



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America 1854 1919

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

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

NEW YORK, THURSDAY, JULY 10, 1919

Vol. 52, No. 6

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1919 BOOK OF FACTS The Chicago Tribune THE WORLD'S GREATEST NEWSPAPER

CONTENTS

	PAGES
CHICAGO AND THE CHICAGO TERRITORY	4 to 15
RATES AND CIRCULATION, ALL CHICAGO PAPERS	16 to 18
ZONE SYSTEM OF MERCHANDISING	19 to 22
ROTOGRAVURE ADVERTISING	22
NEWSPAPER ADVERTISING	23 to 25
COUNTRY CIRCULATION OF THE TRIBUNE	26 to 34
ADVERTISING LINEAGE RECORDS	35, 36
ANALYSIS OF 1918 DISPLAY ADVERTISING LINEAGE	37 to 52
ANALYSIS OF 1918 WANT-AD LINEAGE	53 to 56
MERCHANDISING SERVICE	44 to 46

INDEX

PAGES	PAGES
ADVERTISING Agencies Advertising	51, 52
Advertising Lineage 1918	35, 34
Advertising Lineage (18 years)	50
Amusement Advertising	40
Architects, Contractors and Engineers Advertising	43
Army Edition of The Tribune	2
Arts and Artists' Materials Advertising	61
Automobiles and Accessories	13, 27, 28, 29, 31, 37, 38, 56
"BASEMENT" and "Upstairs" Advertising	41, 42
Baths and Gymnasiums Advertising	61
"Blind" or "Box Number" Ads	64
Brownell, Chas. A.	24, 38
Building Material Advertising	51, 52
Business Chances	66
CENSORSHIP	48, 57
Chicago, The Great Central Market	4, 5, 6, 9, 10, 31, 44, 45, 46
Chicago Territory	4, 7, 8, 11, 12, 13, 14, 15, 20, 26, 31
Circulation (See Country Circulation)	12, 17, 18, 20, 22, 33, 34, 38
Cleaners and Polishers Advertising	61
Clothing Advertising	27, 28, 29, 31, 39
Coal Advertising	61
Confectionery Advertising	61
Copy Problems	21
Corset Advertising	39
Country Circulation of The Tribune	13, 26, 27, 28, 29, 30, 31, 32, 33, 34, 38
DEALER Influence	22, 23, 24, 27, 28, 29, 31, 32, 45, 46
Department Store Advertising	41, 42
DeWeese, Truman A.	23, 49
Dot Maps of Tribune Circulation	33
EDUCATIONAL Advertising	8, 50, 57
Factories in The Chicago Territory	7, 8, 11, 12
Farm Land Advertising	27, 28, 29, 31, 32, 43
Farm Tractors	14, 37, 51
Federal Reserve Districts	15
Financial Advertising	27, 28, 29, 31, 32, 43, 56
Fixtures, Gas and Electric Advertising	61
Florists and Seed Stores Advertising	51, 52
Ford Libel Suit Testimony	37, 38
Furniture Advertising	27, 28, 29, 31, 47, 56
GROCERY Advertising	27, 28, 29, 31, 45, 46
HARDWARE and Tools Advertising	51, 52
Heating and Ventilating Advertising	51, 52
Help Wanted Ads	56
Hotel Advertising	50, 56
Household Goods Ads	56
INDUSTRIAL Advertising	43
Installment Stores Advertising	47
JEWELERS Advertising	50
LAUNDRIES Advertising	61
Liberty Bond Sales by Districts	16
MAGAZINES	19, 20, 21, 22, 30, 49
Medical Advertising	48
Men's Clothing Advertising	27, 28, 29, 31, 39
Merchandising Service	44, 45, 46
Mineral Waters Advertising	61
Miscellaneous Advertising	61, 52
Morning vs. Afternoon Papers	25
Motor Trucks	27, 28, 29, 31, 37
Musical Instrument Advertising	27, 28, 29, 31
NEWSPAPER Advertising (See Zone System)	23, 24, 25
National Advertising (See Zone System)	27, 28, 45, 46
OFFICE Equipment Advertising	51, 52
Opticians Advertising	60
PACKAGE Cars From Chicago	10
Paints, Wall Paper and Glass Advertising	61
Pelletier, E. LeRoy	38
Pens Advertising	51, 52
Photographers and Photo Supplies	61
Population Statistics	4, 5, 11, 12
Prestige of The Chicago Tribune	2, 26, 27, 28, 29, 31, 32, 33, 45, 53
Printing and Stationery Advertising	61
Public Utilities Advertising	61
Publishers Advertising	27, 30, 49
QUESTIONNAIRE to Tribune Subscribers	26, 27, 28, 29, 30, 31, 32
RAILROAD Advertising	60
Railroads	6, 9, 10
Railway Supplies, Foundries and Heavy Hardware Advertising	51, 52
Rates for Advertising	16, 20, 21
Real Estate Advertising	43
Rent Ads	56
Restaurant Advertising	60
Rotogravure Advertising	22, 57
Rubber Heels Advertising	61
Rug and Carpet Advertising	28, 29, 31, 47, 56
Rural Free Delivery Map	8
SHOE Advertising	27, 28, 29, 31, 39
Situation Wanted Ads	56
Song Publishers Advertising	61
Sporting Goods Advertising	61
Summer Resort Advertising	50, 57
TOBACCO Advertising	60
Toilet Goods Advertising	27, 28, 29, 31, 48
UNDERWEAR Advertising	39
WANT-ADS	53, 54, 55, 56
Winter Resort Advertising	50, 57
Women's Clothing Advertising	27, 28, 29, 31, 39
ZONE System of Marketing (see Newspaper Advertising)	19, 20, 21, 22

