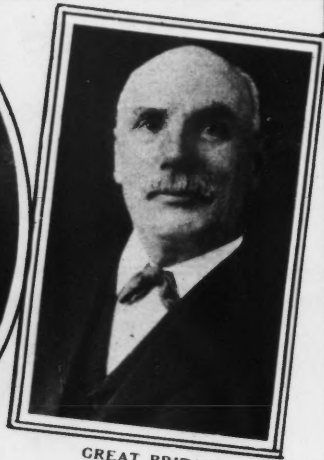
GREAT BRITAIN
Lord Robert Cecil



GREAT BRITAIN
Andrew Bonar Law



GREAT BRITAIN
Arthur J. Balfour



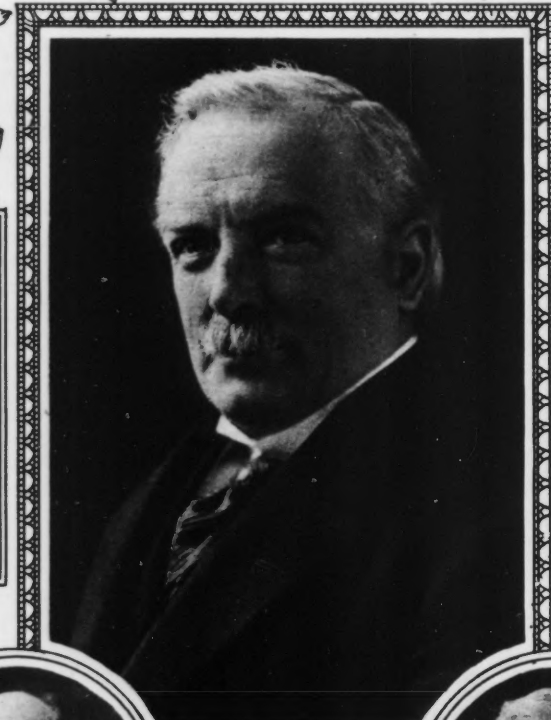
GREAT BRITAIN
G. N. Barnes



CANADA
Sir George E. Foster



INDIA
The Maharajah
of Bikaner



GREAT BRITAIN
David Lloyd George

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SERBIA
Dr. M. Vesnitch



SERBIA
Nikola Pashitch



INDIA
Sir S. P. Sinha, K.C.



INDIA
Edwin Samuel Montagu



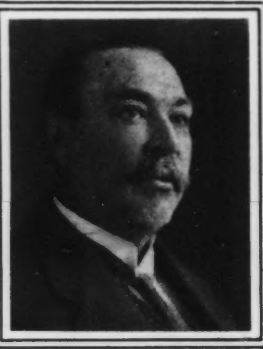
NEWFOUNDLAND
Sir William F. Lloyd



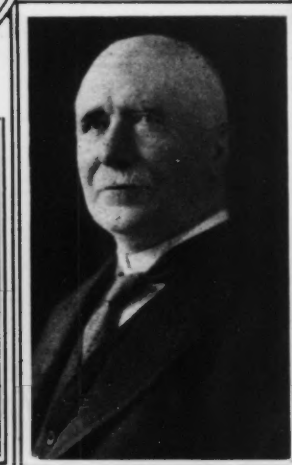
SERBIA
M. Zolger



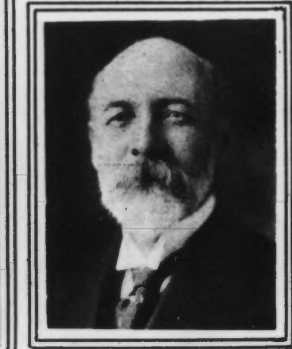
SOUTH AFRICA
Gen. Jan C. Smuts



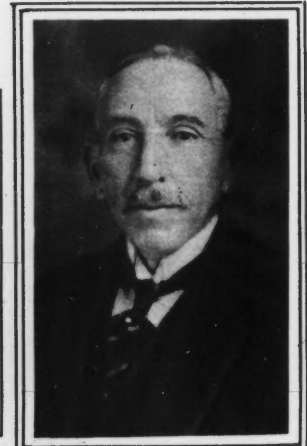
SOUTH AFRICA
Gen. Louis Botha



NEW ZEALAND
William F. Massey



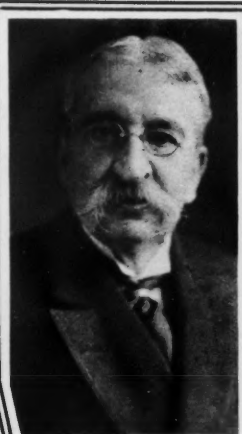
AUSTRALIA
Sir Joseph Cook



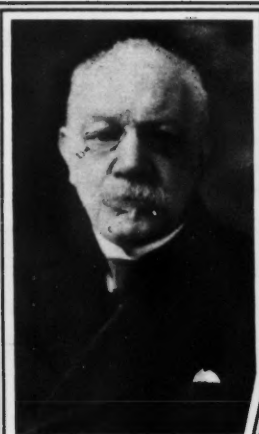
AUSTRALIA
William Morris Hughes



CZECHOSLOVAK
Charles Kramar



FRANCE
Stephen Pinchon



FRANCE
Jules Cambon



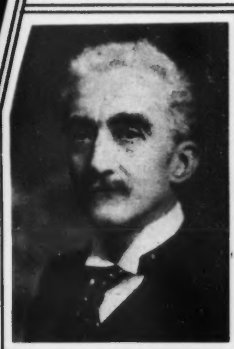
CZECHOSLOVAK
Dr. Edward Benes



FRANCE
Louis Lucien
Klotz



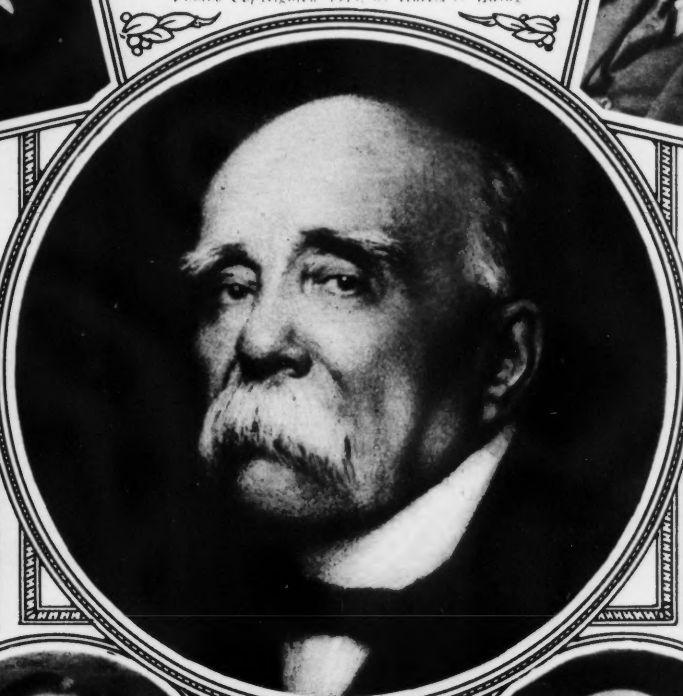
FRANCE
Andre Tardieu



BELGIUM
Paul Hymans



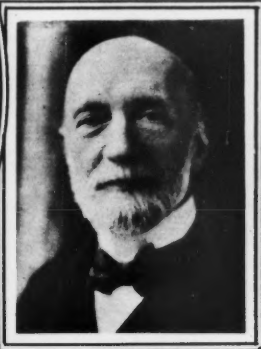
SIAM
Prince Charoon



FRANCE
Georges Clemenceau



SIAM
Phya Bieadh Kosha



BELGIUM
M. Van den Heuvel



SIAM
Prince Traidos
Prabandhu



CHINA
Suntchou Wei



BELGIUM
Emile Vandervelde



POLAND
Roman
Dmowski



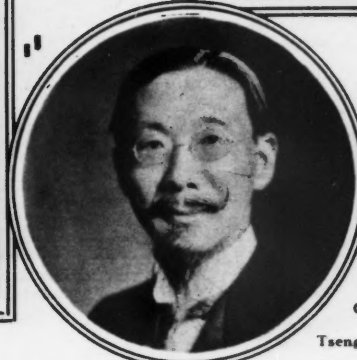
CHINA
Chengting Thomas
Wang



CHINA
Vikyuin Wellington Koo



CHINA
Sao Ke Alfred Sze



CHINA
Tseng Tsiang Lou

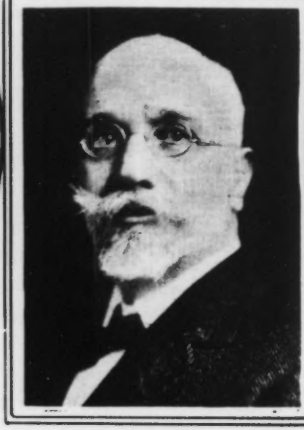




PORTUGAL
Penha Garcia



PORTUGAL
Dr. Egaz Moniz



GREECE
Eleutherios Venizelos



GREECE
Nicholas Politis



ARABIA
S. A. L'Emir Feisal



ITALY
Salvatore Barzilai



ITALY
Baron Sidney
Sonnino



ITALY
Vittorio Emanuele Orlando



ROUMANIA
Nicholas Misu



ARABIA
Rustem Haidar



ITALY
Antonio Salandra



ITALY
Marquis Salvago Raggi



ROUMANIA
Jean J. C. Bratiano



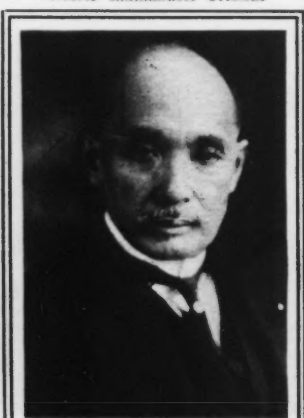
JAPAN
M. K. Matsui



LIBERIA
C. B. D. King



LIBERIA
M. B. Dunbar



JAPAN
Baron Makino

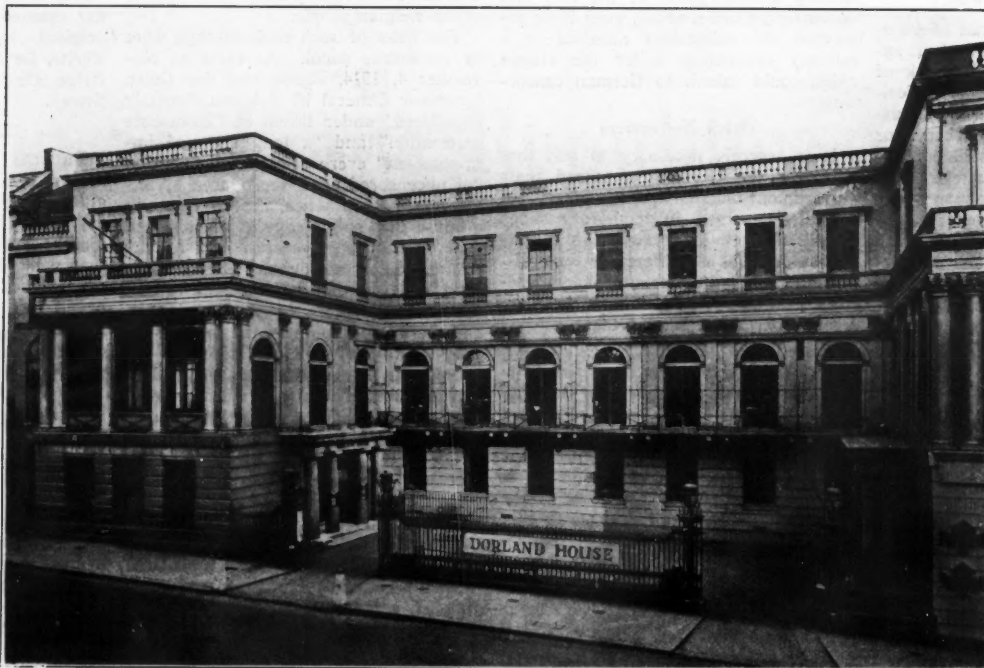


JAPAN
Viscount Chinda



JAPAN
W. H. Ijuin

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—by the same token

that Mr. Charles Capehart has brought to a realization his great scheme for the Representation in America of British Newspapers and Periodicals

So do we

THE DORLAND SPECIAL AGENCY

extend to associates of the American Press and Advertising World a cordial invitation during coming years to include in their itinerary to Europe a visit to The Dorland Organization at 16 Regent Street, London.

Here they will find themselves in a familiar atmosphere.

Here they will find domiciled America's greatest newspapers, including:—

NEW YORK TIMES	WASHINGTON STAR	CLEVELAND PLAIN DEALER
NEW YORK HERALD	BOSTON EVENING TRANSCRIPT	ST. LOUIS REPUBLIC
NEW YORK EVENING POST	CHICAGO TRIBUNE	DETROIT FREE PRESS
BROOKLYN EAGLE	MINNEAPOLIS TRIBUNE	BUFFALO EXPRESS
PHILADELPHIA INQUIRER	SAN FRANCISCO CHRONICLE	LOUISVILLE COURIER-JOURNAL
BALTIMORE AMERICAN	PITTSBURG DISPATCH	CINCINNATI INQUIRER
PHILADELPHIA PUBLIC LEDGER		NEW ORLEANS TIMES-PICAYUNE

Here they will find Advertising Headquarters of the British Edition of VOGUE—the success of which has proved to be one of the advertising triumphs of the war period.

Here they will find the British Headquarters of that great pro-Ally newspaper — LA NACION—of Buenos Aires.

Here they will find a great International Advertising Agency—radiating business to the four corners of the Globe.

THE DORLAND AGENCY are proud to have developed this Organization prior to the war; to have maintained it during four and a half years of war; and to see it again happily sailing upon the Seas of Peace.

Here they will find their home newspapers, periodicals, magazines—a Travel Department to facilitate their plans while in Europe—a Mailing Address.

Here they will find a cordial effort to assist—if they are concerned in investigating any particular branch of business or development possibilities.

THE DORLAND SPECIAL AGENCY

16, Regent Street, London, England

NEW YORK

PARIS

ATLANTIC CITY

BUENOS AIRES

TORTURES OF BELGIAN PRESS IN WAR

(Continued from Page 86.)

Baron von Hirschberg, instead of maintaining a dignified silence, issued an angry placard which, with a fine lack of humor, fully exposed his wounded feelings. He announced that he had suspended the paper, arrested its proprietor and editor, ordered the "destruction" of the offending issue, and threatened with legal proceedings any person upon whom might be found in possession of a single copy. He also announced that the author of the "poem" was liable to martial law, and ordered the people to make known to him the name of a man who "put into danger a whole population." Needless to say, this rage produced no effect at all.

A Queer Experience

The Antwerp editors had a queer experience. Some pro-German individuals, a few of whom afterwards proved to be traitors, published, shortly after the entry of the Germans into the town, a new journal which threatened the interests of the older papers, all of which (with two exceptions, *La Métropole* and *Le Matin*) were thus induced to submit to the German censorship under so-called "credible" conditions. At first all went pretty well, but after a few days the German Press Bureau "requested" the editors to publish "special articles" on their own lines, quite politely adding that no obligation whatever was attached to their insertion in their columns. When, however, the censor reviewed the "pulls," he asked no less politely: "What about that special?" "We thought fit not to publish it, sir." "Oh, very well then" . . . and four, five, six columns were "killed" under the blue pencil.

Such a regime was clearly impossible, and after a short while all the old Antwerp papers decided to await better times and stopped their presses, furnishing a clear proof of the fact that no really patriotic editor, even if he respected the obligations attached to a military occupation under the Hague rules, could submit to German censorship.

Dutch Newcomers

It is scarcely necessary to add that wherever the Germans appeared their Government-dictated papers were put on sale, generally in temporary shops where all their illustrated publications and voluminous war-literature were displayed. Even the German papers specially printed for their armies were accessible to the Belgian civilians.

Most of the Dutch papers (with some reputable exceptions such as *De Telegraaf* and *De Tijd*) asked for and obtained the same favor—under conditions which were settled at a banquet offered to their managers at Antwerp by the German authorities in October, 1914. It is said that on this occasion one of the former gentlemen uttered a motto that since then has become almost historical: "Better a living Prussian than a dead Dutchman." Whether true or not, it is a fact that the Dutch dailies authorized in occupied Belgium played a prominent role in fostering the "activist" (Flemish pro-German) agitation, and that their attitude accounts in no small measure for the present anti-Dutch feelings of the Belgian people.

It is easy to understand that under these circumstances enterprising Belgians tried to supplement the censored and distorted news of the German and pro-German papers with something like a tonic for the morale of the populations suffering under the hard yoke of

the oppressor. Thus originated, in the fall of 1914, the Belgian "secret press," which quickly took a large development and certainly contributed to steel the admirable and rightly admired resistance of the Belgian people.

The risks of such undertakings were by no means small. As early as November 4, 1914, Baron von der Goltz, Governor General in Belgium, "strictly prohibited" under threat of "immediate arrestation" and "a long term of imprisonment" every sale and distribution "of uncensored news reproduced by letterpress." In practice, the discovery in a house of a single copy of a prohibited paper meant one year of jail for its tenant. Sums as high as \$20,000 were promised for the denunciation of the editors or printers of a secret paper, and there is no doubt, in the light of the Cavell and Fryatt cases, that all the courageous patriots who took a leading part in such work simply courted death during the four years of their underground activities.

The secret papers were many; at least fifty are known to have appeared at some time or another; in fact, a large-sized book has been written about them and their contents by no less a historian than the vice-director of the Belgian Academy of Science, Professor Jean Massart, a botanist of international repute. (*La Presse clandestine dans la Belgique occupée*, 1917.) But, having been published during the war, this book of course tells only half the truth.

The character of these secret papers was widely different. None were really news sheets, but rather periodical pamphlets countering the German lies on vital points, exposing the crimes and the villainies of the oppressor, inspiring faith, courage, confidence and fortitude to the population.

Some of them (*Revue hebdomadaire*

de la Presse Française, *La Soupe*, *L'Echo*, *La Cravache*) were simply made up with suitable extracts of the foreign press and thus contained in a small and handy form a great variety of topics under discussion. The others were more original, but mostly short-lived (*La Vérité*, *Le Belge*, *Patrie*, *Motus*, *L'Ame Belge*, *De Vlaamsche Leeuw*, *De Vrij Stem*).

"La Libre Belgique"

But the best of all, and the best known, is *La Libre Belgique* (Free Belgium), whose first issue is dated February 1, 1915, and which, in forty-five months, succeeded in publishing no less than a hundred and fifty issues. It was generally a single 8vo. sheet of four pages, but its articles were models of scathing pamphleteering, and its wit, under the most trying circumstances, was simply marvelous.

Its circulation was not heavy according to the accepted standards—up to 20,000—but every copy of course passed in many hands. Its story is now pretty well known. Its principal manager was a Brussels manufacturer, M. Eugène Van Dooren, who, aided by his wife, composers by hand, and a certain number of journalists, barristers, priests and bank-people, set the paper in a derelict house of the suburb of Woluwe, near Brussels, and had it printed in the cellar of an idle mill in another suburb, Molenbeek.

It is said that on one occasion the Germans succeeded in arresting the whole of the editorial staff of the paper. Friends, however, at once came to the rescue, cleverly imitating the style of the imprisoned writers, and a new issue having come from the press with all its usual features, the Germans thought they had made a mistake and

(Continued on page 110.)

LEICESTER:

(ENGLAND)

"THE HUB OF THE MIDLANDS"

is a large manufacturing town situated in the centre of the Midlands, served by two main railway lines together with branches connecting all parts of the country. The chief industries are the manufacture of boots and shoes, hosiery and engineering. Some of the largest enterprises in these industries have their works situated in the town, providing work at remunerative wages for a large population numbering upwards of a quarter of a million. The adjoining districts consist largely of farm areas together with large quarry and mining centres.

The PRINCIPAL Newspapers in this Flourishing Area are the

LEICESTER POST (1d.)

ESTABLISHED 1872.

The only morning paper in the district. Catering more especially for the commercial community.

(1½d.) ILLUSTRATED (1½d.) LEICESTER CHRONICLE.

A weekly illustrated popular family newspaper with the largest sale of any local weekly.

LEICESTER MERCURY (1d.)

ESTABLISHED 1874.

The Evening paper with the largest circulation. The People's paper.

SPORTS MERCURY (1d.)

An up-to-date Saturday evening sports paper giving a resume of all sports and pastimes together with latest results and reports.

Proprietors: F. Hewitt & Co., Ltd.

For Advertisement rates apply to the Manager, Albion St., Leicester.

PHONE 312 CENTRAL

The St. Louis Republic, oldest newspaper west of the Mississippi, has served the reading public of the Great Southwest for more than 110 years. During that time it has witnessed the beginnings of many of the big advertising successes and has had no small part in them.

The St. Louis District, in the Victory Loan Campaign as well as in the Third and Fourth Liberty Loan Campaigns, was the first to obtain its quota—three times the leader. This rich territory for a field and the medium with the selling influence of The Republic is an infallible combination.

*Rates and A. B. C. Report
Furnished on Request.*

THE ST. LOUIS REPUBLIC

St. Louis, Missouri

Represented in the U. S. by

CONE, LORENZEN & WOODMAN

NEW YORK

CHICAGO

DETROIT

KANSAS CITY

ATLANTA

Represented Abroad by the

DORLAND SPECIAL AGENCY

16 REGENT ST., LONDON, ENGLAND

PARIS MATIN'S FAITH IN VICTORY HELD MORALE IN DARKEST HOURS

Stephane Lauzanne Says It Is Pride of His Press That No Discouragement Ever Appeared—Sought to Serve Nation and Humanity—Staff Joined Colors.

By STEPHANE LAUZANNE,
EDITOR PARIS MATIN.

ON the very day when the general order of the mobilization of the French Army was posted on the walls of Paris, the *Matin* was publishing an article under the headline "Tous Debout et en Silence" (Up! Everybody and Keep Silent). This simple headline sums up at the same time the activities of the *Matin* at the beginning and during the war, as well as the activities of France.

All Frenchmen did their duty, either in the trenches, on the roads leading to the front line, or in the factories. And all kept silent, that is to say they did their duty without noise, without complaining, without boasting.

Youthful Staff Joined Colors Early

Of all the French newspapers, the *Matin* had perhaps the youngest editorial staff. It was, therefore, since the first days of war, deprived of its chief

days of March and June 1918, when everything seemed lost, a word of discouragement or of apprehension in the ultimate result. The *Matin*, and that is



STEPHANE LAUZANNE

editors, its office heads and of most of its contributors. And yet it never ceased its publication even for one day. It even appeared during the last days of September when the German vanguard was at thirty kilometers from Paris. It was simultaneously published in Paris and Bordeaux during the last three months of 1914. It followed the policy it considered its most absolute duty: to maintain unity between all Frenchmen and instill confidence to all.

One can look over the file of all the *Matin* issues from August 2d, 1914, till November 11, 1918; it would be impossible to find a comment liable to sow distrust or disunion among Frenchmen. One can also look over this file, and it would be impossible to find, even at the most critical hours, even during these

its pride, has not lost confidence not even one day, not even one hour. It worked with all its strength, with all its influence in order to keep up intact the confidence of the nation in its soldiers, the confidence of the soldiers in their chiefs. It was one of the first to acclaim the powerful help, material and morale, given by America to the Allies' cause in entering the war. It was the first to emphasize its importance. It always considered, and it will always consider that the affection uniting both republics must be one of the fundamental basis of the French foreign policy.

By this work the *Matin* considers it has accomplished its duty as a patriotic newspaper, and that it did its best for the interests of the nation and of humanity.

THE FIELD

THE COUNTRY
GENTLEMAN'S NEWSPAPER

THE "FIELD" is reckoned the most important man's advertising medium in the world. It appeals exclusively to men of a class who have many interests, varied wants, and the means to gratify them. In three respects it stands alone, practically unique amongst weekly journals:

- (1) In its purely masculine appeal,
- (2) In the enormous and varied spending capacity of its clientele, and
- (3) In the remarkable weight it carries with its readers—the last a growth of 60 years.

The verdict of the "FIELD" in any disputed question of sport has long been acknowledged to be final among gentlemen. Wagers of all kinds have been referred to it from all over the world for over half a century. Something of this authority is conveyed in its advertising columns, and it is known that what ever is advertised in the "FIELD" must be indisputably good.

That is the medium. It is for those interested in advertising to consider whether a medium having such features is of use for their special purpose.

The advertising rates will be sent, with a specimen copy of the journal, if desired, on application to

"THE FIELD" OFFICE
BREAM'S BUILDINGS, LONDON, E. C. 4
(ENGLAND)

The Central Press Association

Proved by time as worthy of a definite place
among the permanently successful institutions

Nearly ten years ago we began issuing a general news feature service for daily newspapers. The beginnings were small, and the road was difficult at times. Now we have many more than 200 year-in and year-out clients, and the list is growing more rapidly than at any time before.

The Central Press Association has come up rather quietly, and has never made any conspicuous bids for public notice. The service and the clientele have been built gradually, on the sure and solid foundations of fair play, good value, and friendly relationships. Our most highly-prized asset is the confidence reposed in our policy and methods by newspaper publishers.

At the present time our service averages from four to five pages daily, and is voluminous enough to suit the needs of most newspapers. We supply news feature stories with matrix illustrations, special articles by noted writers, cartoons, comics, humorous material, sport pictures and features, children's stories, fashion pictures and other features for the woman's page, signed editorials, and a wealth of interesting general material.

The matrices that we furnish for use in connection with pictorial features are unbeatable. Our first care in establishing the business was to perfect our mechanical processes. Our completely equipped plant is manned by the most skilled engravers and stereotypers to be found anywhere.

A partial list of our regular clients will give more convincing evidence of our position in the newspaper field than could any statements or assertions. Most of these papers have been with us for five years or more:

Detroit Journal	San Diego Tribune	Springfield (O.) News
Pittsburg Leader	Spokane Chronicle	Ft. Wayne News
Milwaukee Sentinel	San Antonio Express	South Bend Tribune
Louisville Times and Courier-Journal	Dallas Times-Herald	Lafayette Journal
Minneapolis Tribune	Waco News-Tribune	Terre Haute Tribune
Des Moines Register and Tribune	Austin Statesman	Muncie Press
Seattle Times	Fort Worth Record	Evansville Courier
Portland Telegram	Oklahoma City Oklahoman	Springfield (Ill.) State Register
Rochester Times-Union	Topeka State Journal	Danville (Ill.) Commercial News
Syracuse Journal	Memphis News-Scimitar	Rockford Register-Gazette
Worcester Telegram	Knoxville Journal and Tribune	Galesburg Republican-Register
Bridgeport Post	Birmingham News	Davenport Times
Seranton Times	Youngstown Telegram	Dubuque Telegraph-Herald
Omaha World-Herald	Canton Repository	Grand Rapids News
Denver Rocky Mountain News	Akron Beacon-Journal	Jackson (Mich.) News
Oakland Tribune	Sandusky Star-Journal	Erie Dispatch
	Toledo Times	McKeesport News
	Dayton News	Altoona Times

We will welcome inquiries from newspapers published in any part of the world that may wish to know more of our practical, usable service and our very reasonable charges. Proofs and specimen matrices will be forwarded anywhere on request.

THE CENTRAL PRESS ASSOCIATION

Eastern Office:
306 World Bldg.
New York

V. V. McNITT, President
H. A. McNITT, Manager

Main Office and Plant:
Frederick Bldg.
Cleveland

TORTURES OF BELGIAN PRESS IN WAR

(Continued from page 106.)

set free their clever opponents and critics.

La Libre Belgique was the pet aversion of Governor von Bissing, who never failed to find a copy of the paper on his breakfast table on the very day of its publication. He mobilized the whole of the German secret police against the originators of the pamphlet, but never succeeded in discovering a hint about its organization, in which the powerful monastic orders took a hand, and which covered the whole of Belgium with a network of voluntary agents who never knew themselves how to get at the head-office. More than \$1,000 has been paid lately for the complete file of the tiny little paper, small by its size but great by the indomitable spirit it so fully mirrors.

On Foreign Soil

It is somewhat peculiar that, considering the large number of Belgian dailies, only three editors of Belgium's oldest dailies thought of resuming their activities on foreign soil, where so many of their countrymen were refugees. La Métropole (Jules Claes, director, the author and editor), whose whole building with its complete plant had been leveled to the ground on October 9, 1914, by the effect of an incendiary bomb dropped by a Zeppelin, had the unique experience in the story of British journalism to be published during sixteen months (October 22, 1914-February, 1916) as a page of the London Standard, and up to March, 1919, as a separate venture. L'Indépendance Belge, for a short while Le Belge Indépendant (F. Lemonnier, director), was published in Ostend after the entry of the Germans in Brussels, later in London also. Le XXme Siècle, afterwards La Nation Belge (F. Neuray, director), found its own, first in Le Havre, then in Paris.

Occasional journals were plentiful. The best were published in Holland, where the news from Belgium was constantly smuggled over, very often quite quickly. They were: At Amsterdam, L'Echo Belge (Charles Bernard); at Rotterdam and Leiden, La Belgique (G. Landoy, J. Wappers, F. Rutener); at Maestricht and The Hague, Les Nouvelles (F. Olyff); at The Hague, Belgisch Dagblad (L. du Castillon); at Bergen-op-Zoom, L'Echo d'Anvers; at Maestricht, Le Courrier de la Meuse.

The only paper published during the war on the small strip of free Belgian soil behind the historic Yser was a tiny Flemish daily, De Belgische Standaard.

The Reptilians

The Belgian press was not even spared the evil of those more or less pro-German or pacifistic activities with which America is so familiar, for example, De Vlaamsche Stem in Amsterdam, which sent some recruits to the activists over the border; Vrij België (F. Van Cauwelaert, J. Hoste, Jr.) and De Belgische Socialist (C. Huysmans) in The Hague; De Stem uit België (F. Prims) at London.

Of course, the Germans succeeded after a time in setting up in Belgium a certain number of papers of their own, printed in the French or Flemish languages, but truly Teutonic in their origin and inspiration. They, however, did deceive nobody, as their character was apparent from the first, and as no acknowledged Belgian journalist ever assisted them in their foul work. The best known were, at Brussels, Le Bruxellois (semi-official), La Belgique, Le Quoti-

dien, L'Information, De Gazet van Brussel (Flemish semi-official), De Tijd; at Antwerp, L'Avenir, Het Vlaamsche Nieuws; at Liège, Le Télégraphe; at Ghent, De Vlaamsche Post. Not a few were published on the premises of loyal papers who refused to work. Some of them had short-lived and inglorious careers, others were at any rate a financial success, and it is said of one of them that its proprietors pocketed not less than one million during the war.

Be that as it may, they all came to grief on the happy liberation of Belgium in November, 1918. Some tried to escape their fate and made a pretense to veer round on the approach of the victorious Allied armies. But this last trick was of no avail. Their publication was sternly stopped and those of their unworthy scribes who had not followed their German masters were justly put to jail. In some instances their plant was used to publish temporarily the old Belgian papers, whose workshops had been ransacked, and who thus came to their own again, and were able, as of yore, to announce the best news they ever printed.

Long may they live and prosper in the light of their dearly bought liberty.

FLYING PRESS GAVE HELP

Aircraft Was Launched During War and Supported Government

In the aerodromes all over Great Britain, in the offices and workshops, and wherever flying men meet, the influence of Aircraft among the journals devoted to aeronautics in Great Britain contributed in no small degree to the final triumph.

Summed up briefly, Aircraft found a public who barely realized the tremendous possibilities of aerial warfare and educated it up to a point of enthusiasm which made no task either in building or maintaining air fleets too costly or too great. It guided the war policy of the country, supported the schemes which in the view of the editorial staff seemed to be shaping well for the destiny of the country, and lastly and most important of all, it refrained from throwing bricks or impeding the Air Ministry at a time when its hands were full of problems which only a giant organization could solve.

The journal in its present form was launched during the war. It is the sister journal of The Financial World.

UNTOLD PROSPERITY FORETOLD

Kansas will harvest next month the greatest wheat crop ever grown by any State.

The Secretary of the Board of Agriculture estimates its value at \$475,000,000—which is \$20,000,000 greater than the total deposits of all the banks in the State.

Kansas will thus have ample funds for all necessities and most luxuries.

The Topeka State Journal is a representative daily newspaper of Kansas at the service of those who would knock at opportunity's door. Circulation exceeding 25,000; lowest rate five cents.

Frank P. MacLennan, editor and publisher.

PAUL BLOCK, Inc.

Advertising Representative,
New York Chicago Boston Detroit



The Common Cause

United first for the winning of the War, the Allied Nations are now united in the common cause of commerce. But commerce must wait largely on reconstruction.

During the past four years, the newspapers of the world have been an international institution which crystallized the patriotism of millions into a united spirit that went far to win the war.

What international publicity did for the Allied cause, international advertising will do for reconstruction and for business—and through the same channels, the newspapers of the world.

International Advertising

is an endeavor which should not be undertaken without competent advice. For there are ramifications far more numerous than in national advertising.

In this connection we offer a highly specialized service, such as is not within the province of advertising agencies familiar only with the domestic market.

Several of our clients are now advertising in fourteen languages and eighty-four countries. In both our Chicago and New York offices we retain a large staff of merchandising men and carefully trained writers—men whose specialty is foreign trade.

At all times we welcome inquiries from firms wishing to engage in the common cause of international commerce.

Members of the Association of National Advertisers:

To realize to best advantage upon the opportunities now existing for you in world trade, you should utilize the services of those whose knowledge of trade conditions is world-wide. You will find our service most comprehensive.

J. ROLAND KAY CO.

International Advertising Agents (Established 1904)

Conway Bldg., Chicago, U. S. A.

18 E. 41st Street, New York, U. S. A.

J. ROLAND KAY COMPANY | ROLAND KAY FAR-EAST CO.
255A George St., SYDNEY, Australia | 5 Uchisaiwai-cho, TOKYO, Japan
PARIS | CAPE TOWN | BUENOS AIRES

Associate House (Established 1814)

JOHN HADDON & CO., Salisbury Sq., Fleet St., London, E. C.

The Hartford Courant

Connecticut's Largest Morning and Sunday Newspaper
Hartford's Only Morning and Sunday Newspaper

The Best Index to the Value of a newspaper to its readers and advertisers is its steady growth in circulation and increase in volume of advertising published.

The Hartford Courant has for years shown a steady increase in circulation. Its present circulation, based on Audit Bureau of Circulations statement, is

Over 24,700 Daily
Over 27,700 Sunday

The Hartford Courant during the first four months of this year (1919) published a total of 3,037,731 lines of advertising.

A gain of 347,731 Lines
over the same period of last year

The Hartford Courant publishes *more*

FINANCIAL	RAILROAD
INSURANCE	STEAMSHIP
AUTOMOBILE	INSTRUCTION
AMUSEMENT	REAL ESTATE
JEWELRY	

advertising than any other paper in Hartford.

The Hartford Courant is the best medium in Hartford from standpoint of rate and circulation.

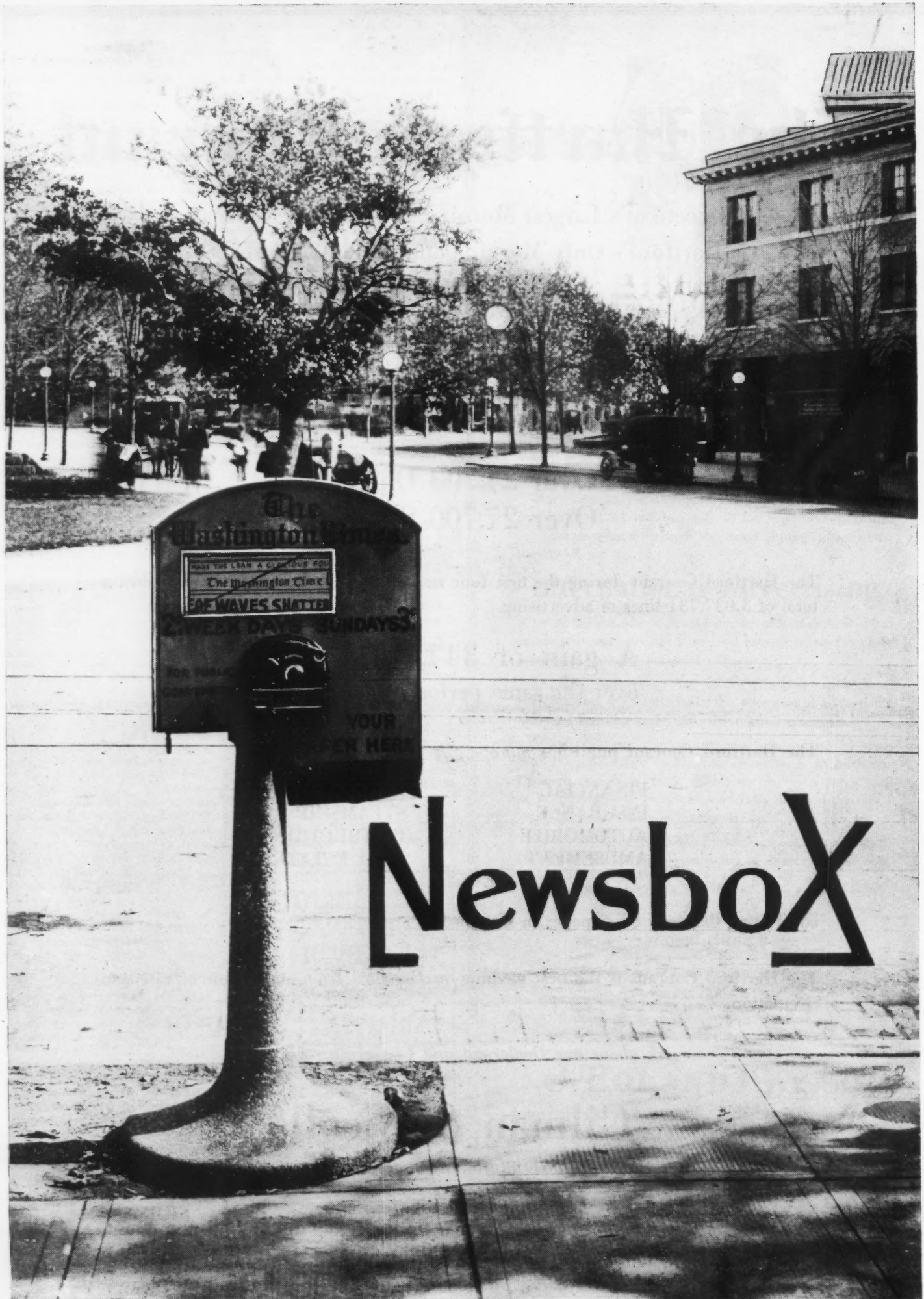
Ask about our Dealer-aid and Cooperative Service.

Gilman & Nicoll


Special Representatives

World Building
NEW YORK

Tribune Building
CHICAGO



Newsbox



Arthur Brisbane's
Washington Times

has adopted the
Newsbox
A Slot Machine

Full information regarding NEWSBOX
Service will be forwarded on request.

NEWSBOX SALES CORPORATION

Candler Building
New York City

Boston

Newark

Philadelphia

Baltimore

HOPE OF TORTURED RUSSIA LIES IN WORLD UNDERSTANDING PROBLEMS

Allies Need Only Tell Good Russian People How To Form Stable Government, Crawford Says—Strong On Negative Side and Require Instruction By Friendly Nations.

By T. C. CRAWFORD,

Paris correspondent and well-known authority on international affairs.

THE character of the Slavonic people is not complex. The Slavs fondly imagine themselves so, because they are yet in the child stage so far as practical affairs are concerned. They are very emotional, and have high artistic qualities. Their genius is shown in their music, their sculpture, their painting, their literature and the art of the theatre. The modern school of Russian painters, with its center at Moscow, is mystic, inspired, and with the noble qualities of the Masters of the Middle Ages.

Bolsheviki Murdered Wonderful Artist

Repine, the Russian painter murdered by the Bolsheviki, was the greatest of modern painters. He had a mastership of color, and composition united to a

cult to determine upon a practical plan. The centers where intelligence and more just conditions prevail, should be aided with food and the means required to maintain order.

The "Old Russians"

The strongest center of honest, enduring, painstaking intelligence in Russia is to be found in the sect known as "Old Russians." They make up the richest and most successful of the landed proprietors of Russia. They are the Puritans of their day. They are temperate, honest, have always opposed mob violence, and have always been the subjects of persecution by the Imperial Governments of the past. They are anti-German, thoroughly Russian, and the first financiers of the empire. They understand the land question, which is the one great question of the country.

The heads of the "Old Russians" has marked out a most simple plan. America can aid by giving them the tools and machinery to work their rich lands. It can help with its engineers to give them new roads and so better means of transportation. The village system of "Zemstvos" is one of the ideal methods of local government, and is as democratic as the New England town meeting.

The Bolsheviki, the so-called workmen of Russia, are even now being starved out by the Russian farmers. It is not a country where Anarchy can thrive, when foreign means of corruption are withdrawn.

Huns at Base

The whole movement of Anarchist revolt is of German origin. It has been financed and led by German direction. It can be controlled and stamped out by very simple methods. The Poles should be immediately aided to help themselves. Poland is the buffer state that is in the greatest danger. Here the one element against swift reorganization is Boche intrigue. The Germans should be compelled to keep to their own very serious affairs.

No one of the Allied powers should have any selfish object in giving aid to the struggling sections. They should not seek to go beyond the aiding the country to establish itself, its own government free from German interference. The Baltic States, Rumania, the Ukraine, Armenia, all can be swiftly developed into prosperous regions with happy peoples provided they are helped, first with materials and then with means to acquire an education to know what is really necessary.

One great principle should be made very clear: the principle that underlies the government of the United States

(Continued on Page 116.)



T. C. CRAWFORD

great ability to portray the character of his subjects. When he added to this the higher quality of satirical humor, that is only found in the true broad vision of a master, he made a position that never can be disputed as the greatest Russian painter of his epoch.

So, when one begins to study the character of the Slavonic races, one must first appreciate their possession already of one of the greatest qualities of the most advanced civilization, namely, the genius of beauty, and a spirit capable of receiving and portraying the inspirations of the highest genius.

This basic quality of the very highest nature has been developed by suffering and persecution. This suffering had long preceded the war under the tyranny and injustice that had always prevailed in Russia.

Children in Civics

In judging Russia and the future of the Slavonic people among its immediate neighbors one must study the simplest methods to be employed to help them govern themselves. They are children in the art of government because they have never had any form of rule that was not dishonest and cruel.

Treat children cruelly and unjustly and you have an education that results in deception and dishonesty. The Allies should not undertake to enter Russia for any other purpose than to enable the Russians to learn how to govern themselves. But it is not diffi-



Adams Features

America's Greatest

Adams features are small—they are bright, interesting, instructive, elevating. As a collection, they are read by more people than any group of features in the world. They are clean and helpful. They do not waste space but make every inch into which they go more valuable. They make a better newspaper. They touch every kink of the mind. There is something for every member of the family in a carefully selected group of Adams features. They are used by nearly 500 American and Canadian papers. The small Adams "stickful" features have an individual and distinctive value, all their own—each is a unique feature by itself—each has a personality.

A Newspaper Service Backed By Ideas and Ideals

For 12 years we have been building a Newspaper Service backed both by Ideas and Ideals. Our aim has not been so much to make big money as to make better Newspapers. Adams features are the product of long search and careful selection. It means something to an author or an artist to have his feature handled by The George Matthew Adams Service, and in every way we seek to co-operate with our Newspaper clients in the building of their Newspaper—in spreading its influence in its community. It also means a great deal for a Newspaper to handle Adams features.

A Few of the Adams Leaders

A few of the famous Adams features are the "Walt Mason Rhymes," "Little Benny's Note Book," the poems of "Eddie" Guest, the "Dog-Hill Paragraphs," "Cheerful Cherub," "Pepper Talks," "Peanut Pietro," "Militant Mary," "Zimmie," "Just Hats," "Birthdays," "Efficient Housekeeping," "Our Daily Story," the Wonderful Stories of "Oz," "My Style Diary," Ruth Cameron, Jane Phelps' daily fiction stories, "Health Talks," the "Jimmy Coon" stories, "beauty Chats" and "Jimmy Old Boy."

Among the illustrated features we have the great C. D. Batchelor Women's Cartoons, the daily Timely Cartoons by Morris, Sports by Cowan, the unique Sunday page by Don Herold, daily strips—"Cap Stubbs," "Miss Information," "Reg'lar Fellers," "It's a Great Life If You Don't Weaken," "Seaman Si Back Home," and "The Ark Age." Among the unique Sunday features are "Sports in the Old Home Town," "Twentieth Century Proverbs," the George Matthew Adams Illustrated Editorials and "Little Dolomite" by William Stevens.

We specialize in the Novels of Kathleen Norris and the Short Stories of Edna Ferber.

Adams Features Are Home Features

The George Matthew Adams Service

8 West 40th Street, New York

Samples Sent to Any Newspaper on Request

EDITOR & PUBLISHER COMPANY

Announces

A NEW PUBLICATION FOR ADVERTISERS

The International Space Buyer

THIS new trade paper will cover in an intensive way the problems facing buyers of advertising space in the newspapers here and abroad.

It will provide accurate information as to market opportunities all over the world, with such facts as space buyers need in order to understand the conditions prevailing, industrially and commercially, in territories in which selling campaigns are to be conducted.

It will publish complete lists of the newspapers of various countries, with latest data as to circulations and advertising rates, on the comprehensive plan followed by EDITOR & PUBLISHER in thus listing the dailies of the United States.

It will present carefully considered analyses of advertising costs in covering all or parts of the countries thus surveyed.

It will publish opinions and experiences of space buyers in dealing with advertising campaigns in major and minor markets, in the United States and in other countries.

It will describe successful market-winning campaigns, national and international, from the standpoint of the buyer of the advertising space used in them.

It will aim to be the authoritative channel of information for all men who buy advertising on other than a merely local scale.

THE INTERNATIONAL SPACE BUYER will appear in September, 1919. It will be issued Quarterly at first, but will have more frequent publication after it has been properly established as a guide for the men who estimate advertising costs.

It will be a publication conceived in the need of the times for expansion of international trade. It will supplement and reinforce the service that is being rendered to the publishers and advertisers of America and the world by the parent publication, EDITOR & PUBLISHER.

A feature of the initial number will be a complete survey of France as a market for American products, with exhaustive information as to French newspapers, their circulations and advertising rates.

Similar surveys of British and South American markets and advertising costs will follow in due course.

Readers of this number of EDITOR & PUBLISHER will appreciate the wide field of service open to THE INTERNATIONAL SPACE BUYER in aiding in the development of foreign markets, now awaiting American goods. That field will be covered adequately.

Inquiries and suggestions from all who are interested in the subjects of markets and advertising will be welcomed.

THE INTERNATIONAL SPACE BUYER

Suite 1116, World Building
New York

RUSSIA NEEDS THE HELP OF FRIENDLY NATIONS

(Continued from Page 114.)

the absolute freedom of all forms of religious worship. The cause of nearly all European wars have had religious disputes as a so-called basis.

Respond to Idealism

The presence of President Wilson in Paris has had the effect of awakening the minds of the people of Europe to the value of great frankness and absolute truth in dealing with the situation of today. More, he has emphasized the value of the ideal side of the question as the only one that has any value.

The only law of forces that can stand is a moral one, the ideal one of justice.

The uneasiness throughout Europe at the present time is due to the fact that the people have begun to lose confidence in the unselfish honesty and sense of justice of their rulers.

France alone has been devastated, and had sections of her provinces as nearly badly treated by grasping contractors, as she would have been by German invaders. The hesitation to remove restrictions, to give back to the people their private rights of competition, as has been done so swiftly in the United States, is day by day creating a sense of dissatisfaction that makes a center for anarchist talk of revolution and sedition.

The work of the Peace Commission, I believe, should give great importance to a system of education as to the best and simplest forms possible to secure an honest and just and simpler forms of government.

The Wilson policy of no concealment and open discussion is one of the greatest possible steps in the way of the future.

Situation in Brief

To summarize:

Russia has a very brilliant intellectual class, but it has not sufficient moral fibre, and possess no quality of initiative and decision necessary to work out a clean-cut policy of affirmation. Russians are strong on the negative side, and need experience to make them a valuable element in the building up a real educational system in Russia.

The only great vital powerful question is that of the land. With that the New Russia can be built on a rock. I would counsel the giving the utmost value and consideration to the sect known as the "Old Russians." They are wise, and even under the most severe persecution have gained riches and absolute self-control and a profound respect for the rights of others.

They need no help beyond means to develop the means of transportation, and the latest and best machinery for the cultivation of the land. The latest census gives the "Old Russians" a population of eight millions. They are universally respected, and as a class are the best educated. They are very broad in their views, and are noted for their qualities as financiers, cultivators of the land, and general knowledge of affairs.

Only Few Bolsheviks

In comparison with the farmers the Bolshevik workmen of the cities in Russia are but few in number. They could be soon starved out by the "Old Russians" and the farmers if such means were aided with the means and methods to help develop the land.

There is no occasion to give one penny in charity to Russia. The organization of the Zemstvos sound at the heart represents the soul of the future Russia.

The peasants have known in the past

the arm of authority, only with the hand extended of a thief. They have been persecuted and robbed always. It has been easy to represent the Allies as also coming only to Russia to give them a new set of thieves. Their confidence can be obtained by approaching them through their own leaders, who have not yet been heard. Once they are convinced that the foreigners seek to aid them, and not to rob them, then you will see from them a wave of loyal devoted enthusiasm such as the world has never seen.