The Chicago Tribune believes in:—

- Chicago
- The Chicago Territory
- Newspaper Advertising
- Morning Newspaper Advertising
- Truth in Advertising
- Merchandising Service
- The Chicago Tribune

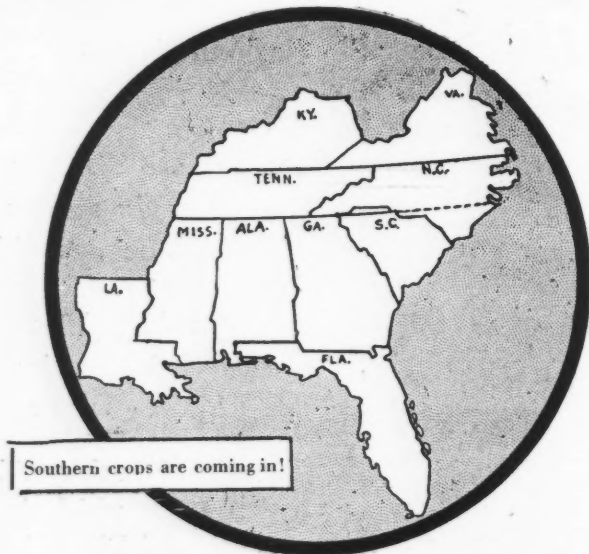
To make plain the solid foundation upon which is based this faith of The Tribune in itself and its methods and its market, the BOOK OF FACTS is printed. The contents page here reproduced shows the scope of this compilation. It will be sent free to any agency, manufacturer or selling organization if requested on business stationery.

Government reports show that the value of plow lands is steadily increasing, that the greatest increase during the past year occurred in the SOUTH Atlantic states.

Great is Cotton, but the South has outgrown dependence on Cotton or any other one crop.

The SOUTH Atlantic states, for 1918, by Government estimates had \$2,293,975 value in crops, compared with the yearly average from 1910-1914 of \$859,780. Of this great aggregate cotton represented 27% in the year just passed.

The South is gaining in agricultural stability while converting much of her basic resources into manufactures.



Probably no territory or division of states shows more promise and assurance against great changes or reactions than the ten states in the circle.

National advertisers seeking safe investment for their appropriations can be SURE that the GOOD WILL advertising will build up for them in the South is grounded upon STABILITY.

The South HAS bought luxuries and conveniences lately, more probably, in proportion, than has happened elsewhere. But she can afford them.

These are the Pick of the Southern Daily papers, at your Service in a territory of over 20,000,000 people!

	ALABAMA	Net Paid Circulation	2,500 lines	10,000 lines
Birmingham Age-Herald	(M)	25,500	.07	.05
Birmingham Age-Herald	(S)	29,795	.08	.06
Birmingham Ledger	(E)	38,022	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	48,588	.10	.10
*Mobile News Item	(E)	10,706	.03	.03
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	35,048	.06	.06
Montgomery Advertiser	(M)	24,258	.05	.04
Montgomery Advertiser	(S)	24,258	.06	.05
FLORIDA				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jacksonville	(M&E)	30,423	.06	.06
Pensacola Journal	(M)	5,610	.0172	.0172
Pensacola Journal	(S)	6,687	.0172	.0172
Pensacola News	(E)	5,090	.02	.02
GEORGIA				
Atlanta Georgian	(E)	49,441	.08	.08
Atlanta Sunday American	(S)	92,918	.12	.12
Augusta Chronicle	(M)	12,248	.03	.03
Augusta Chronicle	(S)	10,651	.035	.035
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(E&S)	7,362	.0275	.0275
Macon Telegraph	(M)	23,450	.04	.04
Macon Telegraph	(S)	19,321	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,300	.04	.04
KENTUCKY				
*Louisville Herald	(M)	52,456	.08	.08
*Louisville Herald	(S)	48,767	.08	.08
Paducah News Democrat	(M&S)	7,082	.0225	.018
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.15
New Orleans Daily States	(E)	41,994	.10	.08
New Orleans Daily States	(S)	37,675	.10	.08
*New Orleans Item	(E)	73,906	.12	.12
*New Orleans Item	(S)	87,588	.15	.15
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,734	.025	.025
Asheville Times	(B)	10,087	.025	.02
Charlotte News	(E&S)	11,508	.03	.025
Charlotte Observer	(M)	19,217	.055	.08
Charlotte Observer	(S)	19,217	.065	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	16,965	.045	.085
Greensboro Daily News	(S)	22,468	.06	.04
Greensboro Record	(E)	16,955	.045	.085
Raleigh News and Observer	(M)	21,209	.05	.04
Raleigh News and Observer	(S)	21,209	.05	.04
Wilmington Dispatch	(M)	5,305	.02	.02
Wilmington Dispatch	(S)	5,305	.02	.02
Winston-Salem Journal	(E)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,600	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,698	.0178	.0178
Charleston American	(M)	7,398	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	18,709	.08	.08
*Columbia Record	(S)	11,789	.03	.03
*Columbia State	(M)	24,614	.06	.06
*Columbia State	(S)	24,680	.06	.06
*Greenville News	(M&S)	10,876	.035	.08
Greenwood Index Journal	(E)	5,245	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,978	.03	.03
Spartanburg Herald	(M)	4,388	.03	.03
Spartanburg Herald	(S)	5,473	.03	.03
TENNESSEE				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	30,408	.06	.06
*Chattanooga Times	(S)	26,868	.06	.06
Knoxville Sentinel	(E)	24,022	.06	.045
*Knoxville Journal-Tribune	(M)	24,838	.06	.045
*Knoxville Journal-Tribune	(S)	24,838	.06	.045
Memphis Commercial Appeal	(M)	82,275	.14	.12
Memphis Commercial Appeal	(S)	118,148	.17	.15
Nashville Banner	(E)	49,590	.07	.07
Nashville Banner	(S)	49,590	.08	.08
Nashville Tennessean	(M)	34,349	.08	.08
Nashville Evening American	(E)	15,196	.08	.08
Sunday Tennessean & American	(S)	34,051	.08	.08
VIRGINIA				
†Bristol Herald-Courier	(M&S)	11,094	.04	.04
Danville Register and Bee	(M&E)	10,669	.03	.03
*Newport News Times-Herald	(E)	13,087	.04	.04
*Newport News Daily Press	(S&M)	9,463	.04	.04
Norfolk Ledger-Dispatch	(E)	43,389	.07	.06
Roanoke Times	(M&S)	11,306	.06	.04
Roanoke World-News	(E)	11,288	.06	.04

Government Statements April 1st, 1919.
 *A. E. C. statement, April 1st, 1919.
 †Publisher's statement, April 1st, 1919.
 ‡Includes Bristol, Tenn.