The Russians are a good people. They only want to be really known and then helped just enough to help themselves. When that is done you will have a vast continent of loyal, happy, contented, law-abiding people who will form a solid wall against the Prussian intrigues of all time.

NEED CO-ORDINATION IN SOUTH AMERICA

Investigator Says American Business Men Must Learn How to Link Up Advertising and Sales Efforts to Suit Foreign Trade

By J. W. SANGER

Trade Commissioner U. S. Government Bureau of Foreign and Domestic Commerce.

Sifting the impressions and the information that I recently brought with me from South America, one outstanding fact seems to pinnacle all the rest, and that is: Advertising as a co-ordinated, intelligent phase of sales-promotion and as a builder of good-will, has never been tried in South America!

Perhaps there will be some to dispute this sweeping statement, and I hasten in advance to admit their contention that there are instances of widely used and widely known articles on the South American market that are widely advertised. However, even they are so rare as to be called to mind without effort.

Carrying my point even further, I would venture the statement that even these articles, with very rare and very occasional exceptions, use advertising not as a result of any deep-seated conviction that it is an investment for future sales and good-will, but rather on the chance that it won't all be wasted.

Not Informed

The domestic or the foreign advertiser in South America who will tell you why he uses certain newspapers or magazines or billboards, or what not, and why he spends a thousand dollars or a hundred (or the reverse), is a rare find and long to be remembered. The reason he won't tell you is because he doesn't know, and the reason he doesn't know is because he has never given the matter any thought.

This is not intended as a destructive criticism of the situation, but as a constructive commentary upon a condition that faces the American advertiser who is casting longing eyes toward these foreign fields. It is only a mighty few years since we in America have discovered that advertising is something more than the filling of badly bought space with irrelevant illustrations and poor copy.

So, let's be charitable toward our South American friends in view of our very recent past in advertising history.

Yes, South America advertises widely, in huge volume, but with very little thought of results. That it produces results, and amazing results, is the "rift in the clouds" for those Americans who are planning to send their goods there and support their sales with intensive advertising campaigns.

MILLIONS OF SHELLS THAT WON THE WORLD WAR

were manufactured in

WATERBURY

Connecticut, U. S. A.

"The Brass City"

Waterbury made millions of shells for the allies—millions more for the United States Army and Navy, now working to capacity on "peace" orders.

PROSPEROUS } Waterbury's subscriptions to
IN WAR } first, second, third, fourth
Liberty Loans were%

PROSPEROUS } Waterbury's subscriptions to
IN PEACE } Victory Loan, 6 months after
signing of armistice was ...%

Waterbury Employs Many Thousands Skilled, Highly Paid Workers

Sixty per cent. of brass used in United States is made in Waterbury. One of the largest watch and clock factories in the world is in Waterbury; others nearby. Waterbury has two largest pin factories in United States. Every automobile maker in the country must come to Waterbury for many parts and materials. Thousands of metal novel-

ties of every description are made.

Headquarters of button and buckle industry. Center manufacturing automatic machinery. Largest machine shop in country located in Waterbury. Ingersoll Dollar Watch and Ingersoll Waterbury Watch are Waterbury products. Factory in which former is made is largest of its class in the world.

The Dominant Medium in Waterbury.

Waterbury Republican

DAILY and SUNDAY.

Reaches thousands more families than any other Waterbury newspaper—

Leads in local advertising.

Prints more national advertising than all other Waterbury newspapers combined.

Carries 80% of all automobile advertising, local and national.

Prints four times as many want ads as all other Waterbury newspapers combined.

Member

ASSOCIATED PRESS

AUDIT BUREAU CIRCULATION

AMERICAN NEWSPAPER PUBLISHERS' ASS'N.

WM. S. PAPE, PUBLISHER.

Special Representatives: JULIUS MATHEWS AGENCY, Boston—New York—Chicago

The San Francisco Chronicle

for fifty-four years has been the leading newspaper in the growth and development of San Francisco—the commercial metropolis of the Pacific Coast.

Sworn circulation statements rendered by the San Francisco newspapers to the United States Government for the six months ending April 1st, 1919, as compared with statements rendered October 1st, 1918, showed:

The San Francisco Chronicle

April 1st, 1919	101,971
October 1st, 1918	93,444
	<u>8,527</u> Gain

While all the other San Francisco newspapers for the same period showed a loss in circulation.

For the month of March the Chronicle gained in advertising approximately—

- 100% more than the other morning paper in local display, foreign display and total display—
- 69% more than any evening paper in total display.

For the year of 1918 the SAN FRANCISCO CHRONICLE carried approximately—

- 40% more advertising of Banks and Financial than any other San Francisco newspaper—
- 50% more advertising of Automobiles and Accessories than any other San Francisco newspaper—
- 66% more advertising of Hotels than any other San Francisco newspaper—
- 100% more advertising of Summer Resorts than any other San Francisco newspaper.

The Chronicle also carried more advertising of Transportation, Publishers and other similar classes of advertising than any other San Francisco newspaper.

The CHRONICLE has one of the best Service Departments of any newspaper on the Pacific Coast and is fully equipped to give information and co-operation to advertisers.

The San Francisco Chronicle

is a member of the Audit Bureau of Circulations and advertising contracts may be made upon the basis of audits made by that bureau.

REPRESENTATIVES

THE DORLAND SPECIAL AGENCY, 16 Regent Street, London, England

WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK—225 Fifth Ave.

Chicago—111 West Monroe St.

JAPANESE PRESS RAPIDLY FORGING FORWARD IN WORLD JOURNALISM

Papers Are a Combination of English and American Publications in Style But Are Editorially Top-Heavy—Advertising Shows Steady Increase—Cable Tolls High

THE newspapers of Japan differ from those of other countries in many respects, and pronouncedly in the over-balance of their editorial departments. Newspaper reporters are more plentiful in Japan than any other part of the world considering the number of daily papers published. The standing of the newspaper man, however, is not as high in Japan as in other countries, such as England, United States and France. He is not permitted to break into places where angels fear to go.

Real Journalism Dates from Adoption of Present Constitution

Reporters' wages are low, some of the men only receiving \$10 a month, which probably accounts for the large number of men employed in the news department. Where an American paper

papers of the year are issued on New Years Day and run from 15 to 30 pages. No effort has ever been made to use colors, but pictures are used freely in all of the larger papers, and the engraving plants are equal of those in any other country.

Circulation has developed slowly, but has been acquired without the use of prizes or lotteries. However, two continued historical novels are kept running all the time. The largest dailies with a few exceptions, cannot boast of a circulation of over 100,000, and 50,000 is nearer the rule. This is not large when it is considered that the large city dailies have the entire island of Japan for their home circulation territory.

Circulation Increase Rapid

Circulation has increased more rapidly during the last five years than in any previous period. Street sales are the development of that period. Prior to five years ago, corner readers of papers were the nearest approach to street sales. For a stated sum from each person, the news of the day was read by one person to others grouped around. The number of readers of a Japanese newspaper should not be judged from the actual circulation, as the newspapers are passed around and frequently one subscription is the property of several families. The larger dailies print throughout the day, starting with an early morning edition. The number of editions the greatest number of any one paper at present being twelve, is governed largely by railroad service to various parts of the island empire of the Far East.

Good Advertising Value

It is easy to be seen that even with their limited circulation in proportion to population, the better class dailies of Japan can offer a good advertising value. A majority of the papers have developed a good line of classified advertising, considering the size of the papers, a half page daily, being the average. The rates average about one cent a word. All the more important carry a matrimonial head on their classified page, and the demand for help-mates has created a steady paid in advance line of business. Store advertising is light and outside of Tokio and Osaka, plays practically no part in the steady revenues of publications. Medicine advertisements and those known among the Japanese as "dream ads" are regular. A substantial part of the Japanese newspapers' classified page revenues come from the telephone brokers. They are numerous and use space steadily. Japan has government owned telephones, and having an installation made along the regular lines is a matter of years. To wait three years to have a telephone installed after making application for it is not unusual, but if you go to a telephone broker he can proba-

bly sell you on the spot, a telephone that he has bought or is selling on commission for a firm or family that is quitting business or the city. American automobile advertising has been increasing steadily in the last two years, and is said to be showing good results.

Americanism Felt

The Ashahi (Sun) of Osaka, and Tokio, is probably the oldest and most influential newspaper in Japan. It began publication about forty years ago, and boasts of a circulation of between 600,000 and 700,000 today. Twice a week the leading papers of Tokio and Osaka print several columns of news in English. The leading American paper is published at Tokio, the Japan Advertiser, and enjoys a wide circulation and carries a liberal amount of advertising.

A gradual change has appeared in the make-up and reading matter of the newspapers and other publications of Japan in recent years. In the early development of journalism, the journalists of Japan were men who had secured at least a part of their education in England, with the result that the style followed was English. Later,

men returning from America brought the American style with them, and now the Japanese papers are a happy combination of the two. Politics, the drama, music, literature and art, which are treated liberally, are handled in a very English manner. The American style is followed entirely in handling general news. The headlines are pronouncedly American. Murder and other crime stories are the most welcome prey of the Japanese press, as they are with the American press. During the last five years comics have also found their way into the Japanese papers. The comics, however, are entirely Japanese in character and humor.

News agencies are numerous in Japan and a government agency is maintained, but efforts to make a full-fledged news gathering and distributing organization of it have failed in the face of press opposition. The regular news agencies are privately owned and the largest is the Nippon Dempo (Telegraph).

There are more than 600 authorized papers, daily, semi-weekly, weekly, fortnightly and monthly, printed in Japan, and more than 200 unauthorized papers.

(Continued on page 120.)



SEIKO UYEDA

Chief editor of Nippon Dempo, of Tokio, the leading news agency of Japan, who is directing the staff of that organization covering the Peace Conference at Paris.

would employ one man to cover a governmental department, it is not unusual, and in fact is practice, to assign five men for the same work in Japan. Five men is the average assigned to sports, but it is in the social and general news departments that the Japanese reporter comes into his own in numbers at least, fifty men being considered a fair staff.

Less Than 100 Years Old

Journalism in any phase is less than one hundred years old in Japan, and modern journalism is a thing of very recent years. The Dutch traders who entered the country about one hundred years ago, are credited with having established a Japanese newspaper at Yokohama, but there is no history of the early efforts to establish papers in the country. The publication of newspapers was really impossible under the old order, and the journalism of the country dates from the adoption of a constitutional form of government, but made no rapid strides for twenty years. The greatest advance has been made in the last ten years.

Owing to the large number of characters in the Japanese language, it is quite natural that all papers should still be set by hand. The larger dailies, those published at Tokio and Osaka, are eight pages morning, and four pages evenings, on week days, and on Sundays eight to ten pages is the limit. The pages are about 21 x 14 inches in size, containing 12 columns (Japanese). The banner

BOLTON EVENING NEWS

(Daily)

LANCASHIRE JOURNAL

SERIES (Weekly)

Advertising Rates, \$1.10 Daily;
\$2.20 Weekly Series

BOLTON

(Pop. 185,000)

Is the Centre of the

Cotton, Coal and Iron Areas of

S. E. Lancashire

Probably the largest and thriitiest industrial
community in the world

An exceptional opportunity of tapping this
great purchasing power is afforded by

Tillotson's Newspapers

the only newspapers printed and published in
Bolton District

Proprietors, TILLOTSON & SON, Ltd.

MEALHOUSE LANE, BOLTON

Temple Bar House, 23 Fleet Street, London, E. C. 4



The New York World Has Simplified Selling in New York, the Gateway to America.

The New York World has established a Merchandising Department which has mapped and charted Greater New York's population with reference to race and creed and buying power, and routed and platted New York's grocers, druggists and other distributors of advertised products.

Every effort has been made to simplify the task of estimating the time and number of salesmen required to make a thorough canvass of New York territory, the amount of advertising necessary to secure a representative distribution and the amount and character of selling and advertising follow-up needed to make the preliminary work show a profit.

The World has divided New York's five Boroughs into one hundred and twenty-three villages, or buying communities, each carefully analyzed, and charted, and made easy to work intensively, or hastily, or not at all—according to the class of trade you wish to solicit.

*In New York the newspaper is "the dealer's choice,"
and THE WORLD is his favorite newspaper.*

If you want the dealer with you, advertise in THE WORLD. If you want to merchandise the demand your advertising will create, most successfully, use "The World Plan to Protect the Retailer."

One manufacturer, the largest in his line in America, said recently, "I am doing in six weeks with the aid of the Merchandising Department of the New York World what I could not hope to do in six months without it."

Ask us what an introductory selling-advertising campaign will cost, what competition you may expect, how big a demand.

Try advertising in newspapers by the year

The NEW YORK WORLD'S MERCHANDISING DEPARTMENT
Pulitzer Building, New York

The Evening World

JAPAN'S PRESS FORGING FORWARD RAPIDLY

(Continued from Page 118.)

Those published outside of Tokio and Osaka are almost entirely local in character, and circulate locally only. Comparable in importance and influence in the empire to the Asahi is the Mainichi (Daily), which is also published at Tokio and Osaka. The press of Japan has never been free from government censorship. The censorship does not work before publication, but on the publication after it appears with an offending story, editorial or picture. Offending editors are hailed into court and sentence passed. Violations in one year since the war, totaled 59. In 53 cases suspensions were ordered for one issue, four for longer periods, and two entirely. The Young Japanese are now waging a fight in the Diet to modify the publication law of the empire.

All Japanese publications which enter into a discussion of current politics must post a security with the government, under the censorship law, which ranges from 2,000 Yen (\$1,000) to 175 Yen (\$85) according to the lengths to which the paper desires to go in its comments on public affairs. The press laws of Japan are so strict and are so easy to use against any publication that it has led to the employment of dummy editors and publishers by the real editors and publishers to take their places when arrests are made or sentences are pronounced for articles that have been judged prejudicial to public order or social decency.

Many Writers at Paris

The leading papers receive about 500 words daily by cable, at a toll cost of a little more than 50 cents a word. New York is the news clearing house for Japan, as the cable facilities and rates from that city are considered the best from which the editors have to choose.

Twenty-one Japanese journalists are at the Peace Conference representing the press associations and leading newspapers of Japan. The list is made up of the foremost journalists of Japan.

In addition to reporting the actual work of the Peace Conference throughout its deliberations, the Japanese journalists will go home with a clear knowledge of how the governments of the world look forward to the great reconstruction era following the signing of peace.

Newspapers of Alaska Print News of the World

Circulation Is High in Proportion to White Population of Great Northern Territory

The territory of Alaska, with an area of 590,884 square miles that is rich in mineral resources and agricultural possibilities, has 28 periodicals, including 10 dailies, one tri-weekly, 15 weeklies, one monthly and one quarterly. The total population in 1914 was estimated to be 64,680, of which 50 per cent is white, which shows the combined circulation of the press of the territory, 17,000, to be unusually high.

The oldest paper of continuous publication is the Wrangell Sentinel (weekly), which was established in 1889 and has a circulation of 200. The highest subscription price of any paper in Alaska

(Continued on Page 124.)

COOPER TELLS OF WAR IDEALS OF THE A. P.

Traffic Chief Declares New Standard Was Created by Associated Press—Stability of Service Unmoved by the World Crisis

By KENT COOPER,

Chief Traffic Department, The Associated Press.
 "Through the years The Associated Press has by maintaining its standards of accurate reporting preserved the best traditions of journalism. The good name of The Associated Press has not been impaired. The public's confidence in our dispatches has steadily grown, until millions of readers now hesitate to give credence to many public reports until assured that they were carried by our association."—Report of The Associated Press Board of Directors, 1918.

With the world struggle drawing to an official close, this statement of the enviable position of The Associated Press made a year ago by the Board of Directors in its annual report to the membership, is even more generally acknowledged.

A. P. Was Ready

In the last five years The Associated Press has not only gained the enviable position referred to, but its work has been an eternal standard for the craft throughout the world. With the United States emerging from its more or less secluded position into one of more active participation in the world's affairs, The Associated Press was found ready. In the reconstruction period when the struggle in every land will bring forth the necessity of the existence of an untrammelled press with common ideals, the unique democratic form of this news organization with its 1,150 equal owners will attract attention, as it has already done in South America.

There should be a reminder of the simple basic principles upon which The Associated Press news men worked during the war, and the story of how these news men placed The Associated Press in its enviable position ought to be told by someone.

In respect to these matters, I can speak as an observer, for I am not, and never have been a member of the news staff of The Associated Press. But I know the men who produce the news reports. My admiration of their untiring energy, resourcefulness and devotion to the traditions of this institution, has come to me almost as an outsider in an advantageous position of close observation. During the first three years of the war I was in the general offices, and I saw the work there as well as in the domestic bureaus. For the last ten months I have been in South America—a continent further removed from this world struggle than any other land because of its non-participation. There I had an opportunity to watch The Associated Press news report as received in foreign and neutral fields, and I saw there what credence its statements received and what stress was placed on Associated Press accuracy.

Off With Bag of Gold

When the war began in 1914 there were, of course, immediate assignments of additional news men to every news vantage point in Europe. When the financing of these assignments appeared difficult, owing to the temporary money stringency abroad, the assistant general manager rushed off to Europe on the Lusitania with \$20,000 in gold in his grip. He remained in London for two years, except for trips to Berlin, Holland and Paris. The cumbersome censorship appeared to prevent the receipt of accurate and unbiased information. The United States was then neutral, but

(Continued on Page 136.)

THE BROOKLYN DAILY EAGLE

THE HOME PAPER
 of
 GREATER NEW YORK.

Established 1841

The only three cent paper
 in New York City.

Main Office

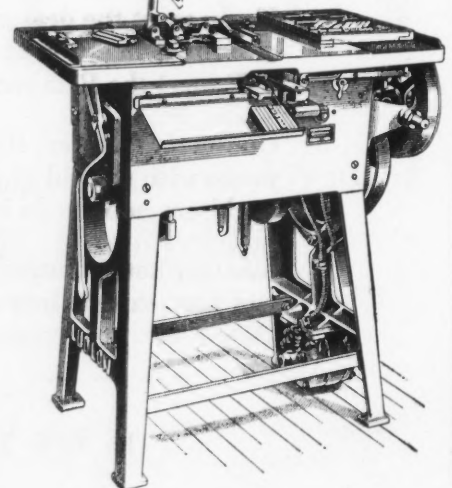
307 WASHINGTON ST., BROOKLYN, N. Y.

BUREAUS

Washington, D. C. Colorado Building
 London No. 16 Regent Street
 Paris No. 53 Rue Cambon

A. B. C. Member

THE LUDLOW



Simple
 Durable
 Flexible

The system that solves all of your display type problems.

Display type in great range from 12 to 60 point, instantly, without mold, liner, ejector or magazine changes.

Less metal. Less floor space. Better print.

Proves economy and better results over any other method doing like work.

Ludlow Typograph Company

CHICAGO, ILL.
 2032 Clybourn Avenue

EASTERN AGENCY
 606 World Bldg., NEW YORK



To American Manufacturers, Advertisers and Advertising Agents—

The British Isles today is the logical market for American manufacturers, not only because of the advantage of the English language but because it is easier of access than any other European country. In fact, the British market is, in a sense, closer and quicker to get into than some of the more remote sections of the United States.

With the new International Mercantile Marine Service, which for the first time will float the Stars and Stripes in every port and clime, and the well-known Cunnard Line resuming its regular passenger and freight services, the distance between these two great nations will be bridged with the least consumption of time that it is possible to accomplish.

When it is considered what little element of delay there will be in shipping American goods to the other side; that there is no danger of cargoes being damaged or lost in transit, in comparison with shipments via freight cars across this continent—sometimes side-tracked for days, to be later traced by dilatory freight agents, it does not take much forethought to see the advantage to be gained by opening up and maintaining an English market.

Consider the British Isles with an area of 121,391 square miles and a population of 45 millions as compared with the U. S.—an area of 3,616,484 square miles and 100,000,000 population.

This British market, where teeming millions are compressed in such a small area of mileage, is thirty times easier to handle than the American market, relatively speaking, insofar as cost of distribution and advertising campaigns are concerned.

In order that American manufacturers and their Advertising Agents may have free access to all information in this market and with the object of furthering business relations between these countries, the INTERNA-

TIONAL PUBLISHERS REPRESENTATIVES, INC., was organized to represent in America the whole of the British newspaper and magazine field.

This corporation, acting only as *Special Publisher's Agents*, will be able to furnish information without cost of trade conditions and advertising rates for all the best newspapers, magazines and trade journals in England, Scotland and Ireland and co-operate with advertisers and advertising agencies in every way possible.

INTERNATIONAL PUBLISHERS' REPRESENTATIVES, Inc.

Suites 1108-1116 World Bldg., New York

THE

AMALGAMATED

Publishers of more periodicals than
any other House in the World

MAGAZINES

The London Magazine
The Premier Magazine
The Red Magazine
My Magazine
Home Fashions
Fashions for All

WEEKLIES

Answers
Answers Library
Children's Newspaper
Family Journal
Forget-Me-Not Library

Good Luck
Girls' Friend
Handy Stories
Home Chat
Home Companion
Horners Stories
Nelson Lee Library
New Illustrated
Our Girls
Penny Pictorial
Picture Show
School Friend
Sunday Circle
Sunday Companion
Sunday Stories

and many other publications including 10 monthly series of complete novels, tales of a

No manufacturer aspiring to enter
British Market can afford to
neglect these papers

ED PRESS LIMITED

s than
rld

- Sunday Fairy
- Woman's Weekly
- Woman's World
- Boys' Friend
- Boys' Realm
- Gem
- Jester
- Magnet
- Marvel
- Penny Popular
- Playtime
- Puck
- Rainbow
- Union Jack
- Wonder

, tales of adventure and school stories.

nter the



The Amalgamated Press, Ltd.,
The Fleetway House,
Farrington Street,
London, E. C. 4.

HALIFAX HAS TWO BIG DAILY PAPERS

(Continued from page 80.)

Halifax harbor is pronounced one of the best in the world. During the war the Olympic maintained what might be called a "regular ferry service" between Halifax and the old country, and during that time hundreds of thousands of troops, Canadian, American, Australian and New Zealanders, have passed through the port without a mishap to ship or man.

Halifax has been designated by the London Times as "the third most important port in the world," but Halifax is only one part of that grand little Province which during the war sent 30,000 of her sons across the seas to fight for justice and liberty. The Province produces more than fighting men—it produces big men, big in business pursuits, big in the councils of the nation, and it produces other things besides men. Nova Scotia is rapidly becoming a manufacturing Province, for it is rich in minerals, coal and iron, and lumber. Her fisheries are among the most productive and profitable in the world.

The progressive spirit of the people of this sea-girted Province is clearly demonstrated by its press, the Halifax Herald and the Evening Mail, the two leading papers, fully justify their claim in being "leaders," in that they point the way, not only to the newspapers of their own Dominion, but in one particular especially to the press of America generally. These journals enjoy a great advertising patronage, and they are thorough believers in publicity, practicing what they preach. They are not satisfied with the big amount of business they are doing. They are out for more.

The publishers of the Halifax Herald and the Evening Mail invite the business people of the United States to do business in Halifax and the Province of Nova Scotia. They point out that the business is there. They tell how it can be secured and they tell what it is worth. In this they point the way, for it is not very often the press of one country invades the press of another—and foots the bills—for such purposes.

Loyal Service in War Times

"First in the news, fearless in views," is the motto under which the two papers sail. During the progress of the war, the Halifax Herald, and the Evening Mail fully justified this claim. The laws of Canada do not permit a paper to be printed and sold on Sunday; but they do allow a paper to be printed and distributed without charge, and it was no uncommon thing for the people of Halifax City and the people of the other parts of the Province to receive the news of great events which "broke" during the day of rest. If the news broke during Saturday night, the Halifax Herald carried it to the people on Sunday morning.

If it broke during Sunday morning or afternoon, the people had it served to them by the Evening Mail. Every Sunday morning during the whole course of the war, throngs gathered in the vicinity of the Herald and the Mail office, and if the news was "worth while" they got it, not in bulletin form, but full and complete. On one occasion, the occasion of the abdication of the Kaiser and the collapse of the German arms, the Sunday previous to the signing of the armistice, the Herald not only printed an edition for free distribution, but hired two railway trains to carry the papers from one end of the Province to the other. These are merely incidents in the

enterprising career of the two papers, but they suffice to show the spirit which animates the publishers.

The Halifax Herald is a morning paper. It is the business man's paper. The Evening Mail goes into nearly every "worth while home" in the city. Both papers cover the Province effectually.

Senator Dennis, a member of the Canadian Senate and one of the most progressive and public-spirited citizens of Halifax, worked as a "cub reporter" on the first issue of these papers in 1875, and has been with them every day and every night for forty-five years.

The active management of the business is now in the hands of his nephew, William H. Dennis, who has worked his way up from galley boy to general manager and vice-president.

NEWSPAPERS OF ALASKA PRINT NEWS OF WORLD

(Continued from page 120.)

is that of the Alaska Citizen (morning, except Monday), which is published at Fairbanks, in the heart of Alaska, and sells for \$24 a year. Three Alaskan papers publish Sundays, the Independent at Valdez, the Dispatch at Juneau, and the Times at Anchorage. The Empire (evening), published at Juneau, the capital, claims a circulation of 2,066, the largest in the territory.

The newspapers in every way measure up to the journals printed in the States where modes of travel are easier, outside circulation problems are not so hard to solve and news of the world is less expensive to secure. Eight-page papers are not uncommon. With few exceptions the dailies of Alaska print the news of the world in condensed form. Both cables, from Seattle, and Government wireless are used daily for service.

Montreal Star Registers International "Scoop"

Claims to Have Printed Peace Terms Four Hours Ahead of All Other Papers

The Montreal Daily Star by a stroke of journalistic enterprise claims to have "scooped" all other papers on the publication of the complete text of the Peace Treaty Summary, although they were compelled to handle it by wire from New York while the New York papers received it en bloc on its release at 1 o'clock.

The Star received the terms by cable from the London Times-Public Ledger Cable Service. Forseeing the possibility of the dispatches being too long for speed on the ordinary news service in addition to the regular Associated Press and Canadian Press wires, the Star leased three special wires to connect with its New York bureau for the purpose of handling the terms with the greatest possible speed.

The Star claims to have beaten all other papers four hours in presenting the full text to the public and received many messages of congratulation for its enterprise, including one from W. W. Hawkins, general manager of the United Press.

Paper Combine Rumored

OTTAWA, Ont., May 19.—The recent strength of Laurentide shares on the Canadian stock markets has been accompanied by rumors of a likely consolidation of the pulp and paper company with its subsidiary power concern. This has previously been discussed.

Worcester, Massachusetts

One of the Largest Machine Tool Centres in the United States

Well named "City of Prosperity"

WORCESTER'S MANUFACTURED PRODUCTS ARE KNOWN IN EVERY PART OF THE WORLD

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AMERICAN FREE PRESS A MIGHTY ASSET TO NATION IN THE GREAT WORLD WAR

Our Newspapers Met Every Test of Loyalty and Service Without Other than Voluntary Censorship Regulations—Made Possible the Selective Draft and the Raising of Billions in Money—Abandoned Partisanship in United Support of President

By W. D. SHOWALTER.

THE record of the American newspapers throughout the war period demonstrates—perhaps for the first time in history—how effectually a free press is able to safeguard free institutions. That test had to come—and it came with the breaking of the red waves of barbarism over the borders of democratic States.

It is axiomatic that an independent press is never a neutral force. If, in August, 1914, the Central Empires had confined themselves to civilized standards of warfare instead of violating them all in a mad thrust for conquest, American newspapers would have been inclined to consider the Teutonic side of the quarrel as well as that of the Allies, and public opinion would have rendered a judicial verdict.

Lusitania Crime

But the Central Powers from the very first left no grounds for debate to men who cherished democratic ideals. The Blond Beast, unleashed, his purpose unmasked, ran amuck in a world that had largely forgotten his brute instincts and bloodthirst. America, slow to credit the stories of horror coming from distracted Europe—indignant at the rape of Belgium, but somehow hoping that with the fuller light we should learn that many of the tales of outrage had been born in the hysteria of war—was due for a tragic awakening.

With the Lusitania horror—perhaps the blackest crime any nation has committed in history—came the realization that Germany was not merely warring against traditional foes but that the Red Horse of the Apocalypse was trampling upon the world's civilization. From that time onward there were no apologists for Germany in America who could get a hearing from any self-respecting American.

The national temper was roused to the great peril. Americans of broad vision knew that our participation in the war had become inevitable. With the exception of the German-language newspapers and a few pacifist publications our press mirrored the national will.

Voluntary Censorship

From the Lusitania horror to the final steps in the U-boat campaigns events moved toward one end—the arming of the world's greatest democracy for the decisive part in the great conflict.

Then came the great test. Would a great and peaceful nation, devoted to unselfish ideals, cast into the balance all that it possessed of manhood power and material resources that the world might be free? The American newspapers voiced the people's affirmative far in advance of the mandate of the Federal Congress.

Those entrusted with the execution of the great task felt a natural anxiety as to how far the press of America could be trusted to safeguard the military interests of the nation. There was an

UNDERSTANDING BETWEEN PEOPLES MAKES FOR WORLD AMITY, CREEL WRITES



GEORGE CREEL WITH PRESIDENT WILSON.

From an official photograph made at a station in the Alps at the time of the President's visit to Italy. Throughout the war Mr. Creel was in intimate relationship with the President on all public matters.

Message written for International Number of EDITOR & PUBLISHER by Mr. George Creel, former Chairman of the Committee on Public Information and executive head of the publicity of the war making branches of the United States Government:

THE one sure foundation for international amity is understanding, not understanding between governments alone, but understanding between peoples. The one sure way to develop and to promote these understandings is by such communication and exchange of news as will permit the people of one country to know what the people of another country are doing, thinking and hoping.

The isolation of America before the World War was far more mental than physical. Our press carried only the obvious and more sensational news of the world, and the news that went out of the United States to the world was concerned entirely with the startling and bizarre.

America's "propaganda" was a cable and wireless news service that spread several thousand words of American news all over the world every day in every country, in every language, and the results are written in fundamental understandings that gave us, and are giving us, trust and friendship.

With all my strength I tried to drive home this truth to the Peace Conference, urging them to regard communication as a vital factor in the success of the League of Nations. The provision of ample cable facilities must be assured, and some control or regulation of rates arranged that will guard against prohibitive tariffs.

Government wireless should enter into agreements that will permit their use for portions of time by the press, and in fixing rates it should be borne in mind that the transmission of news is vested with a high degree of national interest. Above all, the papers themselves must come to regard the fair, full, accurate and interpretative presentation of foreign news as a patriotic duty apart from profit.

attempt made to establish a drastic control through a censorship law. It failed. The people trusted their newspapers—believed in their loyalty.

The newspapers accepted a voluntary censorship based upon common sense and the rights of the people to know all

that might be safely told of the conduct of the war.

Our allies, whose governments were accustomed to impose upon newspapers in war time hard restrictions and direct control, doubted the wisdom of our own Government in relying upon the honor

and loyalty of our press and upon its solidarity in support of the common cause.

America had always boasted of press freedom. Would the great principle justify itself under the fire-test of a world war?

The answer is known to all men. Jefferson was vindicated. The press of America fused the American will into American purpose and performance.

The selective draft—the adoption of which saved the world—was made possible only through the support of the press.

The great bond issues were sold to the people through the printed word.

Scores of worthy war activities were financed and made possible through the co-operation of the newspapers.

Sustained Morale

The morale of Americans was sustained and strengthened through the darker days of the great struggle by the free press of the Republic.

The press of America thus played a part in the great war so vital, so determining, that its full value will never be overappraised.

Our newspapers—fruit of the wisdom of the fathers in proclaiming that they should be free—stood staunchly behind the fighters who had been called to the battle lines, joining the might of the pen to the might of the sword.

Partisanship was forgotten. All American newspapers that count in the creation of public opinion and in its guidance to great ends gave to a great President united support. Woodrow Wilson became the great Captain of Public Opinion at home and abroad. His history-making addresses were transmitted by the press to every citizen of the nation, and his voice was made the voice of America.

Our newspapers did not abdicate their privilege of criticism. Policies which were adopted without adequate consideration of their value were condemned. It was demonstrated that America could fight and think at the same time. But petty fault-finding found no sympathy. Where one newspaper indulged in it a dozen Congressmen were guilty.

The newspapers of America have shown that press freedom is an asset, not a liability, to a democracy—not only in peace times but in the exacting test of a world war. They have made the principle of "censorship" a thing to be scorned in democracies.

\$400,000 TO ADVERTISE RICE

Millers' Association Plans Nation-Wide Campaign on Its Product

DALLAS, Tex., May 19.—Preliminary plans for the nation-wide campaign for advertising the food qualities of rice to be conducted by the Rice Millers' Association have been announced. These were discussed at the recent convention of the association in New Orleans. It is planned to conduct such a publicity and advertising campaign that every person in the United States will be advised of the food values of rice.

OUR WAR PUBLICITY WAS TRUE TO FREE PRESS

Based on Principle that People Should Have the Facts—Operated to Make Voluntary Censorship Workable—Candor in Public Statement Surprised Visiting Correspondents—American Press Kept Faith

During the war the editor of *EDITOR & PUBLISHER* first served in the News Division of the Committee on Public Information and then at the request of Hon. Newton D. Baker, Secretary of War, took complete charge of War Department publicity as his representative and Director of the War Department News Bureau.

BY MARLEN PEW.

ONE day in the early summer of 1918, when the great fire on the Western Front was burning most fiercely, I recall the visit to my office of a distinguished British war correspondent and critic, who had seen service on nearly every war front of the Allied forces and had experienced almost every hardship and thrill known to news writers in the stupendous campaign overseas.

A Democratic System in Operation

He was a very dignified and repressed man and he came to inspect the news system at Washington. He happened to drop in on Saturday morning and I invited him to attend the regular meeting of the Washington correspondents' corps with the Chief of Staff of the Army, General Peyton C. March.

We went to the War Council Chamber in the State War and Navy Building, where the maps of all fronts were arranged on the walls for the inspection of the General Staff and the Congressional Committees, each indicating the exact positions of the opposing armies. Some fifty accredited newspaper men as usual were in attendance. General March presently began to tell in detail the story of the progress of the war since the last meeting, going over each map to illustrate his remarks. The correspondents then poured out their accustomed array of questions and every one received an answer. Stenographers had taken a report of the conversation in relays and shortly after the interview had closed every correspondent was in possession of a verbatim and fully authorized report of the proceedings.

When we were walking back to my office the Englishman, his eyes shining in ill-concealment of his emotion, said: "This is my idea of the operation of a real democratic government. I do not now wonder at the solidarity of the American people for their share in this war; they are given full opportunity to know the truth about it and knowing the truth they give complete support. In all of my travels I have never seen at any government office such an exhibition of candor in public relations and the fact that the source of information is the military head of the Army to me makes the system the more remarkable."

Sees Secretary of War

Later in the day the English newspaper man, with the Washington correspondents, interviewed the Secretary of War in his office, again meeting from the chief executive of the War Department perfect candor in all matters worthy of inquiry.

At various times visiting correspondents similarly expressed their amazement at the publicity ventilation of the Government, a course which we followed more as a matter of custom than through preconceived plan and although it became commonplace it is, in retrospect, one of the prime achievements of our democratic war.

As a matter of fact censorship, military dictation, control of the mighty forces of our citizenship and wealth by to evade direct responsibility to the authorities secretly moving behind the

curtains of officialdom and in a position people for their acts—these were un-

education that the Government set up I have never been able to see) it would have enabled him to make a chemical formula to resist our attack. We also held back news on tanks, heavy artillery such as the giant 12-inch field rifles mounted on railroad trucks, gas masks and an array of surprise inventions, no newspaper man ever complaining once he knew that the subject was not a matter which the enemy might anticipate as common war practice.

It was here that we drew the line. It would be an absurdity to suppress information concerning ordinary war movements. The Germans knew we

the Chief of Staff, were submitted to the M. I. D. On occasion officers would find reasons for marking copy as "not passed" on various grounds. If, in the opinion of the Director of the War Department News Bureau, the subject contained an element of doubt as to the respective values of the information to the people of the United States and to the enemy the report would be appealed to the Secretary of War or the Chief of Staff and never in my experience did those officials decide on suppression of any item of news to which the people of this country were entitled to full information, unless it concerned the element of surprise heretofore mentioned.

We made our failures and we announced them. When, in the first winter of the war, the Surgeon General wrote a memorandum to the effect that owing to a shortage of woollen underclothing there was an alarming number of deaths in the camps in this country, the Secretary of War did not hesitate for an instant in authorizing its publication. When it was discovered that some \$10,000,000 had been invested in an aircraft enterprise which was found to be impracticable, the news was given out on the same terms that all other news was issued. When an attempt was made by a very distinguished but ill-advised general of the Army, in charge of an important division, to resist the general publicity ventilation of his department through the preparation of an order calling for internal censorship, the order was killed the moment it was referred to the Chief of Staff. When spirited young officers, in their pardonable zeal, sought to use publicity for the special aggrandizement of their departments, of course at the expense of others just as meritorious, they were easily discouraged. There were no locks on the doors, newspaper men were not denied any rightful possession, the ideal that a democracy cannot advance except through an informed public opinion was conserved by both officials and the representatives of the press and looking backward the transaction gives reason for real exultation by any devotee of free press.

One Exception

There was one instance of actual news suppression and I think this is the first time that it has ever been mentioned in print. Early in the war it was discovered that in the casualty reports cases of murder, suicide, execution and other deaths bringing discredit upon soldiers involved and their next of kin, were being listed under the caption: "Died of Diseases and Other Causes."

The first view of the newspaper trained staff was that this was a form of deceit, that it did not respond to ordinary newspaper practice, that it tended to make war less horrible than it really is and gave an untrue picture of events.

The matter was appealed to the Secretary of War. Conscientiously he privately interviewed many of his friends who had publicity experience. All were in favor of a continuation of the suppression of news which would bring shame to the next of kin of men who, under the strange circumstances of life

(Continued on Page 128)

INTERNATIONAL SPIRIT OF ADVERTISING

BY WILLIAM H. JOHNS

President George Batten Company and President American Association of Advertising Agencies.

ADVERTISING is international in its potentialities. It is not defined by political boundaries. It surmounts the barriers of distance. It overcomes the restrictions of custom and habit. It utilizes the differences of language. It operates with compelling force within the limits of normal good, developing desire and creating specific demand. Its uplifting spirit is international in the widest and fullest sense.

Every development in the service of transportation or in the methods of communication is instantly brought into the service of advertising.

The practice of advertising by modern advertising agencies is in the advance of commercial aspirations. Wherever the manufacturer's product should go the lamp of advertising is ready to light its way.

Wherever there is a people, there is a market. Every market has buying power. Wherever there is buying-power advertising may exercise its immeasurable influence for desirable, profitable trade in suitable products.

Experiences of the war have revealed the international spirit of advertising to the most remote peoples. It was to have been expected that we in America where advertising practice has risen to the high level of a learned profession should be first in appreciation of its scope of influence.

thinkable terms in the United States, irrespective of all military history and experience which tended to show that information concerning strength and activities of armies and nations at war must be kept from the enemy and to conserve this secrecy complete silence should obtain.

We did keep silent, through the voluntary censorship of the press, on all matters concerning the movement of exposed troops. Newspaper men knew of the sailing of heavily laden troopships, but they were fully conscious of the peril of the U-boat and never was there a violation or a serious risk run by any newspaper correspondent or editor.

Battle of Chemists

Similarly the voluntary censorship protected American arms by suppression of news well known to the Washington correspondents but publication of which would have impaired the surprise element in our military plans. For instance, we kept silent about the wonderfully progressive plans in regard to chemical warfare. This was a battle of the chemists. Were we to tell of our inventions and were the information to leak to the enemy, (though how this would have been possible against the air-tight system of control of the lines of communi-

were coming with men and arms. If they had known say early in 1918 what they discovered in mid summer as to the number of men we could and would send to France and of the stupendous supply enterprise behind these men, not to mention the solid wall of civic morale in the United States, the hand would have written more plainly on their walls and it is inconceivable that they would not have received more discouragement than benefit from the information.

There is every evidence that the Prussian Government did underestimate America's strength and under the circumstances of German exhaustion, making it impossible for her to offset this growing wave of power, the logic lay with the idea of not only unhampered news reporting for home consumption but perhaps in actually permitting the enemy to get an advance smell of stored up dynamite intended for him. The object of the fight was to end the war.

Military Intelligence

We had a purely military censorship, latterly conducted as a part of the Military Intelligence Division. Its powers in relation to the press were purely advisory. All official reports, except those authorized by the Secretary of War or

PARIS EDITION OF CHICAGO TRIBUNE REMARKABLE FEATURE OF WAR

Newspaper Appeared with American Troops at French Capital
—Printing Difficulties Acute—Circulation Jumped and
Soldiers' Fund Was Raised—Will Continue.

BY FLOYD GIBBONS
DIRECTOR CHICAGO TRIBUNE'S FOREIGN NEWS SERVICE

THE present day advancement of international journalism is indicated probably in no stronger degree than the success of the Paris edition of the Chicago Tribune, an all-American newspaper printed daily in Paris and circulated among English readers throughout the allied countries of Europe.

Appeared with American Troops in Paris

The Paris edition of the Chicago Tribune came to life on the morning of July 4, 1917, on the very day that the first American troops marched through the streets of the French capital. The publication began as an army edition for the purpose of conveying home news, both cable and mail correspondence, to American soldiers on the front. The Tribune announced that all profits from the paper up to the end of the fighting would be turned over to the Commander-in-Chief of the Expeditionary Forces to be used for whatever charity he saw fit.

The paper grew rapidly from the start, although the initial difficulties to be overcome were stupendous. Print paper in France was a scarce article and tonnage with which to import it from America was almost unobtainable in view of the other pressing demands upon the shipping facilities. With an American editorial staff, no member of which spoke French, the first issue of the Army Edition was put to press after heart-rending encounters between reporters, editors and copy readers, who spoke only English, and compositors, head-setters and make-up men, who spoke only French. The French compositor coming upon a word like "some" at the end of a crowded line would split the same in half, placing "so" on one line and "me" on the other.

The French and American censors, exercising a double supervision over the edition, complicated its regular issue still more. Frequently its front page bore mysterious white spots, indicating where the censor's chisel had eliminated matter considered undesirable for publication.

The first forms were composed in a little printing office far out on the Montmartre, where, after being released by the censors, they would be tenderly placed in a push-cart propelled by a French printer's devil and accompanied by a motherly editor. The cart and its precious columns would start a perilous journey down the winding, cobblestone streets—deserted and dark by reason of the air raid peril. The issues were run off the presses of a French newspaper in Paris and circulation was obtained at first through the medium of a French distributing agency.

Circulation Difficulties

As the American Army in France increased in numbers and the demand among the men for home news became greater accordingly, the circulation of the Paris edition of the Tribune became inflated. One of the greatest difficulties of circulation was caused by a just censorship which withheld all information concerning the location of bodies of troops; consequently, bundles of papers desired by certain units of the A. E. F. could not be openly addressed to them.

In order to overcome this, an effort was made to supply all of the French villages and the towns in the zones occupied by our men with papers. The

circulation improved with the better operation of American welfare organizations acting as auxiliary to the army supply. Bundles of papers could then be addressed to secretaries of the Y. M. C. A., the K. of C., the Salvation Army and the Jewish Welfare Board, who would deliver the papers to the units they served. Later, these same organizations purchased the papers outright at wholesale prices and distributed thousands of them gratuitously to the soldiers.

Through special correspondents in Chicago, New York and Washington the Tribune was enabled to present daily by cable a brief resume of the most im-

times, in accordance with the cost of production, the paper was placed on a paying basis before the signing of the armistice. After that event an examination of the books up to November 30, 1918, revealed the presence of a net profit of something more than 100,000 francs.

A check for this amount was presented by the Tribune to General Pershing, who later notified the Tribune Company that after an investigation of the needs of the army, he had turned over the money to a fund for the maintenance of the Comrades in Service, an organization to be maintained under the direction of the army chaplains for the benefit of the A. E. F. veterans after the war.

As a far-flung outpost of American journalism, the Paris edition endeavored to reproduce all of the Chicago Tribune features, including the daily contributions of John T. McCutcheon, Ring Lardner, Bert Leston Taylor, Briggs, Orr, Sidney Smith and Percy Hammond. Although home news was the prime requisite of the publication, much space was devoted to those A. E. F. activities the publication of which would not interfere with the rules of censorship. General Pershing, in his letter acknowledging receipt of the profit check, paid high tribute to the Tribune's beneficial influence upon A. E. F. morale during the war.

With the signing of the armistice and

over the sole authority of the Jugo-Slav delegates and the displays were labeled "advertisement."

With the return to America of the A. E. F., possibly accelerated by the Paris edition campaign under the slogan, "Get the boys home, Toot Sweet," it was found that the demand for the Paris edition among English and American civilian readers in Europe, particularly in official and commercial circles, was growing daily. This development dictated the present Tribune course to continue the Paris edition as long as the demand exists, and to dedicate the daily reappearance of the paper to the lasting memory of the achievements and the valor of American soldiers in the great war.

"I. N. S." MAKES NEW FOREIGN CONNECTIONS

Service Through London Express, Le Petit Journal and Il Secolo of Milan
—Wilson Proud of Reliability of War Service

BY FRED J. WILSON

GENERAL MANAGER, INTERNATIONAL NEWS SERVICE

Truth, so far as it could be told, and accuracy, always were the two watchwords of the International News Service during the progress of the war. With these were combined a constant and determined effort to aid in forming public opinion in the United States by the dissemination of all the news which public policy permitted to be circulated.

On every front during the war the International News Service maintained its correspondents. It was first in many cases with the big news, such as the sinking of the battleship Audacious; the removal of the French capital from Paris to Bordeaux, and was particularly efficient in handling the stories of battles in which American troops participated. Hundreds of columns of reading matter were carried by the International News Service over its wires and in its mailed advance news to further the purposes of the Committee on Public Information; to popularize the various Liberty Loans, and in general to maintain American morale during the struggle.

There were some cases in which the International News Service was beaten by its competitors, but in almost every case where it was beaten its clients did not get the news first, because the International adhered in both letter and in spirit to the requests of the Administration and the Committee on Public Information not to prematurely disclose important news. Throughout the whole struggle the International News Service achieved one thing—it was truthful and reliable. Not one word of criticism was ever voiced against the International News Service, and in a hundred cases it was publicly commended for accuracy and reliability.

The International News Service in future expects to cover European news more efficiently than it has ever done. In this connection arrangements have been closed with the London Daily Express, perhaps the liveliest London newspaper, with Le Petit Journal of Paris, with a circulation of over a million, and with Il Secolo of Milan, which stands in the first rank of Italian newspapers. Under this arrangement the International News Service has the exclusive right to publish in the United States and Canada the news and editorials of these great journals. Similar arrangements are to be entered into and the clients of the International News Service will be covered on both news and opinion in Europe better than ever before.



FLOYD GIBBONS AND HIS WIFE ON THE GROUNDS OF A PARIS HOSPITAL AFTER MR. GIBBONS HAD BEEN WOUNDED "IN ACTION."

portant American news. The services of the Radio and Havas news agencies were obtained and through them the paper was able to present comprehensive continental information. It was necessary, of course, that the reports of all these agencies be translated from French to English. The news columns of the paper were led principally by special stories of Tribune correspondents then operating in the field with the A. E. F. and in Paris, London and Stockholm.

Goes on Paying Basis

American business firms, in seeking to convey messages of good will and thanks to their former employees overseas with the colors, presented these same sentiments in the form of display advertisements through the army edition. National advertisers contributed a degree of support, but the expenses encountered hardly indicated during the first year that the paper could ever be operated profitably.

However, with the constant increase of the overseas forces and the establishment of a per copy price of 25 cen-

the gradual lifting of censorship regulations, the Paris edition became the mirror of its Chicago origin by reproducing the American editorial tone of the Chicago Tribune, which policy it is following today.

New Advertising

From a business standpoint the Paris edition of the Tribune developed something new in the way of advertising. In the era of open and aboveboard diplomacy, where "open covenants openly arrived at" was the declared rule of the day, the Tribune began the solicitation and publication of what might be called the first diplomatic display advertising in newspaper history. Thus it was that governments availed themselves of the advertising columns of the paper in order to present to both the public and the peace delegates their aims and claims before the Peace Conference.

The questions of the disposition of Fiume, Istria and Dalmacia were presented most forcibly by the Jugo-Slavs in full-page paid advertisements. The display advertisements were presented

OUR WAR PUBLICITY TRUE TO FREE PRESS IDEAL

(Continued from Page 126.)

in the army in a foreign land in time of war, had erred and died. Mr. Baker, however, was not willing to say that the suppression should continue. He called all of the newspaper men who regularly interview him to his desk, stated the problem to them negatively and positively, and asked them to vote. They did, unanimously sustaining the suppression and to this date there has never been published in an American newspaper the name of an American soldier who died a shameful death in France, and the fact of the matter is that if such a list had been printed there would be very few names on it.

Credit to George Creel

To George Creel belongs greater credit than he has so far received from the American press. His marvelous ingenuity, vision, clean idealism, tireless effort, passionate devotion to the cause, went into his work and in every idealistic purpose of War Department publicity at least, he stood like a rock. He was a natural target in the political war that raged in Washington as a, to me, disgusting sideshow to the main performance overseas. What George Creel did for American newspapers was somewhat obscured by the political attack, but those who were associated with him will not fail as American citizens to highly appraise his achievements. At an expenditure of public funds of about \$5,000,000 Mr. Creel conducted a publicity and foreign propaganda system which had no counterpart in the world and did more to create American morale through common understanding by the people of the objects of the war and more to give our armed forces their proper place in France than all other agencies combined.