You can advertise in every English language daily in the South—of which there are 239—every week in the year, with a conspicuous space, for about a third of a cent per habitant of this territory.

AS USUAL NEA hit the Bullseye!



This
time
it

was

FIGHT SERVICE

Write or wire

The **Newspaper Enterprise Association**

(A Service — not a Syndicate)

Cleveland, O.

Philadelphia

is the third largest city and the second greatest port in the United States

George S. Webster, Director of the Department of Wharves, Docks and Ferries of the City of Philadelphia, reports that Philadelphia is the second port of the United States.

Twenty-one regular steamship lines now operate out of Philadelphia for European, South-American, Asiatic and African destinations.

During the first four months of 1919 the value of exports and imports at the port of Philadelphia was \$204,907,041, while during the same period of last year they were \$176,856,919.

Philadelphia's people are at work, its ship-yards, locomotive and other big mechanical plants are all busy, and "nearly everybody" is buying the things they want for house, home and self.

Dominate Philadelphia

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

The Bulletin

*Net Paid Average
for June*

447,401

*Copies
a Day*

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



EDITOR & PUBLISHER



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

Vol. 52.

NEW YORK, THURSDAY, JULY 10, 1919

No. 6

CONVENTION OF SOUTHERN PUBLISHERS MOST NOTABLE IN ORGANIZATION'S HISTORY

NAVY PLANS TO SPEND \$200,000 IN PAPERS

Preliminaries of Recruiting Campaign to Be Discussed This Week in Conference Between Secretary Daniels, Agencies and A. N. P. A.

(BY TELEGRAPH.)

WASHINGTON, July 8.—Impressed by results achieved by the War Department in obtaining recruits through newspaper advertising, the Navy Department has determined to spend approximately \$200,000 in a similar campaign of its own and has enlisted the co-operation of the American Association of Advertising Agencies and the Bureau of Advertising of the American Newspaper Publishers' Association. Preliminaries of the campaign will be discussed at a conference here between Secretary Daniels and representatives of these organizations on Friday.

Will Reduce Other Expenses

After the Secretary of the Navy decided about three weeks ago to include paid advertising in the Navy's recruiting program, as exclusively announced in *EDITOR & PUBLISHER*, suggestions were made to him through Commander Emory Winship, chief of the recruiting division, Bureau of Navigation, that the leading experts of the country should be consulted before a definite program was outlined.

Commander Winship informed *EDITOR & PUBLISHER* today that the \$200,000 to be spent in the Navy's initial campaign will come out of the general navy appropriation for "recruiting and transportation," the sum made available this year by Congress being the same as in previous years. Accordingly, the Navy, in order to find the \$200,000, will have to reduce some other expenditures.

The story is told that when Secretary Daniels appeared recently before a committee of Congress to advocate certain appropriations for his department, he discussed the question of the number of men the Navy needed and told of his difficulties in getting the desired quota.

Why Not Advertise!

Much to his astonishment, it is said, the Congressional committee asked him almost unanimously and in quite a matter-of-fact way:

"Why don't you advertise for them?" The Secretary's astonishment was attributed to the obvious change in sentiment in Congress regarding the practicability of government advertising—a change of sentiment due, presumably, to results attained in Liberty Loan campaigns, in resort advertising on behalf of the Railroad Administration and in the Army recruiting campaign.

Attendance Sets New Record and Discussions of Problems of Immediate Import Carried on with Earnestness and Candor—Better Pay for News and Editorial Men Urged

(STAFF CORRESPONDENCE, BY TELEGRAPH.)