All American newspaper men know, but readers of Editor and Publisher in foreign lands may find interest in the technical operation of the news system the Government conducted throughout the war. It was not based upon what we know in this country as the "press agent" principle, an evil institution which flies on the two wings of suppression of unfavorable news and the inflation of the favorable. It was conducted on the principle that Government business is the people's business and newspaper men and publicists in every branch are the representatives and trustees of the general public. Therefore nothing was introduced to repress an inquiring newspaper man. But many institutions were set up to facilitate the rapid and accurate collection of the news by the established agencies and recognized correspondents.

News Reports

The first of these was the issue of authorized statements to the correspondents. They were merely laid within reach of the correspondents and no attempt was ever made to secure their publication. These reports were written by skilled newspaper reporters who were employed by the Committee on Public Information and later by the War Department, many of them volunteering for the service at wages greatly reduced from their ordinary peace-time earnings. To every important bureau of the War Department was assigned a skilled news writer, with instructions to report to the War Department News Bureau exactly as if he were assigned to the post by the city editor of a newspaper.

Every statement so prepared before being issued had to bear the signature of the officer who was the original source of information, attesting the accuracy of

the report; second, the signature of the officer in command of the bureau or department, vouching for the responsibility of the statement in relation to the general scheme of the department; third, the vise of the Military Censor, as a matter of general protection; fourth, the endorsement of the Director of the News Bureau as to news values and finally the signature of the Secretary of War or his designated alternative for final authorization.

It would seem that this system would entail delays. On the contrary little time was lost through it as with the large daily grist the system became routine and everywhere it met favor through its merit as a device to restrain inaccuracy.

Official communiques

The official communique was instituted on advice of the Secretary of War through General Pershing. It was given out within a few moments of receipt at

Washington and the Post Offices at Chicago and San Francisco. Every evening at 6 o'clock the lists were put on leased wires for Chicago and San Francisco and before noon the following day they were in the mails addressed to editors in three zones covering the States, equally divided as to morning and evening papers, and subject to a total of five days' release. It is to the honor of the American press that only a few instances of release violations were reported. All local interest names were of course printed and many of the great metropolitan newspapers published most of the names. The entire expense of this operation was borne by the War Department. Each name bore the address, next of kin and the nature of the injury. Prior notification of the next of kin was made by telegraph by the War Department.

When, finally, the wire system was suspended after most of the names had been cleared, Mr. Baker said: "The

"FREE AND UNCENSORED PRESS WILL ELIMINATE ANARCHY AND UNREST IN EVERY COMMUNITY"

W. C. D'Arcy, President of the Associated Advertising Clubs of the World, sees in the freedom and unity of the press the solution for the new problems facing the thinkers and molders of opinion in all countries.

Mr. D'Arcy's message to the newspapers, wired to International Number of EDITOR & PUBLISHER from St. Louis, is as follows:

"The world will move fast in proportion to the quality of thinking that we bestow upon the problems of civilization. That we may think clearly and be acquainted with world facts is an essential that in no manner needs justification.

"The world war, the causes that brought it about and the very problems that have been the result of the conflict, make it evident to the thinker that, regardless of creed, color or nationality, the people of the world are closer to one another than ever before in history.

"That the world is a family with varying personalities in the make-up and conflicting ambitions in each mind makes it evident that some controlling, guiding power must elim-

inate the friction, ease the wounds and clear the mind to a more happy realization of the responsibilities of each one of us, expressed as individuals, communities, nations or the entire people of the globe.

"If the daily press, which is a mirror of progress, is not thinking ahead of the problems of today and molding public opinion on its responsibilities in bringing around a solution, then the newspaper is not measuring up to its birthright.

"A free, uncensored press, controlled and promoted by clear thinkers, strong in their patriotism, broad in their understanding of world problems, is the kind of a press that will eliminate anarchy and unrest in every community."

the cable office without deletions of any kind. The criticism of these official war reports has been that they were over-cautious and often late, but they served to confirm press despatches. Few of them really announced any news.

Lists Wired and Printed

A news feat without any parallel was the transmission by the Government to every newspaper in the United States of the complete casualty lists and also the complete lists of citations by General Pershing for extraordinary heroism in the field.

The casualty lists were, in the main, cabled to the War Department and they included all classes of casualties from slight injuries necessitating a hospital record to killed in action. The total of such names in the course of the war was about 270,000 including those of the Marine Corps which were issued by the War Department. Each name was checked by the Statistical Division of the Army with the card record and press lists were made up. Owing to the terrific pressure on the wires of the press associations these names could not be carried, but the Secretary of War insisted that they should be transmitted to all newspapers as a matter of public service and without unreasonable delay and ordered that means be found.

In compliance arrangements were made for the overnight printing of the lists by the Government Printing Office in

general efficiency and humanly kind cooperation of the press in this matter deserves public appreciation."

The huge lists of citations, each one a tragic little story of a man's valor, were published in press lists and mailed under ten-day release to every American newspaper by the War Department.

Under John Wilbur Jenkins, formerly of the Baltimore Sun, a similar news service was conducted by the Navy Department.

News Pictures

The Committee on Public Information served news photographs to the newspapers and magazines, film to the film weeklies and put on some remarkable film shows of army and navy operations, published the Official Bulletin made up of the reports collected by the several Government news agencies, conducted a great speakers' bureau, foreign propaganda and many added publicity features. When the committee suspended operations following the signing of the armistice the War Department took over and is now selling to newspapers at 15 cents per print the output of the photographic section of the Signal Corps, which produced hundreds of thousands of news pictures. It is also supplying the film weeklies with the official film taken by the Signal Corps wherever the Army is stationed. This is all regarded as public service and even the film is sold at cost.

The Army commissioned a staff of prominent American artists and sent them to France to delineate the activities of Pershing's forces. These wonderful pictures are being shown in art galleries throughout the country while reproductions of them have been made available to the magazine and newspaper press.

Throughout the activities of the Committee on Public Information were positive, not negative, and in no sense has this work of newspaper men even remotely merited the name "censorship."

To the everlasting credit of American newspapers and newspaper men be it said that they kept faith—that they fought on the side of the Government in the war.

Most of them were great enough to forget politics. All of them were free enough to express themselves in criticism of officials or of Departments which did not meet the reasonable expectations of the people. In good spirit they accepted the facilities offered by the Government to expedite and ease the collection of the news, for the task became too great for any agency to undertake without aid.

And to the everlasting credit of the Administration be it said that it was brave enough, wise enough, enough of a believer in the principle of free press, to fully inform the people in a great crisis on usual terms and stand or fall on real success or known failure.

There Are 21,664 Papers Published in the U. S.

Aggregate Circulation, Including Canadian Publications, 227,500,000 Weekly, with Low Ad Rates

There are published in the United States by far the greatest number of newspapers and periodicals of any country in the world, England, of course, being the second largest publication country.

At the present time there are 21,664 publications of all classes, from daily to quarterly, published in 10,461 communities of the United States. Under the stress of war conditions more than 400 of these newspapers suspended, a relatively small number in consideration of the fact that the total includes alien enemy publications which were suspended by action of the Government.

Canada has 728 publications. In common practice this list is ordinarily included with the statistics of the United States.

The aggregate circulation of all of the evening newspapers in the United States and Canada is in the neighborhood of 22,000,000; the circulation of the morning newspapers is approximately 13,000,000, and the aggregate circulation of the Sunday papers is 17,500,000. This means a total circulation per week of the colossal number of 227,500,000 copies.

In the United States newspaper advertising rates are extremely low in view of the high-class of circulation afforded and of the peculiarly valuable services rendered. EDITOR & PUBLISHER on January 18, 1919, published a statistical table giving the circulation and advertising rates of 2,166 dailies in the United States, bringing out this remarkable summary:

These high-class city newspapers had a combined circulation of 28,625,041, among a population of 105,253,300. The minimum agate line advertising rate of this total circulation was only \$61.63. A list of 503 Sunday newspapers had an aggregate circulation of 16,056,580, the minimum aggregate agate line advertising rate being only \$26.81.

GREAT NEWS NET OF UNITED PRESS CAUGHT FACTS FOR VAST CLIENTELE

Beats and Scoops of First Magnitude Scored—Opened New South American Channel—Story of the Amazing Stress of Agency Men During World Crisis

BY JAMES HENRY FURAY,
FOREIGN EDITOR OF THE UNITED PRESS.

THE Great War which strained to the breaking point the resources of the most powerful nations of the world provided also the supreme test to which newspapers and press agencies have ever been put since the chronicling of news began.

How Impossibilities Became Daily Feats

The impossibilities of 1914 became the commonplaces of 1918. That which four years ago "could not happen" became in a few short months a part of the ordinary routine of everyday life. News emergencies that, before the war, were not even dreamed of, arose out of the conflict in such a bewildering succession as to tax human originality and ingenuity to the utmost to cope with them. Ideas of news values had to be completely revised at a moment's notice; previously infallible plans of "covering a news story" had to be swiftly changed or scrapped entirely; situations unprecedented in the history of newspaper work had to be met and handled not only with accuracy but with speed. The necessity of solving the problems thus presented and of not only obtaining the news rapidly but of transmitting it speedily to the newspapers provided the standard of efficiency of every news agency in the world.

United Press Beats

Out of that supreme test the United Press has come second to none. It has added to its record scores of news "beats" and "scoops" of first magnitude and has enormously increased its prestige and clientele not merely in this country but throughout the world.

Evidences of the effectiveness of the methods employed came quickly. South America, which had always been a closed book to American press associations, during the war was entered by the United Press. That association was the first North American news agency to establish connection with the great papers of the Southern continent. In June of 1916 the United Press first sent to Argentina a world news service which since has spread throughout the continent until it serves the greatest journals of Latin America. These include *La Prensa*, of Buenos Aires, everywhere recognized as one of the greatest newspapers in the world; *O Pais*, of Rio Janeiro, and *O Estado*, of Sao Paulo, the two most influential newspapers in Brazil, and many others.

New Channel

The establishment of this South American connection opened a direct channel of daily news exchange between the two Americas and inaugurated an era of closer understanding and relationship between the republics of Pan-America. The Latin American nations have never been in such close daily touch with the United States and have never evidenced such a feeling of friendliness as has resulted from this connection.

Simultaneously the United Press was carrying to Europe American news methods and ideas. For many years it had had a connection with the Exchange Telegraph Company, of London, which had proved an effective channel of communication between this country and Great Britain. To this alliance has been added one with Agence Radio, of Paris,

the great French agency serving all of the foremost newspapers of France.

The chief contributing factor to the success of the United Press as a world news service, and particularly to its suc-



JAMES HENRY FURAY.

cess in covering the world war, has been its foreign staff. The shot which killed Archduke Franz Ferdinand at Sarejevo and which a month later plunged Europe into a four years war, found that staff prepared. Under the general European manager, Ed L. Keen, in London, the strong nucleus of what later developed into the United Press' "war staff" had already been organized. Increase of its efficiency was only a matter of expansion.

European Net

Bureaus under trained American newspaper men and fully staffed by men from this country had been established at London, Paris, Berlin and Rome, with scores of resident correspondents functioning throughout the Central Empires, Spain, Portugal, Russia and all the capitals of the Old World.

From the London staff and from the experienced United Press managers in this country additional men were hurried to France to assist in the task of covering "the greatest story in history." In the beginning, so rapid was the war's development and so overpowering were the numbers of men engaged that the military leaders and the governments involved gave little thought to the problem: How is the world going to get the news? Except in Germany, correspondents were persona non grata at the various fronts, and newspaper men bold

enough to venture without passes to the places in France and Belgium where the French, British and Belgian armies were fighting a life and death struggle with the invading Huns, did so at their peril and at risk of arrest.

But many hardy spirits took the risk. A United Press man, after a series of discouragements of the most disheartening sort, "went to the front anyway," along with a few others, including Richard Harding Davis, the dean of the American war correspondents. The party succeeded in passing through the lines to a point so close to the front that the guns' roar was near at hand. Then they ran afoul of a French officer, who arrested them and placed them in an undignified and smelly cowed as prisoners for two days.

Selected for Front

But the Allied governments soon began to realize the necessity of co-operation with the press of Allied and neutral countries. One correspondent from each neutral country was permitted to go to the French front and a United Press man was chosen as the first American representative. Meantime other United Press men had reached France and taken charge of the Paris office, while Henry Wood, Rome manager, left on an expedition to the Near East where he obtained a series of illuminating interviews and "situation stories" regarding conditions in Turkey and the Balkans.

During this period—several months after the war began—the first of a series of historic United Press interviews was received in this country. This was an interview with Crown Prince Friedrich Wilhelm of Germany, in which he attempted to explain the causes and origin of the war. It was followed shortly by the interview with Grand Admiral von Tirpitz—declared by many to be the outstanding feat of the war—in which the German admiralty chief announced Germany's intention of inaugurating the ruthless submarine warfare which later sank the *Lusitania* and brought the United States into the struggle.

Meeting Great Problems

Even thus early transmission problems, which later brought lines of worry to the faces of so many foreign correspondents and news agency chiefs, began to appear. Press cable transmission, which before the war had been a matter of a few minutes, slowed up gradually until speedy sending of press rate matter became almost obsolete. The war news could not wait for uncongested wires and General European Manager Keen, along with other foreign representatives, was compelled to cable the bulk of his matter at the full commercial rate. Since this period press-rate transmission has gradually grown slower until today it is scarcely more than a memory.

Keen revealed his foresight from the beginning of the war by using the full rate on important flashes and succeeded thus, when the war opened, in scoring beats on four declarations of war in thirty-six hours. But the transmission problem had not then reached the stage it later developed. Then it was merely a matter of paying the full commercial rate with assurance of fast delivery; while in the closing stages of the fighting it became necessary to combine ingenuity with the full rate in order to be assured of even fairly prompt transmission.

A few months after the war opened, the Allied governments completed their arrangements for helping the press to "cover the war" and had opened press headquarters at the various fronts in

France and Belgium. Taking prompt advantage of the situation, the United Press sent men to the British front in northern France. Later Henry Wood was shifted from Rome to the French front, where he remained almost to the close of the conflict.

But the greatest test of efficiency, so far as an American news association was concerned, did not come until the United States entered the war in April, 1917. As soon as that occurred, the news face of the war changed from a foreign story, in which only foreign peoples were interested, to a "local story," in which every village, hamlet, farm and workshop in the United States was vitally concerned.

Again the United Press responded to the test. By the time General Pershing and Admiral Sims reached Europe in the van of that stream of soldiers and ships which ultimately settled the issue, the problem of covering American activities at sea and on the battlefield had been solved. J. W. Pegler, of the London staff, was hurried to the American front in France, where he scored a number of notable beats and remained until the war fever overtook him and he went back to England to enlist in the United States Navy.

Colossal Local Story

His immediate successor, Fred S. Ferguson, abandoned his desk as news manager in New York to don the khaki of the war correspondent. Friends of Ferguson declared his constant success in "beating the other fellow" was largely the result of his habit and determination to see things for himself. Whenever it was possible he lived at the actual front, either in the trenches just back of them, where he could follow the Yanks personally when they went into action. Thus he was among those present when the Americans staged their first offensive at Cantigny and gave the Hun a foretaste of Yankee "punch." He was in one of the lorries which hurried the marines to Chateau-Thierry when they stopped the onswEEPing German armies on the road to Paris.

Meanwhile the American front had become so far-flung that more men were needed to cover it, and Frank J. Taylor, Lowell Mellett and Webb Miller had donned their war clothes and had gone into action.

Ferguson and Taylor gave a remarkable demonstration of team play when, in July, Marshal Foch decided to strike, and launched his great offensive against the left face of the Marne salient. Between them, Ferguson and Taylor registered one of the notable beats of the war when they were hours ahead on the story of the start and on the details of that shattering assault.

Piece of Team Play

The U. P. men followed the Americans, French, British and Italians step by step as they pushed the enemy back to the Vesle River, daily solving the constantly increasing difficulties of getting their dispatches back to cable headquarters in Paris, from which the front was rapidly receding.

Then they transferred their activities to the famous St. Mihiel salient, where the first all-American offensive was launched. From a hill overlooking the whole front, Taylor witnessed and described brilliantly the annihilating shell-fire of the American troops and the launching of their attack. Ferguson accompanied those same troops when they "bit off," in one fierce bite, the salient which had been a constant menace to Verdun and to all France since the opening of the war.

(Continued on Page 135)

30 CHICAGO NEWS MEN IN EUROPE FOR WAR

Indifferent to Hardship and Danger Foreign Staff Sent Notable Dispatches
—Service Great Feature of War in United States

By VICTOR F. LAWSON,

PUBLISHER, THE CHICAGO DAILY NEWS.

One of the members of the American commission to negotiate peace, while on his way to Paris last December, made inquiries in London to learn who was regarded by public men as the leading American newspaper correspondent stationed in that city. He found it to be the general verdict that to Edward Price Bell of the Chicago Daily News belonged that distinction. On arriving in Paris he made similar inquiries there. With equal unanimity he was informed that the leading American newspaper correspondent in Paris was Paul Scott Mowrer of the Chicago Daily News. "I regard this," said the gentleman in telling the story, "as a remarkable tribute to the high quality of the Chicago Daily News' foreign news service."

Tributes to Correspondents

So do I. Messrs. Bell and Mowrer, by their war service and their pre-war service for The Daily News, not to mention their notable dispatches since the armistice, have richly earned the honorable reputation which is theirs. At the same time I am impelled to express regret that the investigator in question had not found himself in a position to make similar inquiries in Rome and Peking and Stockholm and Berlin and other capitals, for I suspect that by so doing he would have learned still more about the excellences of the foreign service of The Daily News. I should have been glad if he and other investigators could have inquired into the war service of such able correspondents as John Bass, Junius Wood, Paul Rockwell, Noel, Decker and Louis Edgar Browne, to mention only a few of the men who during the war gave the cable dispatches of The Daily News first rank in the United States, if not in the world.

James Keeley's Estimate

It was in no sense a hastily constructed or provisional service even at the outbreak of the war. I quote from an address, made recently in London by James Keeley, formerly editor of the Chicago Herald, at a dinner given to Mr. Bell by a number of his friends:

"Twenty years ago Mr. Lawson began the expensive task of teaching his community the geography and politics of the distant parts of the earth. He was the pioneer in planting his correspondents wherever he suspected that a news item might grow. When the mad dog of Berlin went on the rampage nearly five years ago, Mr. Lawson's foresight was justified. His harvest was at hand. His force of experienced and seasoned correspondents was mobilized, ready and equipped for their firing line. He was prepared as was no other American newspaper man. His men knew the spheres of operations and the souls and hearts of the lands in which they worked. They gave The Daily News a service so superior that it won the admiration of newspaper men from the Atlantic to the Pacific. It was not unappreciated in other lands, too. I have seen a correspondent in Chicago armed with a pot of paste and shears and the last edition of The Daily News, preparing for publication in a London newspaper stories of affairs which were happening across the Straits of Dover."



VICTOR F. LAWSON

When the war began The Chicago Daily News had its own well-manned offices in London, Paris and Berlin, and these offices with their staffs not only gave help to throngs of distracted Americans during the succeeding weeks, but furnished the home office day by day brilliant reports of the developments in the world catastrophe. These reports were written by trained American journalists who had long been stationed in the countries then in convulsion. There were correspondents at the front as well. Hansen in Belgium met the onrushing Germans and accompanied them as they fought their way into France. Then, however, he and the other American correspondents were gathered up by the German authorities and sent back to Aix-la-Chapelle.

Thirty European Men

Still The Daily News was actively represented in the German area. Obels repeatedly came through the lines to report the progress of the invasion, until finally he was seized in the outskirts of Antwerp and marched toward that city under fire as one of a crowd of civilians used as a screen by the advancing Germans. Meantime Bass was hastening to Russia, where he went to the front with the armies of the czar. Digby, hurrying back from explorations in northern Siberia, cabled the remarkable story of the mobilization of the Siberian forces and the rush across Asia of Japanese cannon and Japanese artillerymen to strengthen the Russian line. One of the early exclusive stories of the war was Francis McCullagh's cabled account of Von Morgen's abortive attempt to capture Warsaw. Another notable feat of that period was Swing's cable telling the world of the existence and the power of the forty-two centi-

meter mortars that had just smashed the forts of Liege and Namur.

Briefly, I may say that The Daily News maintained throughout the war a force of thirty correspondents in Europe. Because of their tireless efforts and their indifference to danger and hardship The Daily News was able to present the various aspects of the great conflict with striking fidelity and completeness. Many of its dispatches were cabled back to Europe and widely published there, being accepted as better than any reports of the important events described than were elsewhere obtainable. This is true, for example, of the brilliant dispatches of Louis Edgar Browne describing the operations at Gallipoli, and his very full account of the final defeats of the Serbian army and its terrible retreat through the snow-covered mountain passes of Albania. The splendid battle pictures cabled by Bass out of Russia, the long succession of extraordinary cables by Paul Scott Mowrer from the French front, the vivid descriptions by Edgar Ansel Mowrer of the fighting on the Italian front, the battle stories of Swing and Schuette, with the German armies, the reports by Junius B. Wood of the operations of the American army from Chateau-Thierry to Sedan—these are specimens of war reporting that it would be difficult to surpass. Decker's service at sea for a long period with American submarine chasers resulted in a harvest of fascinating stories of peril and endurance. Earlier in the war Digby and Browne had unveiled to the world the northern harbor in which the British battle fleet lay waiting for the war craft of Von Tirpitz. These with other sea exploits, including cruises in submarines by Bass and Edgar Mowrer and an adventure of Swing's with a British submarine which, by torpedoing a Turkish ship, cast him adrift

in the Sea of Marmora, may serve to show that on water as on land the staff of The Daily News had its part in reporting the war.

A word should be said of the interpretative dispatches of Edward Price Bell in London. His famous interviews with Lord Haldane and Sir Edward Grey, then leading members of the British cabinet, and with other British statesmen had a notable part in making clear the issues of the war and their bearing on the future progress of the contest, not only to the people of the United States but to peoples the world around, for these interviews were reprinted in every civilized land.

Bell's Dispatches

I have no space left to deal with the peace conference service of The Daily News. However, I will say that while Charles H. Dennis, Paul Scott Mowrer, John F. Bass and other correspondents of this newspaper were setting forth day by day the situation in Paris, others of the staff—Hecht and Stiles, Decker and Czarnecki—were describing the physical and psychological conditions within the crumbling central empires. The whole service thus provided has presented with notable completeness a great story of the great war.

The future holds still more elements of interest for the American people than does even the present time. The Daily News' foreign news service will continue to interpret the developments in foreign lands, old and new, through capable investigators, all trained and loyal American journalists.

Bennett Memorial Home Is Incorporated

But Definite Plans for Opening Institution for Old Newspaper Men Are Still Undecided

A charter has been granted the James Gordon Bennett Memorial Home for New York Journalists as a membership corporation. The establishment of the home was provided for under the will of the late James Gordon Bennett, who was publisher of the New York Herald, the Evening Telegram and European edition of the Herald, as a memorial to his father, the founder of the Herald.

The incorporators are Rodman Wanamaker, J. D. Jerrold Kelley, Josiah K. Ohl, of New York City; Robert W. Chandler, of Short Hills, N. J., and Thomas T. Sherman, of Rye, N. Y. In talking of the incorporation, Mr. Ohl said that it had been taken up by the trustees in a routine way and that so far no plans had been made for the home, no site selected and no time set for opening it. The purpose of the home, according to the charter, is to provide and maintain a suitable and comfortable home and pecuniary aid for journalists who have been employed for at least ten years by or in connection with any newspaper or journal regularly published in Manhattan Borough, New York, on or after November 11, 1917.

First Summer School Paper

AUSTIN, Tex., May 19.—The Daily Texan, which is to be published during the coming summer session of the University of Texas, is the first summer school college paper to be published in the United States. The plans are nearing completion for this new venture in college journalism, and, according to the business manager, prospects are good for the success of the paper.

PRESS CONGRESS OF WORLD TO MEET AT SYDNEY

President Williams Describes Purposes of International Organization of Journalists— Nearly 1,000 Delegates from 29 Countries Organized Permanent Association. at San Francisco

By WALTER WILLIAMS,

PRESIDENT, PRESS CONGRESS OF THE WORLD.

THE Press Congress of the World, an international organization, to meet triennially at the world's capitals and to embrace workers in every department of journalism in all countries, was formed at the International Press Congress which met in July, 1915, at the Panama-Pacific International Exposition in San Francisco. The invitation of the government of New South Wales to hold the first meeting of the Congress in Sydney, Australia, April 2, 1918, as presented by Mr. Niel Nielsen, Commissioner from New South Wales, was accepted. War conditions made it desirable to reset the date of the Congress sessions. Upon the renewal of the invitation from Premier William A. Holman, representing the government of New South Wales, the Executive Committee of the Congress voted to hold its initial sessions at Sydney in 1920.

Object Is to Advance World Journalism

The San Francisco meeting, at which the Press Congress was organized on a permanent international basis, was attended by 956 accredited delegates representing 29 countries and 46 States.

The object of the congress is to advance by conference, discussion and united effort, the cause of journalism in every honorable way. Its sessions are open to the consideration of all questions directly affecting the press. Workers in every department of journalism in every country who are engaged in promoting the highest standard and largest welfare of the press, are eligible to membership. The officers who with the exception of the honorary president, to be chosen by the Executive Committee, are elected at each session of the congress are as follows: an honorary president, a president, two vice-presidents from each country holding membership, a secretary-treasurer, an Executive Committee consisting of the president and secretary-treasurer and five additional members chosen from the vice-presidents. The Congress Executive Committee is as follows:

The Officers

Virgilio Rodriguez Beteta, Diarie de Centro-America, Guatemala City, Guatemala.

J. Ryan, M. L. C., Australian Provincial Press Association, Lithgow, New South Wales, Australia.

Robert Bell, Guardian, Ashburton, New Zealand.

K. Sugimura, Ashai Shimbun, Tokio, Japan.

Dr. H. Schoop, Swiss Press Association, Wiedingstrasse 30, Zurich, Switzerland.

The secretary-treasurer, A. R. Ford, Dominion Press Gallery, Ottawa, Canada.

The president, Walter Williams, Dean of the School of Journalism of the University of Missouri, Columbia, Mo., U. S. A.

Representative of the Government of New South Wales, Captain J. W. Niesigh, Premier's Office, Sydney, New South Wales, Australia.

In the preliminary and explanatory memorandum concerning the congress, by Captain J. W. Niesigh, representing the Government of New South Wales, it is stated:

"Congresses of pressmen held previously have been almost exclusively confined to the newspaper press and to proprietors and editorial representatives. The Press Congress of the World aims

at securing much wider interests, and consequent importance and usefulness, by organizing upon such lines as to embrace a number of sections so arranged as to provide a place and a voice for everybody engaged in press work, whether as employer or employee—man or woman—and whether engaged in the editorial, newsgathering, art or commercial branches of the profession and business, and whether on the daily press, magazines or other periodicals, or in independent contributing or authorship. With this in view the congress will, briefly, be divided into the following sections:

Wide Range of Interests

(a) Newspaper Press. — Editorial, literary and news departments; commercial management in its general bearing; circulation departments; advertising; mechanical.

(b) Provincial and Rural Press.— Similar to (a).

(c) Periodicals and Magazines.

(d) Authors and Writers.

(e) Art as applied to the Press.

(f) Trade and Technical Press.

(g) Schools of Journalism.

(h) Trade Suppliers (i. e., manufacturers of machinery, paper, ink, etc.).

The general list of invitations will include:

1. Appointed delegates:

(a) Those appointed by National and States Government.

(b) Those appointed by organizations of press interests under the various sections of the congress.

(c) Those nominated by individual institutions (e. g., The British Institute of Journalists, etc.) or persons or firms.

2. Invited delegates, i. e., men and women of special note in the various sections of press activity covered by the congress.

"The business of the congress will be to hear and discuss papers and addresses upon subjects of common interest to members of the various sections. By the intermingling of pressmen from all countries, and the social intimacy accruing therefrom, no less than by the interchange of opinions thus made possible, it is thought, and hoped, that better understandings will be arrived at which cannot fail to be of international advantage in a wide sense, and that efficiency of the press and pressmen in their several spheres will be improved.



WALTER WILLIAMS.

British Overseas Dominions

"The daily increasing importance of Australia in world politics and commerce as well as the part the British Overseas Dominions must take in the solution of problems which will necessarily arise after the war, make it important that journalists of all classes and all countries should, in the interests of themselves and the journals they represent, become so far as possible intimate with the conditions obtaining in the distant portions of the British Empire. The meeting of the congress at Sydney will afford an exceptional opportunity for doing this, inasmuch as those attending it will be enabled to see things for themselves, and will have at their command all the facilities that the Government and commercial and industrial institutions and organizations can provide. Although the congress will meet at the invitation of the Government of New South Wales, the visitors from abroad will be equally welcomed in the other States of the Commonwealth and in the Dominion of New Zealand.

Expenses Reduced

"The expense entailed by attending the congress will be reduced to a minimum by concessions in fares for overseas transport and by the free traveling that will be offered on Australian State-owned railways. Hotel accommodation in Australia is of a high class, and the tariff everywhere is exceptionally moderate when compared with that prevailing in other countries."

At the conference of Premiers of the various States composing the Commonwealth of Australia this resolution was unanimously adopted:

"That this conference appreciates the importance of the meeting in Sydney, as soon after the war as may be convenient, of the Press Congress of the World, and the Government will cooperate with the press of their respective States in the arrangements necessary for the proper reception of delegates from overseas, and for making available to them information appertaining to Australia."

TAFT BEAT WILSON IN SALONICA PRESS

Another Freak of Its Curious Journalism Referred to Senator Lodge as a "Socialist"—Many Languages Printed for Polyglot Population

By CAPT. HARRY W. FRANTZ, A. R. C., SECRETARY TO COMMISSION TO SERBIA.

SALONICA, Greece, Feb. 16.—Salonica is now well-known to the world as one of the most polyglot cities of Europe. The standing population of approximately 200,000 is said to include 97,000 Greeks, 80,000 Jews, 10,000 Turks, 7,000 Deunmehs (Jewish converts to Moslem), and 6,000 of miscellaneous nationalities. To this mixture the war has added national and colonial troops representing most parts of the globe.

Under existing conditions the press of Salonica is almost as polyglot as the population. The number of papers now published in the city, mostly dailies, is between twenty and twenty-five, and these are in Greek, French, English, Serbian, Turkish, Jewish-Spanish, and Italian.

The newspapers of Salonica have been hampered continually by the scarcity of print paper. All of them confine themselves to a single sheet of two pages. Many times during the war white paper was not available and the papers appeared in colors—thus for a time the Paris-Balkan was appearing in green, the Voce d'Italia in purple, and other papers in yellow.

The backbone of the daily contents of each paper was until recently the military communiqué. Telegraphic and cable items were not numerous.

The censorship has left its mark on these newspapers. That the editors are not all-wise was indicated recently by an article in a Greek newspaper here at the time of the last United States congressional elections, when it was published that Wilson had been defeated for the presidency by Taft. It was stated also that "Lodge, the Socialist, had failed."

The Balkan News, now in its fourth year, since the armistice has added a certain amount of re-printed "copy." A more important item is its humor. Many members of the British Salonica Force contributed funny sketches and stories. The editor, Robert Owen, has contributed many interesting sketches, now to be published in book form under the title "Salonica and After."

Advertising is of comparatively slight importance, apparently, to the Salonica journalist. No doubt he finds it more profitable to accept subsidies from different parties or interests. The few advertisements are generally notices of arrival of goods. Cigarette advertising is fairly well developed. Peace conditions will change the aspect of Salonica newspapers in many respects.

Oregon Women's Magazine

PORTLAND, Ore., May 19.—The first issue of the Oregon Women's Magazine has appeared. It is edited in Portland by Mrs. Ouida Herlihy, an experienced newspaper woman.

THE NEW YORK TIMES EXPENDED FORTUNE ON WAR CABLES

Single Message Costing Over \$5,000 Was Delayed 19 Days—
Lloyd George Speeches Were Sent at Urgent Rates—
Two New Publications Established

THE four years of War brought to The New York Times amplified influence and power. It has added 100,000 to a pre-war circulation of more than a quarter of a million for its daily issue, and 300,000 to its Sunday issue. Advertising increased at higher rates.

August, 1914, found the Times enjoying a high reputation for foreign news service. When news of Austria's ultimatum to Serbia reached America the Times displayed it with keen realization of its startling importance. The swiftly following events were remarkably developed by the Times.

Great Service Through Alliance with London Chronicle

Through a long standing alliance with The Daily Chronicle of London, the Times, in addition to the daily dispatches of its own resident staff correspondents, automatically became possessed of the exclusive American and Canadian rights to The Chronicle's war correspondence. This included the dispatches of Philip Gibbs, soon recognized as one of the ablest and most appealing of all the war writers on the Western front; Dr. Harold Williams, journalistic authority on Russian affairs; Perceval Gibbon, the novelist, a picturesque writer whose particular field became the Balkan campaign; George H. Perris, a junior member of a well-known family of British journalists who kept in close touch with the French armies, and several others at that time hardly less conspicuous, each of whom contributed his share to the daily broadside of war news in the Times.

In addition, wherever news or opinion of moment could be obtained, the paper purchased lavishly, special contributions from men who could write with authority upon the military, naval and diplomatic developments of the time. From its own staff in Europe, all of whom were in close touch with the men who moulded events, it received notable descriptive dispatches which kept the paper abreast of the daily happenings.

Expense Not Spared

Neither space nor outlay counted when the Times needed the news, the result being the establishment of new precedents in newspaper making. First among these was the publication, alone among all the newspapers of the world, of the full text of the British White Paper setting forth the diplomatic exchanges immediately preceding the war. This interesting series of documents filled almost six pages of a Sunday supplement of the Times and its publication in full was a distinct innovation. It was followed by successive publications of translations of the German White Paper, the Russian Orange Book, the Austrian Red Book, the French Yellow Book and the Belgian Grey Book, giving in full the respective diplomatic activities of these five nationalities before the conflict.

Expert Writing

This was a new kind of mental pabulum for the newspaper reader; yet the public greedily devoured it. So great, in fact, were the demands for these texts, that each as it came out was incorporated in a special pamphlet of which the Times disposed of upward of a quarter of a million copies in addition to the original publications in the newspaper itself.

To cap these publications the Times requested James M. Beck, as an authority on international law, to examine the evidence presented in the documents and pronounce upon the question at issue—the responsibility for the war. In a Sunday article "The Evidence in the Case," famous here and in Europe, Mr. Beck reviewed the documents and delivered judgment. He found Germany guilty—guilty of inciting the war, of breaking her pledged word to Belgium and of other breaches of international law and good faith with which she stood charged.

While collecting from both sides and publishing impartially in its news columns all the facts and opinion obtainable, during this period of the country's neutrality the Times editorially, from the first days, unhesitatingly and unswervingly espoused the cause of the Allies and frankly predicted Germany's defeat. In the dark days of December, 1914, its deliberate judgment on the war was proclaimed in a leading article which became immediately one of the most quoted newspaper utterances of the war. This editorial, entitled "For the German People, Peace With Freedom" appealed to the Germans in America to urge their kinsfolk at home to overthrow the autocracy and achieve for themselves peace and liberty.

A Much Quoted Editorial

"Germany," said the Times, then (Dec. 15, 1914) "is doomed to sure defeat. Bankrupt in statemanship, overmatched in arms, under the moral condemnation of the civilized world, befriended only by the Austrian and the Turk, two backward-looking and dying nations, desperately battling against the hosts of three great Powers to which help and reinforcement from States now neutral will certainly come should the decision be long deferred, she pours out the blood of her heroic subjects and wastes her diminishing substance in a hopeless struggle that postpones but cannot alter the fatal decree. Yet the doom of the German Empire may become the deliverance of the German people if they will betimes but seize and hold their own. * * * They have their full justification in the incompetence and failure of their rulers." It reviewed the course of the war, the German retreat from the Marne, scoffed at the more recent overwhelming of the Russians in Poland, pointed to the approach of Kitchener's new army, and continued: "The world cannot, will not, let Germany win in this war. With her dominating all Europe, peace and se-

curity would vanish from the earth. A few months ago the world only dimly comprehended Germany; now it knows her thoroughly."

Cable Tolls Grow

Meantime the reputation of the Times as containing full and authentic war news continued to grow—at enormous cost in cable tolls. Lloyd George's notable speeches, in the House of Commons and elsewhere, as well as those of successive German chancellors, were taken down by stenographers as they were delivered, were transferred sheet by sheet to the cable wire, carried here at "urgent" rates (25 cents a word), to escape the cable congestion, and were printed textually in the Times the next morning. The same cable rates were paid on many of the notable war dispatches—almost all of those written by Philip Gibbs, as well as the remarkable piece of descriptive writing in which Wythe Williams, Paris correspondent of the paper, described his journey to Fort Douaumont. Mr. Williams was the first correspondent to reach that shattered stronghold after its recapture by the French army in the Verdun counter-offensive. At times the cable tolls alone of this paper are said to have reached \$15,000 a week.

When it became important to know conditions within Germany, the Times sent to Berlin, successively, Garet Garrett, now associate Editor of The Tribune, and O. K. Davis, its former Washington correspondent, to ascertain the facts and transmit them, regardless of cost. Mr. Davis only left Germany on our entering into the war. When the Bolshevik revolution in the Russian Empire was at its worst and we sent troops to Siberia, Carl W. Ackerman was retained to accompany them. It is understood that for a single dispatch from Mr. Ackerman the Times paid \$5,600 in cable tolls and even then received it only after nineteen days' delay.

The Last Year

Edwin L. James, a member of the Times's office force, accompanied the American army to France, and Richard V. Oulahan, the paper's Washington correspondent, headed the staff which went to Paris to report the Peace conference. Both have sent widely quoted contributions to American journalistic war history.

In the last year of the war, one achievement of the Times particularly stood out as notable. On March 21, 1918, the Germans started their final great offensive against the French and British. The news of their attack came in that night from a wide section of the front. In the Times's office it was realized that this was the long awaited great German effort. The next morning urgent messages were on their way to all correspondents in any way concerned calling for full and detailed accounts of the battle at urgent cable rates. In some days thereafter the paper carried as much as from ten to fifteen columns of special cable despatches and altogether the "rush orders" to correspondents produced one hundred news "beats" in a period of two weeks, it is claimed.

The war, incidentally, has added to the Times two highly successful subsidiary publications, each a development of the public demand for special features. Its rotogravure Sunday supplement, first published in that form in 1913 as the pioneer of this kind of pictorial reproduction, be-

came the sponsor in September, 1914, for The Times Midweek Pictorial, a 10-cent rotogravure weekly devoted wholly to pictures. The demand for authentic documents which would throw light upon this crisis in the world's history brought out the Times Current History, an illustrated monthly review of important events. Each of these has attained a circulation in round numbers, of about 75,000 copies.

N. E. A. WAR REPORTS GAVE HUMAN INTEREST

Miss O'Reilly Saw Louvain Burn—Discovery of Empey—Remarkable News Picture Exploits by Staff Men Gave Scoops

BY SAM T. HUGHES,

EDITOR-IN-CHIEF, NEWSPAPER ENTERPRISE ASSN.

The foreign activities of the Newspaper Enterprise Association during the war got into full swing as soon as the war itself did. N. E. A. had two staff correspondents at work in Belgium before the Germans had taken Brussels. One of them, Mary Boyle O'Reilly, was a witness of the burning of Louvain. She passed clean through the German lines from Brussels to Liege. The other, H. P. Burton, cabled the first descriptive story of the battle of the Marne printed anywhere, and afterwards, penetrating Germany, rushed out some of the first high-class news stuff—not propaganda—that came from Bocheland during the early days of the conflict.

Miss O'Reilly's stories from Belgium were of intense human interest, and this strong human interest angle of the war, next after important news dispatches and news photo scoops, was N. E. A.'s chief claim to originality in its foreign news service. In fact, N. E. A. was the first service to realize to the full the craving of average newspaper readers for a picturing of the war's significance in graphic, everyday human terms. One of the many exploits in line with this was N. E. A.'s discovery of Arthur Guy Empey, our service first carrying his gripping stories of the real mud-and-blood existence at the front months before he became famous.

Constantly during the war we sent such people as Charles Edward Russell, George Randolph Chester, and numerous other well-known newspaper men on special missions to various countries, thus covering in authentic fashion the weightier issues and tendencies of the conflict. When America entered the fight we established branch bureaus in a semi-circle around Germany. Carl Sandburg represented us in Stockholm, Harold E. Beechler in London, E. M. Thierry and John D. Ryan in Paris. At the American battle front in France N. E. A. was represented by C. C. Lyon and Cartoonist J. R. Grove.

N. E. A. made a special point of fast action on news photographs from the war. During the four years of the struggle we handled a total of 14,000 war photographs, 55 per cent of which were used in our service. N. E. A. claims to have scooped the country with news photographs on a majority of the most highly important war news events. Our staff photographer, W. H. Durborough, accompanied Hindenburg on his great drive through Poland in 1915. N. E. A. news photograph scoops included the first picture of the American offensive at Chateau-Thierry, and the first picture of the surrender of the German navy.

AD CAMPAIGNS IN FOREIGN LANDS NEED CAREFUL PLANNING

American Expert Says an Advertising Invasion of This Country Must Be Expected—The Trade-Mark Is Important Asset to the Firm Invading New Territory.

By FRANK A. ARNOLD,

MANAGER FOREIGN DEPARTMENT AND DIRECTOR FRANK SEAMAN, INCORPORATED, NEW YORK.

AMERICAN manufacturers and merchants are today looking abroad as never before for a market for their surplus product. This has been brought about partly by war conditions, which have drawn all the nations of the earth closer together, affording evidence beyond dispute of the needs of other people which our country is amply able to supply. Of course, we must expect a reasonable period of reconstruction and readjustment between the various European nations and ourselves before we can reach a point where the smooth operation of export business with freedom of shipment can be expected.

Just at present the late warring nations are conserving their manufacturing interests and protecting their own industries until such time as they may become re-established on a basis somewhat near that of pre-war times. For the moment this would seem to work hardship against American goods, especially in view of the eagerness of this country to enjoy the opportunity for foreign commerce which is opening. At the same time, the reasonableness, for the most part, of the stand taken by England, France and Italy must be admitted and patience should be employed by this country and judgment suspended until enough time has elapsed to obtain a condition of normal business trade.

Standing of American Goods Abroad

American goods stand better in the eyes of the European countries now than before the war, due in a large measure to the fact that there has been an opportunity of demonstrating, through the stress of war emergency, the excellence of many of our products and their entire adaptability to foreign conditions. For instance, the war railways throughout France, necessitated by emergency conditions, have demonstrated more completely than would have been possible under other conditions the excellence of our American locomotives, our track construction and methods of operation employed by the best railroads of this country. We are even told that the French people have come to a point where they are recognizing oatmeal as a possibility for a breakfast dish.

What has already been said is true of thousands of items of merchandise of all kinds which have contributed to the welfare of the American Expeditionary Forces, so that it may truthfully be said that acquaintance with American goods abroad is wider and more general than ever before and, for the most part, they have stood the test of trial and are in good and regular standing in those sections where they have been used.

The still further distribution of the thousands of tons of food supplies now in our warehouses in France throughout the devastated area will serve more widely to demonstrate these products.

Preparation for Foreign Advertising

One of the main prerequisites for foreign advertising is the right amount of preparation which should be made by any manufacturer or merchant in this country before he attempts to enter the foreign market. It is not an altogether easy thing to obtain a trade foothold in a country speaking a language different

from ours and where certain trade lines have been followed for many years, and where competition, once American goods enter, is bound to be decidedly active. At the same time, given the basis of careful investigation which has to do with local conditions, including the habits and customs of the people, and the rest is simply the employment of safe and sane business methods along much the same lines in general as have proved successful in building up the sale of the commodity in the United States.

I assume that it is not within the province of this article to discuss the need for proper distribution of merchandise before it is advertised, as this is one of the fundamentals, which I think we are safe in assuming that every exporter understands by this time. It is not out of place, however, to say a word about the selection of goods for export.

Selection of Goods for Export

The most successful exporters have emphasized the necessity of a careful selection of that kind of merchandise for the foreign market in line with the goods which were already on sale, thereby enabling them to meet local conditions on at least an even basis of competition. Too much cannot be said in favor of this plan, which requires study and investigation on the part of the best minds which the company can obtain either within its own organization or outside.

The selection of an inferior type of goods for sale in a market which demands A-1 quality would be unfortunate and stigmatize American goods as being second-rate. It may be said that the best we have is none too good for the foreign market and, given packaging in accordance with local demands, there is no reason why, with price equality, American goods thus selected should not have the same opportunity for successful exploitation abroad as obtained in the United States.

Trade Mark Advertising

Trade mark advertising can often be employed to advantage in foreign countries, and assuming that distribution has been obtained as a necessary prerequisite, this form of publicity is one of the most important.

Without a trade mark brand it is practically impossible to sell a definite product with any degree of certainty as to its reaching the ultimate consumer. But, on the other hand, the continued and proper exploitation of a trade mark as attached to any commodity serves an immediate purpose.

In studying various campaigns which have happened to come under my personal observation, it is a very interesting thing to notice the rapid response of trade demand as the result of trade mark advertising and the increased calls on the retailer for the A B C brand or the X Y Z variety of whatever the product may happen to be. Of course, much might be written on this subject alone, involving the approach to trade mark advertising locally and the appeal, which varies according to the race and type of people one is addressing. It may safely be said that the instances of failure from trade mark advertising abroad are practically negligible, while the immediate benefits are large and the indirect value beyond computation.

Institutional Advertising

Kindred to trade mark advertising, but broader and in a measure inclusive of it, is that form of publicity which in recent years has been known as institutional advertising.

This form of publicity work is suitable only to such concerns as have a record of many years of successful business development and have reached a point where historically they can tell the story of business building in a way which will impress the reader with the strength, permanence and longevity of the organization.

In many countries, especially South America, this form of advertising is very impressive. There is nothing which appeals to the Latin American mind more than the bigness of commercial enterprise, and he looks to America, the Eldorado of business development, as the greatest example of this type of thing in the world. Consequently, the history of great business enterprises comprising an advertising campaign running in regular installments, is one of the most productive as well as impressive forms of general publicity which can be employed.

It goes without saying that any concern employing this type of advertising must look at the subject in a broad way, not expecting direct traceable returns, only as reflected in the yearly volume of business wherever their branches are located.

If space permitted, or the nature of this article made it possible, many concrete examples could be quoted of concerns that have grasped this opportunity with complete satisfaction to themselves and with immediate and favorable response from foreign trade.

What Goods to Advertise

One might answer the question of what goods to advertise in foreign markets with the general reply that anything which people abroad eat, wear or have to do with, and which we can furnish at a competitive price, would represent the field for advertising. Literally, however, this is not so, as at the present time the opportunities for successful advertising are confined to a comparatively small number of products, to which, however, it is fair to assume that an increasing list may be added as the world comes nearer together and we forget the matter of distance and operate between New York and London or Paris as we now do between New York and San Francisco.

Take consumer advertising where distribution has been carefully provided, and the opportunities for advertising at the present time naturally resolve themselves into the following general lines of merchandise:

Cameras, which are now becoming universally used, and which have a world-wide distribution; soaps, perfumes and toilet requisites; canned and

packaged goods, selected with due regard to the locality and the climatic conditions where they are to be sold; shoes, hats and collars, provided they are ready and branded; and jewelry and watches, provided they be of standard and trade marked makes.

One might very properly add to the above, certain forms of distinctive trade mark advertising which have to do with recognized building materials, the appeal of course being to the contractor, engineer and purchasing agent instead of to the general public. The same applies to machinery, for heavy machinery is bound to be in increasing demand in Europe and South America as never before, and many of our largest operators are anticipating this demand when the field shall be entirely open, to the extent of opening branch offices in practically every civilized country in the world.

Known as Never Before

Electrical supplies and equipment have received a tremendous impetus abroad, and we are known, as never before, as purveyors of everything that has to do with the economical and safe use of electrical current.

The awakening of interest in foreign trade which has been manifested in so many ways during the last six months, is bound to have its natural reaction abroad, resulting in an interchange of advertising, and it is only fair to assume that we shall find foreign goods exploited in our American newspapers and magazines to an extent never before thought possible. This will be particularly true of such items as are permitted favorable entry to this country, rendering profitable their sale under local competition.

But looking at the subject in a broad way, it would seem that this interchange of commodities, of advertising, of general publicity will work for the general good of all and serve to make advertising a more generally used vehicle of communication between the nations of the earth.

The Great Opportunity

The employment of advertising by the United States in such a liberal way during the war period has brought to the attention of foreign governments as never before the advantages of publicity applied to whatever need is apparent, and it is the judgment of those who have studied the situation intensively for the past four years, that advertising abroad as well as in this country is at a point where its general use will be observed to a greater degree than at any time in the history of the business.

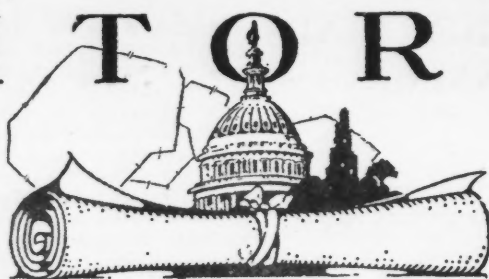
Columns might be written regarding the things to be advertised abroad and the way in which to line up the required publicity, but such an article would be in better form a little later after trade conditions are more established and we know more definitely just what goods can obtain successful entry into the foreign countries in which we are interested.