ASHEVILLE, N. C., July 9.—Mid scenes of homelike splendor, in the shifting shadows of Sunset Mountain, newspaper publishers, editors, managers and agency leaders gathered here—in Col. Fred L. Seely's famous hostelry, Grove Park Inn—this week for the most largely attended meeting of its kind in the history of the South and discussed problems of the dawning golden era.

Laughter of children intermingled with the sighing of soft southern breezes through the pines of the Carolina mountains, and gayly dressed women of the South added color to the ever changing scenes from the windows of the great basement convention hall where the leaders to the better day gathered July 7, 8 and 9—for Southern publishers have not forgotten the traditional Southern way of mixing joy of living with daily labor.

Prosperity of Whole Nation the Keynote

Not only were news service—service to the public—circulation and advertising discussed at the gatherings of members of the Southern Newspaper Publishers' Association, Southern division of the Associated Press, the Executive Board of the American Association of Advertising Agencies, and the Southern Council of the A. A. A. A., as one great meeting, nor relationship to the South as a section, for the United States and its prosperity was the keynote of every movement advocated.

Good fellowship—truly Southern and of another day—prevailed. Evening, in the twilight that hid Mount Pisgah in a hazy mist, golfers, tennis players and wanderers along the by-ways of this fairyland park of E. W. Grove's, found their ways to big blazing log fires to the strains of Beethoven's "Andante con Moto" that drifted to the night and was drowned by the tunes of "Old Zip Coon," "The Mocking Bird" and "Masa's in the Cold, Cold Ground," until Texas reached for the hand of Tennessee and all—the representatives of the whole South—caught up the rhythm of the steps of today.

The Opening Session

Daytime is worktime, but all work is better if mixed into playtime, and the newspapermen of the South, with wives, sons and daughters, keeping the best of the old and taking the real of the new, made the conventions just closed the greatest and most constructive in the history of Southern journalism and advertising.

A ringing note of confidence in President Wilson and the League of Nations, reports of unbounded prosperity in all corners of the field—despite increasing costs of publishing and iniquitous postal laws and unpromising conditions in the

(Continued on page 6)

BOSTON NEWS WRITERS' STRIKE IS AVERTED

Long Existent Union Suddenly Comes Back to Life, Demanding Higher Pay and Shorter Hours—Agreement Appears Probable

(BY TELEGRAPH.)

BOSTON, Mass., July 8.—As a result of a conference between the Boston Publishers' Association, representing nearly every Boston daily, and the Wage Conference Committee of Newswriters' Union No. 1, the threatened strike of the news gathering organization, which was believed to be imminent by both sides, has probably been averted on the Boston newspapers.

It is understood that both sides, with the adjournment of the conference held this afternoon, realize the gravity of the situation and are nearer to a settlement than at any time for the past three months.

The following announcement, issued by the Wage Conference Committee of the Union, following the meeting with the publishers today, was placed on the bulletin boards in the various newspaper editorial rooms tonight:

Proposal by Union

To members of Newspaper Writers' Union No. 1:

At a conference held today between the conference committee and Boston newspaper publishers, the following clause was presented by the Committee:

"It is expressly understood and agreed that the news and editorial policies of the newspapers, parties to this agreement, shall at all times be exclusively and completely determined by the publishers or their authorized representatives, and such policies shall not be subjects for discussion or action by the union.

"Members accepting employment shall be available for any service necessary for maintenance of the established standards and policies of the newspaper employing them, and failure to loyally and intelligently perform such service shall be sufficient reason for discipline or discharge."

The publishers present agreed to submit the clause to Gen. Charles H. Taylor of the Globe, E. A. Grozier of the Post and William R. Hearst of the American for consideration.

The committee agreed to send for President Scott of the International Typographical Union to give an official ruling on the application of the I. T. U. law as applying to news writers.

Your committee reports today's conference the most satisfactory yet held.