With the general opening of the ports of the world to general commerce will come the great opportunity, and it is in preparation for this opportunity that many of our leading American concerns are devoting much time and attention and preparing themselves for immediate action when the proper moment arrives.

Newspaper Taught Cooking

So successful was the St. Paul Dispatch-Pioneer Press' recent cooking and homemaking school that it may be held annually hereafter. Five thousand persons attended the sessions, which were held twice daily for a week.

EDITORIAL



GREETINGS TO THE PRESS OF THE WORLD

THE pages of this International Number of EDITOR & PUBLISHER tell a wonderful story. It is the story of a part played by the newspapers of the Allied countries in the war—of the spontaneous unity of the democratic press of the world in the supreme crisis of civilization.

That, in very fact, “the sword of victory was forged in the editorial rooms of the Allied newspapers” is to become history.

That the will to win was the deciding factor in the conflict is plain. That this will was sustained and vitalized into an irresistible force by the newspapers of the free countries is admitted by all.

In those hours when it seemed that the fortunes of war favored the enemies of civilization, and despair clutched at the hearts and minds of its defenders, the newspapers kept the fires of faith burning. They constituted an Allied Ministry of Morale, mightier than Cabinets or Parliaments.

The same “power of the press” which assured Allied Victory must now be turned to the preservation of democratic ideals throughout the world. It must complete the great task—and must work for essential unity among the free nations of the earth.

This International Number will reach the newspaper makers and advertisers of many nations, associated with our own in the new compact of brotherhood whose terms are outlined in the charter of the League of Nations. On behalf of the press of America we extend to those co-workers in our neighbor-lands the cordial greetings of comrades. The better knowledge of each other which this issue will bring to all of us should result in a closer kinship of effort and in what may be termed a League of Newspapers, safeguarding the League of Nations.

DEVELOPING NEWSPAPER ADVERTISING

MANY of the leading trade journals of the country are doing admirable work in the way of educating retailers to make effective use of newspaper advertising space.

Some of these journals devote liberal space to reproductions of retail ads in their lines from the newspapers, and print comments and constructive criticisms of the copy. Trade newspapers in the dry goods, hardware and furniture lines specialize on this kind of service.

It has been pointed out to EDITOR & PUBLISHER by Jesse H. Neal, executive secretary of the Associated Business Papers, that the trade press, in addition to educating their clients to use more effective and timely copy, exert a powerful influence in building up the kind of retail stores which can successfully undertake newspaper advertising.

Mr. Neal says that, during the years when he was advertising manager of a daily newspaper, he developed much new business through keeping in close touch with the trade journals, noting their criticisms of advertising and then going after local merchants with suggestions of his own. He says that the business papers are working all the time to develop business for the newspapers and that the great majority of newspaper managers know nothing at all about it.

By teaching merchants how to buy and sell, window display, cost accounting, the development of efficient sales forces, etc., the trade journals are aiding in creating organizations which must adopt newspaper advertising as their primary medium of appeal.

It is certain that the advertising departments of many of our larger newspapers do keep in touch with certain journals in the trade field, and profit through the “leads” obtained in this way. But the opportunities thus offered have not been utilized by the great majority of our dailies. A closer relation and acquaintance with the trade press is obviously to be desired.

STEPHANE LAUZANNE, since his return to the editorial helm of *Le Matin*, of Paris, has been illustrating the traditional freedom of the French press in criticism of public officials and policies. *Le Matin* in these days is a journal militant, a veritable French “Thunderer.” Its gifted editor is almost as well known here as in France, and numbers thousands of admirers throughout the states.

WAR TIME ADVERTISING

EDITOR & PUBLISHER contends that the power of advertising should be recognized as second only to editorial effort in its achievements for the public good in the great struggle for the triumph of democracy.

In England and Canada advertising, paid for by the Government, financed those nations for the war, forming an immediate means of direct contact with the people which is so essential to a Government in times of stress and urgency. In France and Italy the invader was at the door—within the house, with torch and bayonet and drunken with blood lust—and the people needed no urging to pour out all of their treasure to fill the national coffers.

But in the British empire, and here, the witchery of advertising was exerted in the defense of our liberties and traditions.

The Government of the United States, while relying implicitly upon advertising to find the money with which to equip its forces and to conduct the war, failed to adopt the sensible policy of the other English-speaking peoples. Here the citizens donated the money to pay for the Government's advertising. They would have been equally generous in donating money with which to sustain our military establishments if that had been asked of them.

In spite of this mistaken public policy, forced upon the nation through the utterly fallacious reasoning of a few officials at Washington, the advertising of the national needs was done on a lavish scale and with magical effect. Our people have, as a result, gained a renewed interest in advertising—a stronger appreciation of its service to them and to industry.

In the new days now at hand advertising will be the mightiest factor in our industrial and economic development. Great enterprises of world-wide usefulness will be nurtured and developed through its help. It will prove the solution for our trade problems. It will blaze the new roads to world markets for our products.

Having helped to win an Allied Victory advertising will help to restore and increase the business prosperity of all Allied nations.

“THE TALKING MAN”

THE native races of the Samoan islands have long had a practical substitute for the newspaper. Lacking a written language they depend for their information about state affairs and for their interpretation of events upon an official known as “the Tulafale,” or “Talking Man.”

Each chief has his own talking man, and the office is one of great dignity and influence. The talking man is always highly educated, within the racial limitations, and is usually a man of striking personal appearance and impressive manner, comparing quite favorably with the orators of enlightened countries. All intercourse of the chiefs with persons of lesser rank is conducted through these talking men.

In this “Talking Man” of Samoa we have an illustration of that primal need of mankind for news, for information and for interpretation of facts and events. Some day the Samoans will have newspapers, and their talking men will have greater influence through being able to talk to bigger audiences.

THE New York City publishers must meet an added labor cost of more than two million dollars annually through the award of an increase of pay to their printers and pressmen. This can be done only through a readjustment of selling prices for their product. Nobody would grudge to the printers and pressmen a liberal wage and the best of working conditions. The publishers, however, having exhausted every other device for meeting constantly increasing costs, are confronted with a serious problem under this new burden. The new demands can be met by a few papers, perhaps, through a sacrifice of net earnings; but with the majority of newspapers this will not suffice. Revenues must be increased.

THE libel suit of Henry Ford against the Chicago Tribune is attracting nation-wide attention. There are many angles of interest involved. Not the least of these is Mr. Ford's contention as to the great power and prestige of the Tribune—something readily conceded by all who know American journalism.

TO END “OFF-DAYS” IN ADVERTISING

THE practice of department store advertisers, followed for many years, of concentrating their appeals in the newspapers of Thursday and Friday of each week has led to a serious problem of management in a majority of newspaper offices—especially metropolitan papers.

Many newspapers are compelled to omit copy offered for publication on these crowded days, while the same copy would produce just as effectively on Monday, Tuesday or Wednesday. It is obviously greatly to be desired that the stores should do a big volume of business every business day rather than a small volume half the week and an unmanageable volume during the other half. The same principle applies to the newspapers in carrying the advertising.

The shopping habits of the people are developed largely through the advertising habits of the merchants.

If the customers of a store are led to believe that only on the last three days of the week are real buying opportunities to be found in the stores, they will postpone their buying accordingly. The store-congestion on so-called heavy days, brought about by heavy advertising concentrated on those days, does not result in permanent profits to either the stores or the customers. An over-crowded store, with over-worked clerks, does not afford an inviting atmosphere for well-considered buying.

The Washington Star has accomplished a great deal in the way of changing the advertising habits of Washington's largest department stores. The Star encourages, by a reasonable discount, the use of equal space five days a week. Two-thirds of the advertising of five of the big department stores in the Star now appears on the five-day schedule. These merchants still use extra space in addition to their contract reservations, on the heavier days, but not by any means to the extent formerly practiced.

The demonstration by the Star of the possibility of bringing about a more even balance of advertising volume throughout the week is of very great interest to all newspapers. The same thing may be accomplished in any other city where the newspapers secure the cooperation of leading merchants in a plan which is so plainly of mutual interest.

THE semi-annual meeting at Cleveland this week of the Association of National Advertisers will mark another forward step in the growth and usefulness of that organization. Year after year the sentiment of the members in favor of closer cooperation with newspapers has grown, and this sentiment has already been potent for good. More and more is the principle being recognized that the interests of the sellers and the buyers of advertising are identical.

THERE is to be an advertising race for favor between tea and coffee. The event is timely and the race should afford a neck-and-neck finish.

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London: H. C. Ridout.
Paris: F. B. Grundy.
Toronto: W. A. Craick.
Chicago: D. F. Cass.
San Francisco: Geo. R. De Vore.
Boston: M. J. Staples.
Washington: Robert T. Barry.
10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.

PERSONALS

Frank P. MacLennan, publisher of the Topeka State Journal, is able to be about again after an illness, which has kept him in New York since the publishers' conventions.

A. P. Moore, editor-in-chief of the Pittsburgh Leader, made a trip to Washington to ask the intervention of the National War Board in straightening up the affairs of the Pittsburgh Railways Company and the striking employees, who were out for four days last week.

Zolton A. Stegmuller, widely known newspaperman, has been named publicity chief for the New York State Democratic Committee, which opened headquarters in Albany last week.

J. B. Hillis, formerly of the Chicago Tribune, has joined the staff of the Albany Argus.

John B. Carriere has received his discharge from the navy, and has resumed his place as police reporter for the Albany Journal.

Harry B. Lasher has returned from France after spending a year with the Y. M. C. A. He has joined the Motor Magazine and will take up his work in the Western office, Chicago. Until two years ago Mr. Lasher was the Western manager for the Philadelphia Press.

Lieutenant John Francis Kieran of the fighting Eleventh Engineers, and, until he enlisted for the war, a member of the New York Times staff, and Miss Alma Boldtmann, also a member of the Times staff, were married in New York City last week and left on a honeymoon trip to the Pacific Coast and the Rocky Mountains. Mr. Kieran enlisted for the war as a private and was in the Cambrai fighting when the Eleventh dropped its tools and seizing rifles helped to stop the German rush through the British lines.

Robert M. Ginter, who was called from Washington to act as news editor of the Pittsburgh Gazette-Times during the war period, has returned to Washington to serve the Gazette-Times in the Capitol. He is succeeded by A. L. Carson, formerly city editor, whose place is now filled by Arthur G. Burgoyne.

A. J. McFaul, director of advertising of the St. Paul Dispatch-Pioneer Press, was one of the successful sellers of Victory Loan Bonds during the recent St. Paul drive.

William E. Shaules of the St. Paul Daily News recently made the rounds of Minnesota and Wisconsin summer resorts and as a result secured two pages of advertisements to run for thirteen weeks. Mr. Shaules is now rounding up boarding schools in Minnesota, Wisconsin, Iowa and Illinois.

R. P. Palmer, after eighteen months of service in the quartermaster's department, has resumed work as representative of the classified department of the St. Paul Dispatch-Pioneer Press and Farmers' Dispatch in Minneapolis.

Miss Beatrice Sunderlin of Menomonie, Wis., is a new worker in the classified department of the St. Paul Dispatch-Pioneer Press. She solicits ads by phone.

Earl Carey Donegan has been made editor of the Bridgeport Sunday Post. He returns to his old post after an absence of little more than a year.

Richard Milton, feature writer on the Denver Times, left newspaper work May 15th to take a position as adviser with the federal board for

vocational education in Colorado, Wyoming, Utah, and New Mexico.

Irving Richard, sent out by the Massachusetts Homeopathic Association, has returned to the editorial staff of the St. Paul Daily News after serving fourteen months in the base hospital in France. Mr. Richard is the son of Livy Richard of the New York American.

Frank Wing, caricaturist of the St. Paul Dispatch-Pioneer Press, has been visiting his mother at Wyoming, Ill.

A. M. Mills has been transferred from assignment work on the St. Paul Dispatch-Pioneer Press to the desk of the assistant sports editor of the Pioneer Press.

Thomas Hastings, late of the Minneapolis Tribune, has joined the sports department of the St. Paul Dispatch-Pioneer Press.

William Bockman has left the city department of the St. Paul Dispatch-Pioneer Press to serve with the Winona (Minn.) Daily Republican-Herald.

Robert L. Tennis, manager of the St. Paul office of the Associated Press, covered the great Winnipeg strike.

Ella Miriam Sullivan, for the past six years society editor of the Denver Post, left the newspaper field this week to get married. Before joining the Post staff she was connected with the former Denver Republican.

William P. McLaughlin, a New York newspaperman, sailed on Saturday on the Mauretania for England, and will proceed to France and Germany as a Knights of Columbus secretary.

R. C. Adams, advertising solicitor for the Des Moines Capital, has resigned to take up work with the American Manufacturing Company of Des Moines. Mr. Adams has been in newspaper work for a number of years, formerly being connected with the Register and Tribune Company as assistant classified advertising manager.

Announcement is made of the appointment of William H. Wiseman as advertising manager of Pierce's Farm Weeklies. Mr. Wiseman has been engaged in editorial and advertising work for nearly twenty years, the greater portion of his time on Des Moines publications. Five years ago he returned to Des Moines as managing editor of The Wisconsin Farmer, one of the Pierce publications.

Edward P. Call, Treasurer of A. N. P. A., Dies

Was Business Manager of Journal of Commerce and Had Held Important Newspaper Positions

Edward P. Call, business manager of the Journal of Commerce and treasurer of the American Newspaper Publishers' Association and widely known newspaperman, died at his residence at Larchmont, N. Y., Monday morning of pneumonia, after an illness of two weeks.

The news of his illness had spread and caused his friends deep concern, but reports from his bedside were that he was making a valiant fight for his life and the report of his death acme as a shock.

Edward Payson Call was born at West Cambridge, Mass., November 2, 1855. He was educated at Brimmer School, Boston. He became private secretary to the late R. M. Pulsifer, publisher of the Boston Herald, where he gained his early publishing experience.

The steps in his business career were: Advertising manager, Boston Herald; advertising manager, Royal Baking Pow-

der Company; advertising manager, Philadelphia Press; publisher, New York Evening Post; publisher, New York Evening Mail; publisher, New York Commercial; manager, the Daily Club; assistant business manager, New York Times, and business manager of the Journal of Commerce.

He is survived by a wife, two sons and three daughters. His son, Donald, distinguished himself in overseas service and was decorated with the Croix de Guerre and Congressional Medal.

The funeral services, held yesterday, were attended only by Mr. Call's family (by request). Memorial services will be held at a later date.

GREAT NEWS NET OF "U. P." CAUGHT WORLD FACTS

(Continued from Page 129.)

As these events were transpiring, William Philip Simms, at the British front, and Wood, at the French front, were giving United Press readers day by day accounts of the progress of the British and French efforts. Wood, with a detailed knowledge of the strategy of the campaign, painted a daily picture of the problems Marshal Foch was meeting and the effective methods he was using in solving them.

On Fighting Line

In the closing days of the fighting, when the British and Americans were smashing the Hindenburg line in Picardy and driving the Germans out of Belgium and Flanders, Lowell Mellet was with them, while farther south Ferguson, Miller and Taylor accompanied the Yanks through the Argonne Forest, across the Kriemhilde Stellung and all through that sanguinary fighting which ended with the capture of Sedan and the signing of the armistice.

Behind all this activity was General European Manager Keen, the commander-in-chief of the United Press forces in Europe, and his advice, suggestion and direction had much to do with the solution of the multifarious problems that arose constantly.

Many do not understand the nature of these difficulties. A correspondent at the fighting front has witnessed a great Allied advance. News becomes ancient history after it is a few hours old. The correspondent's first duty is to get it to the readers at home. He must choose

the fastest route. Probably he is many miles from a telegraph wire and many more miles from the end of the cable. Is this town more likely to furnish fast transmission to the cable than that town? Where is wire traffic least congested? What are the facilities for transmission at these towns? Or would it be wiser to drive back to army headquarters and file the dispatch? He must know and he must decide quickly. Delay would be disastrous.

These were a few of the many questions behind each news agency dispatch from the front during the whole war, and it was questions of this sort that the United Press men answered so well.

After the signing of the armistice, the foreign correspondent's problems became less warlike but scarcely less arduous, with the necessity of covering the Paris Peace Conference and its multiplicity of conflicting interests and aspirations. Simultaneously, the Central Empires were reopened as a direct news source to American correspondents. Frank J. Taylor, with his knowledge of the German, French and Italian tongues, was sent there to reopen and reorganize the United Press Bureau after two years. This he succeeded in doing before transferring the bureau to Carl D. Groat, formerly of the Washington staff, who has just taken charge in Berlin.

Says Strikers Must Return

The International Paper Company has notified striking employes that no further conferences or negotiations will be held with their employes unless the men return to work. The strikers have deferred action on the notice pending a conference at Sault Ste. Marie between union officials and Canadian manufacturers. The company alleges the strike is a second violation of the award of the War Labor Board and the arbitration clause in a prior agreement.

Copper to Erect Building

TOPEKA, Kan., May 9.—Work has been begun on the construction of a new building to help house the extensive plant of the Capper Publications, owned by Senator Arthur Capper. A \$70,000 annex, two stories high, for the new, will be erected next door to the present structure. New presses have been ordered.

The Terre Haute Star has signed a contract for the Haskin Service for one year

The Haskin Service with its Daily Letter, its free Information Bureau, its Distribution of helpful bulletins, is one of the greatest educational agencies in the world.



R.T.

N. Y. WORLD MADE A FAMOUS WAR RECORD

Wonderful Foreign Service by Staff Men—Revealed Truth of Conditions in Germany—Interviews with Chief Actors in World Tragedy

From the beginning of the war The New York World's foreign news service was able to furnish the public with a remarkable volume of first-hand information from official sources. The German authorities frequently gave interviews to the staff correspondent of The World in Berlin, which roused intense interest in this country and were telegraphed back to Europe, thus enabling the Allies to get the German point of view, which was at no time disclosed directly to European newspapers.

Not only did the German Chancellor take occasion to declare himself in this way, but a direct message from the German Kaiser was obtained by Albert Ballin, for Gustav C. Roeder, The World's staff correspondent, who had gone to Germany to study conditions. In that visit Mr. Roeder had the extraordinary privilege of visiting the Grupp plant at Essen, of which he wrote a full description for The World.

Visited the German Fleet

Karl von Wiegand, staff correspondent, was the only foreign newspaper man permitted to visit the German fleet. He spent several days on that assignment, and his despatches were most enlightening concerning the conflicting stories from the battle of Jutland and in respect also to the German naval attitude.

One of the early big achievements of the war was the sinking of the British cruisers Cressy, Aboukir and Hogue, in October, 1914, by a German submarine. Otto von Weddigen, who commanded that craft, gave to Herbert Bayard Swope, a staff correspondent, his personal narrative of that adventure, which was graphically described exclusively in The World.

Having won the tribute of all the news centers of Europe for its enterprise in obtaining first-hand official information, which the censors would have suppressed at home but which they permitted to be reprinted by cable from New York, The World compelled similar tribute in America by its activity in exposing German propaganda, which had been calculated to embarrass the President and to place the neutral position of the country in a false light.

Defeating German Schemes

A notable feat of this kind occurred in the description of the "Wisconsin Idea," in March, 1916, which The World said was intended to browbeat Congress and to influence the Republican National Convention in the German interest. The World gave two pages to the initial exposure, followed by other revelations of similar activities, resulting finally in a vote by the House of Representatives, sustaining the President's conduct of foreign policy, thus placing both bodies of Congress behind the President in that critical period. American newspapers gave The World credit for having thus averted the surrender of the country to the U-boat threat, a course to which many members of Congress seemed inclined. The World was also active—for a time alone—in various ex-

posures which involved the German embassy in Washington.

The World printed early in 1915 an exclusive interview with Pope Benedict XV, in which he hoped America would lead in bringing about peace, pledging the co-operation of the Vatican in that endeavor. King Albert, of Belgium, gave to The World an exclusive interview, through Henry N. Hall, a staff correspondent, defining the position and purpose of his country. E. Alexander Powell gave to The World the most graphic description printed anywhere of the aerial bombardment which led to the fall of Antwerp.

Talked with Pope

Before the United States entered the war, correspondents of The World made comprehensive and detailed surveys of conditions in Germany and in the Allied countries, the correspondents engaged in that service comprising Messrs. Roeder, Swope, Von Wiegand, Powell, Lincoln Eyre, Tuohy, and Cyril Brown. Mr. Swope was in Germany in the winter of 1917. He returned home with Ambassador Gerard and by wireless from sea he gave to the country, in a despatch to The World, its first information of the German intention, contrary to previous semi-official assurances, to pursue a ruthless submarine warfare, a course which furnished immediate occasion for the declaration of a state of war.

Work of special World correspondents on every front was supplemented during the war by current professional reviews of operations by Colonel Repington, of London, and Gen. P. M. G. Malletterre, of Paris.

Newspaper Men Imprisoned

PORTLAND, Ore., May 19.—W. R. Reivo, editor, and A. J. Partan, business manager of Troveri, a Finnish newspaper published at Astoria (Ore.), have been convicted in the United States Court here of violating the espionage act. They were sentenced to two years each in a Federal prison. Jacob Kuivala and Franz Niemi, directors of Troveri, were acquitted through an instructed verdict.

Joins Burnet-Kuhn Co.

The staff of the Burnet-Kuhn Advertising Company, 39 South La Salle Street, Chicago, has been augmented by the addition of Robert A. Burton, Jr., to the sales and copywriting department of that organization. Mr. Burton comes to the Burnet-Kuhn company from the Dearborn Truck Company, of which he was advertising manager. He spent four years with System Magazine.

Buys Indiana Paper

COLUMBUS, Ind., May 19.—W. L. Mellett, of Columbus, Ind., who was associated with his brother on the Columbus Ledger, has bought the Federsonville (Ind.) Evening News from Curtis W. Ballard, who bought the paper from Mrs. Reuben Daily, after she had managed it for three years following the death of her husband.

Joins Los Angeles Express

LOS ANGELES, May 19.—Arthur L. Fish, for eleven years business manager of the Oregon Journal, has accepted a position as advertising manager of the Los Angeles Express. Mr. Fish was recently discharged from war service.

BETTER SPIRIT IN THE MEXICAN PRESS

Revolution Wiped Out All But Two Newspapers—New Crop Freer and Enterprising—Advertising Offers Interesting Possibilities

CITY OF MEXICO, May 15.—So far as the writer has been able to verify this somewhat remarkable statement, it appears that there are at present only two newspapers in the entire republic of Mexico which were in existence in 1910, prior to the revolution. One of them is Le Courier du Mexique, the oldest newspaper in the country, which is printed in French in the City of Mexico each week day afternoon. The other is El Dictamen, an afternoon, Spanish-print daily, which is published in Vera Cruz. Le Courier had its beginnings in the Trait d'Union, also a French newspaper, which was founded in 1849, only two years after the Mexican War.

War Changed All

Revolution wrought many and drastic changes in the newspaper business and the profession of journalism in Mexico. Most of the directing and co-operating human elements which were responsible for the newspapers of the Diaz regime either are out of the country, or have been compelled to turn their energies to other lines of endeavor. Newspapers in Mexico have paralleled in their rise and fall the evanescent quality of the mutable governments of the republic. Each of the many succeeding governments had its press and its journalistic supporters.

There never have been in Mexico any great, enduring, influential political parties, with their accompanying newspaper advocates and interpreters. Neither has the journalistic profession in Mexico attained to the dignity existing in other countries. There are a few conspicuous exceptions to this rule.

Until the revolution it unfortunately was true that the general policy of those in government was to discourage and stifle free expression of opinion through the press. Newspapers fattened upon the favor of the government, doled out in the form of cash subsidies or political office. Readers absorbed their exhortations with scornful and justified distrust. Despite the repressive tactics of former governments the independent, anti-government press was always more or less of a factor, attracting to itself a thoughtful and sympathetic clientele. The present government, besides giving the opposition plenty of leeway, dispenses almost no subsidies.

Strikes at Friends

Mexico today has a more untrammelled, independent press. There is an opposition press, small in numbers, which daily launches at the government, from President Carranza down, unmeasured attacks which frequently transcend not only the bounds of legitimate criticism, but even those of decency. There still is much of personal journalism in Mexico. This opposition is permitted to work almost with complete impunity. It is well within the limits of moderate statement to say that the Mexican press today is permitted vastly more latitude in expression than the libel laws of most of the States of the Union would allow.

Compared with the population of the country, the newspapers of Mexico always have been limited in circulation. Even today it is doubtful if the com-

bined circulation of all of the daily publications in the republic totals half a million copies. This is not the number of their readers. Scarcely one in ten of the people possess even the rudiments of an education, but those who can read are insatiable devourers of the printed word, and newspapers are passed about and re-read so long as they hold together. Cost of production, especially of print paper, put prices high.

Substantially without exception, the only newspapers of general circulation and influence are those which are published in the capital.

Here there are but two leading newspapers, both appearing in the morning—El Universal and El Excelsior. In politics and policies they are independent. El Universal is controlled and edited by Felix F. Palavicini, unquestionably the foremost journalist of the country.

Like American Paper

Judged by American newspaper standards, El Universal fairly compares with a first-class United States daily. El Universal and El Excelsior are excellent and encouraging examples of the new journalism in Mexico to which the revolution has given birth. Each specializes in cable news, supplementing the Associated Press with cables from other news agencies and from special correspondents stationed in New York and European cities. The editor and proprietor of El Excelsior is Rafael Alducin, whose energy and intelligently applied journalistic training has enabled him successfully to challenge the supremacy of El Universal. Two well-edited and widely read weeklies, leaders in their field, are produced in the offices of El Excelsior and El Universal.

There is little to be said for the remainder of the morning field in the capital. El Pueblo labors under the government ownership. A. B. C. is chiefly remarkable for the frank and able, although often intolerant criticism of the government. El Democra, which is making heavy weather in endeavoring to live down an unenviable reputation acquired during the war as the chief subsidized pro-German, anti-American newspaper in Mexico. El Heraldo de Mexico made its appearance in April, financed by General Salvador Alvarado, formerly governor of Yucatan. It has installed a costly modern plant, and with proper editorial management should develop into a factor. The remainder of the papers here are negligible. There is no attractive evening newspaper in the capital.

Yucatan Newspapers

Yucatan depends almost entirely upon the press of Merida, the state capital. Two well-edited morning newspapers—La Revista de Yucatan and La Voz—should be considered in the rich Yucatan market. El Informador of Guadaluajara is supplied with foreign news by the Associated Press. In their own fields La Prensa and El Monitor of Puebla, El Dictamen and Los Sucesos of Vera Cruz, La Razon of San Luis Potosi, El Corroero de la Tarde of Mazatlan, El Popular of Tampico and El Monitor of Durango are important. The state press of Chihuahua and Sonora offer little of interest.

Mexico at present has but one English-print newspaper, the Tribune of Tampico, a semi-weekly, which is planning to put out a daily. In the capital Le Courier du Mexique, El Universal and A. B. C. print limited amounts of news in English, while a daily English section as a permanent feature is projected by El Excelsior.

(Continued on Page 169.)

Automatic
Felt
Blankets

"QUALITY GOODS ONLY"

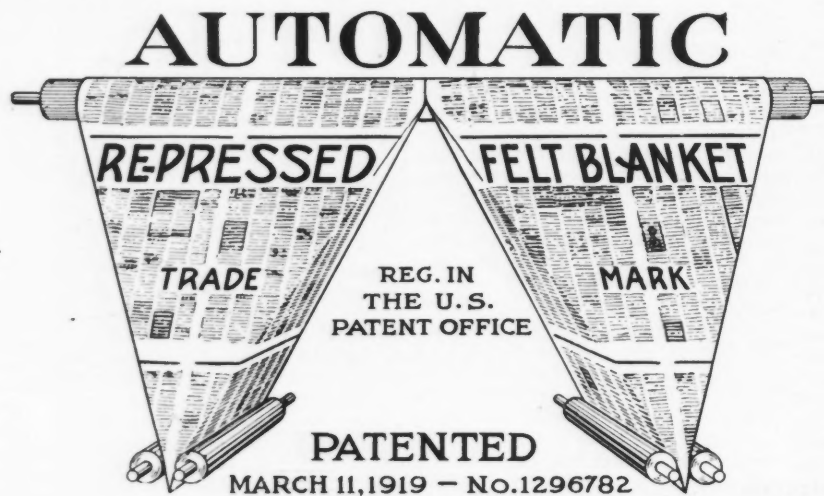
Repressed
Felt
Blankets

The Automatic Blanket Prints

THE NEWSPAPERS OF THE WORLD

IT is acknowledged the greatest invention in newspaper printing practice ever conceived.

Look for this TRADE MARK stamped on all blankets—



The Genuine Automatic Blanket

Can be obtained from any of the following Authorized Agents

R. Hoe & Co., New York, N. Y.
 Goss Printing Press Co., Chicago, Ill.
 The Duplex Printing Press Co., Battle Creek, Mich.
 Walter Scott & Co., Plainfield, N. J.
 The Geo. H. Morrill Co., of California, San Francisco, Cal.
 The California Ink Co., San Francisco, Cal.
 National Paper & Type Co., New York, N. Y.
 Agents for Cuba, Mexico, and Latin America.
 Morrison & Morrison, Auckland and Christchurch, New Zealand.
 F. T. Wimble & Co., Sydney, Australia.
 H. W. Caslon & Co., Ltd., London, England.
 Agents for Great Britain, India and Cape Colonies.
 A. B. Gumaelius & Komp, Stockholm, Sweden.
 Agents for Sweden and Norway.
 Joseph Keller, Amsterdam, Holland.
 Middleton & Co., 68 Broad St., New York, N. Y.
 Agents for France.

Or direct from the Sole Manufacturers

New England Newspaper Supply Company

WORCESTER, MASS., U. S. A.

Cutting
Rubbers
and
Press TapesOil Proof
Face
Rubber
Blankets

Automatic
Felt
Blankets

"QUALITY GOODS ONLY"

Repressed
Felt
Blankets

The Automatic Non-Offset Blanket

IS ALL THE NAME IMPLIES

In use by 95% of the large Daily Newspapers of the United States and many in Canada and Mexico, Latin America, England, France, Spain, Italy, Australia, etc.

The ultimate standard of Pressroom Efficiency has been reached with the Automatic Blanket, the blanket that will produce Magazine Printing from Stereotype Plates at high speed.

Generally speaking, good printing is only possible when the cylinders are travelling in perfect unison, and when they will maintain their equality for an indefinite period. This condition is attained with the Automatic, as the surface of the blanket is wear resisting to a large extent. The only effect of continued use is the natural compression of the felt, and experience proves that this is very small indeed.

AN EXPLANATION OF THEIR WORKING QUALITIES

The blankets, being ink, oil and water proof, are not affected by any change in atmosphere or internal pressroom conditions. They will not ridge up, the surface will not peel off or crack and it prevents frictional wear.

Waste is practically eliminated. Wetting the edges of the rolls will not cause ridges to appear on the blankets.

The nap of the felt blanket being laid down and held by the surface coating gives a smooth surface unequalled for good printing.

We save your entire tympan cloth costs, which, in most press-rooms, exceed the total blanket costs.

We save the entire time necessary to change tympan cloth and increase press production.

The blanket surface, being non-absorbent, less ink is required and better results obtained, as there is no offset. The last papers printed being as clean as the first, no matter whether your edition is 1,000 or 100,000.

It eliminates all tension trouble, as variation of tension from loose to tight will not affect the draw of the sheets over the Automatic surface.

After a break at the roll the Automatic surface will clean itself with but 25 to 30 spoiled papers.

It will save 50% of printed waste.

It will save 100% tympan cloth.

It will give 50% better printing.

It will increase press efficiency 10%.

It will eliminate 90% of paper breaks between the cylinders.

It will print a blacker, cleaner paper.

It will last longer than the best of Felt.

The cost but little more than Plain Felt.

Carried in stock 34, 36, 38, 40, 48, 54 and 60 inches wide.

We Are the Sole Manufacturers

Write for Samples

New England Newspaper Supply Company

WORCESTER, MASS., U. S. A.

Cutting
Rubbings
and
Press Tapes

Oil Proof
Face
Rubber
Blankets

BIG OPPORTUNITY IN CHINA ADVERTISING

Printed Word Held Sacred by People—
Sense of Honor Protects Trade Rights
—Valuable Market Review by
Prominent Editor

By J. B. POWELL,

EDITOR MILLARD'S REVIEW, SHANGHAI, CHINA.

The American firm seeking to establish business in China could not do better than establish its head office in Shanghai, or place its agency with one of the large American import firms and export houses in the city. Most of these firms are members of the American Chamber of Commerce of China, at Shanghai, and have branches throughout the country and in a comparatively short time are able to obtain distribution for any worthwhile commodity, providing of course they receive the full support of the manufacturer at home.

Stand Ready to Aid

The American Chamber of Commerce of China stands ready to lend full assistance to American firms both in the field and those contemplating an entrance. American manufacturers desiring to establish connections in China should, if possible, conduct their negotiations regarding agencies with American firms, rather than with firms of other than American nationality. American firms are particularly interested in furthering American interests, while firms of other than American nationality are likely to have only a secondary interest in American merchandise, their first consideration being in materials manufactured in their own country, if procurable.

Owing to the Chinese ages-old veneration for learning as typified in the printed word, there is no place where advertising has greater potential possibilities than in China today. When we add to this respect for the printed word, the natural Chinese interest and curiosity in new and foreign merchandise, you have a combination that gives honest advertising of dependable foreign merchandise, more potential possibilities in China at the present time than anywhere else in the world.

A missionary that lives in Taochow, a city in the province of Kansu, a point so far in the interior of China that it requires more than a month of steady travel from Shanghai to reach, recently wrote to me that he had ordered a telephone system for a native chieftain in Thibet, from an illustration in an American magazine. The chieftain had had his curiosity aroused regarding the new foreign invention while looking through a magazine in the missionary's home. The missionary had interpreted and explained the matter to him and the order resulted.

Never Destroy Printed Matter

Another important element of interest to advertisers in China is the Chinese habit of never destroying a magazine or paper, but selling it over and over again after it has been read, the price of course becoming less as the paper becomes older. Subscribers to our Journal living in the interior have often told of cases of one copy having been read by as many as 50 persons before it had become so badly worn that it was practically unreadable.

Advertising in China is in two classes: Foreign newspapers and magazines and Chinese newspapers and magazines. The largest and most important of both publications are in Shanghai. Since practically all nations are interested in the

foreign trade of China and have fairly large representations of their nationals in the treaty ports, each nationality has its own newspapers and magazines. In Shanghai for instance, there are British, American, French, Italian and Japanese publications. The British are most numerous but owing to the natural friendliness of the Chinese towards Americans, the American journals in the last half dozen years have become very popular and are growing more rapidly than any other publications in the country. There are about a dozen Chinese newspapers and about a half dozen Chinese magazines of consequence in Shanghai. The largest Chinese newspaper in Shanghai is the Shun Pao. It has a circulation of about 30,000 daily. It has a modern plant and building, modeled along American newspaper publishing lines.

Respect Trade Rights

There is still one other important point for the advertiser who is contemplating entering the field. China has no trade-right or copyright laws, although a strong effort is now being made to have such laws enacted. In spite of this fact, there is no country in the world where there is a more wholesome or more sacred veneration for a trade mark or "chop" as the Chinese call it. After a "chop" has once been established, it becomes the most treasured possession of the firm and woe to the one who would imitate it. Ignorant Chinese coolies unable to read are often seen to purchase a package of cigarettes and then go to a nearby poster and carefully compare the design on the poster advertisement with the design on the package to be sure of the genuine. The American firm that contemplates entrance to this field should first see that his trade-mark is registered at the American Consulate-General at Shanghai. Then he should be sure to see that it is registered with the Japanese Government at Tokio, owing to the fact that the Japanese are the worst offenders in the imitation of American brands sold in this market. Japanese agents in America watch for new and popular articles, send them to connections in Japan where they are imitated and then sold in the Chinese market as American manufactured articles. A well known American scale was imitated by a Japanese firm, even to the "Made in U. S. A." mark and sold in China for several years before the American manufacturer found it out and instituted legal proceedings.

Translation Advice

Still another important point is the matter of translating the advertisement into Chinese. This is a matter that should be attended to in China and not in America. The Chinese in the field who is close to the selling problem, knows the little turns and twists to the Chinese ideographs that mean either success or failure in the sale of the article. The Victor Phonograph Company used the familiar "Dog-His Master's Voice" trade-mark in China for ten years before they discovered that to the average Chinese this meant that this American machine was made for dogs and the Chinese "who would buy one was necessarily like a dog." Needless to state, the dog is a despised animal in China. Had the trade-mark shown a bird instead of a dog the advertising would have conveyed a pleasant impression to the Chinese mind. The Chinese student in America owing to his long absence from his country, is not likely to be familiar with all of the native dialects and idioms to be able to prepare a successful advertisement from English text.

Now to the matter of advertising in the American papers in China: China is now in the process of evolution from an

absolute monarchy and exclusion from the rest of the world to a modern republic and intercourse with other nations. Since America is the largest, newest and most successful republic in the world, it is but natural that China should look toward America for guidance.

China broke off relations with Germany and declared war against that country upon President Wilson's advice. China is ready to give to America and Americans for the asking those trade advantages that European nations have fought for and taken with the mailed fist in the past.

China Looks to America

When Germany sought to do business in China she sent out her fleet and seized a whole Chinese province. Other nations, both European and Oriental, have done the same thing. This is why John Hay, the American Secretary of State, a few years ago declared the now famous "open door" American policy towards China. This policy means in plain terms that China must be preserved as an entire nation for the Chinese people themselves and America recognizes no nation's special interest or trade advantage in China.

On the other hand America asks no special interest or trade advantage that she is not free and willing to grant to all nations. This is the reason for China's friendship for America and Americans in general and is the reason why this is the most important potential field for American business, big and small.

The world's business leaders agree that China is the greatest potential field in the world for the sale of manufactured merchandise of practically every description. It will be at least twenty-five years before China will be able to manufacture sufficient for her own needs. In the meantime the nation's business men who are now laying their plans for this field are letting a great opportunity go by default. The territory of China is greatly in excess of that of the United States. This country has untouched natural resources of minerals that many believe to be greater than that of the United States. China has an industrious and law abiding population four times in excess of that of the United States. China wants to imitate and follow America's lead. Give China a chance by meeting her at least half way.

Hun Trade Trick

There is still one other point for the American advertiser to observe. In the past the average American manufacturer who arranged for the sale of his product in China would also grant an advertising appropriation for the promotion of his goods. In hundreds of cases, where the agency was in the hands of firms of other than American nationality, this advertising and promotion money has been diverted to the promotion of merchandise of other than American origin. The writer knows of one case when an American manufacturer appropriated \$20,000 for advertising a certain mechanical device in China.

The agent, a German, made a contract with a newspaper of no character in Shanghai for the entire amount. This contract was sent to the American manufacturer to show what had been done with his money. Then the German agent took the bulk of the money and used it in German propaganda against American merchandise before he was forced to discontinue his activities by the war. The American manufacturer must watch the expenditure of his advertising money in China just as carefully as he does in America. An American fountain pen manufacturer gave his agent a considerable advertising appropriation for pub-

licity in China. The agent spent the entire sum in an advertisement in a city directory, just because the directory publisher happened to be a personal friend.

The time for advertising in China is now. Don't put it off until next year or five years hence, when you "expect" to enter the field. Advertise now and the trade connections and distribution will follow as a matter of course. Don't accept the first agency proposition that comes. Investigate just as thoroughly (more so) as you would at home. The United States Rubber Company sold very little merchandise in China prior to 1918. Then they sent a representative and advertised, and the first year's business went to more than \$200,000. This experience has been duplicated by Palmolive Soap, Spearmint Gum, General Electric Company, Western Electric Company, Walk-Over Shoes, British-American Tobacco Company, Standard Oil Company, Singer Sewing Machine Company, Montgomery, Ward and Company, and dozens of other well-known American lines. The American business man must think in world terms and in world-wide measure. It is his opportunity.

Capt. Du Puy Manager of Fred Haskin Syndicate

Widely-Known Washington Correspondent Leaves Army for Responsible Position with National Service

Capt. William Atherton DuPuy, one of the best known and most accomplished members of the Washington correspondents' corps and whose writings during the war were valuable features for syndicate lists of the most important



CAPT. WM. ATHERTON DUPUY.

newspapers in the country, has accepted the appointment of general manager of the Haskin Syndicate.

Captain DuPuy for some 15 years has written for newspapers and magazines from Washington and is author of a string of books of wide circulation, each bearing on national subjects.

During the war the fighting fever struck him and he received a commission in the army and rendered important service in the Chemical Warfare Section. He leaves the army service to take the management of the great syndicate service built up by Fred Haskin.

Four Consecutive April Gains for The St. Louis Star

Since April 1916, The Star has made substantial Gains in Total Paid Advertising each April over the previous April. Last year when ALL other St. Louis daily newspapers experienced terrific Losses, The Star Gained more than 40,000 lines, and this year

*in National Advertising Alone
The Star Gained 44,136 Lines*

As in previous months, The Star published more advertising of given Classifications than TWO and sometimes THREE of its daily contemporaries COMBINED, as the following measurements will show:

<i>Local Display Advertising</i>			
THE STAR	324,990 Lines		
Times and Republic COMBINED	280,038 "		
The Star's Excess Over BOTH.....		44,952 "	
<i>Amusements</i>		<i>Women's Ready-to-Wear</i>	
THE STAR	28,482 Lines	THE STAR	51,352 Lines
Post-Dispatch, Republic and Times COMBINED....	26,888 "	Globe-Democrat, Times and Republic COMBINED..	30,595 "
The Star's Excess Over ALL three.....		The Star's Excess Over ALL Three	
1,594 "		20,757 "	
<i>Department Stores</i>		<i>Men's Clothing</i>	
THE STAR	134,601 Lines	THE STAR	8,365 Lines
Globe-Democrat and Republic COMBINED.....	96,148 "	Times and Republic Combined.....	2,640 "
The Star's Excess Over BOTH.....		The Star's Excess Over BOTH.....	
38,453 "		5,725 "	
<i>Furniture</i>		<i>Grocery</i>	
THE STAR	17,948 Lines	THE STAR	8,703 Lines
Globe-Democrat, Times and Republic COMBINED..	11,090 "	Globe-Democrat, Times and Republic COMBINED..	290 "
The Star's Excess Over ALL Three.....		The Star's Excess Over ALL Three.....	
6,858 "		8,413 "	
<i>Jewelry</i>		<i>Musical Instruments</i>	
THE STAR	2,734 Lines	THE STAR	5,119 Lines
Globe-Democrat and Times COMBINED.....	2,676 "	Globe-Democrat, Times and Republic COMBINED..	4,264 "
The Star's Excess Over BOTH.....		The Star's Excess Over ALL Three.....	
58 "		855 "	

*For Thirty-Three Consecutive Months The Star Has Published MORE
Local Display Advertising Week Days Than the
Globe-Democrat, the Times or the Republic*

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representative:

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

PHILADELPHIA
Colonial Bldg.

NEW YORK
Fifth Ave. Bldg.

Don't Say "Paper"—Say "STAR"

Trade Mark Registered

SOUTH AMERICA HAS GREAT NEWSPAPERS

Press of Southern Continent Progressive and in Sympathy with Present World Ideals—Interchange of News Has Already Achieved Results

By A. A. PRECIADO,
CHILEAN REPRESENTATIVE, COMMITTEE ON
PUBLIC INFORMATION.

The world is growing smaller, and minds are becoming broader.

Science has reduced the time required for a business man in New York to communicate with a merchant in Valparaiso, Chile—at the bottom of the earth—from 25 to 30 days, to less than five minutes. Distance nowadays is only relative. We have our giant ships, our cables, our wireless, and soon our aerial transportation lines will make distance a secondary consideration.

So it happens that twenty-five years ago or more when we would hear the word "South America" our thoughts would unconsciously travel thousands of miles away, and hopelessly become absorbed in Amazonian jungles, earthquakes, wild beasts and tropical fruits. South America to the average American mind was nothing more than a vast unexplored region susceptible to the strange idiosyncracies of nature, and whose various republics committed to the Democratic form of government suffered constantly from the vagaries of a revolutionary element.

Before I left Chile I had the pleasure of conversing with a famous Chilean newspaper editor. "The trouble with your American newspapers," he said, "is their overanxiety to play up the sensational features of the news from this country. If we are so unfortunate as to have an earthquake in Chile, the newspapers in your country place big headlines over the story. If we have something to give out to the world—something that reflects our progress and our economic or industrial development—the story is buried in the inside pages or probably left out altogether."

Press Is Linking Continents Together

The great majority of the reading public in the United States will bear out this editor in his statement. A glance at the files of any metropolitan newspaper in this country will show a preponderance of earthquake stories, political upheavals, wild animal stories, and descriptions of Indian life. Some of this is good "stuff," of course—it has got to be handled—but, by inference, if by nothing else, the readers of American newspapers have become imbued with the idea that South America is a dark continent, and that its progress and culture and development is only in its primitive stages. A tour through the principal cities of South America would produce a magnificent awakening. I need not go into details, but let me mention that the first institutions of learning in the New World were founded in South America. One of the first newspapers in the western hemisphere was founded in Valparaiso, Chile.

With the opening of the Panama Canal, the extension of the service of the great news associations to South America, and the development of commercial intercourse with our Southern neighbors, the walls of ignorance and misunderstanding which have served as a barrier to better relations for many years will slowly be razed. Of prime importance—greater than any other human agency—is the linking together of the press of one continent with the press of another. There is no question as to where the press of the United States stands on the League of Nations.

There is no question where the press of South America stands on the same issue. A newspaper in Buenos Aires, or in Santiago, Chile, or in Lima, Peru, is different in language only from a newspaper in New York or San Francisco. Representing the thought of the people of South America who are committed to the same principles of government that serve as a guiding star for all the democracies of the New World, the press of the Southern Hemisphere shall take its place along with the press of the United States at the portals of the League of Nations to act as guardian of the lofty ideals upon which the super-nation has been founded.

South American Journals Open Offices Here

New York Now Leads the Cities of the World in Foreign Newspaper Representation

The importance of New York as a continental news and advertising centre is daily becoming more evident. The last five years have brought many changes in the advertising and news interests in the world, and it has been noticeable how the Latin-American newspapers have been turning toward the United States in a common desire to make the bonds of the profession tighter and firmer.

New York has at present more foreign newspaper offices than any other city in the world. The most powerful newspaper organizations of Latin America are now represented in New York, whereas five years ago we had scarcely a single representative from the southern republics.

"La Nacion," of Buenos Aires, one of the biggest South American papers, recently opened an office in New York. Enrique Gil and W. W. Davies are in charge. "La Prensa," of Buenos Aires, has an office in charge of Mr. Romeo Ronconi. "La Prensa" receives through New York all its cable news service. "Excelsior," of Mexico City, has opened a news and business office with Mr. R. de Llanto in charge.

"El Mundo," of Havana, a few months ago established an office, and it is believed that other Cuban journals will follow the lead. "La Union" of Santiago and Valparaiso has an office in New York, Mr. Severo Salcedo being in charge. "El Mercurio," an important Chilean newspaper, expects to have a New York bureau within the next few months.

During the last ten months several prominent publishers of Latin American newspapers have visited the United States, and this has served to bring about better ties of understanding. Jorge Mitre, publisher of "La Nacion," of Buenos Aires, toured the country during the war period. Rafael Alducin, publisher of "Excelsior," of Mexico City, was in New York last month and during his visit he made arrangements for great improvements in his plant, including a rotogravure plant, which will be the first one to be installed in Latin America.

Agustin Edwards, publisher of "Mercurio," of Santiago, Chile, was a recent visitor. He is at the head of the newspaper organization known in Chile as the "Edwards group," comprising simultaneous editions of the "Mercurio" in Santiago and Valparaiso, and several weekly publications. The publisher of "La Estrella" of Panama was also in the country a few months ago and made several purchases to improve his plant. Mr. Ezequiel Paz, publisher of "La Prensa," of Buenos Aires, is expected to arrive in New York next month.

N. Y. Post Promotes Trade with Cuba and Japan

Issues Special Supplements Containing Authoritative Information on Trade Possibilities in Both Countries

How newspaper initiative can promote international understanding and closer trade relations is illustrated by the work now being done in this broad field by the New York Evening Post. In the midst of the chaos of the greatest of wars this effort was begun. It was early in 1916 when it printed the first South American page that had been published in the United States. In December of that year it organized the International Bureau. The first publication presented to the public in carrying out this new and advanced program was the Japan supplement. A series of three numbers dealing with that country was published. Charles McDonald Puckette, now managing editor of the Evening Post, edited these. Last month, on April 26, a supplement was printed devoted entirely to the story of Cuba—its people, its industries, its customs, its resources. President Menocal was a contributor.

Educational Efforts

Each one of these issues, with thoughtful articles, rotogravure covers and many illustrations, attracted attention in America and other countries as an educational document—and more. Before the present year has ended, two new supplements in this international series will be begun.

A dominant purpose has been to foster in Americans a better understanding of foreign countries by presenting interesting and informing articles. The aim also is to encourage personal and commercial relations between America and these countries by revealing trade conditions and opportunities.

In presenting these studies of foreign life, material is prepared which is critical as well as descriptive. Defects and needs are pointed out, as well as advantages. This criticism is, however, friendly in spirit and with constructive purpose.