A meeting of the union, called for 11:30 o'clock this morning, was called off upon request of the publishers made late last night. Business scheduled to come up at this meeting was postponed pending the result of today's conference.

It was declared by members of the union tonight that but for the calling off of the meeting today, hardly a late afternoon paper would have gone to press. At the present time the organization claims a membership of

(Continued on page 26)



J. H. ALLISON.

NEW PRESIDENT OF THE S. N. P. A.

New Officers Chosen by S. N. P. A.

ASHEVILLE, N. C., July 9.—The S. N. P. A. this afternoon elected the following officers for the ensuing year:

President—J. H. Allison, of the Fort Worth Record.

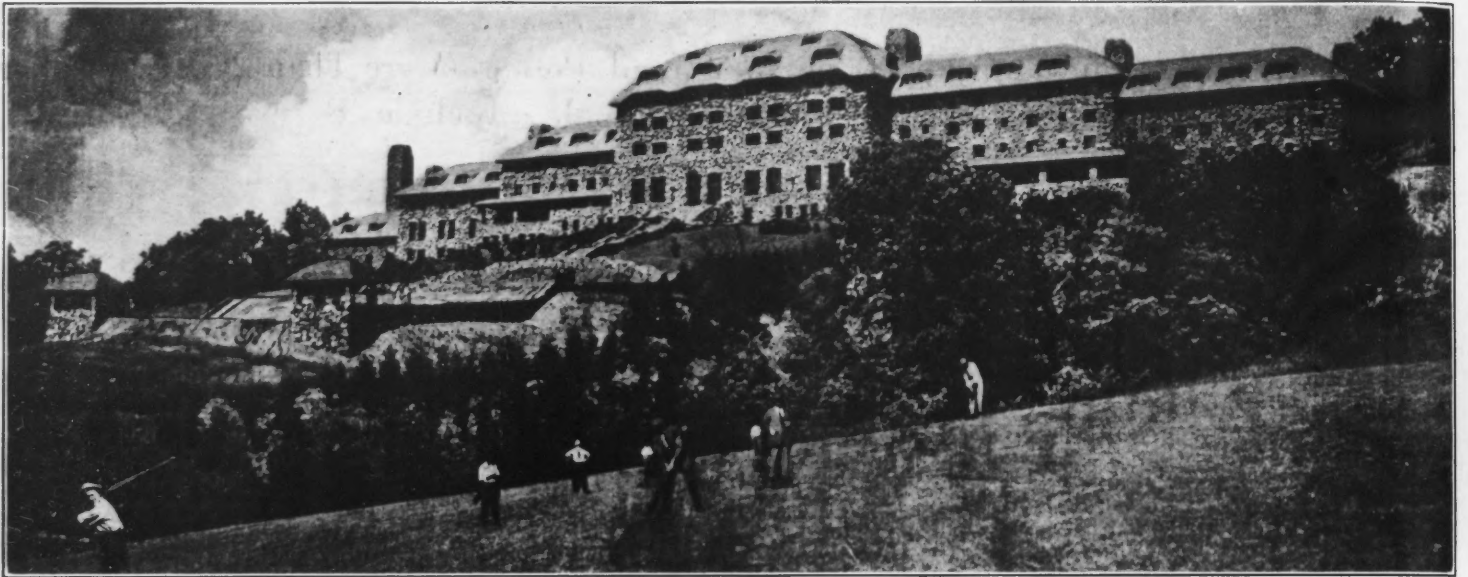
First vice-president—Marcellus E. Foster, Houston Chronicle.

Second vice-president—W. A. Elliott, of the Jacksonville Times-Union.

Secretary and treasurer—Walter C. Johnson, Chattanooga News.

Member of Executive Committee—Mrs. Lois K. Mayes.

SCENE OF SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION MEETING



DIXIELAND NEWSPAPER AND ADVERTISING MEN ON THE GOLF LINKS AT GROVE PARK INN, ASHEVILLE, N. C.

CONVENTION OF S. N. P. A. MOST NOTABLE

(Continued from Page 5)

news print situation—marked the opening sessions of the convention of Southern Publishers at Grove Park Inn on Monday and Tuesday.

There were 100 members present out of a total membership of 157.

The high lights of these sessions were vigorous denunciations of the Burleson and Kitchin attitudes and policies in regard to newspaper legislation, eloquent addresses by Llewellyn Pratt, of the A. A. C. W.; Thomas H. Moore, associate director of the Bureau of Advertising, A. N. P. A.; Jason Rogers, publisher of the New York Globe, and Marcellus E. Foster, editor of the Houston Chronicle.

There was a free and frank discussion of intimate problems of publishing, and it was developed that many publishers favor a general policy of higher salaries for editorial and news writers as a recognition of not only present day economic conditions but of the loyalty and high capacity of these members of the craft.

Marcellus E. Foster declared for a minimum wage of \$5 per day for men and women of like capacity in all departments.

The sentiments of members toward President Wilson and his achievements was unanimously expressed in the following telegram, sent at noon on Tuesday:

"To the President of the United States:
"The Southern Newspaper Publishers' Association, comprising all of the daily newspapers of all the Southern States, extends its heartiest congratulations to the President of the United States upon his safe return, and upon the success of the mission which took him to Europe and which, we believe, will bring enduring peace and prosperity to all the world

"(Signed) F. G. BELL, President."

President Frank G. Bell, editor of the Savannah Morning News, in his annual address, declared that there is money everywhere in the South. "It is fairly oozing out at all points," he declared. "We are witnessing the beginning of an era of prosperity which will have no end.

The South is, indeed, coming into its own. Newspaper men did not win the war, but they have done their duty to their government during the crucial days of warfare, and it is pleasant for me to report that this association is better off than it has ever been before, due to a number of causes, but to none more than the splendid work of Secretary Walter C. Johnson. Only a man who loves his work and this association could aid as he has done."

Mr. Bell expressed his opinion very frankly concerning government treatment of men who are publishing newspapers. Denying any desire for preferential treatment, he nevertheless demanded a fair deal of the government which, he said, is giving publishers most unfair treatment. He urged his hearers to continue to bring such pressure to bear on their Congressmen as will result in revision of present iniquitous postal rates. He emphasized the importance of careful consideration of increasing costs, and stressed the urgent necessity for fair wages to editorial men and other unorganized employees who contribute so largely to the success of daily newspapers. He also urged aggressive editorial support for all good road movements.

Growth in Membership

Secretary Walter C. Johnson, of the Chattanooga News, reported that the membership of the organization has increased from 68 three years ago to 157 at present. He stated that the membership embraces 95 evening newspapers and 62 morning papers, with total combined circulation of 2,546,348. He said that North Carolina and Texas have the largest representation, each showing 21 members, Georgia next with 19, while Tennessee is 100 per cent, every daily in the State being a member. Receipts for the year amounted to \$3,200; disbursements, \$2,100; cash on hand, over \$2,000.

Walter G. Bryan, publisher of the Atlanta Georgian, and chairman of the advertising committee, reported the South greatly benefited by the advertising campaign in which eighty-five newspapers co-operated this year, as compared with sixty last year. Copy was confined to Southern newspapers, and Printers' Ink, EDITOR & PUBLISHER and

Associated Advertising. Besides these advertisements circulars were sent out and a handsome booklet was prepared by the Massengale Advertising Agency and sent to all advertising agents and newspaper publishers.

The committee reported that the campaign represented an investment of \$7,000, and expressed belief that the campaign for next year would very likely exceed \$10,000, as newspapers throughout the territory have prospered to an unusual degree. Gains in advertising in Southern newspapers, especially in foreign advertising, have been unprecedented.

Charles I. Stewart, of the Lexington Herald, chairman of the committee on newsprint conservation, urged the maintenance of a legitimate price for newspaper circulation, and the use of 6-point type with standard margins.

How Profits Count

Mr. Stewart's declaration that the average member of this association, publishing a seven-day paper, will consume about 100 pounds of news print per subscriber, occasioned an interesting discussion.