Within a few weeks after America had declared war on Germany, the Evening Post published a collection and interpretation of the diplomatic correspondence which preceded that action. This was entitled "The Case of the United States Against the Imperial German Government." Reprinted in pamphlet form and translated into Spanish, thousands of copies were circulated in South America by the International Bureau as an offset to German propaganda. One result was to uncover various South American firms which were in sympathy with Germany.

Foreign Trade Promotion

During the war the Evening Post, beginning in December, 1917, issued quarterly a Foreign Trade Review, picturing business and trade conditions in twenty or more countries. In March of this year these reviews were made a monthly feature, appearing on each first Saturday. On February 1 a page of foreign trade news was established as a Saturday feature of the weekly financial section. José Bornn is editor of foreign trade news.

Besides its work in connection with foreign supplements, the International Bureau has been developing a service of practical value to manufacturers engaged in developing foreign trade.

Once a week, too, the International Bureau issues a bulletin designed to aid the American business man.

SOLDIER SERVICE BY BROOKLYN EAGLE

Rendered Service to Nearly 100,000 Soldiers and Their Families—Decoration Urged for Miss Sandsted of Paris Staff

Tramping through the mud and rain, in dark of night, through fields dotted with shell-holes or machine-gun nests; diving into uncertain inlets, which may or may not have been the Regimental P.C.'s.; all done in an effort to ascertain the true state of Brooklyn troops during the last hard days of the war, constitutes one of the main contributions to the people of Brooklyn and Long Island by Guy Hickok. The Brooklyn Daily Eagle's war correspondent. His was the initial item of a social service work done by the staff of that newspaper.

Hickok cabled thousands of names of Brooklyn men with various units—his cables reassuring thousands of families who had not heard from their sons or brothers for long periods of time. These names, printed complete in the columns of The Eagle, were also placed in a card index system in the paper's main office in Brooklyn. At the present time there are 98,500 cards in this system, each containing the soldier's name and regiment, and his service record, compiled from data collected by Mr. Hickok. Incidentally, The Eagle's efforts located scores of missing men, whose parents were suffering the greatest anxiety.

Assisted Brooklyn Men in Paris

This vast volume of work constitutes but one feature of a public work amazing to contemplate. In The Eagle's Paris Bureau, at 53, rue Cambon, thousands of visitors were entertained; were given aid in finding apartments in Paris; were assisted in finding the proper tailors—after promotions to commissioned ranks had been made; were loaned money when the occasion demanded; were conducted on sight-seeing parties, and, last, but not least, were assisted in the pleasant but perplexing duty of shopping "for the home folks" by Miss Mary Sandsted. Chaplain Hanscom, of the 106th Infantry, has written a letter urgently recommending the decoration of Miss Sandsted with the Cross of the Legion of Honor for her work. The Surgeon-General of the Army, Major-General Merritt W. Ireland, issued a letter on March 28, 1919, commending the Eagle.

Work Not Confined to Paris

But all of The Eagle's effort was not confined to France, for in its main office in Brooklyn two departments ably supplemented the work of the Paris Bureau. The Military Index Department, over which Mrs. D. A. Hartman has charge, in addition to making out and filing the 98,500 cards above referred to, has answered nearly 80,000 inquiries about soldiers in France. This department also compiled a library of photographs, consisting of nearly 20,000 pictures of Brooklyn and Long Island soldiers.

The Eagle Information Bureau is the third of this remarkable combination. It cabled without charge thousands of dollars for hundreds of Brooklyn soldiers; it distributed thousands of sweaters and comfort kits; it attended to readdressed mail for soldiers overseas, and did a hundred and one other things. Peter F. Haigney was in charge of this section of the work.

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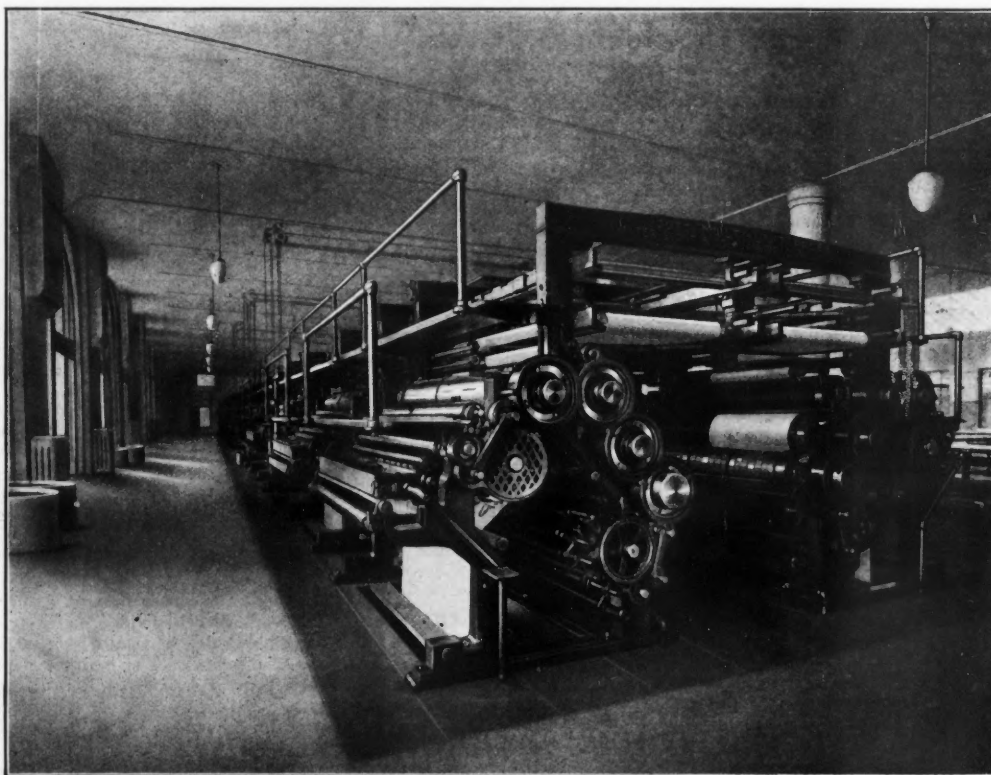
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POWER WIELDED BY ARGENTINE PRESS

Great Dailies of Buenos Aires Circulate Throughout South America—English in their Form and Play Up Science and Literature

By W. W. DAVIES

NEW YORK CORRESPONDENT OF BUENOS AIRES LA NACION.

The Argentine newspaper is not only a splendid news organ—it is also a center of strong political interest. The close association between politics and journalism is something proverbial in Argentina. In fact, the history of Argentine journalism is one of the most important and interesting chapters in the history of Argentina itself. Many Argentine presidents and public men have started their political careers as members of the editorial staffs of one or another of the leading papers. Some of the most important papers in the country were founded by prominent political figures. An example is "La Nacion" of Buenos Aires, which was founded by General Bartolome Mitre, afterwards president of the republic.

Newspaper Plants Are Modern

Leading newspaper men in Argentina follow politics with serious and close attention. There are instances where editors have been selected as members of the cabinet and it is also true that men who have held cabinet office have afterwards thought it not undignified to accept editorial positions on the newspapers.

Side by side of this political prestige the newspaper in Argentina has an intellectual glamour which few newspapers in the world achieve. Up till a few years ago, one found the solid Argentine newspapers the principal medium for the scientific essay and the political pamphlet. The foreign correspondents of the papers supply their readers with most informative and interpretative articles of political and other movements. Politicians, economists and scientists of foreign countries have always sought admission to the columns of the Argentine press.

The buildings in which these papers are housed are also remarkably fine. Social work is one of the activities of these papers. Large sections of their buildings are frequently devoted to educational purposes. They contain schools which provide instruction free of charge. They encourage artistic and scientific contests. Their libraries are the most frequented and among the richest in the country. Some of them have developed to a great extent the publishing business. This is a sign of how closely the serious literary effort in Argentina is related to the daily newspaper activity. Each of these efforts gains something from the other, thereby performing an invaluable public service. This is probably one of the reasons why the papers are better written than in many other countries.

Small Number of Papers

There is a relatively small number of papers in Argentina. This is due to two facts. In the first place, Argentine journalism is concentrating in Buenos Aires, whose papers have such a traditional hold in the mind of Argentinians that they are read all over the country, and the provincial papers cannot hope to compete with them except in purely local news.

The second factor in the concentration of Argentine journalism in Buenos Aires is the high calibre of the newspapers in the capital. The plants of

many of the big daily papers are thoroughly up-to-date and compare favorably with the plants of some of the largest American or European newspapers. There is keen competition among the papers in Buenos Aires both in the commercial and news departments. This is probably one of the most important factors making for live up-to-date papers. In cable news particularly, they are remarkably well served. It is not infrequent to find public utterances made in Europe reported as fully in Buenos Aires papers as in the dailies of New York. Since the beginning of the year, a service of thousands of words daily has been going from New York to the principal papers of Argentina, and, in fact, of South America. Thus the papers are supplied not only with the spot news, but with a sound interpretation of the news, which should do much to remove any slight misunderstandings between the United States and Latin America and strengthen the Pan American spirit.

Conservative in Buenos Aires

Generally speaking, the newspapers of Buenos Aires are conservative. In addition to the two principal morning papers, "La Nacion" and "La Prensa," the city of Buenos Aires has two Italian papers, one catering specially for the Spanish colony; two English, and one German newspaper. There are also radical newspapers such as "La Vanguardia," the organ of the Socialist party. It is run on a co-operative basis, and the twelve Socialist representatives in congress belong to its editorial staff and donate to the funds of the paper half of their salaries as representatives.

An interesting fact about the newspapers in Buenos Aires is that the circulation, in some cases being as high as 150,000 daily, reaches well into other republics. Buenos Aires newspapers are read in Uruguay, Bolivia, and Paraguay. They compete in these countries with the local papers as they do with the local press in the Argentine states. In the event of any trouble between two neighboring nations, the information and comment of Buenos Aires newspapers attract more attention than the comment of papers published in the countries concerned.

One glimpse at the big Buenos Aires papers shows the tremendous advertising they command. The tendency of the papers is toward little display in advertising and less display in news. Thus the "make-up" of the morning papers resembles the English newspaper much more than it does the American.

EXTOLS POWER OF PRESS

New York State Senator Says Newspaper Publicity Helped Bribe Inquiry

ALBANY, May 20.—Senator George F. Thompson, at the inquiry into charges of bribery in the State Legislature, last week paid a compliment to newspapers and newspapermen. Under cross-examination by Clark J. Jordan, counsel for one of the men mentioned by Mr. Thompson in connection with the alleged slush fund, he was asked why he gave the information that there was a \$500,000 bribe fund available, instead of bringing it to the attention of the members of the State Senate.

The witness replied that he did not think he could have got so thorough an investigation without publicity, that he thought the public ought to know about the details through the newspapers, and because he knew that the newspapermen with whom he had been associated at the capitol were men who could bring the matter out in the manner which would best serve the ends of justice.

NEWSPAPER WORK IN FAR PACIFIC LANDS

Australia Papers Are Prosperous—Many Large Dailies—New Zealand Has 34—Fiji Town Sports Two Papers—Honolulu Press Is Live

By JAMES MARTIN MILLER,
FORMER U. S. CONSUL GENERAL TO NEW ZEALAND AND TRAVELER.

The daily newspapers of the Dominion of New Zealand and the Commonwealth of Australia are prosperous; perhaps more so than in most countries. The newspapers in those countries, it is safe to say, are more uniformly prosperous than such publications in the United States.

Of course there is a newspaper "graveyard" down there and once in a while an "angel" gets tired and the paper dies. There are not so many small weeklies in the towns and villages as we see in the United States. The principal dailies have weekly editions with comfortable circulations. These weekly editions are wonderful publications and are filled with advertising both local and from "back home" England. There is comparatively little advertising from the United States.

Sold at Sixpence

These weeklies are sold at 12 cents a copy. They contain from 72 to over 100 pages, about as broad and long as our weeklies, printed on ordinary news paper, except the inserts for halftones, which are on super calendered paper. Each weekly has from 16 to 20 pages of halftones, reproducing photographs from all over the world and of local interest.

Sydney has two such weeklies, Melbourne two, Auckland and the three other large towns of New Zealand one or two each. In each case these weeklies belong to a daily. The Sydney Bulletin is not connected with any daily. It was established by Mr. Hopkins (known as "Hop"), who drifted into Australia many years ago from the United States and started the Bulletin somewhat on the American plan of weeklies. He is the most popular and most forceful cartoonist under the Southern Cross, perhaps, and has made a wonderful success.

There is only one Sunday newspaper published in Australia, it is a morning edition of the Sydney Evening News, and is a combination of the English and American style in contents and make-up. The newspapers of Australia are about evenly divided between the English and the American style in presenting the news. The morning papers are in general appearance English, generally carry nothing but advertisements on their first pages, while the evening papers follow the American style. A peculiar thing about the papers of the country is the fact that verb is seldom used and rarely implied in the headlines.

Auckland Papers

Auckland, population 100,000, has two dailies, the New Zealand Herald, morning, and The Star, evening. The Herald has 30,000 circulation and as modern a newspaper plant as can be found anywhere. There are no Sunday newspapers in New Zealand or Australia worth speaking of. The advertising rate in the New Zealand Herald is \$34 per inch for three months daily. In the Evening Star it is \$12.65 per inch a month. The price of nearly all newspapers in New Zealand and Australia is two cents.

Other cities in New Zealand having daily papers are: Dunedin, population 64,000, Daily Times and The Evening

Star; Christchurch, population 80,000, The Times and The Press, both morning, and the Star and The Truth, both evening; Wellington, population 70,000, four dailies; New Plymouth, population 5,200, has two dailies and one weekly; Invercargill, population 16,000, has two dailies and two weeklies. This town is located at 47 south latitude, or about as far south of the equator as Duluth, Minn., is north of it. It may be called the southernmost civilized community of the world. Here it is winter in summer and summer in winter.

Sydney, Australia, has two morning and three evening newspapers. The circulation of the Morning Herald and the Daily Telegraph each reach beyond the 100,000 mark. Not one of the evening papers has a circulation so large. Melbourne, population 589,000, has two morning and two evening newspapers. The Age, morning, and The Argus, morning, each have over 100,000 circulation. The advertising rate of the Sydney and Melbourne dailies is from three to four times as much as that quoted above for the New Zealand Herald. Hobart, Tasmania, population 42,000, has three dailies and two big weeklies. Neither New Zealand nor Australia has any foreign language newspapers.

High Professional Dignity

New Zealand, with a population of 1,000,000 (only 40,000 aborigines) and an area of 100,000 square miles, has 34 daily papers and 77 weeklies. Our State of Nebraska has about 1,250,000 inhabitants and 77,000 square miles with 26 dailies and 597 weeklies.

Australia has an area almost as large as that of continental United States but a population slightly less than the State of Ohio with only 40,760 square miles of area. Australia has less than two persons to the square mile, while Ohio has a density of population about 125 inhabitants to the square mile. Australia has about 97 daily newspapers and about 247 weeklies, while Ohio has 167 dailies and 1,034 weeklies. In the foregoing I am not considering religious and trade publications. The daily newspapers in the antipodes are much smaller in the number of pages than the average size in the United States. Eight to twelve pages is the usual size of the biggest city dailies. Big page and double-page advertising is almost unknown there.

There is a high dignity about the profession down there. They do not print much telegraphic news, from our standpoint, and do not seek to play up what we call "human interest stuff." The Australian and New Zealand papers are like English publications.

The islands adjacent to Australia have papers. For instance, Fiji, with 4,000 Europeans and 139,000 natives, in the town of Suva has one semi-weekly and one weekly.

Honolulu Newspapers

Honolulu is a good newspaper town. Outside of Honolulu, on the eight islands, there are no papers except one or two weeklies at Hilo, the second largest town of the islands. The Pacific Advertiser is a morning daily with a Sunday edition. The Star-Bulletin is an evening paper. I remember these newspapers when there was no cable line to Honolulu and it was necessary for the papers to await seven days after publication of the San Francisco newspapers before they could print the news of the world. The ships arrived about twice a week. Each Honolulu newspaper has in the neighborhood of 5,000 circulation. There is a third daily published in Japanese and English, also an exclusively Japanese paper or two. There are two weeklies published in the Hawaiian language.



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IVY LEE DISCUSSES SOME EUROPEAN NEWSPAPER CONDITIONS

Red Cross Man Tells How Herbert B. Swope Missed Scoring Big Beat by Interference of English Censor—Tributes to Correspondents at Paris.

AMONG American travelers who have just returned from Europe is Ivy L. Lee, who, during the war, served as Assistant to H. P. Davison, chairman of the American Red Cross War Council. He went abroad in December to work with Mr. Davison in the development of the new league of Red Cross societies.

While in Europe, Mr. Lee spent several weeks in London, two months in Paris, and a month in Cannes, France, visited the war area, and spent several days in Switzerland in conference with the International Committee of the Red Cross.

Col. House Cooperates with Correspondents

Mr. Lee, while abroad, was in touch with the newspaper men of all countries, and had opportunity to gather a first-hand account of present conditions of journalism and literature in Europe. Speaking of his observations in Europe, Mr. Lee said to a representative of

EDITOR & PUBLISHER:

"The American newspaper correspondents in France are having a little easier time than they did in the early part of the peace conference in getting news. Col. House sees the men at the Hotel Crillon every afternoon at 6 o'clock. He really takes them into his confidence. This has only been true, however, for the past six weeks, for during the first part of the conference the gathering of news was about the most difficult and unsatisfactory task that a man could have tackled.

"Lord Robert Cecil, Baron Sonnino (who speaks English fluently), Mr. Tardieu, of the French delegation, and others call in American and other correspondents very frequently to tell them their attitude toward some subject before the conference.

"The men have perfect reams of publicity material thrown at them, lots of it from anonymous sources. Some of the governments, especially the small nations, have had great quantities printed, some of it at very great expense, largely for distribution among newspaper men.

"The newspaper men meet generally at the Hotel Dufayel, which, of course, is not a real hotel, but is one of the handsomest French residences of the Champs Elysees, fixed up as a club and placed by the French government at the disposal of the visiting correspondents. It is beautifully conducted, and has been a real convenience to the men. Every day at lunch may be seen these correspondents from every part of the world. It is estimated that there are between four and five hundred newspaper men from different parts of the globe gathered in Paris today, in addition to the men who have always been there representing foreign publications.

Compact Between Hills and Swope

"One of the most amusing episodes of the whole peace conference has been the beat Laurence Hills, of The Sun, scored in getting advance details of the reparation scheme to be exacted of Germany in the peace treaty advance. Hills and Herbert Swope, of The World, had agreed to make a special joint effort to get these conditions. They figured that they would have to get their information from one of six men. It was arranged, therefore, that Swope should make a special effort against three men and Hills should take the other three. Under the agreement, the one who was successful should be en-

titled to put his story on the wire immediately and then look up his partner and give the story to him.

"Swope got the information first, early one afternoon. He immediately rushed to the telegraph office, and, in order to make it certain that the story would get through promptly, telegraphed it to Tuohy, the World correspondent at London, with the thought that Tuohy would immediately relay it to New York. After sending his message, Swope looked up Hills, but Hills was out of Paris for the afternoon and did not get in until late in the evening. Hills was greatly crestfallen to find that he had probably missed his opportunity to get his story cabled in time to appear simultaneously with Swope's. Hills really thought it was too late to send the story at all, but any way, to take no chances, he wrote it out and filed it in Paris in the regular way.

Swope's Story Held Up

"Swope's story, however, bumped into the English censor, who, instead of sending it to Tuohy, as he should have done, picked up the message and forwarded it to Lloyd George. It so happened that Lloyd George was to make a speech in Parliament within a few days to answer various criticisms which had been made against him on the subject of reparation, and therefore he did not desire that any information on the subject should reach the British public before his speech. Swope's telegram was therefore held up for several days. Meanwhile, the Sun had printed the story in America, and the World very naturally cabled Swope to know why he did not have it.

"Since the beginning of the conference Swope's pet aversion had been the censor, and he immediately proceeded to make an international issue of the matter, for both the French and the British had promised not to censor American messages. It developed, however, that as Tuohy, the World man in London, is editor of a small English newspaper, the English took the position that they had a perfect right to censor the communications forwarded to an English publication, and that it was not in violation of their agreement not to censor American messages. Therefore, the Committee of American correspondents who take up such international grievances, found it difficult to pursue the point.

"Incidentally, the work of men like Swope, Hills, Oulahan of the Times, Frank Simonds of the Tribune and Justin McGrath of the Hearst service, has been of nothing less than a most brilliant character. It is almost impossible for anyone to realize the difficulties they have had to surmount. But they have surmounted them with wonderful success.

"The London Times has done some of the most effective journalistic work in reporting the peace conference, its one special stunt having been to secure an exclusive interview with President Wilson. This was accomplished by George Adam, who is at present the very brilliant Paris correspondent of The Times, a man who has all the journalistic genius of De Blowitz, with a profoundness and depth of knowledge of which De Blowitz was always innocent.

"The best critiques upon the work of the peace conference have probably been written by Dr. E. J. Dillon, of the London Telegraph, whose long residence in Europe and intimate acquaintance with Russia and the Balkans, make him particularly qualified to comment on what was going on.

Awakened to Value of Advertising

"Advertising is growing by leaps and bounds in England. The use which has been made of advertising and publicity in the floating of war bonds has waked up commercial men in England as nothing has before.

"Easily the best advertising being done in England today is by Selfridge, the department store man, who has built up his store on advertising, against the most extraordinary odds. Selfridge started just ten years ago. He lost \$50,000 the first year; made \$50,000 the second; has made more every year since, and last year cleared a million and a quarter dollars, with the same capital on which he began ten years ago. He has just started to construct a new \$5,000,000 additional to his present plant.

"Many of the newspapers in England today are making enormous incomes. Probably the most successful money-getter in the newspaper business in England today is Lord Rothermere. He is not so powerful as Lord Northcliffe, but probably makes more money. His 'Sunday Pictorial,' which was started as a by-product of his other publications, now has a circulation of two million copies, and is making a very handsome profit."

N. Y. Sun Alumni Hold Their Annual Banquet

Association, Which Samuel Hopkins Adams and C. J. Fitzgerald Originated Fifteen Years Ago, Celebrates

Fifteen years ago Samuel Hopkins Adams, of magazine fame, and C. J. Fitzgerald, who has attained distinction in the uplift of the horse, both former reporters on the Sun, met in New Orleans and conceived the idea of gathering former reporters and writers of the New York Sun into an organization that eventually became known as the Sun Alumni Association. There are now over 200 names of former writers for the Sun on the roll of the association, and nearly half of the old timers gathered at The Commodore on Friday evening, May 16, for their fifteenth annual reunion.

George Barry Mallon, for many years city editor of the Sun and president of the association, presided at the banquet and the principal speakers were: Martin Egan, formerly of the Laffan Bureau of the Sun; Francis Bellamy; Collin Armstrong, chairman of the executive committee; C. J. Fitzgerald, and Willis Holly, the secretary-treasurer of the association, who indulged in interesting reminiscences of the old days when the diners worked together on the Sun.

In view of the possibility that there may be an appropriate celebration of the centenary of the birth of Charles A. Dana later in the year, a committee consisting of Charles M. Fairbanks, Edward G. Riggs and Collin Armstrong were appointed to cooperate with the management of the Sun, should such a celebration be arranged. The following were unanimously elected officers for the ensuing year: President, Edward G. Riggs; vice president, Stephen Tyng



EDWARD G. RIGGS.

Mather; secretary treasurer, Willis Holly; executive committee, chairman, Collin Armstrong, Samuel Hopkins Adams, David A. Curtis, George Barry Mallon, Ed Mott, Edward G. Riggs, O. H. Von Gottschalck, Charles Mason Fairbanks, Chester S. Lord, Willard H. Olmsted, Brainard G. Smith, Talcott Williams, and Robert Sterling Yard.

RULES AGAINST DENVER POST

Court Sustains Demurrer of Council Chairman in Libel Suit

DENVER, May 19.—Judge Charles C. Butler of the District Court, in a ruling handed down Monday, May 12, sustained the demurrer of attorneys for Ernest Morris, former chairman of the Denver County Council of Defense, against the Denver Post's \$150,000 counter claim in his libel suit against the newspaper. At the same time, Judge Butler reversed his former decision in favor of the counter claim.

He denounced the code as "archaic and unjust" but said that he had no choice but to decide according to its dictates. He sustained the right of the Post to plead the matters alleged in the counter claim as provocation for its attacks upon Mr. Morris and "in mitigation of damages."

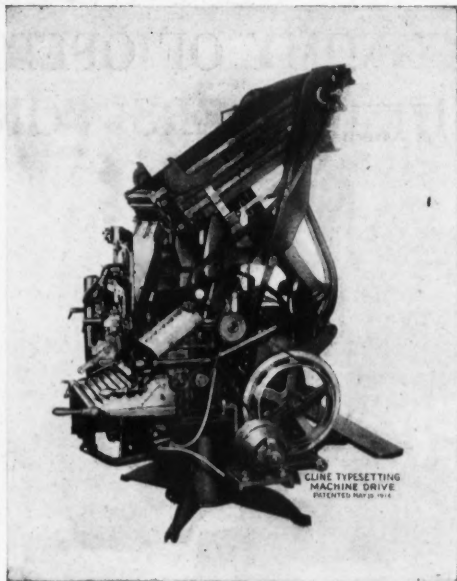
Electric Workers Strike

DENISON, Tex., May 19.—Newspapers of Sherman and Denison are being greatly handicapped by the strike of electrical workers in these two cities, as well as in other nearby towns where electricity is supplied by the Texas Power & Light Company. So far the newspapers have not been forced to miss an issue.

Cline Typesetting Machine Drive

(Patented)

CLINE-WESTINGHOUSE MOTOR

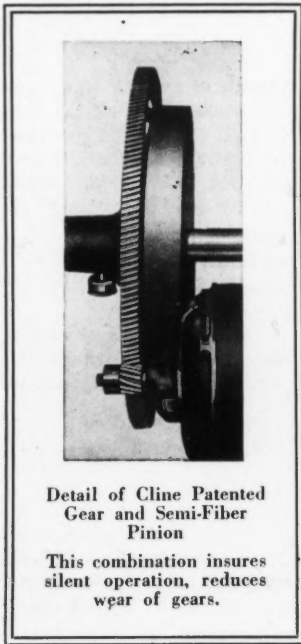


Showing Position of Drive on Machine

NOISELESS
SPEED STEADY
NO TRANSPOSITION
OF MATRIX
MOTOR STANDARD
NO SPECIAL REPAIR
PARTS

Insist on getting this
drive with your
new machines

Thousands of
them in use
in the largest
and smallest
newspaper
and job offices



Detail of Cline Patented
Gear and Semi-Fiber
Pinion

This combination insures
silent operation, reduces
wear of gears.



FOR ALTERNATING OR
DIRECT CURRENT

Equipment includes motor, pat-
ented support, gear, etc.—ready for
mounting on any model without ma-
chine work.

Notice location of 1/3 horse power
motor below clutch. Standard oil
ring type dust-proof bearings. No
oil can drop into clutch.



Detail of Motor Drive
Showing—Motor, Support and Combination
Gear and Pulley

We furnish complete motor *Full Automatic push button control systems* for all heavy newspaper
and magazine presses.

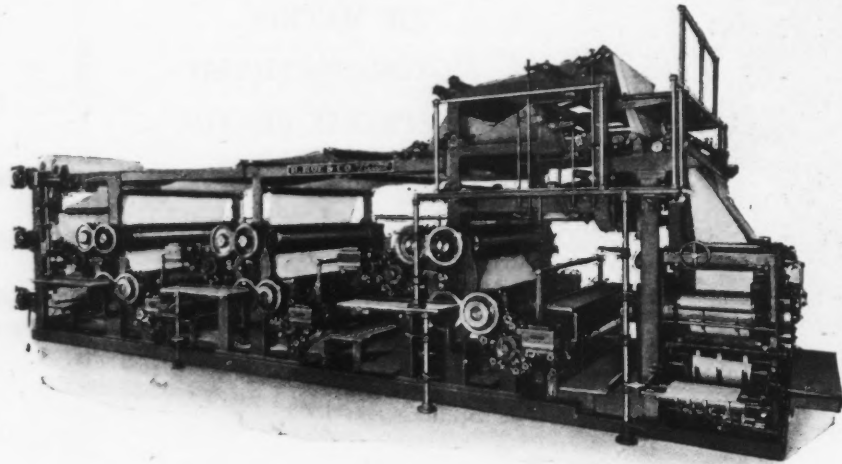
CLINE ELECTRIC MFG. CO.

Fisher Building, CHICAGO

Marbridge Building, NEW YORK

INDISPUTABLE

THAT HOE PRESSES CONSTITUTE THE BEST INVESTMENT
IN RUNNING AS WELL AS ECONOMY OF OPERATION,
SOME OF THE ORDERS FOR HOE



Hoe *Superspeed* Sextuple Press

This new Low-Type Unit Press is built in various designs to meet the needs of purchasers.

Actual Running-Speed Capacity

80,000 papers per hour of 4 to 12 pages

40,000 papers per hour of 14 to 24 pages

20,000 papers per hour of 28 to 48 pages

(The Hoe Superspeed Sextuples in the New York Times pressroom have turned out well-printed papers at the rate of 42,000 twenty-four-page papers per hour.)

NEWSPAPER PRESSES

DECUPLES

Baltimore Sun3—5-roll Machines

OCTUPLES

Philadelphia Bulletin	2 Machines	San Francisco Chronicle	1 Machine
Toronto Telegram	2 Machines	Seattle Times	1 Machine
Los Angeles Times-Mirror	1 Machine	Washington Star	1 Machine
New Orleans Times-Picayune	1 Machine	London, Eng., E. Hulton & Co., Ltd.	2 Machines
		London, Eng., News of the World	1 Machine

*The Initial Cost of Presses Built to the Hoe Standard is Necessarily
Operation and Up-Keep, Determine the*

R. HOE &

504-520 Grand St.,
109-112 Borough Rd.,

7 Water St., BOSTON, MASS.

EVIDENCE

FROM THE VIEW POINT OF SPEED, NET OUTPUT, AND EASE
IS AFFORDED BY THE FOLLOWING LISTS SHOWING
PRESSES RECEIVED IN RECENT MONTHS

NEWSPAPER PRESSES Continued

SEXTUPLES

Boston Globe	2 Machines	New York Times	1 Machine
Bridgeport Post	2 Machines	New York Tribune	1 Machine
Richmond Times-Dispatch	2 Machines	New Orleans Item	1 Machine
Spokane Spokesman Review	2 Machines & 1 Deck.	Rochester Democrat & Chronicle	1 Machine
Atlanta Constitution	1 Machine	Springfield, Ill., State Journal.....	1 Machine
Brooklyn Standard-Union	1 Machine	Springfield, Mass., Republican	1 Machine
Indianapolis News	1 Quadruple Machine	Worcester Evening Gazette	1 Machine
New Haven Register	1 Machine	London, Eng., Daily Mirror	4 Machines
New York Sun	1 Machine	Copenhagen, Denmark, Politken	2 Machines

SMALLER ROTARY PRESSES AND ADDITIONS

Mount Vernon Argus	1 Quadruple Machine	Oakland Tribune	1 Octuple Section
Pontiac Press.....	1 Quadruple Machine	Ottawa, Ont., Journal	1—16-page Addition
Chicago Daily Forward	1—24-page Machine	Philadelphia Public Ledger	4 Octuple Sections
Ottawa Le Droit	1—24-page Machine	Rochester Herald	1 Sextuple Section
Pasadena	1—24-page Machine	St. Louis Star	1 Octuple Section
Kingston, Ont., Whig	1—20-page Machine	Yonkers Herald	1—8-page Section
St. John's, N. F., Daily News	1—16-page Machine	Kristiania, Norway, Landmandsposten.	1 Quadruple Machine
Baltimore Sun	2 Sextuple Sections	Palermo, Italy, Il Giornale.....	1—24-page Machine
Cleveland Plain Dealer	2 Octuple Sections	Turin, Italy, Il Paese	2—20-page Machines
Des Moines Capital.....	1 3-color Deck and Extra Cylinders		and many others.
London, Ont., Free Press	1 Octuple Section		

MAGAZINE PRESSES

Capper Publications, Topeka	1—64-page Machine	Progressive Farmer, Birmingham, Ala.	1—64-page Machine
Curtis Publishing Co., Philadelphia...	4—32-page Machines	Street & Smith, New York.....	2—96-page Machines
International Magazine Co., New York.	4 Color Attachments	Amalgamated Press, Ltd., London, Eng.....	3 Machines
George Newnes, Ltd., London, Eng.....	1 Machine		

INTAGLIO PRESSES

Chicago Tribune	1 Machine	Philadelphia Public Ledger	2 Machines
Cleveland Plain Dealer	1 More Machine	St. Louis Post-Dispatch	1 Machine
New York and Chicago American	2 More Machines	London Times	1 Machine
New York Times	1 More Machine	Petit Parisien, Paris	4 Machines

*Higher but their Greater Net Output, Long Life, and Economy of
Publisher Who Can Afford the Best.*

COMPANY

NEW YORK

LONDON, S. E., 1, ENG.

544-546 South Clark St., CHICAGO, ILL.

FRENCH NEWSPAPERS AMONG MOST POWERFUL AND INFLUENTIAL IN THE WORLD

Have Fought for Press Freedom through All Changes of Government from Pre-Revolutionary Times—Great Paris Dailies of To-Day Accurate Barometers of Public Sentiment in the Nation—Emerging from War Period Stronger than Ever

By Prof. Pierre de Baccourt.

THE first printed newspaper appeared in France May 30, 1631. It was *La Gazette*. Its founder, Renaudot, was a far-sighted man, very much in advance of his time. After having been a country doctor, physician to the king, schoolmaster, what would be called today Commissioner of the Poor, he opened a *Bureau d'Adresses* at the sign of *Le Grand Coq*. It was a sort of advertising exchange where you could find information of every kind: the address you were looking for, the announcement of every conceivable thing for sale, from a house to a carriage and pair, arms, laces, clothes, etc. Buyers and sellers would meet there, and it soon became a fashionable place where the gathering of news was especially easy.

Manuscript News Letter

Renaudot started by publishing some "Nouvelles à la main" (Manuscript news letters). The success was such that very soon his copyists could no longer fill the demand. The printing press was then in existence. Renaudot realized at once what could be done with it and succeeded in obtaining from the all-powerful Cardinal Richelieu not only permission but a monopoly to print the paper. It was at first a four-page weekly, but soon the size was doubled and monthly supplements as well as frequent extras were distributed. Among the first contributors of note we may mention the great cardinal, Father Joseph, his modest and much respected adviser, and even King Louis the Thirteenth. *La Gazette* was entirely under the control of the Government. Under Louis the Fifteenth it was annexed to the Foreign Office. In 1762 it took the name of *La Gazette de France*, which it still bears today.

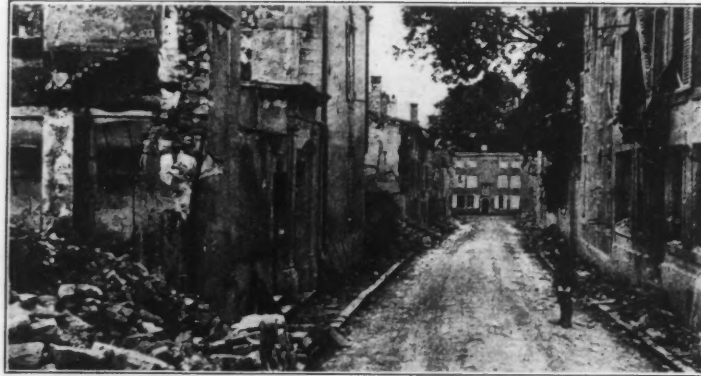
In 1665 Denis Sallo founded *Le Journal des Savants*, and in 1672 *Le Mercure Galant*, half political and half literary, lighter in tone and more to the taste of the society people of the time, made its appearance. In 1777 we see the first daily, *Le Journal de Paris*.

First French Daily in 1777

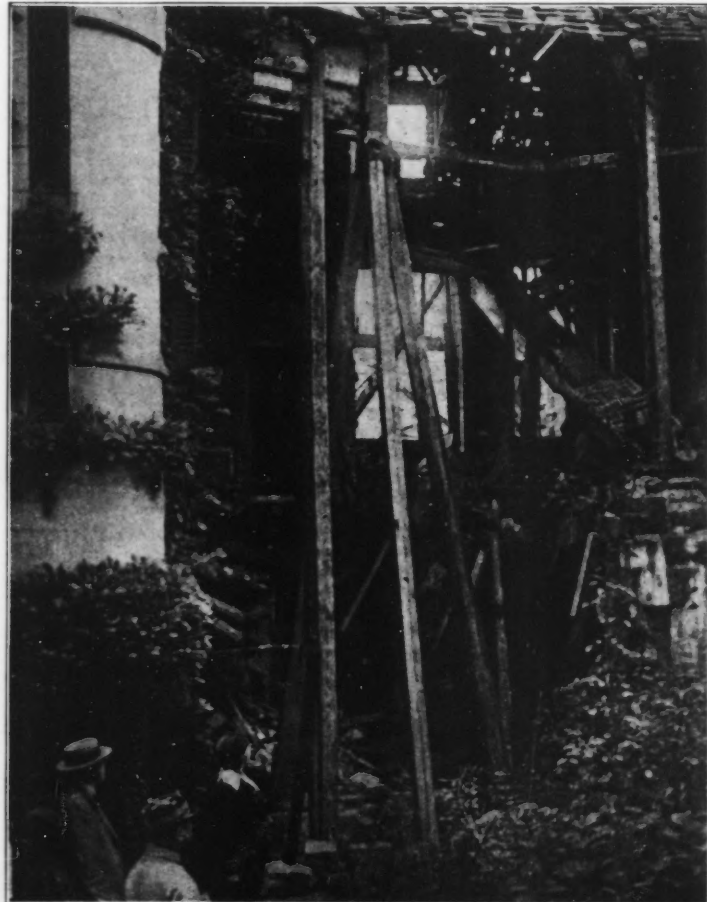
Freedom of press did not exist during the old monarchy. The very idea was absolutely foreign to the spirit of the time. The most independent minds of the eighteenth century, the encyclopedists, forerunners of the revolution, demanded merciless punishment for their adversaries. Voltaire pestered the Lieutenant of Police with letters and petitions for the imprisonment of his critics. The theatrical stars were no less sensitive.

The French Revolution, the turning point of the history of the world, was also the turning point of the history of the press. From the very opening of the *Etats Généraux* the journalists took all license; the censure had not been abolished, but it was absolutely powerless. Soon it disappeared altogether. More than a hundred of the new papers had the name of *Journal*. *Le Journal de la Cour et de la Ville*, *Le Journal des Sans-Culottes*, whose motto was "The

WHAT HUN FIRE DID TO FRENCH PAPERS



From a snapshot showing ruins of a newspaper office at Verdun.



This wreck was formerly the office of a prosperous Soissons newspaper.

souls of the emperors and the souls of the cobblers were cast in the same mold," *Le Journal des Paresseux* (The Journal of the Lazy People), "which gave everything in a few words," *Le Journal des Incroyables*, *Le Journal des Débats et*

Débats, the beginning of *Le Journal des Débats* of today. Then there were numberless *Bulletins*, *Feuilles*, *Annales*, *Gazettes*, *Couriers*, *Messagers*, *Tribunes*, *Échos*, *Spectateurs*, *Observateurs*, *Patriotes* and *Amis*—a name that was near-

ly as popular as the name of *Journal*. The most famous was *L'Ami du peuple*, published by Marat.

Satirical papers were numerous, for the French had to laugh even during that tragic period. The *Démocrate Français*, whose motto was "To say the truth joyously is to make good use of freedom"; *Les Actes des Apôtres*, famous for its cartoons and portraits; the *Hoquet Aristocratique* (the aristocratic hic-cough); "Pendez-moi mais écoutez-moi" (hang me but listen); *L'Agonie des Trois Bossus* ("a clever paper which told gayly what it knew as well as what it did not know").

Evolution of Press

The revolutionary period lasted approximately ten years. During that time the French press experienced many changes and many different conditions. Under the *ancien régime* you find in the public sheets gossip, the scandals of the day, the doings or misdoings of prominent actresses, often excellent literary criticism, but no politics.

Under the *nouveau régime* politics, more politics, only politics; the Muses are silenced. These newspapers represented in no way what we call today newspapers. The news, the narration of facts, occupied in their columns very scant space. But they were filled with long dissertations on the political events of the day, their causes and possible results. In the battle that started in the year 1789 the violence and fury of the attack were as remarkable as the weakness and pusillanimity of the defense; the court did not seem to realize the danger and opposed only to these fiery organs the impassibility of the old *Gazette*, which ignored systematically all revolutionary events. Soon a few royalist-constitutionalist papers came timidly to the rescue.

Napoleon Enemy of Press Freedom

Then appeared the *Journal de la Cour et de la Ville*, nicknamed *Petit Gauthier*, *L'Ami du Roi* and *Les Actes des Apôtres*, famous for their biting satire. On August 10, 1792, the French press heard its death knell; the *Comité de Salut Public* summarily suppressed all opposition. For a time *Marcandier*, in the *Véritable Ami du Peuple*, and later on *Camille Desmoulins* in the *Vieux Cordelier*, fought for order and humanity; both paid with their heads for their exhortation to clemency. The Ninth Thermidor arrived and the fall of Robespierre was followed by a violent reaction and absolute freedom of the press.

The Directoire tried to stem the journalistic flood by laws, but without success. Finally, the Directors promulgated the order of *Fructidor 18*, stating that everyone mentioning either the monarchy or the constitution of 1793 would be shot. The journalist had no alternative but to remain silent.

Bonaparte as First Consul and as Napoleon, Emperor, showed scant consideration for the press. The decree of January 17, 1800, limited the number of

(Continued on Page 158)

READJUSTMENT IN CANADA

United States importations into Canada for domestic consumption have almost doubled during the fiscal year ended March 31st, 1918, as compared with the fiscal year 1913-1914.

Importations from Great Britain, despite increased prices of commodities, were \$50,000,000 less, comparing the same periods.

The value of goods imported during the last fiscal year from the United States was at a per capita average of close to \$100.00 per annum as compared to about \$10.00 for imports from the United Kingdom and a little more than \$120.00 for goods purchased from all countries.

This situation is not without interesting possibilities.

Readjustments are now under way in Canada, and with Canadian manufacturing establishments embarking upon new lines of production and empire producers again competing for the Canadian market, forward-looking manufacturers who wish to retain their present market in Canada or to create a new market for their goods must be up and doing.

The following representative daily newspapers of the Provinces of Ontario and Quebec intensively cover the most prosperous portion of Canada and reach about three quarters of the population of the Dominion.

This great market cannot be adequately reached or HELD without employing these Canadian newspapers—subscribed for and read by the BUYERS in both the cities and on the farms.

You may talk business to this potential market at the present propitious time at a surprisingly low cost—as the agate line rates listed below will show:

PROVINCE OF ONTARIO									
Population 2,523,274									
	Circulation	Lines			Circulation	Lines			
		2,500	10,000			2,500	10,000		
Border Cities Star (Windsor)	10,373	.03	.03	Kingston British Whig	(E) 6,237	.02	.015		
*Brantford Expositor	(E) 10,200	.025	.025	London Free Press	(MN&E) 39,973	.07	.06		
*Brockville Recorder-Times	(E) 4,300	.025	.015	Peterborough Examiner	(E) 5,800	.017	.0128		
*Chatham Daily News	(E) 2,419	.01	.0071	St. Catharines Standard	(E) 8,004	.025	.015		
*Galt Reporter	(E) 3,999	.0157	.01	Toronto Globe	(M) 87,112	.15	.11		
Guelph Mercury	(E) 3,315	.015	.01	Toronto Star	(E) 85,077	.14	.11		
Hamilton Spectator	(E) 30,357	.0550	.05	Toronto Star	(S) 65,763	.105	.09		
*Hamilton Times	(E) 14,000	.035	.03	Toronto World	(M) 41,214	.095	.06		
				Toronto World	(S) 89,614	.11	.08		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
	Circulation	Lines			Circulation	Lines			
		2,500	10,000			2,500	10,000		
Montreal Gazette (3c.-\$8 yr.)	(M) 36,973	.085	.07	Montreal Star	(E) 110,820	.12	.1050		
Montreal La Presse (2c. per copy) ..	(E) 154,905	.12	.10	Quebec Le Soleil	(E) 35,275	.06	.06		

*Publishers' Statements.

FORD'S SUIT FOR LIBEL AGAINST CHICAGO TRIBUNE UNDER WAY

Opening Arguments of Counsel Aimed to Define Scope of Evidence to be Admitted—Tribune Claims Editorial Was Privileged Criticism in Public Interest.

THE trial of the million dollar label suit brought by Henry Ford against the Chicago Tribune, based upon an editorial in that paper which referred to the plaintiff as an anarchist, has gotten well under way at Mt. Clemens, Mich., Judge Tucker presiding.

The process of selecting a jury was a tedious one, and in its course the questions of counsel revealed somewhat the lines on which the case will be contested. The jury was completed last Thursday and the opening addresses of counsel have occupied the intervening time.

Tribune's Motives Attacked by Ford's Counsel

Col. R. R. McCormick, publisher of the Tribune, and Henry Ford have both been present in court and have followed with close attention the tactical strategy of counsel.

It was charged by former Judge Murphy, of counsel for Mr. Ford, in his opening statement to the jury that the Tribune's advocacy of intervention in Mexico was due to selfish interests and a desire to aid the International Harvester Company and the Standard Oil Company. Weymouth Kirkland, of counsel for the Tribune, treated these claims with ridicule, claiming justification for the criticism of Mr. Ford on the ground that his wealth, position and public activities made him a public character, and put upon a newspaper the plain duty of criticizing him and his policies when these were open to condemnation in the public interest.

Mr. Kirkland referred to Colonel McCormick's 180 days of service on the firing lines in France and to the exemption of Edsell Ford, son of Henry Ford, from military duty on industrial grounds.

Counsel for both sides have devoted several days to legal arguments bearing upon the scope of evidence which is to be admitted. It has been developed in the course of these arguments that if the court's rulings shall permit the widest latitude to both sides the prospect for a trial lasting for many weeks would be bright.

It is said that the Tribune has brought a score of witnesses from Texas and New Mexico, with the intention to show border conditions which demanded American intervention in order to protect our citizens from pillage and outrage by bandit gangs.

A feature of the earlier fencing between the lawyers was the definition of the word "anarchist." The judge finally intervened to announce that he would give to the jury the court's definition of the term at the proper time.

It is said that Mr. Ford was the first witness called. Gen. William H. Carter, retired, who was for many years in command of U. S. troops on the Mexican border, will be a witness for the Tribune.

Women Are Good Guessers

PORTLAND, Ore., May 19.—Familiarity of women with newspaper advertising was convincingly demonstrated at a recent ladies' day meeting of the Portland (Ore.), Ad Club. Twenty-four advertising slogans were read and guessed by the club's guests almost before they were out of the chairman's mouth. Frequently several dozen women were on their feet instantly with the right answer. In each instance the first correct guess was rewarded with a prize.

Adirondack Hotel Owners Will Spend \$50,000

Hotel Proprietors of Mountain Region Will Use Half-Page Ads, Confident of Having Best Season

ALBANY, N. Y., May 20.—Confident of the most successful season since the outbreak of the war, hotel proprietors of the Adirondack Mountain region have affiliated and made preparations to begin an extensive advertising campaign.

Newspaper advertising will be exclusively used in bringing the features of the great summer season before tourists, and the hotel men who joined the association indicated that their share of the advertising would not be less than \$50,000. As the members represent more than half of the resort proprietors, the total outlay for advertising will be in excess of that amount.

At Deershead Inn, Elizabethtown, a meeting was held and a committee named to have charge of the advertising campaign. A tentative plan is to have the general features and benefits of the Adirondacks described in half-page ads in papers throughout the East, the names of the members of the association being appended to the advertisements.

Portland Printers Force Highest Wage Scale

Publishers Threatened with Immediate Strike Grant \$7.50 for Day Work and \$8.25 for Night Work

PORTLAND, Ore., May 20.—Threatened with an immediate strike and under protest, Portland publishers have granted to the Typographical Union what is understood to be the highest wage scale in effect in any city. They acted under an ultimatum given them at 1:30 o'clock, P. M., to the effect that if the contract was not signed by 3 o'clock the compositors would strike, preventing the publication of papers the following morning.

The new scale is \$7.50 for day work and \$8.25 for night work. The old scale was \$4.45 for day and \$5.95 for night. This is for a seven-and-one-half-hour day.

Two eight-hour days a week may be worked by any compositor at this scale before the rate jumps to overtime. This is the award granted the printers by local arbitration.

The publishers appealed to the International Arbitration Board, which deadlocked, the union representatives refusing to call in a seventh man as arbitrator. The unions here are working

under a five-year arbitration agreement and the publishers are protesting against the forced signing of the contract, maintaining that it is a breach of the arbitration provision.

Canada Paper Employees Get Wage Increase

Approximately Fifteen Per Cent Raise Granted by Two Manufacturers and Others Probably Will Yield

OTTAWA, Ont., May 19.—Wage increases amounting to approximately 15 per cent were granted employees of two Canadian news print manufacturers during the past week, while employees of the third concern are now on strike for a similar upward revision.

It will be announced today that John R. Booth has agreed to a new wage schedule which provides that helper paper makers get a minimum of \$4 and a maximum of \$6.50 for an eight-hour day.

About 75 men will benefit by the increase.

The sulphide workers in the Booth employ are also demanding more money and a conference between Booth and the officers of the Men's International Organization is scheduled for this week.

The paper makers employed by the Spanish River Pulp & Paper Company have also been awarded an increase which brings their wages up approximately 15 per cent above the level set by the War Labor Board in 1917. The pulp makers have asked for a similar increase.

The employees of the Fort Frances Paper Mill struck for an advance similar to that obtained by the South and Spanish River men, and latest reports indicate that the plant is still tied up.

The Winnipeg papers suspended publication on Friday as a result of a sympathetic strike declared by the Canadian Press, the Canadian Pacific, the Great Northwestern, the Grand Trunk Pacific, and Brother Telegraph Operators.

The Typographical men did not support striking with the Building Trades and Metal Trades Workers, but the publishers decided to suspend publication for the duration of the strike.

EXEMPTS WOMEN WRITERS

Not "Factory Workers," New York Governor Decides in Signing Bill

ALBANY, May 20.—Governor Smith has signed the bill introduced by Senator Edward J. Dowling, which in its amendment to the labor law, exempts newspaper women from the provisions of the 54-hour law. In the memorandum filed with the approval of the bill, Governor Smith said that "while technically a newspaper office is a factory, I am nevertheless informed by the Industrial Commission that no attempt has ever been made to enforce the provisions of the law with reference to females engaged as newspaper writers or reporters. 'The fact that they do the writing in the building where the printing presses are operated has not been held to mean that they were factory workers. The bill is to clear up the situation and leave no doubt about it.'

The New York Type Foundry Company corporation has dissolved.

CANADA PRESS HITS BACK AT LEMIEUX

Attack on Integrity Is Resented Particularly by Liberal Press, Which Left Party at Last Election Because of Conscription Issue

OTTAWA, Ont., May 19.—Rodolphe Lemieux's attack in Parliament upon the integrity of the press of Canada has brought down upon that Commoner's head an indignant protest, voiced by newspapers of the Dominion from coast to coast.

The reply has been particularly spirited in the case of those papers which had supported the Liberals up to the time of the last election, when they broke from the party on the question of conscription. When it was a question of choosing between principle and party, they chose to support the principle, which was the most vital one ever confronting the people of Canada.

Meanwhile, it is expected that the Government will take such action as was proposed in Mr. Lemieux's motion, the subject having previously been under consideration by the Cabinet. The influential papers are supporting the move to require the publication of details of ownership and management. As a matter of fact, the publishers themselves long since indicated their desire to have adopted some such measure.

The public generally paid comparatively little attention to Mr. Lemieux's sensational statements.

GRANTS PERMANENT INJUNCTION

Federal Judge Manton Acts in A. P. I. N. S. Suit—Ends Long Litigation

A decree making permanent the temporary injunction granted to the Associated Press restraining the International News Service from appropriating any of its news has been approved by Federal Judge Martin T. Manton. The court's action was made without opposition on the part of counsel for the defendants who had agreed to submit to an injunction of restraint.

The temporary injunction was granted July 7, 1917, and was affirmed by the United States Supreme Court on December 23 last. By the terms of the injunction, the International News Service, its officers, employees and agents, are enjoined from taking, appropriating or selling any news received or gathered by the Associated Press, or by obtaining it from the members of the Associated Press or employees, or from bulletins or newspapers issued by the A. P. members.

The question of how long a period must elapse before the International concern may make use of news gathered by The Associated Press has not been decided, beyond the sentence in the decree that the injunction runs "until the commercial value as news to the defendant and all its customers has passed away." When this point came during the litigation there was such a divergence of views between the plaintiff and defendant as to this time limit that it was permitted to lie without a decision.

Major Tams Bixby, Jr., son of Tams Bixby, publisher of the Muskogee Phoenix, has been assigned to the R. O. T. C. at the University of Oklahoma. He was formerly head of the job printing department of the Phoenix, before the war.

ABOUT 7½% of the people live
in New England.!

They **LEAD** the country in
many lines, and a **WISE**
national business will adver-
tise itself a path to their door.

Per se:

Of shoe and boot findings, **ONE** New England
State makes three times the output of all the
other United States combined; one half of all
the boots and shoes; four-fifths of the rubbers;
half of the linen goods, and nearly half of all
the cotton goods.

"Little Rhody," smallest of States, makes more
jewelry than any other State save one.

Connecticut makes nearly half of the clocks,
and more than twice as many pins and needles
as any other State.

Etcetera, etcetera.

Whatever is worth advertising is
worth advertising **WELL!**

And the Daily Newspapers are the wonder
workers that cover New England.

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Net Paid Circulation	2,500 lines	10,000 lines
Boston Advertiser and American(S)	327,575	.35	.35
Boston American(E)	358,544	.40	.40
Boston Globe(ME)	288,216	.30	.30
Boston Globe(S)	320,060	.35	.35
Boston Post(M)	540,606	.45	.45
Boston Post(S)	365,287	.35	.35
Boston Record(E)	50,650	.15	.15
Boston Transcript(E)	44,170	.18	.18
†Fall River Herald....(E)	9,419	.025	.025
Fitchburg Daily News (E)	6,140	.025	.025
†Fitchburg Sentinel....(E)	6,868	.025	.02015
Haverhill Gazette(E)	13,072	.0285	.0214
†Lynn Item(E)	15,121	.050	.042
Lynn Telegram- News(E&S)	15,000	.04	.04
Lowell Courier- Citizen(ME)	17,242	.035	.035
New Bedford Standard- Mercury(ME)	25,307	.05	.05
Salem News(E)	19,443	.055	.04
Worcester Gazette(E)	29,625	.07	.05

MAINE—Population, 762,787.

Portland Express(E)	26,283	.06	.045
Portland Telegram ... (S)	21,626	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times(E)	23,146	.06	.04
Providence Bulletin ..(E)	54,208	.12	.12
Providence Journal (M*S)	34,299	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun(E)	4,252	.021	.021
Woonsocket Call- Reporter(E)	10,876	.043	.029

VERMONT—Population, 361,205.

Barre Times(E)	6,613	.017	.0143
Burlington Daily News (E)	8,750	.025	.02
Burlington Free Press(M)	11,226	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post- Telegram(M&E)	43,434	.0850	.07
Bridgeport Post(S)	11,092	.04	.025
Hartford Courant ... (MS)	24,745	.06	.05
Hartford Times(E)	34,759	.06	.06
New Haven Register (ES)	26,959	.06†	.045
New London Day(E)	11,064	.03	.025
New London Telegraph(M)	4,830	.0128	.0128
Waterbury Republican(MS)	12,405	.035*	.025

†Rate on 2,800 lines. *Rate on 3,500 lines.

Government Statements October 1st, 1918.

‡Government Statements April 1st, 1919.

SEEKS CLOSER UNION OF SMALLER PAPERS

National Editorial Association Should Include Every Daily and Weekly, with Headquarters at Washington, George E. Hosmer Says

George E. Hosmer, former president and at present chairman of the Legislative Committee of the National Editorial Association, has been in New York this week and in talking with a representative of the EDITOR & PUBLISHER says that a great opportunity is before the publishers of the country this year, and that the organization is endeavoring to do its share in the upbuilding work of the nation.

He stopped at Columbia, Mo., on his way east from Denver and addressed the Missouri Press Association and the students of journalism at the university. On his way homeward he will speak to the Mississippi editors at Hattiesburg on May 20, and the Oklahoma editors at their summer meeting at Medicine Park, Okla., May 24. Mr. Hosmer says:

A New Opportunity

"It seems to me that now, just at the close of the world's greatest war, during which the newspaper men and women of the country have contributed perhaps more than any other one class to the victory for real democracy, is our opportunity to go ahead and really do things for our profession.

"We are told by Mr. McAdoo, formerly Secretary of the Treasury and Director General of the Railroad Administration, that we have returned immeasurable service to the Government. We have not only done what we could and given what we could, but it has been a possibility for us to do more and to give more, because it was to us that the national leaders appealed to give the message to all the people.

"I have found very few newspaper men who did not serve uncomplainingly. They all gave of their space, which is their stock in trade, in addition to other giving, gladly, because they were all anxious that the world should be made safe for democracy.

"Now that the war is over and we look back at some of the burdens we were called upon to bear, we should take stock of our business, as individuals and as a whole, and see what can be done to make it more useful as a public institution and more profitable as a private enterprise. We should resolve that we will work together to make the business so dear to our hearts yield a profit to us that corresponds more justly with its public usefulness, and that our cash received shall bear the correct ratio to the cash invested and to the expense account.

Betterment in Organization

"The first and foremost thing to promote a better condition in the newspaper industry is a closer national organization, an organization that will embrace within its fold practically every newspaper within this country. The National Editorial Association, as I see it, should have within its membership every daily and weekly newspaper publisher within the United States.

"The National Editorial Association has recently evolved a plan more complete, I think, than has ever been presented to the smaller newspapers of the country before. This plan provides three classes of membership. The first, the individual membership which we have always had. The second, the collective membership, under which plan a

State organization like the Missouri Press Association, becomes a member of the national and every member whose dues are paid in the Missouri Press Association automatically becomes a member in good standing in the national organization.

Has 3,000 Members

"These first two classes of membership are the basis for a large and universal membership of the newspaper men of the country in the National Editorial Association. The collective membership is taken on this basis; each State or district association pays to the national association 50 cents for each member in good standing in its organization. At the present time we have something like



GEORGE E. HOSMER.

3,000 members of this class. The individual membership will probably soon be used only by those who do not belong to State or district organizations that have joined the national. Individual dues are \$2 per member.

"Just recently we have evolved a third class of membership known as a contributing membership, and hope to secure from ten to fifty members in every State in the Union, of leading county seat and good-sized city newspaper publishers, who will pay dues of \$25 per year. This will put this organization on such a strong financial basis that we can open headquarters at Washington and see to it that all the varied interests of the smaller newspapers of the country are looked after at the national capital. And we hope soon to start an intensive campaign for general advertising in the county weeklies and small city dailies.

Headquarters at Washington

"While we are making this campaign for contributing memberships chiefly with the larger county papers, I am satisfied that there is not a publisher of a daily or weekly newspaper in a county seat or any other city above 2,000 population in the entire United States that cannot well afford to pay \$25 per year to perfect such an organization, that we may carry out the work contemplated.

"If the newspaper men respond properly, we hope to open national headquarters at Washington the first of next December, or, at the latest, the first of January, with an active man in charge, a man who knows conditions at the national capital, and who can do things for the newspapers of the country. During the past three years it has been one of my duties as chairman of the Legislative Committee of the national association to spend more or less time at Washington, and I am satisfied that we can get—well, almost anything that is

right and reasonable if we are properly organized, and have some one on the ground to look out for our interests.

"I know that but for the work done by the national association and other like associations, the newspapers of this country would have been paying 7 cents to 10 cents per pound for print paper in 1917 and 1918. I know that but for the fight made before the Federal Trade Commission every small newspaper in the country using sheet news, even under the award of prices of the Federal Trade Commission, would have been compelled to pay perhaps one-fourth of a cent per pound more than he did pay. The differential was made greater than it should have been, but had the fight not been made by the National Editorial Association, it would have been greater than it was.

Wants Zone Postage Kept

"A desperate effort is soon to be made to do away with the zone postage system. I want to say that it is to the interest of all the newspapers of the country, with the exception of a few of the very largest, that the zone postage system be kept in force. There certainly can be no reason why the Federal Government should go back to the plan in operation before last July and again give millions of dollars bonus each year to certain large periodicals.

"Colorado has already pledged ten contributing members, and we expect a few more to make the association strong enough financially to do the work that should be done in a big way. To make the association's influence felt it will require money sufficient to employ a high-class man to have general charge of the affairs at Washington and who can be used to attend State and district association meetings and keep the newspa-

permen of the country thoroughly posted as to what is going on, together with a sufficiently large office force at Washington to look after correspondence.

"The printing and postage of bills will be considerable. As the business develops, the force of workers at headquarters will naturally increase; but if the association is given the support that it should have, I feel sure that soon you will be able to see big profits coming in from the small investment made.

Enjoyable Annual Trip

"While improvement of the business of newspaper making is the first aim of the National Editorial Association, every year it has an enjoyable trip somewhere that combines the education gained by travel with the recreation of an outing with the most enjoyable of companions.

"This year the convention will meet in the Pacific Northwest. As far as possible we will rendezvous at Chicago, go on to Minneapolis, and from there to Winnipeg, where the final gathering together will occur on the morning of July 27. All of that day will be spent at Winnipeg and the citizens of that city have promised an entertainment worthy of the great Victory Meeting of the National Editorial Association.

"From Winnipeg, west over the Canadian railroads, the party will stop at the most interesting points en route, and will not only see the most interesting points of scenery in Canada, but will also be shown the interesting points in Washington and Oregon. Meetings of the association will be held at Portland, Seattle and Victoria, B. C. So you will see that the trip this year is international in its character and perhaps the most educational of any trip ever undertaken by the association."

New Haven's Largest and Best Newspaper

THE

New Haven Register

New Haven, Conn.

Far In The Lead

—In Circulation

—In Influence

In Advertising

Paid Circulation

WELL
OVER

26,500

COPIES
PER ISSUE

over 91% of which is within the ten mile radius.

Over 12,000 copies more circulation than any other New Haven paper.

Largest Circulation in the Largest City

in the state and the

One Medium to Adequately Cover New Haven

and its suburban territory for

QUICK and IMMEDIATE RESULTS

2c DAILY

5c SUNDAY

SOME OF THE IMPORTANT NEWSPAPERS OF AFRICA



The Egyptian Gazette.
L'EGYPTE
THE EGYPTIAN MORNING NEWS
LE JOURNAL DU CAIRE
Des Pyramides
LE PHARE D'ALEXANDRIE
IL CORRIERE EGIZIANO
"TACHYDROMOS"
ALEXANDRIE



Journal Officiel
DU PROTECTORAT DE LA COTE FRANÇAISE DES SOUMALS ET DEPENDANCES
African Standard
East Africa & Uganda Mail.
The Gazette.
FOR ZANZIBAR AND EAST AFRICA

Deutsch-Ostafrikanische Zeitung.
La Dépêche
DE MADAGASCAR
L'ECHO DE MADAGASCAR
VAOVAO
Frantsay-Malagasy
GAZETIN-PANJA CARA

KIONGOZI
Habari kwa watu wote wa Deutsch-Ostafrika.
PWANI NA BARA
Habari kwa watu wote wa Ostafrika.
Mar 1916

AL-MOGHREB AL-AKSA
LE MAROC
Organe de Civilisation Economique
"Diario de Tenerife"
SANTA CRUZ

LE SAHARA
Sing'e Edition issued by MONSIEUR J. LEBAUDY, Emperor of the Sahara.
JOURNAL OFFICIEL
DU SENEGAL ET DEPENDANCES
JOURNAL OFFICIEL
DE LA COTE D'IVOIRE
The African World.
MONROVIA.

Liberia
and
West Africa

The Lagos Weekly Record
The Gold Coast Leader.
THE SIERRA LEONE WEEKLY NEWS

JOURNAL OFFICIEL
DES PROTECTORATS DU CONGO FRANCAIS ET DEPENDANCES
ET DU MOYEN-CONGO
Eastern Star
Akuape Chronicle
The Times of Nigeria

THE NIGERIAN PIONEER

THE SUDAN TIMES

The Sudan Herald
Oloudaruudis Kionz
THE NYASALAND TIMES
PUBLISHED WEEKLY



WHITE HORSE WHISKY
The Cape
An Independent Review of South African Life and Politics.
The Only Weekly Mining Paper in the Union and Rhodesia.

South African MINING JOURNAL
The South African Mines, Commerce & Industries
MINING REVIEW.

Zoutpansberg Review
AND MINING JOURNAL
Manga Vase Natal.

L'Étoile du Congo
The Beira News
AND EAST COAST CHRONICLE

ST. HELENA OBSERVER.
ABANU-BATHO
JOHANNESBURG

Cape Times
The Cape Argus
The Voice of the People
ACCRA
DE ZUID-AFRIKAAN

GNS LAND
Imvo Zabantsundu,
"THE NATIVE OPINION OF SOUTH AFRICA"

Diamond Fields Advertiser
Port Elizabeth Advertiser.
The Mafeking Mail
AND PROTECTORATE GUARDIAN.
The Bulawayo Chronicle.

De Volkstem
Rhodesia Advertiser.
The Rhodesia Herald.

The Natal Mercury.
The Times of Natal.
The Natal Witness.

Natal Afrikaner
Daily The Rand Mail.
The Star

Pretoria News.

SOUTH AFRICAN MARKETS

The reproductions on this page represent the headings of newspapers published in many parts of the African Continent. We are in close touch with them and will be delighted to serve any of our American friends by introducing their products into these markets.

The African World

801, Salisbury House, London Wall London, E. C. 2

PREPARE FOR THE CIRCULATION MANAGERS AT BUFFALO

Program for Twenty-first Annual Convention in June Covers Practically Every Phase of Its Members' Activities—Addresses to Be Followed Each Day by General Discussion.

THE International Circulation Managers Association will hold its twenty-first annual convention in Buffalo at the Statler Hotel, Tuesday, Wednesday, and Thursday, June 10th, 11th, and 12th, and has prepared a program that covers practically every phase of its members' activities. On the opening day, there will be an address of welcome by Mayor George S. Buck of Buffalo, an address by the president, Joseph R. Taylor, circulation manager of the Press of Grand Rapids, Mich., and the reading of the following papers:

A Discussion of Practical Problems

Circulation—its value today; the various kinds; the importance of the circulation manager's present position in comparison with other heads of newspaper departments.—E. C. White, Business Manager, Houston Chronicle, Houston, Tex.

Putting a circulation department into its proper place on a small city paper where it has never been sufficiently recognized. How to do it.—Albert Michener, Telegraph, Harrisburg, Pa.

Why every passenger train should be a mail train.—Paul H. Brown, Charlotte Observer, Charlotte, N. C.

General Discussions

On the same day there will be a general discussion of the following topics: Pilfering of papers from newsdealers' bundles on trains; how can it be stopped?

Shall returns be allowed to railroad news companies? Has the sale of papers on the trains been unduly restricted since the return privilege was denied the railroad news companies?

Prices of wrapping paper and rope and the use of substitutes.

Experiences of circulation managers with mechanical mailers; metal or paper label printers, escalators from press to mail room.

How much time is necessary to publish stock quotations after the close of the market; how early can the closing stock quotations be on the street?

Can country agents be keyed up to do the work of roadmen on mail subscriptions?—A. C. Jenkins, Birmingham Ledger, Birmingham, Ala.

Rural route carriers acting as subscription agents for newspaper as an accommodation? Will it increase circulation of newspapers? Should the I. C. M. A. do everything possible to have the present law prohibiting their acting as agents repealed?—John T. Toler, Atlanta Constitution, Atlanta, Ga.

Premiums, special rate contests, roadmen vs. mail order methods, schemes for building mail circulation.—Joseph H. Lackey, Nashville Banner, Nashville, Tenn.

Sidelights on Circulation

What is the best means to secure mail subscribers to a large daily newspaper handled principally through news agents or newsdealers?—Leslie Neafie, The Blade, Toledo, O.

What section could be eliminated from a Sunday paper with least loss to circulations?—Roy Hatton, Free Press, Detroit, Mich.

The program for Wednesday, June 11, includes the reading of the following papers:

Is circulation outside your own zone, of, say, 150 miles, of any value whatever to the advertiser?—Wm. L. Argue, Star, Toronto, Can.

To what extent syndicating a news-

paper's special features affects its circulation.—W. J. Darby, Mail and Empire, Toronto, Can.

Premiums and contests; which of the two are best for permanent results?—James L. Farley, North American, Philadelphia, Pa.

What is the greatest and best factor in growth of circulation?—J. M. Schmid, Indianapolis News, Indianapolis, Ind.

U. S. mail service; how to reduce complaints to a minimum.—J. D. Hardy, Chief Clerk, District No. 9, U. S. Railway Mail Service.

How to advertise a new feature.—A. E. MacKinnon, New York City.

What is the best promotion scheme for a paper that does not use contests or premiums?—T. J. Kavanaugh, News, Dayton, O.

Co-operation between circulation managers and other departments; how is it best attained?—J. J. Lynch, Press, Cleveland, O.

Of what benefit is this association to publishers?—D. B. G. Rose, Louisville, Ky.

New Economies

There will be a general discussion Wednesday of these topics:

What new economies have been introduced by the various circulation managers during the past year?

Delivery to railroad stations; how can the dailies in large cities make less deliveries to newsstands without loss of circulation?

What was your experience with delivery of newspapers to the A. E. F.? Women in delivery room, branch supply stations and canvassing. Are they a success?

Should a 2-cent coin issue be recommended to the U. S. Government by this association?

Co-operation Among Managers

On the last day of the convention the following papers will be read:

How can a circulation manager best secure payment in advance from newsdealers and also from single subscribers?—E. S. Dobson, Ledger, Newark, N. J.

The Newsboy Law; how it affects circulation; what can be done to offset it?—Herbert Peters, Galveston Tribune, Galveston, Tex.

Co-operation among circulation managers of local papers; how it can be attained.—Harold Hough, Star-Telegram, Fort Worth, Tex.

There will be a general discussion of the following topics:

The effect of the ending of the war on circulation.

Best methods of securing subscriptions among soldiers at permanent camps.

The railway mail service; what can the circulation managers do to improve it?

How many papers have eliminated

baseball extras partly or wholly? What has been the effect on circulation?

New suggestions for welfare work among newsboys. The best way to put "pep" in your selling agents, boys and newsdealers, to enable them to get and hold new business.

Other features of the convention include a theatre party Monday night, an automobile tour and luncheon in the country Tuesday morning, and a "twilight supper" at the Chamber of Commerce and a boat trip to Crystal Beach, Ont., Buffalo's big amusement park, during the afternoon, and, on Thursday, sightseeing trips about the city and to Niagara Falls and a luncheon given by Buffalo publishers to delegates and the women of their families.

Wayland's Daughters Win

Mrs. Meat T. Hargiss, of Pittsburg, Kansas, and Mrs. H. H. Stephenson, Ann Arbor, Mich., sisters of John G. Wayland and Walter H. Wayland, were awarded an interest amounting to \$75,000 in the Appeal to Reason, of Girard, Kas., by a jury in the district court at Amarillo, Texas. The four are children of J. A. Wayland, founder of the Appeal. The sisters brought suit alleging their brothers attempted to deprive them of half interest in the property. The court showed large profits were made by the paper. During the war it was known as the "New Appeal," but recently changed back to the old name.

Ardmore in New Hands

H. G. Spaulding, publisher of the Ardmore (Okla.) Ardmoreite, has purchased the Shawnee News-Herald from O. B. Weaver, and takes charge June 1.

STAR STRIKE AT AN END

Pressmen Return to Work on Advice of Officials of Union

KANSAS CITY, May 17.—After being out on a strike since Tuesday morning, the pressmen of the Kansas City Star returned to work Wednesday evening on the advice of S. B. Marks, third vice-president of the International Pressmen's and Assistants' Union. The men struck, because the Star refused to re-instate a pressman, discharged because of alleged carelessness in the handling of a press.

The Star claimed the pressman allowed an imperfect plant to go on the press, causing damage costing \$2,500 to repair. He was discharged. When the union's demand for re-instatement was refused, they struck Tuesday morning. A committee of two representing the Star and two the union, found that the discharge was justified, it is said, but the men quit.

The paper was issued Tuesday with but four pages, and only the first and main editions were issued. Wednesday, the paper was increased to eight pages, and two more editions issued. Thursday, the paper was running as usual.

Texas Papers Consolidate

CUERO, Tex., May 19.—The Cuero Publishing Company, of Cuero, has filed charter with the Secretary of State at Austin. The company is formed of the consolidation of the two daily newspapers which have been published in Cuero, and hereafter there will be but one daily issued. The company is capitalized at \$15,000 and the incorporators are J. C. Howerton, A. E. Fritsche and J. P. Bridges.

The Price of An Iowa Farm

Everybody knows that Iowa is the richest farming state in the Union. The clipping reproduced from a recent issue of the Waterloo Courier gives concrete proof of the present value of farm land in rich and productive Black Hawk County, of which Waterloo is the trading center.

Waterloo itself is one of the manufacturing centers of Iowa, with the result that its 40,000 population are busy and prosperous, and ready buyers of the comforts and luxuries of life.

HIGH TIDE MARK ON COUNTY LAND

Grant Miller Farm in Orange Sold for \$57,000; Gains \$150 Per Acre.

What is believed to be the highest price ever paid for land in Black Hawk county for agricultural purposes was recorded yesterday afternoon when W. W. Gaston, 401 Hammond avenue, purchased the Grant Miller farm, one mile south of the city limits in Orange township, for \$5900 an acre. The tract contains 100 acres, making the aggregate sum paid \$57,000. The transaction was consummated by the Charles Bickley Real Estate company and is one of the largest real estate transactions for some years. Mr. Miller purchased the farm eight years ago and put in many improvements. The cost was \$210 an acre, after all improvements had been made. With the price paid for the land at \$5900 an acre the gain in value for the eight years was \$150.

The dominant newspaper is the Courier, with an A. B. C. net paid circulation of 14,898. The population of Waterloo is 37,000, and the Courier distributes a paid circulation of 7,082 copies, about one for every Waterloo home; while the population of Black Hawk County is 60,000, which is completely covered by the country circulation of 7,816 copies.

National advertisers cannot afford to overlook the distinctive value of advertising space in the Courier, especially so when they may count upon the effective co-operation furnished by this progressive newspaper.

If you are not advertising in Waterloo, would it not be well for you to consider this field when you are preparing your Iowa lists? Send your questions to us or to our national representatives.

Waterloo Evening Courier

AND WATERLOO DAILY REPORTER.

Charter Member of the Audit Bureau of Circulations
STORY, BROOKS & FINLEY, INC.
 Peoples Gas Bldg., 200 Fifth Avenue, Colonial Trust Bldg.,
 Chicago New York Philadelphia

INVESTIGATING COSTS OF PHOTO-ENGRAVING

N. Y. Engravers' Union and Consumers Get Together in Effort to Standardize—Say Duplication Can Be Eliminated and Prices Reduced

The Labor League of New York City, acting for the Photo-Engravers' Union, has retained Perley, Morse & Co., expert public accountants, to carry on a detailed investigation to ascertain the exact costs of all processes of manufacturing photo-engravings and to establish for every photo-engraver in the city a uniform system of cost finding, to be based on the best practice ascertained from the result of this investigation.

This standardized cost system will also be attended by a system of uniformity as regards to detail invoicing and will enable the purchaser of engravings, it is promised, "to once more understand what a bill is about without requiring the services of an interpreter."

Started by the T. P. A.

Summarized, the purpose of the investigation will be not only to revise but to simplify the scale. For instance, an attempt will be made to eliminate supplementary items of charge and substitute in their place fixed scale prices covering all classes of engraving.

The result of this investigation, in furthering which the Technical Publicity Association of New York City played an important part, is expected to benefit not only buyers of photo-engravings in New York City, but throughout the country, as any meritorious reforms which result from it may be adopted elsewhere.

At a recent meeting between, the

Photo-Engraving Committee of the Technical Publicity Association, which includes technical paper publishers and technical advertisers, and representatives of the Photo-Engravers' Union, an attempt was made to cover the points of difference between the engraver and the buyer with regard to specific points, regarding which there had been numerous misunderstandings.

At this meeting, the representatives of the union, headed by P. J. Brady, secretary of the Labor League of New York City, who officially represents the Photo-Engravers' Union, admitted that some engravers were overcharging on many items, but that in accordance with the present scale all engravers probably were innocently overcharging for some one or two processes.

How Present Rate Was Set

It was stated by the union representatives that the policy of the Photo-Engravers' Union is merely to obtain what it considers to be a just compensation and that an attempt to overcharge would be frowned upon equally with an attempt to cut prices. The union men declared that if it is known unfair charges are being made for any item or items in the cost of making a photo-engraving, such items will be reduced.

Some time ago an investigation was made by the union covering a period of four months, at which employers gave testimony on the methods they used in ascertaining the cost of production. The union arrived at its own conclusion as to what the rate should be and had that rate printed and distributed to employers. It is the rate now in effect in New York City today.

"The way bills are coming through from the engravers now, it is pretty hard to determine just what you are paying for," says a report made by the

Photo-Engraving Committee of the Technical Publicity Association.

"For instance, we will take the charge for a plate involving one combination plate, in which the engravers charge so much for setting up, so much for separation, and so on. Before you get through, you get to wondering if each item is not duplicated to a certain extent.

Duplication Admitted

"Our committee and the representatives of the Photo-Engravers' Union agreed that there was more or less duplication. The union is working for a simplification in the scale to eliminate possible duplication and the idea is to establish the scale as we now have it, at so much per square inch, so much for line, so much for combination and that sort of thing—a uniform established scale, made so that you can classify items and determine whether you have been justly charged."

P. J. Brady, representative of the Photo-Engravers' Union, is preparing an illustrated lecture to be given by him before organizations whose members are regular buyers of engravings for the purpose of explaining the processes of manufacture and the reason for variation in charges.

He also will attempt to teach buyers how to have their copy put up so as to reduce the cost of engraving without impairing the result.

Discussed Business and Politics

HUTCHINSON, Kan., May 10.—The annual executive session of the South-west Kansas Republican Editorial Association was held here Saturday at the home of Mrs. W. Y. Morgan, wife of the publisher of the Hutchinson News. Business pertaining to the district and politics were discussed.

Many Mid-west Papers Unable to Get Printers

TOPEKA, Kan., May 12.—The announcement of Imri Zumwalt, state printer of Kansas, that there is a shortage of printers and linotype operators in the state plant, has brought out that practically every small daily and many weeklies in the state are running short of help. Advertisements in the Kansas City papers, which formerly brought a half dozen to a dozen replies for one insertion, now scarcely bring two or three or four insertions. Many newspaper owners are advertising in adjoining states in the hope of getting help, but to no avail.

Formerly, printers in the larger cities desiring to get to a "dry" state to break themselves of the drink habit, answered the advertisements. Now, however, with the approach of prohibition, this lure no longer attracts. The high wages paid in the larger cities also keep the men from answering the small town advertisements.

One newspaper has been two months securing satisfactory help in order to start a daily. Another paper was forced to go to a small size because one linotype operator quit, and it was unable to secure a man. Still another shop sent its foreman to Kansas City, but was unable to secure even one, instead of the four he sought. He, in fact, attracted by high wages in Kansas City, remained there. The return of the soldiers has not relieved the situation.

An A. B. C. report is the last word in any negotiations between a publisher and our purchasing department.

PAUL FAUST,

Secretary and Treasurer

MALLORY, MITCHELL AND FAUST.

FRENCH NEWSPAPERS ARE POWERFUL

(Continued from Page 150)

political papers to thirteen, with absolute interdiction to establish any new one. In September, 1811, the number was reduced to four.

The first Restoration at the beginning guaranteed to the press the most extreme latitude, but the return of Napoleon upset everything; the Emperor tried to be liberal, but after a few days reverted to the censor.

The second Restoration may be divided into three periods: from 1815 to 1819, struggle for freedom against authority; from April, 1819, to 1820, liberty within the law; reaction after the murder of the Duc de Berry. The censorship is re-established, and from 1820 to 1830 the fight goes on, ending in the revolution of 1830 and the absolute freedom of the press with the monarchy of July.

Advent of the Temps

At the beginning of the second Republic the press played a prominent part, practically organizing the provisional government of 1848; but made responsible for the bloody uprising of June 18, the newspapers were treated with the greatest rigor by General Cavaignac. The law of the 16th of July, 1850, ought to be mentioned. It replaced the principle of collective responsibility of the paper by the principle of the personal responsibility of the writer, making obligatory the signing of all articles of political or religious discussion, a principle which has had the greatest influence on the French press.

Under the Second Empire the censor worked overtime up to 1868, when a more liberal press law was enacted. Nevertheless, during that period some famous papers were founded: Le Temps, by Alfred Nefftzer, in April, 1861, and Le Figaro, by Henri de Villemessant, in 1864.

During the first years of the Third Republic, between 1871 and 1877, the French press is specially interesting to study, for the political struggles of the time were momentous because of the great principles at stake: Should France have a monarchy or a republic? But after the election of the 14th of October, 1877, which sent a very large republican majority to the Chamber, the form of government being no longer seriously opened to question, the polemics lost accordingly in interest.

The Panama scandal, the Boulanger crisis, and the Dreyfus affair caused in their time bitter controversies which shook the whole country.

The Modern Type of Newspaper

Among the most important newspapers on the eve of the war we may mention Le Temps, which for a long time, under the able direction of the late Adrien Hébrard, enjoyed the reputation of being a semi-official organ; Le Journal des Débats, strongly liberal, noted for the literary quality and highly dignified tone of its articles, of which it was said, "It is not a newspaper; it is an academy."

The popular press is represented by Le Matin, Le Journal, Le Petit Journal and Le Petit Parisien, which, principally the two first, have imitated to a certain extent the American methods.

L'Humanité enjoyed for a long time the reputation of being the official organ of the Socialist party, this due, most likely, to the great talent and popularity of its chief editor, Jean Jaurès. After the assassination of Jaurès, on the eve of the war, his place was taken by Mr.

Renaudel, who was replaced lately by Mr. Marcel Cachin. The success of L'Humanité suffered an eclipse during the war, the circulation falling from 120,000 to 30,000. La Guerre Sociale, organ of the internationalist, Édouard Hervé, became La Victoire, its director having thrown overboard his former doctrines and become intensely patriotic.

Le Rappel, Le Siècle, L'Aurore, L'Action, La Petite République, Les Droits de l'Homme, are among the best known organs of the radical party, to which we may add, the last but not the least, L'Homme Libre, or L'Homme Enchaîné, which is not the organ of any party but of George Clemenceau alone, and that is certainly enough to make it specially influential and popular.

With Literary Prestige

Among the opposition papers, which although republican, are more or less consistently in opposition to the Government, especially on the religious question, we may mention L'Eclair of Ernest Judet, La Libre Parole of Edouard Drumont, La Liberté of M. Berthoulat, La Patrie, La Presse, L'Intransigeant. The Catholic press is represented by the old Univers, edited by M. François Veuillot, and La Croix, catholique-démocrate. L'Autorité was the last of the imperialist organs, but since the death of Guy de Cassagnac, who had replaced his father as chief editor and was killed in action at the beginning of the war, it is difficult to foresee what will be the destiny of the paper. The two principal monarchist organs are the old Gazette de France and L'Action Française, which gained considerable popularity during the war under the able direction of Mr. Charles Maurras and Léon Daudet, son of the great novelist and by far the most powerful pamphleteer that France can boast of.

Le Gaulois, Le Figaro and L'Écho de Paris, although they differ materially in opinion, the first being monarchist, the second liberal and the third conservative, have in common the character of journals of society. They are noted for their high literary quality; Le Figaro is probably the best known French paper in the world at large.

Since the fall of the Second Empire, the French papers had well nigh forgotten what the censorship was. In September, 1914, "Anastasie" (French nickname for the censorship), reappeared and his presence has been felt very much indeed. But instead of using boiler plate to fill the blanks as some English papers did, or to double space or triple space in the fashion of the German papers, the French simply left the blanks.

During the war the internationalist propaganda, that some call "Défaitiste," increased considerably. Beside the Bonnet Rouge, which disappeared after the suicide (?) of Almereda and the execution of Duval, its editors, La Vérité, Le Populaire of deputy Jean Longuet, grandson of Carl Marx, Le Pays, organ of Caillaux, La Vague, Le Canard Enchaîné, Le Carnet de la Semaine, Le Journal du Peuple, l'Heure, have been notorious by their violence.

On the other hand, some new papers, liberal and socialist in politics, but of patriotic tendencies, have been founded probably to counterbalance the influence of the above mentioned. The Oui, which shortly after became L'Avenir, La France Libre, La Voix Nationale, La Démocratie Nouvelle, will bear watching, for their first issues show high purpose and literary quality.

It is difficult to foretell what future is in store for the French press. Although in some ways inferior to the press of other countries, its quality more than makes up for its faults.

NEW FRANCO-AMERICAN PRESS RELATIONSHIP

(Continued from Page 66)

Indeed, in no other country have newspaper men more influence upon public opinion, precisely because the press in France is more devoted to things political than to "business."

Thus, the very thing which in a sense represents the weakness of French journalism—namely, its lack of a commercial basis—is at the same time what gives it the great force it exercises upon the public and national mind.

Pick out any man in the French Government, and you will find that he has founded "his paper," or has written his own editorials, attacking or supporting a party, an idea, a man or an influence—without a dollar's worth of advertisement, and at his own expense.

Clemenceau himself, at the age of 20, founded Le Travail, at 45 La Justice, at 60 l'Aurore, and at 70 L'Homme Libre. A fair record, we dare say.

Stephen Pichon, now his Foreign Minister, was Clemenceau's assistant in the direction of La Justice, before becoming editor of Le Petit Journal.

Finally, to avoid a perhaps tiresome enumeration, it can be said that all of the Ministers of the present French Government direct a newspaper in their respective constituencies. It was so with previous Governments, and it will be so with the next.

Gambetta, who was the Clemenceau of the war of 1870-71, founded and personally directed La République, which still exists; President Poincaré was in his time a brilliant journalist, and still is the president of the most important professional association of the French press.

The Present Reconstruction

Thus, in summing up this chapter, we may well quote the beautiful tradition: "The field of the French press covers the field of French thought."

After four years of restriction, of unthinkable losses and sacrifices, the French press envisages to-day immense new possibilities for its reconstruction and development.

The return to complete liberty by the removal of the war-time censorship was the first happy event, synchronizing with a replenishment of the print paper stock, which will enable the press to take full advantage of the refund freedom and to steer full steam ahead toward physical development as well.

The resumption of economic life, the creation of new enterprises, the influx of foreign capital, already has had a salutary effect upon the advertising end of the newspaper business, so indispensable to the reconstruction of the national press.

While the great Paris dailies cannot yet compete with the 24-page newspapers of New York, their circulation is by no means inferior to that of the majority of American journals.

In the lead of the Paris press are Le Petit Journal, Le Matin and Le Petit Parisien, with a daily circulation of more than 1,000,000 copies each. Le Journal does not stand far behind this figure. L'Écho de Paris, L'Intransigeant and Excelsior fluctuate around the half-million mark.

Other newspapers, like Le Temps and Les Débats or L'Homme Libre do not draw their power from the status of their circulation figures, but from their political influence.

Then there are journals like Le Pays, L'Humanité, L'Œuvre and L'Avenir, which surpass the 100,000 circulation mark and which exercise their influence

upon the various tendencies of democratic public opinion.

Others, such as Paris-Midi, La Presse, La Patrie, L'Action Française, La Démocratie Nouvelle, Le Rappel, L'Action, La France, La Victorie, etc., enjoy considerable circulation, though most of them, as Parisian newspapers, have their "raison d'être" mainly in their opposition to the Government.

New journalistic enterprises are constantly announced or expected in the French capital's everlasting turmoil of ideas, and it may be safely prophesied that the period of reconstruction will multiply them.

The Provincial Press

The great French provincial press has seen the same vicissitudes as has that of Paris, but it also shares all the hopes of the present reawakening.

Before the war, this press formed a sort of syndicate among the most important regional journals, with a view to a common exploration of the field of information.

This idea is certain to be taken up again if the press of the provinces tends to free itself from the purely Parisian influences and to assert its own distinct character.

At the head of this section of the French newspaper world stands La Depeche de Toulouse, which publishes a score of editions, covering as many towns, from Bordeaux to the Pyrenees, and surpassing a million copies.

Further, there are La Petite Gironde, La France du Sud-Ouest, Le Petit Meridional, Le Petit Provençal and Le Petit Marseillais, the five largest organs in the south of France, and which circulate by the hundreds of thousands, between Bordeaux, Toulouse, Montpellier and Marseille.

In the southeast, in the vicinity of the great metropolis of Lyon, whose population has risen enormously during the war, two great journals lead democratic opinion: Le Progrès de Lyon and Lyon Republican, which now are read probably by half a million readers each. Then there are the liberal Depeche de Lyon, Le Petit Dauphinois, La Depeche and Le Reveil, in the Alpine region.

In the east of France, around Dijon and Nancy, there are Le Reveil de la Côte d'Or, La Depeche, Le Republicain and L'Eclair de l'Etat.

We are certain, also, to see new enterprises started at Metz and Strasbourg.

In the north and northeast, France has the great papers of Lille and Roubaix-Tourcoing, and in the west there are those of Havre and Rouen. Finally, we have the important journals of Brest, Nantes, Saint-Nazaire, La Rochelle and Rochefort and those in central France.

News Agencies

Competition in the dissemination of information is quite limited in France, as compared with that in the United States, because of the difference in size between our country and yours, and also on account of the administrative and governmental centralization.

All the railways and telegraphs converge in Paris, and all official and foreign information radiates from or runs into, the capital, which forms a unique center and completely covers the whole area between two main press editions.

The oldest and best organized news service is the Havas Agency which, through its connection with the Associated Press, supplies all American news to the hundreds of newspapers which it serves.

Then comes the Agence Radio, which since last April has been furnishing clients the news from the United States which it receives through the United

(Continued on Page 169)

SEPARATION PLAN TO BE CONSIDERED

Daily Newspaper Members of Canadian Press Association May Form Distinctive Body—Fight to Exclude Trade and Class Papers

TORONTO, May 19.—Interesting times are promised at the approaching annual meeting of the Canadian Press Association. Two years ago an attempt was made to force out of the membership the trade and class paper section. It did not meet with immediate success and the matter was left in abeyance. The cleavage in sentiment and interest, however, still remains and apparently an effort is to be made this year to effect a separation not only of the newspaper press from the trade and class press, but of the daily papers from the weekly papers. This proposal is disclosed in a notice of an amendment to the constitution which has been filed by M. R. Jennings, manager of the Edmonton Journal and chairman of the daily section of the association.

Mr. Jennings' notice of motion allows of two alternatives,—one, the complete dissolution of the Canadian Press Association, which would then allow of the formation of independent associations for each class of publication; the other, the continuance of the present association, under new by-laws and with merely nominal fees, as a sort of unifying organization for three separate bodies. The effect of either alternative would obviously be to give each section of the association the control of its own affairs,

especially those connected with finance. A second amendment proposed by F. J. Burd, Vancouver Province, would place the fees of the association at the nominal figure of \$5 for daily papers and \$2 for weekly papers.

It has long been known that many members representing daily newspapers were dissatisfied with an arrangement under which their comparatively large fees were going into the general funds of an association composed very largely of country weeklies and trade and class publications. It was but natural for them to contend that their money should be applied to their own immediate needs and not to the support of an office intended for the benefit of all. The movement therefore toward greater independence of action does not come as a surprise.

That there will be a strong fight made to maintain the association on its existing basis goes without saying. There are many members loyal to the traditions of more than half a century. However, it will be obvious that if Mr. Jennings' amendment is defeated the dailies could very easily resign from the association and proceed with plans which it is understood are already fairly well advanced for the formation of their own organization. Rather than have this happen a voluntary dissolution may carry while a federation of sectional bodies under the name of the Canadian Press Association might also be approved.

In any case, so important is the matter regarded, that a change has been made in the program of the annual meeting. Usually amendments to the constitution are not dealt with by the General Asso-

ciation until the last session. This year they will be taken up at a special meeting on the afternoon of the first day of the convention. By this means should it be decided to proceed with the formation of a new organization such action could be taken on the second day. It is entirely likely that much of the other business will be shelved and the whole time devoted to a consideration of this highly important question.

Acton Burrows, publisher of the Railway & Marine World and chairman of the trade and class section, has given notice of several amendments, all of which have as their object the according of larger representation on the board of directors and the standing committees to members of the weekly and trade and class sections. At present representation is based rather on the amount of the financial support rendered than by the numerical strength of the sections. The board of directors also gives notice of an amendment raising the schedule of fees in order to meet the increased salaries and other expenses of the association.

Undaunted at Eighty

PALESTINE, Tex., May 19.—The Palestine Daily Visitor, which was recently burned out, has replaced its plant and appeared with its first issue after the fire on May 12. The paper was suspended for three weeks. The Daily Visitor is owned by Mrs. P. T. Deming, who, although 80 years of age, still is active and attends to the duties of editor and publisher. She has published a paper at Palestine continuously since 1865.

TIMES AD MEN WIN HELMET

Their Per Capita Average of Victory Loan Subscription Was \$388.64

With a per capita average bond subscription of \$388.64, the Advertising Department of The New York Times won the German helmet offered by the Newspaper Division of the Victory Loan Committee for the department in the morning newspapers which had the largest per capita average. Florence Weinberg was in charge of the solicitation in the victorious department. Warren Nolan was Acting Chairman of the Liberty Loan Committee of The New York Times. Aside from the honors gathered in by the advertising department, The New York Times, with a total of \$173,000, led all the morning and evening newspapers of New York in the Victory Loan drive.

More than \$1,000,000 was subscribed by New York newspapers and employees for the Victory Liberty Loan campaign. J. S. Seymour, publisher of the Evening Post, was chairman of the Newspaper Division, and Victor L. Stephenson, also of the Evening Post, was secretary. The membership included Hugh O'Donnell, Victor Polachek, J. C. Dayton, A. B. Chivers, E. P. Call, S. M. Williams, J. R. Youatt, A. B. Cleverley, Howard Davis, E. W. Fairchild, Dan Nichols, M. Carp, A. L. Malkenson, S. P. Booth, G. J. Hurst, B. H. Rider, M. Binheim, C. B. Snyder, Ervin Wardman, Joseph Cashman, R. R. Whitman, Henri Adelman, W. Hirsch, F. L. Frugone, L. H. Rouse.



THE BIG FIVE

THE IRON TRADE REVIEW

thoroughly covers the iron, steel and metal working fields, from the mines through the furnaces, mills and finishing plants. Circulation 11,500; established 1883; weekly.

THE FOUNDRY

is a technical journal covering every branch of foundry practice, comprising iron, steel, brass, bronze, aluminum, and copper plating. The only publication devoted exclusively to the foundry industry of the United States and Canada. Circulation 11,700; established 1892; semi-monthly.

THE MARINE REVIEW

serves the entire field, not only the Atlantic and Pacific Coasts but the Great Lakes, Gulf and other inland waterways as well. Edited for and read by the executives among the shipbuilders, ship owners, and ship operators. Circulation 5,100; established 1878; monthly.

POWER BOATING

devotes special departments to Cruising Problems; The Commercial Power Boat; Talks with the Dealer; Club News; Questions and Answers relating to equipment and operation of power pleasure boats and work boats. Circulation 10,000; established 1905; monthly.

DAILY IRON TRADE

and METAL MARKET REPORT is for buyers and sellers of iron, steel and non-ferrous metals, iron ore, coal and coke. Eight pages, standard newspaper size, published every business day, except Saturday.

Circulation 4,600

Established 1909

THE PENTON PUBLISHING CO.

PENTON BUILDING

CLEVELAND

New York, 229 Broadway
Pittsburgh, Oliver Bldg.
Chicago, Peoples Gas Bldg.

Washington, Metzgerott Bldg.
Birmingham, England
Prince's Chambers

Members Audit Bureau of Circulations—Associated Business Papers

PUBLISHERS ANXIOUS ABOUT LABOR LAW

Inland Daily Press Association at Chicago Meeting Discusses Menace to Carrier System—Printing Labor Shortage Felt—Newspapers Prospering

BY WIRE TO EDITOR & PUBLISHER.

CHICAGO, May 20.—Printing labor shortage and the present practice of one paper stealing men from another were given serious consideration at to-day's session of the Inland Daily Press Association at the Hotel Lasalle. The union shop allowance of only one apprentice to every five journeymen was characterized as wrong. Urey Woodson of the Owensboro (Ky.) Messenger suggested the importance of this association promoting free schools for training linotype operators. W. C. Blalock, of the Mergenthaler Linotype Co., spoke on the effort this concern is making along the same line. He said they were even having trouble getting students for their free schools. No official action was taken.

Cost Accounting

E. E. Johnston of the Iowa City Citizen spoke on the importance of paper cost accounting in newspaper offices, followed by open forum discussion. It was agreed there should be some general standard cost form. A committee will be appointed to draw it up.

There were about one hundred in attendance, President A. W. Peterson of the Waterloo (Iowa) Courier, presiding. The Advertising Conference of Chicago Association of Commerce was held in the same hotel, where Governor David McKelvie of Nebraska, who owns the Nebraska Farmer, spoke on importance of advertising as a reconstruction factor. Jason Rogers of the New York Globe also spoke extemporaneously.

In the afternoon session Urey Woodson talked on the Child Labor law which provides severe Federal penalty for working any boy earlier than six in the morning or later than seven in the evening. Mr. Woodson suggested that a newspaper might be interpreted as a factory under this law and be liable for drastic fine. The association is now trying to obtain a definite ruling on the law.

Earning Capacity

T. F. McPherson, business manager Wisconsin State Journal, of Madison, read an interesting paper on the power and influence of newspapers with relation to their earning capacity. He said the greatest newspaper in a given field is that wielding the greatest educational force therein. "The American people will no longer support a newspaper which leaves it to them to discover what is false and what true," he said. "People want a paper that will ferret out truth for them and give it unafraid of advertisers. Yet to print truth about trade commodities often leads to barren advertising columns, and serious financial losses over varying periods of time." He then went on to say that service is the modern foundation of power, and detailed how a moderate sized paper can develop its advertising accounts in various practical ways.

All publishers in attendance say they are prosperous and are getting all the advertising they can handle. The new association members are Galesburg (Ill.) Mail, Alton (Ill.) Telegraph, Mankato (Minn.) Free Press and South Haven (Mich.) Tribune.

NEWSPRINT PRODUCTION GROWS

Federal Trade Commission Prices Ruling on Majority of Contracts

The Federal Trade Commission's report on the news print market for the month of April, 1919, shows a total print production of 116,278 tons. For the four months of the present year the total production is 450,426 tons, and the total shipments 433,449 tons, leaving stocks on hand amounting to 36,389 tons.

In comparison with the output for the first four months of 1918 these figures show an increase of 31,438 tons of total print and 32,036 tons of standard news.

The weighted average contract price paid by publishers during April, 1919, f. o. b. mill in carload lots for standard news in rolls was \$3.375 per 100 pounds. This weighted average is based upon more than 500 contracts involving more than one million tons. These contracts most of which extend until December 31, 1919, include a few long-term contracts made prior to the war at very low prices. The majority of the contracts which cover the bulk of the tonnage are prices between \$3.50 and the price of \$3.7525 per 100 pounds fixed by the Federal Trade Commission.

Current purchases of standard roll news in carload lots f. o. b. mill ranged from \$3.50 to \$3.95 per 100 pounds. The weighted average market price based upon purchases totaling more than 4,000 tons was \$3.716 per 100 pounds.

CITY EDITORS REORGANIZE

Steen's Following Form New Body and Opponents Launch Separate Association

The National Association of City Editors is no more. In its place two new organizations were launched by those in attendance at the Chicago convention, May 16, 17 and 18. The "stand-patters" formed the International Editorial Association, with Mr. Steen as national organizer, and Clare Berger, of the Warren (Pa.) Mirror, as president.

Hassel T. Sullivan and Ralph Sisson, leading the insurrectional movement, organized The Editorial Workers of America. It was announced that Perley Boone, city editor of the Chicago Tribune, would serve on the Board of Directors of the new association.

Levin Opens Paris Office

The advertising firm of Charles D. Levin, Inc., 1269 Broadway, New York, have opened a European office at 24 Rue Chaptal, Paris. Albert Dulac, who is well known in the commercial and manufacturing circles of France, is in charge. A foreign department, with a prominent advertising man of France in charge, will also be opened in the United States, it is stated. It is not only the intention of the company to look after the interests of American firms in France and French firms in the United States, but also to prepare for the coming expansion of business in Europe generally.

Unique Work for Woman Artist

DENVER, May 19.—To Miss Helen Dowe, for nine years an artist on the staff of the Denver Times, falls the distinction of being the first woman to be employed in the outdoor service of the forest department of the United States for Colorado. She has been selected as a fire guard and will take up her duties in a mountain cottage at Devils Head, fifteen miles southwest of Sedalia, June 1.

DOTES ON ADVERTISING AND IRELAND

THE Charles J. O'Malley Advertising & Selling Agency of Boston is now established in its new quarters on the second floor of the old Journal Building, corner of Washington and



CHARLES J. O'MALLEY

Water streets. The agency rooms are directly over the new quarters of the Hanover Trust Company, of which Mr. O'Malley is director.

The O'Malley Agency is fast becoming

one of the best known and most successful advertising firms in New England. Mr. O'Malley, its head, was associated for many years with various newspapers, having been manager of the Detroit Free Press at one time and at another time of the Scripps-McRae chain of papers.

Other dailies of note with which he has been connected in responsible positions are the St. Louis Post Dispatch and the Rocky Mountain News of Denver. Just before going to Boston a syndicate of American newspapers sent him on an important mission to Europe.

About 15 years ago he opened the Boston agency bearing his name, and since then his progress has been rapid and continuous. Recognizing the value of the textile trades of New England, he concentrated his attention on that industry to such an extent that he has won the reputation of an expert in advertising in the textile world.

But Mr. O'Malley has by no means confined himself to the textile field. He has developed, and is handling today, many accounts of other natures, in all of which he has been notably successful.

He is now in charge of the campaign for the greater industrial development of New England. He is also an authority on Ireland.

Made Senator's Secretary

BOSTON, May 19.—After progressing from the position of "cub" reporter to the circle of Washington newspaper correspondents, George Garner has resigned from the bureau of the Boston Globe to become secretary to Senator Walter E. Edge of New Jersey, himself a lifelong newspaper man and owner of the Dorland Advertising Agency. Senator Edge recently resigned as Governor of New Jersey to assume his new duties in Washington.

"The Paper That Does Things"

The
**PROVIDENCE
EVENING NEWS**

Rhode Island

now has the second largest
EVENING circulation in
Rhode Island.

Net Daily Circulation
over

23,000

Payne, Burns & Smith, Inc.
N. Y.—Fifth Avenue Bldg.
Boston—8 Winter Street.

F. Logan Payne Co.
Chicago—Marquette Bldg.
Detroit—Kresge Bldg.

GIVES NEW RULING IN NEWS PRINT SUIT

United States District Court Is First to Pass on Unique Controversy Between Birmingham News and Great Northern Paper Co.

A court ruling which is believed by counsel for the Birmingham (Ala.) News to be a pioneer one in a controversy between a newspaper and a paper manufacturer has been made in the United States District Court at Birmingham in a suit against the News by the Great Northern Paper Company.

Judge Grubb made a ruling construing the contract between the litigants, against the contention of the defendant's counsel, which was followed logically by a decision for the plaintiff, the Great Northern paper Company, involving a disputed sum of about \$7,500.

The testimony developed that in May, 1916, the Birmingham News Company accepted a proposition from the paper manufacturers to alter the price of \$2.27 per hundred pounds, delivered, under the contract then existing, to \$2.40 for the remainder of 1916, in consideration of the extension of the supply of paper for 1917 at the same price.

Terms in Dispute

A separate contract for the 1917 supply was later executed, and the suit arose out of differences as to the construction of the terms of that agreement.

The contract provided for the shipment of 3,000 tons of paper for the use of The Birmingham News in printing its daily editions from January 1, 1917, to December 31, 1917, the paper to be delivered on cars at mill freight paid to Birmingham at the rate of 250 tons per month.

In late November, 1916, the Great Northern Paper Company advised The News that it would not begin shipments under the 1917 contract until after January 1, 1917, with the result that none of the shipments from that mill reached Birmingham until January 24. In consequence The News was forced in December to go into the open market and buy paper at a price for some cars at \$6.50 per hundred at the mill, and to go to various extra expenses to ensure a supply of paper for use in printing its daily editions January 1, 1917, and for the following several weeks. The extra cost of that supply of paper was about \$7,500.

Forced an Annulment

In April, 1917, the Great Northern Paper Company forced The News to cancel and annul the contract of May, 1916, on the ground that The News was using some of its supply in printing comics for other papers, in alleged violation of one of the provisions of the contract that the paper was to be used exclusively by The News.

After negotiations and pressure upon the Great Northern Paper Company a new contract was agreed upon, the same in all respects as the annulled one, except that it cut down by 30 tons per month The News' supply, thus forcing it to stop printing comics for other papers.

The News, under the advice of counsel both in Birmingham and New York, submitted as gracefully as it could to these arbitrary acts on the part of the paper manufacturer because of the extraordinary situation in the paper market, both as to price and supply.

At the end of the contract on final settlement, early in 1918 The News Company presented a bill to the Great Northern Paper Company for its extra

expenses for paper in January, 1917, as an offset, and held back the sum in dispute. Out of this situation arose the litigation.

The News' contention was that the paper to be used in printing its daily editions from January 1, 1917, onward should have been shipped in time for use on January 1 and thereafter in January. The plaintiff contended that the contract did not so require and that it had complied substantially with its contract in delivering f. o. b. cars in Maine of 250 tons of paper during January.

Suit Is Appealed

Judge Grubb decided that the plaintiff was not under legal obligation to ship paper in time for use from the beginning of the contract's operation on January 1st, and that the shipment of the pro rata part of 250 tons at any time during January was sufficient.

The decision is believed by counsel for the defendant to be a pioneer one in the matter of the construction of that feature of paper contracts. Apparently no such question has ever before been raised in court between a paper manufacturer and a newspaper.

The Birmingham News Company gave notice of an appeal of the case to the United States Circuit Court.

Must Supply Full Details of Loss Through Libel

In Suit for \$20,000 Against Binghamton Newspaper, Court Orders Plaintiff to Give Itemized Bill of Damages

ALBANY, May 20.—The Appellate Division of the Supreme Court, second highest court of the State, has held that without detailed and itemized proof as to where a plaintiff in an action for libel suffered either financial or prestige loss, there can be no judgment collected. The decision is written in the case of Vosbury against the Southern Tier Publishing Company, handed down last week.

The headline, "Roof of New High School Sags; Vosbury Warned and Does Not Reply," printed in the Binghamton Republican-Herald in connection with an editorial, is not in itself libelous, according to the ruling. Accordingly, the suit for \$20,000 damages, brought by Charles R. Vosbury, an architect, against the Southern Tier Publishing Company, publishers of the Republican-Herald, is dismissed.

The case has been in the courts for two years, and despite defeats in the lower courts, which have been affirmed by the most recent decision, attorneys for Vosbury filed lengthy briefs in supporting their contention that Vosbury had been damaged to the extent asked by the publication of the story.

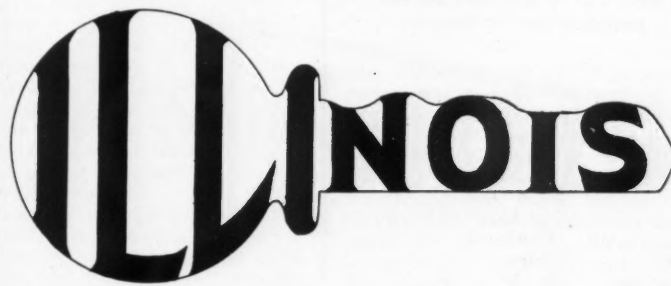
The court held, however, that the charge of malice, or the statement of the plaintiff that he had been caused to suffer prestige or financial loss on account of the article referred to, had to be sustained by positive and itemized proof of specific losses.

The Republican-Herald's defense throughout was that the story told the facts, without malice.

New Owner for Oklahoma Daily

Ross Flick, of Kittanning, Pa., has purchased the controlling interest of the Okmulgee (Okla.) Times, published by the Chieftain Publishing Co. Bert Hodges, well-known Oklahoma newspaper man, retires as editor. Ernest McDaniel remains as manager in general charge of the company.

BUILD TRADE IN



It is necessary every day to get a new slant on your business problems, lest you move backward

NOTHING equals advertising for keeping business in perfect trim and training. It keeps the trade-muscles hard, the eyes clear and the brains alert.

With a population of over 6,000,000, Illinois ranks first as the largest railroad centre in the world.

Swift and sure facilities for the transportation of merchandise are consequently assured. As a consumer of ADVERTISED GOODS, Illinois is notably remarkable for the avidity with which she purchases such goods, when they have been given publicity in Illinois Newspapers, which, without question are the dominating mediums of publicity for influencing Illinois buyers in all sections of the state.

Make a cool, unbiased analysis of the tremendous wealth of Illinois; her BILLIONS in bank deposits; her FOUR BILLION assets in productive farms; her grain markets, and packing industries, giving permanent employment to a veritable army of well-paid laborers in position to buy what they want when they want it.

Many a business has dried up because its owner lacked courage to look OPPORTUNITY in the face.

These newspapers bring OPPORTUNITY to you and inspire courage.

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,021	.04	.04
Bloomington Pantagraph (M)	16,870	.035	.035
Champaign Daily Gazette (E)	4,338	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M)	305,230	.32	.28
*Chicago Herald-Examiner (S)	542,216	.53	.46
Chicago Daily News (E)	373,112	.43	.43
Chicago Journal (E)	112,668	.24	.21
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	13,966	.0325	.03
Elgin Courier (E)	8,193	.02	.02
Moline Dispatch (E)	10,213	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E)	12,514	.03	.03
Sterling Daily Gazette (E)	5,195	.017	.017

Total Circulation 1,834,658. Rate per line, \$2.1749.

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

POSTMASTERS PROTEST RURAL REVISION

Change in Routes in Northeastern New York Has Caused Serious Inconvenience, Loss of Mail, and Has Demoralized Service, They Say

ALBANY, N. Y., May 20.—More than 200 postmasters and men and women patrons of the rural delivery routes voiced indignant protest against the revision made in routes in northeastern New York at a hearing in the postoffice at Troy last week. Complaints were heard by Dansing Dow, chief clerk to James I. Blakeslee, Fourth Postmaster General, who has direct supervision of these routes, and W. C. Brigham, a postal inspector sent to this section by the Postmaster General for the purpose of investigating protests.

Newspapers throughout the section, notably the Albany Knickerbocker Press and the Troy Record, have taken up the cudgels, both in editorial and news columns, against the change in the rural delivery routes. These papers have expressed the opinions of the men directly connected with the service and the patrons of the service, the Knickerbocker Press giving two columns of its first page one day last week to telegrams received from mayors of the vicinity cities, who were interviewed.

Demoralizing the Service

At the hearing it was made plain to the two representatives that if the revision worked economy—and it is claimed that there will be a saving to the Government of about \$5,000 in Rensselaer County alone—it has also caused serious inconvenience, vexatious delay, and loss of mail to patrons, besides demoralizing the service.

Dwight W. Marvin, editor of the Troy Record, presided at the meeting. Of the hundred protests made, one of the most striking was made by a newspaper editor in one of the smaller Rensselaer County towns, who rose in the meeting and offered to bet Mr. Dow \$100 that by Christmas the United States Government would be unable to hire delivery mail men at any salary if they were compelled to put up with the conditions now confronting the men detailed to deliver mail.

Roads Have Vanished

This editor claimed that the rural delivery routes were made up on the basis of maps drawn twenty-five years ago, and unchanged since that time, so that prominent roads at that time are now in many cases no longer in existence.

Mr. Dow said that the department had been engaged in revising routes since 1914, and had practically completed the work in the entire nation. The Postmaster General, he declared, desires efficient service, which, however, could not be obtained without co-operation of patrons.

N. Y. Sun Men Start Agency

J. R. Hamilton, who has been in charge of local advertising for the New York Sun and also had handled foreign advertising for that publication more recently, and Leicester de Lisser, advertising manager of the Evening Sun, have resigned and organized the Hamilton-De Lisser Special Agency, which will open offices next month at 347 Fifth avenue. Conrad Colburn, the chief of the advertising accounting department of the Evening Sun, is expected to succeed Mr. de Lisser.

CLIFFORD A. ROBARTS DIED ON FIELD OF BATTLE

REFUSED in all of several voluntary efforts to enter military service for his country at the start of war, the draft overlooked deficiencies in the hearing of Clifford W. Robarts, assistant city editor of the Bridgeport (Conn.) Telegram, and he started May 1, 1918, for a training camp. He died October 12, a hero of the Argonne Forest fighting, having declined to embrace opportunity at camp for a "bomb-proof" job at home. Copies of General Pershing's citations of his bravery have just come to his parents, Mr. and Mrs. Watson B. Robarts.

At Anniston, Ala., Private Robarts volunteered for the machine gun outfit of the 29th (Blue and Gray) Division. In two months he was close to the lines in France and soon after in the thick of the fighting. The citation says Robarts displayed heroism in remaining in action despite a shrapnel shattered leg, holding back the Hun in the vicinity, enabling an infantry advance. He was alive when the stretcher bearers reached him, but a direct hit by a large shell ended his career.

A FEW OLD FRIENDS IN A NEW PLACE

"Do's" and "Don'ts" are familiar faces in every newspaper office, sometimes swelled to a list so filled with the personal predilections of some person in authority that no reporter or copy-reader can escape making an infraction. Sometimes, though, the list is really sensible. Here is a copy of the latest "Don'ts" posted in the city editor's department of the Cleveland Plain Dealer:

Don't use drive or campaign for canvass.

Don't use probe for inquiry or investigation. Probe is bad, even when used in headlines for typographical reasons.

Don't use milady.

Don't use balance for remainder or rest.

Don't write man and wife. Write it husband and wife. A man who weds is a bridegroom. He may be a groom also if he is a swipe or stable boy.

Don't write it "He is satisfied two men assaulted him," but he is "Convinced two men assaulted him."

Don't write resolutions are passed unless they are tabled. Write it: "The resolutions were adopted."

Don't write "He pleaded guilty to robbery." One pleads guilty OF a crime and TO a charge.

German Peace Reporters Broke Regulations

Because Two of Them Went to Paris Whole Party Was "Fenced in" at Versailles

PARIS, May 12.—Because two newspaper men in the German peace plenipotentiaries party, at Versailles, broke regulations, barricades were erected to prevent any straying off the reservation thereafter.

Despite the official denial, it is generally known that at least two correspondents of German papers previously stationed at Paris visited that city and attended a performance at a theatre.

There were fifteen German newspaper men with the German representatives. They were Paul Block, Friedrich Stampfer, August Abel, Rolf Brandt, Prosper Mollendorf, and Drs. Redlich, Muehlins, Kaufmann, Guttman, Goldmann, Hirth, Loughringer, Baumann, Wertheimer, and Flock.

No censorship was imposed upon the newspaper men's dispatches to Germany, but they were not allowed to communicate with the allied diplomats or newspaper men. Their status was the same as that of the German delegates.

Hayti has two daily newspapers. Both are printed in French and have a combined circulation of 9,000.

PULP VALUE JUMPED 100%

Exports from Canada in February Show Enormous Figures

MONTREAL, May 20.—Figures just issued by the Canadian Pulp & Paper Association show that Canadian exports of pulp, paper and pulpwood for February, 1919, amounted in value to \$8,777,227, as against \$4,402,456 for February, 1918, an increase of almost 100 per cent. A large proportion of the increase is accounted for by printing paper, of which 797,708 cwt., valued at \$2,278,166, were exported in February, 1918, as against 1,242,674 cwt., valued at \$4,305,099 in February, 1919.

February, 1918, was one of the months to which the \$60-a-ton price for newsprint paper, fixed under the Federal Trade Commission agreement, applied, while the February, 1919, fixed price was \$75.05 a ton, which accounts for some of the increased value.

FORMER CENSOR PROMOTED

Brig.-Gen. Douglas McArthur Is Made West Point Commander

WASHINGTON, D. C., May 10.—The many newspaper men friends here of Brig.-Gen. Douglas McArthur are happy to hear of his appointment as superintendent of the West Point Military Academy. He is the youngest man to ever hold that important position.

On the outbreak of the European war, then a Major, McArthur was placed in charge of the Censorship Division of the War Department and in that capacity made everlasting friends among the correspondents and local newspaper men.

When America entered the conflict he was sent across as a brigade commander in the "Rainbow Division" and was one of the first Americans to be decorated with the Croix de Guerre and the American D. S. C.

Still More A. N. P. A. Members

The Phoenix (Ariz.) Gazette and the Greenville (S. C.) News have been elected to active membership in the A. N. P. A.

The International Number Editor & Publisher, May 22

Will be on sale at important newsstands
in New York, Chicago, San Francisco,
London and Paris.

Rolls House Publishing Company, Limited,
Breems Buildings, London, E. C. 4,
W. L. Wood, Governing Director, is the
London distributor.

H. C. Ridout is the London Editor of the
publication. His address is 102-108
Clerkenwell Road, London.

F. B. Grundy, 13 Place de la Bourse, is
our Paris Representative.

Messrs. Ridout and Grundy will be pleased
to answer inquiries.

EDITOR & PUBLISHER

1117 World Bldg.

New York City

George Creel Will Introduce "Pelmanism" to Americans

System of Practical Psychology, Having Won in England, Will Be Promoted Here Through Advertising

Pelmanism—George Creel's new passion, is creating a furor in England. It is the talk of the Club, the Boulevard and the Shop, according to Charles Capehart of EDITOR & PUBLISHER, who returned from London in March. Two hundred thousand Britons have been booked—over eighty thousand of them alone representing men in the British Army. The advertising—mostly in



WILLIAM H. RANKIN

newspapers—represented an investment last year of over a million dollars.

T. Sharper Knowlson, one of Britain's foremost psychologists, who, with W. J. Ennever, the founder of the Pelman Mental Training System of England, is now in this country, assisting Mr. Creel in the establishment of the Pelman Institute of America, says:

"Pelmanism is the sign of self-realization; the power to use every faculty to the full extent of its achievement, and the ability to use such a faculty whenever we will, and for as long as we will; the sensibility to sight and sound—a responsiveness that is as important in culture as it is in making money; the power to think and reason according to the scientific method; the needed impetus and knowledge to requisition the imagination and produce new ideas; the world to conquer. Pelmanism is the synthetic working of the physical and mental powers; it aims at the goods—in the Greek sense; i. e., man as a completely acting whole."

Mr. Creel's new enterprise was launched the other evening at the Manhattan Club at a dinner party given by Wm. H. Rankin to Mr. Creel and about 50 invited guests.

Wm. H. Rankin Company will have charge of the advertising campaign for the Pelman Institute and Mr. Rankin says that the appropriation is a generous one.

Mr. Creel says that the first policy of the Pelman Institute will be to develop the education of the individual. Money will be a secondary consideration—in fact money could be regarded as certain when the work was rightly carried out.

Pelmanism is bringing a new principle into the world, Mr. Creel claims—the principle of self-realization, and the method of obtaining this highly desirable end is by the harmonious work-

ing of all human power toward a right aim or purpose.

Mr. Creel said that in England he found Pelmanism almost a religion.

Denies "Patronage List" in Canadian Press

A. J. Laverdure Tells Public Accounts Committee Advertisements Are Now Placed Where Most Effective

OTTAWA, Ont., May 17.—The Public Accounts Committee of the Government on Friday spent some time inquiring into the subject of Government advertising in the newspapers, examining A. J. Laverdure, official in charge. The principal point of the questioning was as to whether any patronage list existed at the present time.

Mr. Laverdure stated that he had no knowledge of any patronage in the placing of Government advertising. He said that in cases of a work being advertised, he was supplied by the department in charge of it with a list of publications in which to insert the advertisements. He said the departments in their selection of newspapers were usually governed by geographical considerations.

J. H. Sinclair, M. P., remarked that the patronage was fixed by departments, "and not by you," to which Mr. Laverdure replied that while a patronage list had previously existed, he did not know of any at the present time.

Mr. Laverdure thought newspaper advertising by the Government had been heavier during the past year chiefly because of the administration of the Military Service Act. He said there were cases in which departments placed advertising without reference to him. He presumed such actions were authorized by the deputy ministers. He stated that the order-in-council fixing his duties provided that all advertising contracts be put through his office.

Mr. Sinclair produced what he termed "a patronage list" used by the Desbarats Agency, of Montreal, and which did not include the Halifax Recorder, the Sydney Record, the Eastern Chronicle, and other liberal newspapers of the maritime provinces.

However, it developed that several of the Liberal papers of Nova Scotia, New Brunswick and Prince Edward Island were being given Government advertising through the McKim Agency.

The matter will be brought up later, when Mr. Laverdure will supply the committee with a detailed statement of Government advertising.

Sells Georgia Paper

CONYERS, Ga., May 19.—Jack L. Patterson, editor and manager of The Conyers (Ga.) Times from September 14, 1917, to April 28, 1919, has disposed of his interest in that publication to a stock company. Brown Tyler is to be editor. Mr. Patterson will devote his entire time and attention to the production of The Covington (Ga.) News, of which he has been editor and proprietor

Nome, Alaska, once had a daily newspaper that sold for one dollar a copy, either on the street or delivered.

There are eleven daily newspapers published in Central America.

Millions Coming To New Jersey

More people crowding into this big little state than there are homes for—and in some towns tent colonies are springing up.

Why are people flocking to New Jersey?
Why do soldier boys from all over the western states anchor here?
Why do people come from the bigger cities to Jersey towns?
Because there's something about the state that's appealing to humanity—high and low—a great state to work in; a great state to live in; a great state to play in.
Naturally people thrive in such a state—they have money to spend and they only await the magic touch of the advertisers' wand to start the coin jingling.
Get up the right sort of copy, put it in New Jersey's live newspapers (listed below) and you will start the coin rolling your way.

Order Space In These New Jersey Newspapers

	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,360	.0225
Atlantic City Press (M) Union (E).....	14,793	.0350
Elizabeth Journal (E) (A.B.C.).....	17,528	.04
Hackensack Record	5,072	.0178
Hudson Observer (Hoboken)	43,400	.07
Passaic Herald (E)	8,535	.0357
Passaic News (E)	9,176	.025
Paterson Press-Guardian (E)	12,500	.03
Perth Amboy Evening News (E)	8,025	.0214
Plainfield Courier-News (E)	7,495	.0215

F. W. KELLOGG SELLS CONTROL OF CALL-POST TO J. F. NEYLAN

Lawyer and Newspaperman Acquires San Francisco Evening Newspaper on Which W. R. Hearst Held Option—Kellogg to Devote Time to Los Angeles Express.

(BY WIRE TO EDITOR & PUBLISHER.)

SAN FRANCISCO, May 17.

ANOTHER change in the management of the San Francisco Call-Post, an evening newspaper, is announced in a front page statement in that publication this afternoon.

John Francis Neylan succeeds Frederick William Kellogg in the title of owner and publisher, according to the Call-Post announcement, which says that the Oakland Post, recently established in connection with the evening publication in San Francisco, is included in the change.

Kellogg to Concentrate on Los Angeles Field

Kellogg, the announcement states, goes to Los Angeles to take control of the Los Angeles Express, together with E. A. Dickson, who has been active politically in the administration of Governor William D. Stephens.

Kellogg's connection with the Call-Post began in September, 1913, after a financial transaction by the terms of which the old Morning Call suspended publication, and its name was added to that of the San Francisco Evening Post, publication continuing under the joint title of the San Francisco Call and Post, with Kellogg as the announced majority owner, and John D. Spreckels retaining, according to the announcement published at that time, about 20 per cent of the stock. Later developments in the management and general make-up of the Call and Post left the impression that Kellogg's ownership of the paper was qualified by W. R. Hearst's interest in the stock. After several incidents that tended to make the Hearst interest more apparent the denials became weaker and less frequent. The general impression is that Kellogg received 80 per cent of the stock in the formal carrying out of the purchase of the Morning Call, and that he immediately transferred it to Mr. Hearst.

Fremont Older Remains as Editor

Another change in the management of the Call and Post that intervened between Kellogg's connection with the paper and today's announcement was when Fremont Older left the editorship of the Evening Bulletin, and after a visit to Mr. Hearst in the East assumed the editorship of the Call and Post, a position that he still retains while Kellogg's name continued to appear as publisher of the paper.

Mr. Neylan, who today assumes the title of owner and publisher of the Call and Post, had held reportorial positions on several San Francisco papers prior to the time when he became associated with the State administration of Senator Hiram Johnson, then Governor of California. Neylan's administration of the State Board of Control as its executive officer under the Johnson administration was forceful, and is alluded to in today's announcement in the Call and Post in the following laudatory words:

"As president of the Board of Control, Neylan established honesty and economy in the State's finances and perfected a system of financial administration that has been copied in many progressive States."

After Governor Stephens assumed office Neylan found himself out of place, and after several tilts with the new Governor he resigned in June, 1917, afterward engaging in a public controversy with Governor Stephens' State

Council of Defense, from which he had also resigned.

Since June, 1917, Neylan has engaged in the practice of the law in San Francisco. His practice has been fairly active.

The announcement of the change today, while speaking of the ability of the new owner and publisher in glowing terms, expresses regret at Kellogg's departure and explains it by saying:

"His home is in Altadena, near Los Angeles, and his large property interests in that section of the State have prompted him to make the transfer. Los Angeles is fortunate in his selection of that city as the chief field of his future newspaper enterprise."

Editorial Policies Unchanged

The announcement made today uses the following words in predicting what is to happen next:

"With John Francis Neylan publisher and Fremont Older editor the Call will continue to represent progressive thought in California. The policy of understanding tolerance and devotion to the strivings of humanity for a better world and a juster and happier society will be maintained with undiminished zeal."

Prior to the time Fremont Older left the Bulletin to become editor of the Call and Post, and while the Bulletin under Older's management had been attacking the District Attorney's office in its prosecution of the Mooney bomb cases, the two evening papers had been engaged in a running editorial scrimmage. That that situation should have concluded in Mr. Older's going to the Call and Post came in the nature of a violent surprise at the time.

Today's announcement that John Francis Neylan "has purchased the stock of the San Francisco Call and Post and Oakland Post from F. W. Kellogg and John D. Spreckels and today becomes the owner and publisher of this newspaper," while it can hardly be said to be quite as surprising as Older's transfer from the Bulletin to the Call and Post was nevertheless unexpected and interesting.

Mr. Kellogg Denies Rumors of Difference Between Mr. Hearst and Himself

In response to a telegram from EDITOR & PUBLISHER asking for facts as to rumors of a break in the friendly relations so long existing between Mr. Hearst and himself, F. W. Kellogg wires from San Francisco under date of May 18 the following statement:

"Replying to your telegram to me at Los Angeles there is absolutely no truth in the report that I have sold the San Francisco Call and the Oakland Post because of differences between W. R.

Hearst and myself created by my entering the Los Angeles field in assuming the business control and operation of the Los Angeles Evening Express. On the contrary, only the most cordial relations exist between Mr. Hearst and myself. The only reason the San Francisco Call and Post was sold was that I might devote all of my time to the Los Angeles Evening Express and its subsidiary corporations.

"I have also arranged to invest a very large sum of money in the Los Angeles Evening Express and consequently deemed it advisable to withdraw the several hundred thousand dollars that I had invested in the San Francisco Call and Post. Mr. Spreckels and I were obliged by agreement with Mr. Hearst to offer the San Francisco Call and Post to him before selling the property to anybody else. We did this several weeks ago, expressing to him our desire to dispose of our interest in the San Francisco Call and Post.

When John Francis Neylan offered to purchase the property for himself and associates Mr. Hearst was notified to either purchase the holdings of myself and Mr. Spreckels or to give his consent to the sale to John Francis Neylan. This he did by telegrams to myself and Mr. Spreckels last Friday, and the sale to John Francis Neylan and his associates was consummated on Saturday morning, May 17.

"The transaction involves the transfer of stock amounting to nearly seven hundred thousand dollars. The San Francisco Call and Oakland Post are extremely prosperous and profitable newspapers, and Mr. Neylan and his associates will have not only the good will and friendship of Mr. John D. Spreckels and myself, but our earnest and sincere co-operation in making the San Francisco Call and Oakland Post still greater newspapers.

Esteems Mr. Hearst as Close Friend

"After many years of friendly business relations with W. R. Hearst I esteem him most highly as a splendid American citizen and as one of my best and closest friends. During the nearly six years in which I have conducted the San Francisco Call and Post there has been established friendly competition between the San Francisco newspapers and the bitter personal journalism that had prevailed for fifty years in San Francisco up to 1913 has been eliminated from this field.

"I have lived at Pasadena, Los Angeles County, since 1905, and have never given up my residence in that community. In taking over the business control and operation of the Los Angeles Express I am conducting a newspaper within a very few miles of my own home and the necessity of concentrating my time and capital in that community is my sole and only reason for selling my interest in the San Francisco Call and Oakland Post.

"John Francis Neylan, the new owner and publisher of the San Francisco Call and Post, is a trained newspaperman whose prominent, and able conduct of the finances of the State of California has evidenced a marked business ability. He has been my friend for many years and has had my sincere admiration for his many sterling qualities. I predict for the San Francisco Call and Oakland Post under his direction growth and influence in the affairs of San Francisco and California.

In this he will be most ably assisted by Fremont Older, editor, and Jacob Adler, business manager, who have conducted the San Francisco Call and Post during the last few months in a most satisfactory manner. Thank you for re-

questing the foregoing statement from me.

"In conclusion, I will say that the growth of the Los Angeles Evening Express in the past few months has been most extraordinary and most satisfactory. I discontinued the Sunday Express immediately upon taking the business control of the paper, March 1. This has simplified the advertising situation in Los Angeles, and I sincerely believe that the same cordial relations that have existed between the San Francisco newspapers for the past five years will before long be established between the newspapers of Los Angeles. I am establishing a new evening newspaper in Pasadena which will be circulated with the Los Angeles Express in the same way that the Oakland Post is circulated with the San Francisco Call."

PHILIPPINE PRESS IS ENTERING NEW ERA

Reading Public Is Growing Rapidly and the Newspapers Are Preparing to Meet the New Demands—Circulations Increase Rapidly

By GREGORIO NIEVA.

The solidarity and unrivaled progress of the American people is undoubtedly due, in a great measure, to their reading habit. Nothing can be done in this country without the use of journalism as a lever. In the Philippines we are experiencing the same phenomena. The reading public is becoming more voluminous every day, and daily, weekly, fortnightly or monthly papers are increasing correspondingly.

Of course, the proportion of our reading public is not as large as that of the United States, but it is increasing, and with our daily public school attendance up to April 4 of this year of 800,000 children and with the future public school attendance beginning next month of 1,200,000 children one can imagine what the volume of the reading public in the Philippines will be in the near future and what will be the role of modern journalism in the Islands.

U. S. Press Their Model

I never realized before my trip to the States the true power of journalism, and I was greatly enthused and anxious to know it as it is in the States. I just went into journalism in 1916, beginning, at once, to publish by Review without any previous experience, but having public service and the interest of the country, not only locally, but in relation to the rest of the Orient, at least, as my supreme motive, and I am elated to see that my efforts have not been in vain, and that I am soon to enter my fifth year of journalistic life. With the greater advantage in its favor that its character is international the principles of the Review are bearing fruit outside of the Philippines. I will shortly introduce the rotogravure to the Philippines and be prepared for the new era of journalism that we will soon enter.

My supreme ideal hereafter will be to do my share in the creation of union spirit among all papers anywhere, with a view of establishing a congregation of, and understanding between papers the world over so that their work anywhere, everywhere, might be uniform, united and jointly efficient.

Fort Worth Club Election

FORT WORTH, Tex., May 19.—The Fort Worth Advertising Club has elected for the ensuing year Hubb Diggs, president; Roscoe Ady, secretary-treasurer; J. J. Langever, first vice-president; F. H. McMahon, second vice-president.

NEED PRINTER SCHOOL TO MEET GROWTH

New York, Now Rated as Center of World's Printing Industry, Must Provide Facilities for Educating the Apprentice

The establishment of a system of industrial training for printers, big enough to meet the demands of the record growth of the printing business in New York, is a problem that is now perplexing the state's education authorities.

A survey committee which has just completed a thorough investigation of the needs of printing, in a report just issued on its findings, brings out the following points:

During the world war New York succeeded London as the world's leading center of the printing industry, and plans are being made to extend New York's domination of that industry to still greater bounds.

There are today 2,700 printing establishments in the city with an invested capital of \$63,000,000.

Through education in the various processes of the trade it is hoped to give the present pre-eminence even broader scope. Although there were numerous vocational classes in the public schools, the apparent lax methods of education in the fundamentals of the trade was the cause for the Board of Estimate authorizing a survey of the industry.

Knowledge an Asset

The survey found the printing trade to be steadily increasing in numbers and output and constantly making use of new and progressive methods of production—a trade representing good wages and steady employment, where success and advancement are largely dependent on alertness of mind and a store of both general and special information; in other words, a trade where superior knowledge is a distinct asset.

The finding also showed that in spite of a well organized apprenticeship system the training under commercial conditions is not sufficient to furnish the related technical knowledge demanded for full mastery of the trade, with its constantly advancing standards. They also indicate that only in a small range of establishments it is possible to have the apprentice secure the broad, practical experience necessary for the all round skilled worker.

Upon the basis of these findings the committee developed a number of recommendations regarding the conduct of industrial education in the city schools.

Central School Needed

Prominent among these is a recommendation that a central school of printing be established which shall provide trade extension courses for journeymen and apprentices and all-day pre-employment courses for youths intending to enter the trade, and that such courses take the place of the instruction in printing at present carried on in the day vocational schools and evening trade schools.

The chief reasons advanced for this recommendation by the conference and advisory committees are as follows:

An equipment large enough to offer both elementary and advanced shop courses would attract and hold the interest of men in the trade who under present conditions do not care to attend the schools in which the equipment is scanty and of poor quality.

The number of pupils enrolled in a specialized central school would permit

grading them according to their previous school training or trade experience. The large number enrolled would make it possible to offer many courses not available at the present time.

The report emphasizes the lack of cooperation between the schools and the employers and employees. There was very little evidence to show that an attempt had been made to secure this cooperation, which is absolutely necessary in developing an industrial school program.

Cost Only \$150,000

The initial outlay by the city to bring together the various printing classes now used is estimated to be about \$150,000. The saving through centralization of effort, plus the productive capacity which might be beneficially used, it is thought will more than offset this seemingly large amount.

The report is now before the Board of Education and the Board of Estimate and Apportionment for definite action, and as the plan is endorsed by both the organizations of employers and employees it is hoped that New York will be not only the world's leading printing center but also the only city with a municipally conducted printing trade school.

SOME QUALIFICATIONS OF A WOMAN JOURNALIST

MISS HELEN BENNETT, director of the Chicago Bureau of Collegiate Occupations, gives the following advice to young ladies who contemplate entering upon newspaper work:

"She must see life as a great play and be able to take each little happening, see its possibilities and develop them to the fullest extent.

"She must have the ability to do very hard work, for she will have no specific hours.

"She must know the business in its entirety, and this is best learned by working on her home paper.

"She must be able to write terse, simple English that the most commonplace people can read, understand, and use.

"She must learn to observe life and depict it.

"And above all, she must never fail. Failure has no place at the editor's desk.

"She must get every story that is assigned to her.

"In return for her efforts she will gain resourcefulness, self-reliance, toleration, and sympathy for people.

"It is a thrilling game."

Students Issue Athens Herald

ATLANTA, Ga., May 18.—Under the auspices of the University of Georgia class in journalism the Athens Herald issued a special 32-page edition today. The following members of the class edited the edition: W. M. Dallas, editor; W. J. Whitehead and Comer Howell, associate editors; Lamar Trotti and J. E. Ross, social editors; M. B. Pound, telegraph editor; Harris Hargis, athletic editor; W. D. Heaton and C. M. Eyer, business manager.

Alcorn Company Grows

The Franklin P. Alcorn Company, publishers' representative, has moved its Chicago headquarters from the Peoples Gas Building to larger quarters in the Marquette Building. H. W. Seymour is Western manager, in charge of the office.



Business supported by judicious publicity rises steadily above the gray mist of doubt to the clear, sunlit sky of certainty.

AN advertisement in the newspapers leaps leagues at one bound.

It covers whole States and goes to their remote corners.

It goes over the hilltops, the lowlands, the waters and carries the message of merchandise and service, in your own written words.

INDIANA, with her THREE MILLION USERS OF EVERYTHING that comes from the shuttles in the loom, and the bench of the workshops, is practically covered in every city, town and district by the accompanying list of Daily and Sunday Newspapers, with a total circulation of 658,022 at

\$1.05690 a line on a five thousand-line contract basis

At this insignificant figure, any sanely conducted advertising campaign is fairly certain to bring profitable returns.

In making up your next advertising appropriation mark INDIANA in a big cross, the Red Cross, so to speak, which you will find is destined to bring relief to languishing business enterprises, and laughter to business that has the "blues."

	Circulation 5,000-line rate	
Anderson Herald	(E)	5,797 .0125
Elkhart Truth	(E)	8,205 .0215
Evansville Courier	(M)	*23,893 .04
Evansville Courier	(S)	*20,987 .04
Fort Wayne Journal-Gazette.....	(M)	29,000 .05
Fort Wayne Journal-Gazette.....	(S)	24,000 .05
Indianapolis News	(E)	123,437 .15
Indianapolis Star	(M)	99,065 .11
Indianapolis Star	(S)	113,129 .14
Kokomo Dispatch	(M)	4,889 .0179
Lafayette Courier	(E)	8,435 .02
Lafayette Journal	(M)	10,476 .02143
Logansport Pharos-Reporter	(E)	6,335 .015
Muncie Press	(E)	9,646 .01786
Muncie Star	(M)	26,203 .0425
Muncie Star	(S)	16,006 .0425
Richmond Item	(M)	8,221 .02
Richmond Palladium	(E)	11,093 .03
South Bend Tribune	(E)	17,138 .035
Terre Haute Star	(M)	26,212 .04
Terre Haute Star	(S)	18,388 .04
Terre Haute Tribune	(E)	25,412 .04
Terre Haute Tribune	(S)	18,870 .04
Vincennes Capital	(E)	3,210 .01071

Total Daily Circulation and Rate..... 448,914 .70440
 Total Sunday Circulation and Rate.... 209,108 .3525

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

SEE DANGER TO PRESS IN CARELESS TALK

Newspaper Men Take Exception to Public Utterances of Rear-Admiral Sims and Attorney O'Brian, Who "Jocularly" Treat on War

BUFFALO, N. Y., May 20.—Buffalo newspapermen are commencing upon the queer position some Government officials take toward the press since the war has ended. Particular criticism has resulted from addresses made at Victory Loan luncheons here by Rear Admiral Sims and John Lord O'Brian, assistant to the Federal Attorney General in charge of enforcing the war statutes.

It is declared that if the species of talk these officials indulged in becomes common, it will tend to lessen confidence in the newspapers. The criticism, if it is intended as that, dealt with alleged shortcomings in news reports when compared with the facts in the possession of high Government officials.

Admiral Sims, in a rather jocular manner, referred to newspaper correspondents and their suggestions, comments and criticisms upon the conduct of the war. He said that the Navy generally had less trouble with them than the Army, because after a correspondent asked for permission to go to sea he was put on a destroyer and if the weather did not prove sufficiently stormy to give him a fine dose of seasickness, the commander of the craft at least could be depended upon to give the civilian passenger a ride that he would remember even if he didn't get much news.

How the Navy Treated Them!

Mr. O'Brian, who is a Buffalonian, took particular pains to point out that during the trying days last summer (when the press of the nation patriotically was trying to keep the morale of the people at home at a high pitch) the newspaper articles on the war did not square with what official Washington knew to be the case. Special writers were giving glowing accounts of battles, he declared, and others were trying to figure out that the man-power of the Allies was sufficient to overpower the Germans, but the authorities knew that civilization hung in the balance. There was real alarm, he said.

Newspapermen, discussing the statements particularly of Mr. O'Brian, say such remarks are unjustified because the press was backing the country's cause. Worse pictures of the situation could have been presented if the censorship had permitted it or the papers had cared to assume the responsibility for doing so, but they would have undermined the morale of the nation.

Wynkoop Ready for Work

BRIDGEPORT, Conn., May 20.—Joseph Wynkoop, former foreman of the composing room of the Bridgeport (Conn.) Telegram, is soon to receive his discharge from the 102nd Ambulance Co., 26th Division, and will become night superintendent of the Post.

Miss Jane Anderson Has Had Adventures Aplenty and Varied

ATLANTA, Ga., May 20.—There have been heroes of all types in Atlanta lately, but the very latest to arrive is one who served under the sea, on the sea, on the land and in the air. This time it is not a man, but a woman—a girl of twenty-five—Miss Jane Anderson.

A scrapbook which she carries shows that she has had adventures aplenty to her credit, including crossing the North Sea in a seaplane, entering the first line trenches, and figuring in an air raid. She was in London when the Zeppelins stole across a pitch black London sky and dropped their first bombs. Now, after three years of war experience she—free lance writer, war correspondent, magazine contributor, globe-trotter—is here with her father, gravely contemplating the purchase of an airplane.

Miss Anderson was one of the "women in the war." She went early and stayed late. She went overseas as a writer in 1915 and for more than a year her articles appeared in London and New York newspapers and magazines. She has been writing since she was eight years old and had her first story accepted by Harper's when she was sixteen. She is going to devote her time for next few months to writing a volume of short stories, as she has not had any time to devote to fiction for more than three years.

Too Much Propaganda

DEVOL, Okla., May 19.—Explaining through the columns of his paper why he had not been able to publish certain propaganda matter that had been furnished with request for publication, the editor of the Devol Review recently told his readers that it would require three big presses like the daily newspapers use and a carload of paper a week to publish all the propaganda and publicity matter he received in one week.

THE 1918 RECORD OF The Indianapolis News

ADVERTISING
Display.....29,047.40 columns
Classified.... 8,114.85 columns
Total.....37,162.25
Daily average columns, 118.72.

CIRCULATION
Total net paid daily
average123,816
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature 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

Museum Uses Unique Page Ads to Obtain Funds

Teamwork of New York Tribune Men Land Novel and Profitable Account for Their Paper

A good many New Yorkers rubbed their eyes the other morning when they saw on the second page of the Tribune a picture of what seemed a huge three-horned, lizard-tailed rhinoceros, with the caption: "This beast, as large as an elephant, laid eggs!" That picture illustrated an advertisement that marks a new phase in the history of advertising.

The American Museum of National History is advertising popular science; it is calling to the public to come see America as it was when our ancestors were expert tree climbers and handy with the stone ax.

The idea of getting the museum to advertise originated with LeRoy H. Kurtz, of the Tribune advertising promotion department. The man who wrote and sold the copy is Burton T. Blogg, typographical expert of the Tribune advertising copy control desk.

Mr. Kurtz noticed some time ago that the museum intended closing a considerable part of its building for lack of funds for guides' salaries and other necessary expenses. The money received from the city has been insufficient for several years to pay the costs of upkeep. Thought Kurtz, "Get people interested in what the museum has to offer. Here is a \$5,000,000 collection of rare objects, many of which are unduplicated in the world and yet, counting children and strangers from all over the country, less than 800,000 people a year go to see these wonders.

"Some high-class moving-picture theatres have twice that many admissions. Once popular interest is really aroused in this great exhibition the money will be forthcoming somewhere."

It happens that Mr. Blogg is an enthusiastic student of anthropology and well acquainted around the museum.

The Sunday Telegram

Albany, New York

May 22, 1919

Dear George:

I know you will be more than interested to learn what the old sheet is doing—and if we are keeping our end up. Well, we are surely there with both feet. 50% gain in foreign for four months; 250 inches gain per issue on local space, and a gain of 1,100 to 28,000 circulation isn't wished on you, nor is it the result of anything but MERIT, spelled with capital letters.

Think it over.

Yours as ever,

H. E. H.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



When the idea was explained to Mr. Blogg he immediately saw the possibilities in it, and set to work on copy for submission to the museum directors. He selected his curiosities with the judgment of a circus publicity man, wrote and set up his copy, and had cuts made of several striking illustrations of prehistoric animals. Such copy and enthusiasm sold the directors. Space for several of these advertisements have already been contracted for. Like the one that appeared Easter Sunday, the copy for them will be written by Mr. Blogg. This advertising reflects most favorably upon the Tribune. It is another incident that shows how teamwork pays.

CIVIL WAR EDITOR NOW 88

Prof. Elias Colbert, of Chicago Tribune Celebrates Birthday

CHICAGO, Ill., May 20.—Prof. Elias Colbert, of this city, who was city editor of the Chicago Tribune during the civil war and an intimate friend during those stirring days of "the little giant," Stephen A. Douglas, political opponent of Lincoln, has just celebrated his 88th birthday anniversary. One of his cherished possessions is a walking stick of apple wood presented to him by Douglas.

Prof. Colbert came to Chicago in 1857 and became a reporter. He was born near Birmingham, England. He found time, despite his newspaper activity, to develop a hobby for astronomy and 50 years ago became professor of astronomy at Chicago University. He also wrote a brochure on Shakespeare which ran through several editions. A feature of his birthday anniversary was the purchase of \$1,000 worth of Liberty bonds.

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

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

SIGNS

For Classified Ad and Circulation Departments

NEW PROCESS SIGN

Looks Like Metal, Wears Like Metal, But Costs Less Than Metal

Send today for samples and quantity prices.

S. BLAKE WILLSDEN

Specialties for the Circulation Department
29 E. Madison St. Chicago

Bolo Pacha Poison Not of Great French Press

Traitor's Crime Does Not Reflect on Noble Journalism of Republic
—Personal Journalism

With the wolf of treason gnawing at her vitals and the blood of her people flooding the Marne the press of France climbed the heights of heroism by drawing the heart beats of the nation in unison for France, all for France, in the great war.

Never before has the power of the press been exemplified as in France. To meet the demands of war and under government regulation its great papers became leaflets, as compared with their previous size, but breathed the confidence of patriotism into the people and led them to victory when France was in flames.

The crime of Bolo Pacha was the crime of a man and instead of becoming a stain made the press of the French nation more fearless and unrelentless in its leadership in thought for national good against a world enemy.

Typographically the newspapers of France may not appeal to the American. Politically they are more personal than the journals of any other nation. Individualism still pertains in the journalism of Paris to the point where journal and editor are one in public esteem. Facing the enemy in front and battling against the snake in their midst the press of France, throughout the war, was for France.

LIEUT. LOGGIS MADE GOOD

Ottawa Reporter Who Had Hard Time Enlisting Wins High Honors

OTTAWA, Ont., May 20.—Details have been received here of valorous conduct overseas of a young Canadian newspaperman, Warren Peter Loggie, D. C. M., M. C., one of three fighting sons of W. S. Loggie, Member of Parliament. Lieut. Loggie, who at the time of enlisting was on the reportorial staff of the now defunct Montreal Daily Mail, was recently decorated at Buckingham Palace for gallantry which is described in the London Gazette as follows:

"At the capture of Monchy, when his (Lieut. Loggie's) company commander became a casualty, he took command and handled his men with great determination until the enemy positions were overcome. On one occasion, accompanied by only a runner, he met twenty of the enemy, shooting two and capturing the remainder."

It was only after considerable difficulty that Lieut. Loggie got overseas. A trifle under height and of slim build he was repeatedly "turned down" before he finally managed to be enlisted in the 5th Canadian Mounted Rifles, with which he went to France.

WOULD BAN PRESS AFFRONTING

Newspapers Would Have Definite Place in Erzberger's League

Translation of "The League of Nations," written last September by Mathias Erzberger, noted leader of the Centre Party in Germany, which is to be published here in English by Henry Holt & Co., reveals that he would assist the creation of right public sentiment by having all the States of the League enact a law "by which the affronting of other States in the newspapers or other publications would be made a punishable offense.

Furthermore, all States of the League might agree to publish in their official organs corrections of statements or rumors which offended any other State. In practice, this might have interfered in America and elsewhere with the operation of a tendency which Erzberger describes as follows: "Civilized humanity assumes a moral attitude in respect to every war, and delivers its verdict as to whether the war is or is not justified."

Denver Papers Score

DENVER, May 19.—In an address before members of the Open Forum of Grace Methodist Church, State Senator Leon M. Hattenbach declared that the Denver newspapers, by their "hammering" upon the necessity for a tunnel on the Moffat road, were chiefly responsible for the passage of the bill authorizing a bond issue for its construction by the last Legislature. He characterized it as the greatest accomplishment of the Legislature.

Rochester Men Change Jobs

ROCHESTER, N. Y., May 16.—William J. Babcock has left the Elliott Advertising Service, Rochester, to become resident manager of the Roach-Reid Company of Rochester, N. Y.

Bert Taylor, who has been news bureau manager for the Buffalo, Rochester & Pittsburgh Railway, has resigned to go with the Elliott Advertising Service, Rochester, N. Y.

Medal for National Service

The Wichita Eagle has been awarded a medal by the treasury department for its work during the five liberty loans. The medal was made from a captured German cannon.

* * * * *

THE ELLIS SERVICE
— Swarthmore, Pa. —

Offering Two Weekly Features

1. A "Different" Sunday School Lesson
2. The Religious Rambler

* * * * *

Obituary Notes

EARLE G. TEALE, artist and magazine illustrator, noted for his drawings for advertisements of the White automobile, died in a New York City hospital last week a few hours after he had been struck by a taxicab while he was stooping over his own automobile in a garage. The taxicab was entering the garage and the driver, being confused, applied the power instead of the brakes. Mr. Teale was 37 years old.

MRS. HATTIE BERG, aged 49, wife of Herbert N. Berg, advance news editor of the International News Service and formerly city editor of the Indianapolis Times, died May 16 at St. Francis Hospital, New York City, following an operation. The funeral was held from the home of her daughter, Mrs. John Kennard, Indianapolis.

WILLIAM T. BENDER, aged 32, a newspaperman of East Liverpool, Ohio, is dead. He was for a number of years connected with newspapers at East Liverpool and Alliance.

JAMES H. BARCOCK, for many years a telegraph operator with Pittsburgh newspapers, and for 15 years special Western Union Telegraph telegrapher for the Gazette-Times, died in Pittsburgh, May 9, aged 66 years.

Mrs. C. J. KEITH, mother of Wilbur Keith, city editor of the Dallas (Tex.) Morning News, died at Ladonia, Tex., May 5, after a long illness.

ALBERT E. MORRILL, for 38 years employed in the Providence (R. I.) Journal and Evening Bulletin's composing room, is dead. He was 62 years of age. Shipping Board, resigning as city editor of the Boston Transcript and had held positions on the Boston Globe, Boston Herald and Boston American. of the Boston Advertiser, when war was declared, to take up that position. Previously he was for two years yachting.

NATHANIEL F. LIMING, for thirty years employed in the composing room of the Brooklyn Eagle, died last Tuesday at his home in Brooklyn, aged 66 years.

MARSHALL OTIS HOWE, a writer on agricultural and statistical topics, died last week at his home in Newfane, Vt., aged 87.

JAPANESE WRITER IS CANDID

Says Pacific Trade War Will Be Among Britain, United States and Japan

The Japan Chronicle presents a candid article by a Japanese, discussing various factors militating for and against Japan in the coming commercial "war." The writer says:

"It is clear that the commercial war in the Pacific will in the near future rage chiefly between Britain, the United States and Japan—more especially it will be keen between Britain and the United States. And their competition will be chiefly for the acquisition of the markets on the shores of Central and South America and China. Competition may also take place in Australia, New Zealand, the Philippines, etc., but the former two belong to Britain and the latter to the United States; and I fear erects a high barrier of protective tariffs against the other and enforces the so-called specially favored tariff policy. It will be impossible for the rival to carry on a successful competition.

"In the case of the Philippines, for example, the United States annually exported to the islands goods to the value of \$13,000,000 on an average in the five years, 1907-1911, whereas Britain did not export to them more than \$3,000,000 worth of goods annually. On the other hand, the annual average exports of Britain to Australia and New Zealand during the same period were \$168,000,000, whereas that of the United States was \$34,000,000.

"Such being the case, competition will be keenest on the shores of South America and China. As regards the trade with Central and South America, the advantage will rest with the United States, thanks to the opening of the Panama Canal and her favorable geographical situation. On the other hand, Japan is placed in China in the same advantageous situation as the United States is in Central and South America.

"The only drawback for Japan is that, unlike the industrial countries of Europe and America, she cannot export sufficient quantities of machinery. This is a serious disadvantage in her competition with other powers and largely reduces the value of her otherwise favorable position. Besides, China is steadily awakening, and her industries must soon develop to such an extent that she can manufacture those articles which are manufactured in Japan."

ALBANY, N. Y., May 20.—Martin H. Glynn, former Governor and editor of the Albany Times-Union, was a speaker at the dinner given 2,500 returned soldiers in the State armory here last week. Mrs. Glynn was chairman of the reception committee.

**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 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.

The True News FIRST

Always—Accurately

International News Service
World Bldg. 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

MANY MISCHIEVOUS THINGS DONE IN THE NAME OF "SERVICE"

Eagerness to Co-operate With Advertisers Leads Some Publishers to Absurd Extremes, Such as Circularizing Local Dealers on a Large Scale Free of Charge.

BY CHALMERS LOWELL PANCOAST

TODAY the demand for co-operation has reached a point where co-operation is often confused with giving away something for nothing. The newspaper that falls into the rut of doing a lot of expensive work merely to sell space, is making the mistake of placing a "free deal" before its value as an advertising medium. Free deals destroy the value of any commodity, whether a newspaper or merchandise.

The circulation and purchasing power of a newspaper's readers register in importance before sending out circulars to dealers and consumers. If a newspaper has a proper standing in its community an advertisement in its columns should have more influence with the retailers and wholesalers than a "broadside" mailed separately.

The Merchants Read Newspaper Advertising

The average business man must read his daily newspaper every day. It is a part of his business life. It is his guide in buying and selling, in knowing what is going on in active advertising.

The retail merchants who read the daily newspapers are reading them for their advertising as well as news, because advertising is the life of a retail business. Why is it, then, necessary to depend on some other form of publicity to reach the merchant when he can be reached more quickly and at less expense through the daily newspaper?

Co-operative dealer work from newspapers is a big idea, and most valuable when it consists of advice and information regarding the market and merchandising. But when it falls to the low level of trying to give away something, or render a service of sending out circulars free, then it resolves itself into a form of rate cutting, and does not help newspapers in constructive work.

Many advertisers in asking for co-operation first ask—"Well, what do you give for nothing?" If it is a case of "What Do You Give"—where does the advertising value of the medium come in? The advertising worth of a medium should come first in considering its use in a market.

Here is a case where the value rendered by the publisher was clearly in the circulars mailed out free—and not in the class or standing of his readers.

Selling Circular Service

On each order totaling ten thousand lines to be used within a year, he offered to send a proof of the advertisement, mailed under two cent postage, to 10,000 select names, dealer or consumer. The entire rebate would be nearly \$1,000. These letters were to be mailed on the publisher's stationery and signed by the publisher. There was to be no charge for this service.

What was the use of the newspaper being published at all? If it did not have enough influence to put over the advertisers' story with both the consumer and

Beloit News

There is not a city in the middle west where a paper so thoroughly dominates the field. There is no richer territory to cover in the middle west than the Beloit field.

PAYNE, BURNS & SMITH, Inc.,
New York and Boston.
G. LOGAN PAYNE COMPANY,
Chicago and Detroit.

er's circulars and broadsides were used in big space in newspapers there would be less material for wastebaskets. When talks to dealers are presented in newspaper pages the dealers see them and read them because the daily newspaper is a business necessity.

Here is what one national advertiser has to say about the influence of newspaper advertisements on the dealer. "Every Saturday our National Newspaper Advertising—a quarter page, 680 lines—appears in upwards of 400 leading daily newspapers in the United States and in Canada, journals published in centers of wealth and population where influential dealer concentration is greatest.

"As a newspaper reader of the MOST intelligent sort the dealer is influenced as directly as any and every individual reader of the newspaper.

"Every Saturday this national advertising increases the dealer's interest in our product for attracting the best type of new trade and holding the best of his old trade."

The dealer watches for and reads national advertising in his local newspaper because he knows that it is through this kind of advertising that his store is brought in closer touch with the best trade in his neighborhood.

This all proves that there is no form of advertising better suited, economically and efficiently, to cover the retail and wholesale trade of any market, than the daily newspaper.

Advertisers who want results are learning that the newspaper which can circularize free in order to get advertising is usually the kind of a paper in which neither news or advertising is of any consequence.

The newspaper that is selling its space on its own merits does not need to make rebates and concessions in the form of free circular matter under two cent postage in order to get business.

Securing Dealer Co-operation

Some advertisers seem to get the idea that the only thing a dealer ever reads in his trade journal. Whereas, the fact is that the dealer is on a constant search for advertising that has some connection with his own business. The inescapable newspaper advertisements make the dealer increasingly conscious of the value of the products advertised and the number of his own customers to whom the advertising will appeal.

Every national advertisement appearing in a local newspaper is worth a dozen broadsides. Furthermore, every advertisement of the series has an accumulative effect in securing the dealer's co-operation.

If the money that is thrown into deal-

Insurance Pays!

Everything of value is insured against loss. Aren't your Adv. Agency "Voucher" copies valuable,—when they pay your Adv. Agency Bills?

TEN CENTS a day insures safe prompt delivery of your checking copies to Agencies spending millions for their clients in newspaper advertising.

Agencies recommend S. & M. Service
Want to co-operate with them, then install S. & M. service NOW!

Co-operative Services of Schworm & Mandel Inc.
450 Fourth Ave. N.Y. 7205-7206 Mad. Sq.

er's circulars and broadsides were used in big space in newspapers there would be less material for wastebaskets. When talks to dealers are presented in newspaper pages the dealers see them and read them because the daily newspaper is a business necessity.

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William J. Flintom has just celebrated his fiftieth year in the newspaper field in Lawrence, Kansas.

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

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report
for Six Months ending Apr. 1, 1919

35,247

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

FRENCH WAR CROSS AWARDED TO "SIB"

FRANK P. SIBLEY, the Boston Globe staff correspondent who accompanied the 26th Division of New England through its entire campaign in France, has been cited for the Croix de Guerre. It happened some time ago and no one except Maj.-Gen. Hale of the 26th Division and perhaps a few of his staff knew anything about it until last week.

"Sib," as he is popularly known among the members of the 26th Division and local newspapermen, was paying his respects to the officers and members of that division upon their return to Camp Devens, when Maj.-Gen. Hale gave out the news.

After shaking Sib's hand and declaring that it "was good to see him back again," Gen. Hale turned to the other newspapermen. "Now I'm going to express him to you all," said Gen. Hale. "Do you know that Sib has been recommended for a Croix de Guerre? Well, he has."

Then the General went on to pay tribute to Sibley and the work he performed at the front.

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

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 CHICAGO EVENING POST is the one indispensable financial medium among Chicago's daily newspapers.

THE STAR LEAGUE consists of the Indianapolis, Star, Terre Haute Star and Muncie Star—each leads in its field and is invaluable in covering Indiana.

THE ROCKY MOUNTAIN NEWS and DENVER TIMES, unbeatable in their field, are Denver's premier newspapers.

THE LOUISVILLE HERALD has by far the largest circulation and practically no advertising competition in the morning newspaper field of Louisville.

The Shaffer Group

BETTER SPIRIT IN THE MEXICAN PRESS

(Continued from Page 137)

Despite their comparatively limited circulations, most of the daily papers, and some of the weekly publications, are excellent advertising mediums, especially for various classes of merchandise originating in the United States, including proprietary medicines, soaps and toilet articles, novelties, musical instruments, talking machines, automobiles, cameras, wares dealt in by mail order houses (especially those which issue catalogues in Spanish), and agricultural and other machinery.

Agency Difficulties

Upon the whole American advertisers, even in the days of prosperity which antedated the revolution, put forth little effort to cultivate the Mexican advertising field intensively. This was due partly to lack of proper, effective organization, either in or out of Mexico, for placing copy. It may be said that the connecting links between the advertiser and the medium left much to be desired. In most cases the advertiser fell far short of getting his money's worth of space or quality of medium. Usually there was an inordinate discrepancy, and to the advantage of the placing agency. Too, advertisers fell into the error of entrusting their business to agencies in the United States, who in turn farmed it out to Mexican agencies. One result of the war, and the opening up of wider opportunities for marketing American products, has been the establishment in the City of Mexico of a reliable, well-equipped agency conducted by Americans.

Problems Not Great

There are no especially complex or occult problems confronting the American advertiser wishing to enter the Mexican market. The first thing for him to do is to forget the black-eye which the revolution has given Mexico, and judge the market purely as a current business proposition. The market is open. Buyers of foreign goods have always been limited, but the market today is better than it ever was. Mexico is far from broke. The people who have the will and the ability to buy have money, and plenty of it. They are spending it freely. American goods are in demand. Supplies from Europe are difficult to obtain.

Many commission houses operating on small capital and with a small organization are prone to bite off more than they can chew. It always will be found more satisfactory to despatch to Mexico representatives of American companies to study trade conditions at first hand. Trade and class publications are few and little read.

An idea of rates may be had from the card of El Universal. Its circulation is 80,000. Rates per inch, \$2.25 with liberal discounts. El Excelsior. Daily. Claimed circulation 75,000. Rates per inch, \$1.75. Discounts range to 20 per cent.

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.

SOME LONG "BEAT"

ONE of the longest, if not the longest, "news beat" in the world, is that of Eyre Powell, head of the Union Pacific Press Bureau here, who furnishes a weekly news letter to newspapers in Kansas, Oklahoma, Missouri, Iowa, Nebraska and Colorado, besides a few scattering points. His "beat" takes him everywhere.

One day he is in New York, reporting the arrival of a bunch of mid-west men. Next day he may leave for Washington, then Newport News, Kansas City, Omaha, Denver, Camp Funston. Recently he began one news letter in New York, worked on it in Washington and finished it in Omaha. His next letter was sent out of Denver.

Powell staged an attempt by a "tank" to scale Pike's Peak during the Victory Loan, but owing to the heavy snow the attempt failed. He was sent here by the railroad when the camp opened, and since most of the men have left, he is sent from town to town to cover for them. He was loaned to the Federal Railroad Administration for a time, to assist in publicity work. His work is always demanded by the Liberty Loan campaign committees.

DEAN WILLIAMS RETURNS

Back from the Orient Where He Studied Newspapers

Dr. Walter Williams has returned to the University of Missouri to resume his duties as dean of the School of Journalism after nearly four months spent in the Orient in organizing the editorial work of the Trans-Pacific, the economic and financial magazine to be published by B. W. Fleisher, proprietor and editor of the Japan Advertiser of Tokyo. Dean Williams visited China and Korea, spending most of his time, however, in the office in Tokyo. He was accompanied on his trip to China by Mr. Fleisher.

According to the plans of Dean Williams and Mr. Fleisher, the Trans-Pacific will cover Japan, China, Siberia, the Philippines, the Dutch East Indies, Australia and New Zealand and the lesser countries of the Far East, having some sixty to eighty pages of special articles and business notes each month. It will be published in the Toyko plant of the Japan Advertiser.

Dr. Williams will return to Toyko later in the year. During his absence the editorial work will be in charge of H. H. Kinyon, associate editor, formerly of the Kansas City Star. Frank L. Martin, professor of journalism at the University of Missouri, acts as dean of the School of Journalism, while Dr. Williams is in the Orient.

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

NEW FRANCO - AMERICAN PRESS RELATIONSHIP

(Continued from Page 158)

Press and which it previously obtained from the International News Service.

The International News Service now supplies American news to the Petit Journal, of Paris, which is one of the most important newspapers in France.

Finally, we have the Agence Fournier and the Agence Information, both of which are old established bureaus confining their activity to national news.

Up to the outbreak of the war the interest of the French press naturally was centered on the events in Europe, and news from Russia, then France's ally, was more important to Paris than the dispatches from Washington and New York.

The war has changed this. America's participation in the conflict, indeed, opened a new epoch for the press of France as well as that of America.

France, henceforth, must have an "American policy" directed toward Washington, while America will have to have a "European policy" directed toward Paris, and thus a tremendous new field of activity is opened to the enterprise of the press and news services of the two countries corresponding to the powerful bonds of interests created by the war of yesterday and bound to be strengthened by the peace of tomorrow.

Already a "French Press Bureau" has been organized for the collective representation of several important Paris journals and to supply them with all the news in the political, social and economic fields of the United States, while reciprocally furnishing to the American press all available authentic information from France.

Other organizations are in the planning to facilitate the exchange of information between the French and American newspapers, one of these being the exchange already established between Le Matin of Paris and the New York Times.

Also, numerous "emissaries" of the press of both countries have been touring France and America in quest of new reciprocal arrangements.

Furthermore, much may be expected from the "general staffs" of newspaper men that have been sent to Paris by the

leading American journals to "cover" the Peace Conference. These will, no doubt, come back with manifold and useful plans and suggestions for additional improvements in the field of mutual news exchange.

The world is entering upon a new era—an era in which the audacious spirit of enterprise in all spheres of activity will play a leading role, above all in the field of journalism which dominates and sustains all others.

Seventy-two thousand American soldiers have fallen on the fields of France; billions of American dollars have been leased to the country of Lafayette. And now it is the sacred, the enviable, duty of the press of both countries to bind together and complete the task that has been consecrated by the sacrifices on the field of battle: to work loyally together—through the education of the masses and with our economic abundance—for the definite and final triumph of Democracy on earth.

(Translation of this story from French to English was made by S. D. Weyer, cable editor of Universal Service.)

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

As long as men must eat and rest Monmouth County must please and prosper.

The Asbury Park Press

IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.

Evening and Sunday Editions. Associated Press, A. N. P. A. and A. B. C. Membership.

As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems.

J. LYLE KINMONTH, Publisher, Asbury Park, New Jersey

The Clarksburg Telegram

West Virginia's Leading Newspaper APRIL ADVERTISING

540,078 agate lines

A gain of 14.6% over high record of April, 1918.

Rate, 2c. to Feb. 1, 1920; 2½c. line thereafter.

Member A. B. C.

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation 139374

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

The Pittsburg Press Has the LARGEST

Daily and Sunday CIRCULATION IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives. I. A. KLEIN, JOHN GLASS, Metropolitan Tower, Peoples Gas Bldg. New York. Chicago.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE



LOCAL NEWS WANTED IN SMALL CITIES

Altoona Mirror's Editor Advises Home Concentration by Newspapers as Best Method of Competing with Metropolitan Dailies

HARRISBURG, Pa., May 18.—Members of the Pennsylvania State Editorial Association, at their annual meeting which was held here recently, were impressed by Harry L. Johnson, editor of the Altoona Mirror, with the importance of making their newspapers primarily of local interest.

"The infallible test of the value of local news is this," he said: "You can successfully conduct your newspaper without a line of 'telegraphic,' but you cannot last for six months without a line of 'local.' The thing that gets you circulation and holds it, the thing that increases your sphere of usefulness, gives you prestige, multiplies your influence and makes you prosperous is your local news and your local comments."

The Front Page

His advice was: "Every editor of a small city daily is inspired by a laudable ambition to give his paper a metropolitan tone and appearance, but we are sometimes apt to over-estimate the importance of the telegraphic because distance has lent enchantment and under-estimate the value of the local because we are 'too close up.' There is a happy medium between the two extremes, which, if maintained, is bound to win friends and invite prosperity.

"The front page is the newspaper's own best advertising page. A good front page will add more subscribers to your list than a canvasser, because it is the best index of the character of the contents of the other pages and of the spirit that animates the mind and heart of the publisher.

"What percentage of local news should adorn the front page? In our office we try to split in 50-50 ordinarily, and we are not averse to running six columns of local and one of telegraphic, if the local news warrants it. The average reader does not like a solid telegraphic front page; it is too dull and uninteresting to him. He wants to read something about the flesh and blood of people he knows and sees and greets every day. And he wants it where he can't miss seeing it. He has no inclination to go hunting for a needle in a haystack. And if you don't give it to him, he will take the paper that will.

Play Up Names

"Local news should never be 'buried' inside—that is to say, stuck in out of the way places. We have found it advisable to segregate the inside local as much as possible, so that the readers will learn where to look for it. It is also desirable to have regular positions for certain classes of local news. Make your local news accurate. The person who gives out a story may not have told it straight, but, in the last analysis, the burden of verification rests with the newspapers.

"There is no local news so valuable as names. Print all the names you can

legitimately. They are worth while. Our metropolitan contemporaries confine their personal mention to the elite, but the prudent small city editor caters also to the masses, for, after all they are the backbone of the subscription list.

"We print what we call the 'honor roll' of the public schools in our town. These rolls are composed of the names of the children who have been present every day in the month. In a few years those children will be men and women. They will marry and establish homes of their own. What newspaper, do you think, will be a daily visitor to those homes? Once we printed 2,000 names of school children in one issue.

Localize Editorials

"Another field of embryonic subscribers is to be found in the children's letters to Santa Claus. We have been running these for years during the month of December. We use them just as they are written. The only censoring we do is to weed out the fakes. We print approximately a thousand of them every year, and every year brings a new crop of writers.

"We watch for specially deserving letters and see that their writers get what they ask for. Several years ago a little blind girl, fatherless and motherless, wrote the most touching appeal for a few little toys. We investigated, found she was worthy and called special attention to her letter. She received over \$100 worth of jewelry alone.

"Pay careful attention to the local end of sports. Our sporting page is largely made up of local sports. We cover the big news of the sporting world, of course, but cover it briefly, to allow more space for original home sports.

"Keep close to the local field editorially. Readers like to know the editor's opinion of the multitudinous and complex municipal problems that are always being considered. It helps them to a more intelligent understanding of these questions.

"We do not ape the city newspapers and endeavor to settle the affairs of the world. Rather we are more interested in finding the proper solution for the affairs of the community. Such matters as Italy's break with the peace conference and the bomb plots are discussed, to be sure, but who knows what sort of a charter Philadelphia wants? Instead of tackling puzzles of that character we confine ourselves to issues more vital to the welfare of our own people.

"This is essentially the age of boosting. One of the benefits to grow out of the war has been to make it more fashionable to boost than to knock. The best booster in the world is the newspaper and the best boosting is a faithful presentation of current local history. The newspaper is boosting itself when it boosts its home.

Mrs. Myra Williams Jerrell, society editor of the Topeka Capital, is the happiest woman in Topeka. Her sons, Sergeant Sanford Jerrell, a former Capital reporter and correspondent for the paper in France, and Arch, also a newspaperman, returned from overseas service with the 35th Division.

SWEAR WORDS WASTED ON JAP PRINTERS

Complacently Mix Ads and Editorial Pictures, Even When It's a Picture of a Lady in Corsets—Funny Experiences

BY ALFONSO JOHNSON,

BUSINESS MANAGER THE JAPAN ADVERTISER, TOKYO.

The advertising manager of a paper in the United States may have trouble in getting his ads set just as he wishes and placed just where he wishes, but he can talk and swear in a language understood by his printers. But in Japan your talk and swear is wasted on the Oriental air, poetically and practically speaking.

Japanese printers cannot speak or understand English, but they know the alphabet and can follow typewritten copy. But if their copy is disturbed they go ahead and set whatever is in sight; sometimes the results make the American advertising manager laugh, but more often they make him swear.

Recently a business firm in Japan sent us copy for advertising corsets. I laid out the copy and in the display used a cut of a lady dressed in only a corset. The editorial room sent down a story of an American lady who had just reached Japan. The printer who was working on the ad got his hands on the story.

Mixing Advertising and News

When the proof of the ad was brought to me I was surprised to find my lady of the corset bearing a two-deck headline: "Miss Mary Brown Arrives on Tenyo." And it doesn't pay to mix news and advertising to that extent even in Japan.

A few days later I sent two ads to the composing room, one for new millinery and the other for a book which answers all questions a child can ask. When the millinery proof reached my desk I read in part, "Spring hats from Paris, London and New York. Will the sun ever cool down? What is a ship's water line? From Monday, March 3. Phipps and Dahlia models. What makes our hearts beat? What is an element?"

We started a woman's page a short time ago and are running two columns of ads on it. I told the head printer, who is supposed to understand English, to run ads that would be appropriate for that page.

I did not see the make-up until the issue was off the press—and every whisky and beer ad we have was on the woman's page. Served us right for accepting such ads, but advertising in Japan has not evolved as far as it has in America and some papers even run patent medicine ads.

To counteract these difficulties Japan offers some joys to the newspaper man. Advertising contracts are often paid one year in advance. An American firm with offices here bought one-half page for four insertions. One of our Japanese clerks in the business office made out statement for full amount and sent it to the firm before even the copy was furnished. I was horrified when I was told statement had been sent; imagine my

Printing Plan's and Business BOUGHT AND SOLD

Printers' Outfitters
American Typefounders' Products

Printers and Bookbinders
Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St., New York City

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

Take It To
POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

surprise when check in full reached me by the next mail.

The American firm had made inquiries of their Japanese assistants, who advised them that it was quite proper to pay in advance for advertising, so, being in Japan, they did like the Japanese.

Meeting of Oklahoma Association

The annual meeting of the Oklahoma Press Association, known as the Victory Jubilee session, will be held Friday and Saturday of this week at Medicine Park, Okla. The part of Oklahoma newspapers in the war will be a feature of the year book, issued in connection with the gathering.

Comrie & Cleary Agency Starts

CHICAGO, May 20.—Frank M. Comrie, William J. Cleary and Joseph M. Roeser have organized the Comrie & Cleary Advertising Agency here.

CLASSIFIED ADVERTISING COLUMNS CHINA NOW HAS 2,000 DAILY NEWSPAPERS

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.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Experienced Advertising Manager

To National Advertiser who seeks thoroughly experienced advertising manager and space buyer. Twenty years in touch with all details. Am open for an engagement in the East. Address A-721, care of Editor and Publisher.

Advertisers

Discharged officer desires position offering experience writing advertising or assisting executive in advertising department; college graduate; 23; studied advertising Columbia University for past four months; familiar with psychological laboratory method of determining pulling power of advertisements; moderate salary. Address 1116 Amsterdam Ave., Box 289, New York City.

City or Telegraph Editor

City or telegraph editor on afternoon paper by experienced newspaper woman. An university graduate, experienced reporter, city and telegraph editor on dailies. Want permanent position. Address "Newspaper Woman," care of Editor and Publisher.

Do You Need City or Telegraph Editor?

Eight years on desk, now managing editor, city of 45,000; no chance further boost, and will make change if invited. Will you pay \$35 for real local feature man? No booze, no trouble. Eager to hold me here. Wire or write direct: H. E. G., care H. C. Denlo, 181 Arlington Street, Dubuque, Iowa.

College Man

4 years' experience in all branches of newspaper work; excellent editorial writer, desires position as desk man or assistant editor with small daily. Willing to start on \$65. Address A-717, care of Editor and Publisher.

Desk Man

Thoroughly experienced desk man on city or telegraph desk wants position on leading newspaper in Texas or Oklahoma; best references; now employed in Texas. Address A-709, care of Editor & Publisher.

Cartoonist

Young man with reputation, who is recognized as one of the leading American cartoonists, desires change of position. Full information and references upon request. Address E. M. S., care of Editor and Publisher.

Newspaper and Magazine Man

Newspaper and magazine man, young, experienced and capable, soon to be discharged after two years' service; detailed mostly to government publicity work which included editing of large soldier weekly. Able to hold down "real job" with daily, trade paper or magazine. Investigation will pay publisher. Address A-720, care of Editor and Publisher.

Live Wire Newspaper Man

now city editor morning daily in city of 175,000 desires change of location. Fifteen years' experience in every news department, and as managing, telegraph and city editor metropolitan dailies. Tireless worker. Good habits. Nothing considered under \$2,400 and money's worth guaranteed. Must be permanent. Can come in thirty days. Address A-722, care of Editor and Publisher.

Newspaperman

discharged from Navy. Experience as reporter, feature writer and telegraph editor in city of more than 100,000 over a period of five years. Columbia graduate. Also experienced in handling publicity. Address A-723, care of Editor and Publisher.

Newspaperman

Am available for opening as reporter, rewrite or special feature man anywhere. Twenty-six years old, five years' experience with leading papers in New York, Boston and Philadelphia, and in leading Press Associations in Washington. College man, good mixer, full of pep and dependable. Nothing less than \$35 considered. Address A-726, care of Editor and Publisher.

Advertising Man

Advertising man, can write copy, lay out ads and sell. Released through consolidation. Can come at once. Reference—J. D. Stern, publisher Springfield (Ill.) News-Record. Address G. Q. Burkett, 209 S. College St., Springfield, Ill.

Future Editor Sought

A Southern newspaper in a fifty thousand rapidly growing city is trying to locate a man, preferably married, who has had a five years' news and desk training in towns of fifty to two hundred thousand, and who thinks he is good enough to qualify for a managing editorship. He should be worth at least two thousand at once and should expect to increase five hundred a year for three years. We are looking for a good presence, good education, good nature, and good work. Out of this we hope to grow an editor. Address A-727, care of Editor and Publisher.

Reporter

REPORTER WANTED: Only absolutely first class man of demonstrated ability and high recommendations considered. Will pay what he is worth. Afternoon paper, The Telegram, Adrian, Mich.

Circulation Manager

Circulation manager wanted. Apply to The Telegram-News, Lynn, Mass.

City Circulator

City circulator wanted on first class morning paper. Splendid opportunity for young man who is a hustler to accomplish results. Reasonable salary to start, with good opportunity for advancement. Give full particulars in first letter. Address G. C. Gardner, Circulation Manager of the Ft. Worth Record, Ft. Worth, Texas.

A. B. C. Reports Issued

CHICAGO, May 13.—Audit Bureau of Circulations reports on the following newspapers have been issued: Chicago Abendpost, Freeport (Ill.) Bulletin, Freeport Journal-Standard, Minneapolis Daily News, Minneapolis Journal, Minneapolis Tribune, Omaha Bee, Omaha World-Herald, Reno (Nev.) Evening Gazette, Rockford (Ill.) Register-Gazette, Rockford Morning Star, Rockford Republic, Three Rivers (Mich.) Daily Commercial, Waukegan (Ill.) Daily Sun, Elkhart (Ind.) Truth, Omaha Daily News, Charleston (W. Va.) Mail, Elgin (Ill.) Daily Herald, Manitowoc (Wis.) Herald-News, Marquette (Mich.) Chronicle.

Obituary

Miss Lucy Lacy, of St. Louis, student at the University of Missouri, and member of the Columbia (Mo.) Tribune staff, died from fracture of the skull, May 15, the result of an automobile accident.

W. H. HARRISON, editor of the Maysville (Mo.) Pilot, died of apoplexy at the age of 58. He was a bachelor.

MISS ALICE MILLER, better known as "Annie" Miller, for twenty-five years society editor of the Lincoln (Neb.) Journal, died May 12 following an illness of a few days. She was well known as a poet also.

Additional A. N. P. A. Members

The Detroit Times has been elected to active membership in the A. N. P. A., and the Waterloo (Ia.) Evening Courier has been transferred from the associate to the active class of membership.

G. B. Haulenbeek, late of the J. Walter Thompson Company, has joined the staff of the Brandt Advertising Agency, Chicago.

Land That Had Only Three Struggling Newspapers in Last Century Now Progressing with Rapid Strides Under New Impetus

The Peking Gazette is perhaps the oldest periodical in the world. It can be traced back through a period of 1,000 years. Yearly volumes of this paper, with abridged translations, were once issued by the North-China Herald. In the modern acceptance of the term this publication cannot be called a newspaper. The Asiatic Journal of 1827 says: "There is nothing in China that can properly be called a newspaper." The Peking Gazette was simply a record of official acts made up from documents presented to the General Council of the Chinese Government.

Modern printing in China began with the publication of Morrison's Dictionary, by the East India Company in 1815. Mr. Gamble, of the American Presbyterian Press in Shanghai, introduced electrotype printing about 1860.

The newspapers, as the purveyor of general news and the expositor of public thought, did not have much vogue till the later part of the last century. Under the protection of foreigners, newspapers were first published only at the treaty ports. Limited editions of the Hongkong Daily Press and the Daily Mail were the beginnings of present-day journalism.

Chinese translations of the former were first made at the suggestion of Dr. Wu Ting-fang, now acting premier of the Republic of China. According to Mr. Li Sum-ling, vice-president of the Press Congress for China, both of these papers were started in the early 'forties. Their circulation was limited and reached only parts of South China.

Increase of Papers Rapid

The Shenpao was first published in Shanghai by Mr. Major in 1872, and the Hupao followed in 1880. The latter was issued in connection with the North-China Daily News. A dozen years later the Sinwenpao appeared. It may be said that these three journals blazed the way for the 2,000 daily newspapers in China and Manchuria today, which flourish not only at the treaty ports but in many interior cities. Of these 2,000 only 400 are of much consequence, the rest being merely local.

In 1895 there were only twelve daily newspapers in China; but ten years later the floodgates of promiscuous journalism was opened. Papers of all kinds, monthly, weekly, daily, sprang up like mushrooms, and most of them perished as rapidly. In the first decade of the century, journalism advanced with a bound. Scientific magazines, papers for women, some illustrated, were sold extensively.

It was largely through the influence and power of the press that the Revolution of 1911 was brought about. After the Revolution many party organs subsidized by individuals were published, but the only secular papers that have survived the changing conditions are two of the papers mentioned above, the Shenpao and the Sinwenpao.

J. W. Farnham, Y. J. Allen and Timothy Richard are the pioneers of the religious papers in China. The Chung hsi chiao hui pao, was started in 1891, the Chiao hui hsin pao in 1890, and the Review of the Times in 1888. Besides the news of a religious nature, these papers maintained a secular department. As the earlier exponents of religion and morals, these periodicals served a most useful purpose, but none of them exist

ROCKY Mountain or Pacific Coast daily or weekly wanted which can be bought with a first payment of \$5,000, balance deferred.

Proposition S. Q.

Charles M. Palmer Newspaper Properties 225 Fifth Avenue, New York

Substantial Evidence

Our office walls are lined with more than twenty autographed photographs of principals we have represented in important newspaper consolidations and transfers in the past ten years. Many of these men are National figures in the publishing field and they are sending us business whenever the opportunity offers.

Harwell & Cannon

Newspaper and Magazine Properties Times Building, New York, N. Y.

in name today. All were monthlies. There was a clamor for weekly papers, and several of these were started, some under foreign editorship, others solely by Chinese. The Advocate, the development of a Foochow monthly, now has an extended circulation throughout China and the Straits Settlements. Its editors are Dr. Chen Wei-ping and Dr. A. P. Parker. It is the joint organ of the American Methodist Churches, but its readers are by no means confined to that church.

Religious Papers Wield Power

The Intelligencer was inaugurated in 1902 by the Presbyterians of Europe and America resident in China and Manchuria. At the beginning of this year its circulation was 7,000. Like the Advocate it is not confined to any one set of readers but draws its subscribers from all classes, prints secular as well as religious news, telegrams and scientific articles. Its editors are Cheng Chun-shen and Dr. S. I. Woodbridge.

There are several religious monthlies, notably the Chinese Churchman, the Woman's Messenger edited by Miss Laura White, and the Happy Childhood conducted by Mrs. D. MacGillivray. Another monthly, the Association Progress, with a circulation of 5,600, is a decided factor in moulding Chinese opinion. The Eastern Miscellany, published by the Commercial Press of Shanghai, also has thousands of readers.

In general, the Chinese newspaper may be said to be the chief instrument for furthering in the Far East utilitarian and progressive philosophy.

Rouze with General Motors

C. F. Rouze, heretofore sales manager of the Knox Motor Company, has been appointed director of sales promotion of the General Motors Truck Company, with headquarters at Pontiac, Mich. Mr. Rouze has been identified with the motor truck industry since its earliest days and previously had long experience in the farm implement field.

E. T. Gundlach of Chicago has returned to his agency after investigating labor conditions in England as chairman of an American committee.

The Washington, Pennsylvania, Reporter is now in its 110th year. The city is aged 109 years.

EDITORIALS MUST HELP BUILD UP TRADE

By Advising Public to Buy Now, When Necessity for Stimulating Production Is So Urgent, Newspapers Will Perform Worthy Service

By ROGER W. BABSON,

DIRECTOR-GENERAL, INFORMATION AND EDUCATION SERVICE, DEPARTMENT OF LABOR.

Business is below par. There are a good many men out of jobs in this country, though the number is not yet alarming, and there are few factories that are really running at top speed. The danger is not at hand, but potential. Wise handling of the emergency will do a great deal to avoid it.

Obviously the way to resume normal business is to resume. There is certainly the need for it, for most of our normal stock of supplies has been exhausted in the last few years, with the exception of articles needed for carrying on the war. The time is here when we ought to be making the things we need and that we have done without while the war was on, but progress is not being made so rapidly as is desirable.

Now it is the consuming public that in the long run regulates all business. It is the public that does the buying and pays the bills. Most of the public is composed of wage earners, and they cannot buy if they are not employed or if they get wages barely sufficient to live on.

Waiting Is Dangerous

I do not think that the solution of the present hesitation in business lies in a waiting policy. If we wait for wages and prices to go down we may be disappointed, and moreover by waiting we shall tend to create serious unemployment and business stagnation.

If the public, by buying, creates a demand for goods, business will regain confidence and things will go ahead. There will be jobs for our discharged soldiers and sailors, and the opportunity will have been opened for trade-building in foreign markets.

The public now is in good condition to buy. It has a good deal of money—the accumulation of reasonably high earnings during the war—and it needs a lot of commodities that during the war it had to do without. Then the government was asking people not to buy. Now it wants them to buy.

The manufacturer who tries to reduce wages arbitrarily is injuring our prospects, for in the first place wages are not high as compared with living costs—the latter having gone up 65 per cent., and the former only 28 per cent. during the war—and second, the more wages a man earns, the greater in his buying power.

Judicious Advertising Needed

Judicious advertising right now will create the demand we need to stimulate business. Advertising is already heavy, but there is no danger of its becoming too heavy. Advertising experts are practically unanimous in the belief that newspapers and magazines should stimulate advertising to the full limit of their mechanical capacity to give it circulation.

The press, then, has an important field in reviving business. It can first of all stimulate advertising through any methods in its power. Second, it can urge editorially the desirability of buying now, when the need of goods is so marked and the necessity for renewing manufacture is here. Third, it can also urge, through editorials, the opportunities that advertising presents, in order to induce its read-

ers to pay more attention to advertising than ever before.

A series of carefully prepared editorials bring out the news value of advertisements, and the value of advertising as a guide to wise and timely buying, will do a great deal, I believe, to stimulate the reading of advertising.

Editorials Will Stimulate

It also will add to the pulling power of every advertisement printed. Advertisements are an index of opportunities, and the newspaper reading public should have the point fixed in mind. Individual handling of the problem of stimulating advertising and the reading of advertisements has the advantage that local conditions can be set forth best.

The Department of Labor is doing what it can to create a sentiment in favor of judicious advertising, of a constructive buying policy, and of promoting the careful reading of advertisements. It has prepared a series of advertisements calling upon the people to buy now and showing the desirability of such a policy.

The department will be happy to cooperate with publishers in attaining its aims, which are also in the interest of the publishers. It will gladly offer advice and assistance, and will be equally glad to welcome suggestions. Its aim is to restore business to normal, for the benefit of the nation as a whole. The press can help greatly in the ways I have described.

Japanese Women in Journalism

The Tokyo, Japan, Women's University has arranged to give a course in journalism, which will be open to members of the graduating classes, the first of its kind for women in Japan. The only other journalism course in the Empire is one at Keio University, which is conducted by K. Sugimura of the Tokyo Asahi, who is one of the vice-presidents for Japan of the Press Congress of the World.

Heads Denver Press Club

DENVER, May 19.—Jerome M. Strauss, of the Denver Express, has succeeded as president of the Denver Press Club. Lieut. Jack Barrows, of the Times, who expects to leave Denver shortly. The annual breakfast of the Denver Press Club was held Sunday, May 12.

Christian Science Editor Resigns

LYNN, Mass., May 21.—Rev. William D. McCracken today announced his resignation from the Editorial Board of Christian Science publications because of troubles arising from "censorship" over them. The publications include the Christian Science Monitor, Boston.

Joins Japan Advertiser

TOKYO, April 10.—Henry W. Kinney, six years superintendent of public instruction in the Hawaiian Islands and a newspaper man of experience, recently arrived in Tokyo to join the editorial staff of the Japan Advertiser.

Canadian Press Clippings

The problem of covering the Canadian field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 Church St., Toronto, Can. Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

PRESS GAG PRESERVES LENINE'S RULE

Russian Dictator's Idea of a Free Press More Autocratic Than That of Czar—Admits Soviets Can't Bear Full Publicity

According to M. Puntervold, a statesman of Norway, who recently interviewed at Petrograd the Russian dictator Lenine, the views of the head of the Soviet Government in reference to the freedom of the press are perverse.

In reply to the direct question, whether he believed that a great people like the Russians will develop without freedom of the press, Lenine said:

"We believe that the so-called freedom of the press means only the right of the bourgeoisie to fool the people and lie to them. The bourgeoisie own the entire capital of the newspapers, the printing materials and machinery and the newspapers themselves. With the press in their hands they hold unlimited power over public opinion. The freedom of the press is the same as freedom for capital. And we are subduing the capitalists."

"The press only for the proletariat—nothing for capital. That is our slogan. When the war on the bourgeoisie is ended, if a political party wishes a newspaper for its use we may put at their disposal a printing shop as well as paper, but we are now in the midst of a civil war. There is no question about that. To establish a free press at present would be the same thing as to announce that the war is ended before it really is."

May Unmuzzle Rival Press

"We have already legalized the Menshevik Party, which has its official paper, Always Forward, published in Moscow. In the nearest future, I believe we will be able to legalize the Social Revolutionary Party. The opposition press will also soon be unmuzzled, all in the degree to which the different parties are willing to work loyally and willingly with us."

"Civil war is civil war. It writes its own laws. It is like this: Either the proletariat governs or capital rules. There is no other alternative. There are some who are not pleased with our dictatorship. I say to them, 'Go to Siberia and see if the dictatorship is better there. We will willingly place transportation at your disposal.'

"There is no country which has suffered to such an extent as Russia in this world war. How many million Russians have been sacrificed on the altar of capitalism! During the war I prophesied that the world conflict would develop into a class war. It has."

"The idea of annihilating capitalism without civil war is Utopian. You undoubtedly know that the number of millionaires in Norway has been multiplied by ten during the war. Do you believe that the Norwegian millionaires without arguments, will capitulate without the blow of a sword?"

"Or maybe you can tell me why ten to twelve million people were killed in the world war? 'War until victory' was written on Kerensky's banners. 'War until victory over the bourgeoisie' is the workers' revision of this slogan. And there you have it all."

JAPS BUY PEKIN TIMES

Only Evening Daily in Chinese Capital Said to Have Been Sold

TOKYO, April 10.—Japanese interests have acquired control of the Peking Times and will soon take charge of the policy of that newspaper, according to a recent report from Peking. The Japanese, as it is said to be well known in Peking, have for some time past been endeavoring to buy an English-printed newspaper in that city, and they were at one time in negotiations for the Peking Leader and the Peking Daily News. When these negotiations fell through, attention was turned to the Times with later success.

The Peking Times is an evening newspaper, which has been owned by Michi Chang, of the Asiatic News Agency. It was started in 1915. Though its circulation is only about 300, it is believed in Peking that the Japanese interests foresaw a peculiar advantage in acquiring the Times by reason of the fact that it is the only evening daily in the Chinese capital.

EMIL SCHOLZ IN FAR EAST

Former New York Publisher to Visit Siberia and China on His Trip

TOKYO, April 20.—Emil M. Scholz, who recently disposed of his interest in the New York Evening Post, left here today for Siberia and Russia, after about a month's stay in Japan. Mr. Scholz may go through to Omsk if he finds conditions favorable for the trip, if not, he will go to Harbin and then to Peking and Shanghai. He plans to reach Peking about the middle of May. After some weeks in China, he will leave the Orient for home by way of Paris and London.

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GAIN OF 297,741 COPIES

The DAILY Editions GAINED 265,287 Or 10,203 for Each of the 26 Secular Days of the Month	The SUNDAY Editions GAINED 32,454 Or 8,113 for Each of the 4 First Days of the Week in April
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The Three New Departments, MUSIC, TRAPSHOOTING and AVIATION Are Attracting Enormous Attention Throughout the Nation and Every Mail Brings Numbers of NEW SUBSCRIBERS from these Groups.

Advertising GAINS **161,584 Agate Lines** EQUAL TO 549 COLUMNS
for April OR 78 FULL PAGES

Some of the Reasons for THE MORNING TELEGRAPH'S Popularity Among the Buyers of Advertising Space

AMUSEMENTS

The Morning Telegraph carries a greater volume of this class of advertising than all the other New York newspapers combined. It is an essential publication for every one connected with Dramatic, Operatic, Concert, Motion Picture, Vaudeville, Burlesque, Revue and Cabaret activities. These good people are not mere readers of the paper. They are allied with it by reason of direct personal interest in its news and comment. They may occasionally glance at other newspapers but they read The Morning Telegraph. The men and women of the Amusement world form a mighty army of purchasers of high grade products.

FINANCIAL

Very few American newspapers carry anything near as heavy a volume of Financial advertising as The Morning Telegraph. During April this paper carried an average of a fraction under ten columns per day. Wall Street was quick to observe that the Amusement groups represented by The Morning Telegraph absorbed \$200,000,000 of Liberty Bonds, and contributed other millions to the Red Cross and other war charities.

THE TURF

The "sport of kings" abroad is the "sport of the millionaires" in America. The Morning Telegraph is and has been for many years the authority of the American Turf and the champion of constant improvement in breeding. The war called forth from the heads of the American army an earnest demand that restrictions and discouragement to higher breeding of horses should be laid aside for all time. The racetrack is the "finishing school" for the Breeder. Here is demonstrated the volume of the strain or the lack of it. Racing was never more popular nor so greatly attended as now and the club houses, lawns and grandstands are daily filled with thousands of the best people to be found in any society.

AVIATION

Convinced that the day is near at hand when Aircraft utility will be universally recognized both in a commercial and individual way, The Morning Telegraph founded a department under expert editorship to lend its constant co-operation in the building of this infant industry. Not alone is all the news fully covered but an endless chain of publicity is assured. Already many of the newspapers outside of the metropolis are republishing aviation stories originating in these columns.

MOTION PICTURES

The Morning Telegraph, by the manufacturers, exhibitors, directors and players of the fifth American industry, is given the esteemed title of "The Newspaper of the Motion Picture Industry." A legion of the highest salaried men and women on earth is engaged in producing screen plays and they have a purchasing power of enormous proportions. They exercise it by buying the best products of manufacturers and merchants in many lines. The Morning Telegraph devotes an average of 22 pages per week to Motion Pictures and is now carrying advertising pertaining thereunto at the rate of more than 1,000,000 lines per annum.

AUTOMOBILES

Often first, nearly always second and seldom falling to third place among the New York morning newspapers in volume of passenger car advertising, The Morning Telegraph has fairly earned its position. Subjected to the severest tests on selling qualities that could be devised by the advertising experts of the manufacturers and their shrewd advisers of the advertising agencies, The Morning Telegraph received its "diploma of distinguished merit" and comes closer every day to the "first honor degree." Many advertisers declare The Morning Telegraph sells more cars for them than any other medium used.

TRAPSHOOTING

The recreation of more than 300,000 men of wealth and position, organized in 4,623 clubs and joined in a National organization, this great sport is making tremendous strides with the return of the American armies from France. The Morning Telegraph is the only newspaper in America to devote departmental space to the sport. Trapshooting is an expensive game and hence interests only men of good financial rating in their various communities. They are the class of men who own their homes and surround their wives, sons and daughters with the comforts and luxuries of life. Into these home circles, The Morning Telegraph is becoming a welcome visitor in rapidly increasing numbers. The value of this clientele cannot be too highly considered by advertisers.

MUSIC

On March 2, 1919, The Morning Telegraph began publication of an entire section of the Sunday edition, devoted to Music and its interpreters of the concert and operatic stages, the publishers and instrument trade. Up to the date named the Music Art had had little or no recognition from newspapers, except that contained in the usual review of performances. The opening of these columns in the interest of all the varied units allied with the art, and doing it in the same big way as that applying to the Dramatic and Motion Picture groups, aroused the keenest interest throughout the country. Congratulatory letters have come from many of the 800 Musical societies of the country, with a total membership exceeding a half million; from hundreds of the 75,000 singers and players; from instructors and agents. Here is another great army of buyers of the highest class products who read The Morning Telegraph.

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1864

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