"Not many of us are having print paper put into our press rooms for less than four cents per pound, when we add freight, cartage and waste to time lost. We are now paying 1½ cents a pound for postage, and this means that the average seven-day paper costs in white paper and postage \$5.50 per subscriber. Newspaper profits are measured in dollars and cents. Measured in commodities they have to be very much larger now than in an era of low prices. Newspapers that made a profit of \$15,000 in 1914 or 15 is doing no better this year than then if it makes \$25,000."

Excoriates Postmaster-General

W. T. Anderson, of the Macon Telegraph, emphasized the wisdom of Mr. Stewart's recommendations that publishers charge what their commodity is worth, without regard to what the "other fellow" is doing, and paid his respects to "Mr. Burleson, the inefficient Postmaster-General," in no uncertain terms.

Mr. Anderson quoted the Postmaster-General's indictment of all publishers as grafters, and characterized him as "the

most nonsensical nincompoop who has ever occupied a governmental position."

"In return for the support we gave the Government during days when an enemy was at the throat of the nation, support which we gave gladly and without stint, support for which we claim no credit because we are American citizens, who would have been unworthy of the name had our action been otherwise, we are held up by this incompetent from Texas as a lot of grafters. And the government which we have upheld now prepares to upset the arrangements of all publishers in America. It is another case of the public paying. My paper, the Macon Telegraph, will not lose one cent as a result of Burleson's policy of financial ruination. We will pass the cost along to the subscriber, have done so already in fact. But it is so grossly unfair that the public will soon realize who is the victim of the revision of postal rates on newspapers—upward revisions when all other postal rates are being decreased."

Marcellus Foster, of the Houston Chronicle, rose to remark that, whereas Burleson is a Texan, he is in office by appointment, and that he could not be elected to any office within the gift of the people of that commonwealth.

Commends Editor & Publisher

On the subject of a fair rate per line per thousand of circulation, there was an entertaining and enlightening discussion, participated in by Messrs. F. C. Withers, Columbia State; W. A. Elliott, Jacksonville Times-Union; Victor H. Hanson, Birmingham News; Arthur G. Newmyer, New Orleans Item; George E. Katz, New York special representative; W. G. Bryan, Atlanta Georgian; H. C. Adler, Chattanooga Times; W. H. Bagley, Fort Worth Record, and Major J. S. Cohen, Atlanta Journal. The consensus of opinion was that scientific cost finding should ascertain the cost per line, which might differ with every member of the association, and to which should be added 10 to 15 per cent. to cover profits.

EDITOR & PUBLISHER's constructive work in ascertaining cost per agate line, per class, state, market group, and nationally was very generously commended.

(Continued on Page 8)

PAID ADVERTISING CAMPAIGN CUTS COST OF SECURING ARMY RECRUITS ONE-HALF

War Department's Campaign a Triumph for Sound Policy---More Than 200 Newspapers in 56 Cities Carried Copy---In Future Lists May Include Papers in Smaller Cities, Covering All Branch Recruiting Stations---Capt. Keeler Optimistic.

RETURNS on the Government-paid advertising campaign in newspapers during the last two weeks in June for army recruits are still incomplete, but the results attained have been sufficiently analyzed for EDITOR & PUBLISHER to announce, exclusively, on the authority of Captain Floyd Keeler, the War Department official in charge of this advertising, that it has at least cut in half the previous cost of obtaining recruits.



CAPT. F. Y. KEELER.

"A much better showing is expected when the reports on the campaign are complete," said Captain Keeler.

"For instance, we have no reports on enlistments received on the last day of the campaign.

Full Reports Lacking Yet

"Furthermore, we have no reports on enlistments received either at the recruiting stations or at army camps during the week following the campaign, when undoubtedly there was a considerable increase over the normal number of enlistments, due to momentum previously acquired through our advertising.

"Then, there also remains to be taken into consideration the vast number of applications for enlistment we received during the campaign, many of which will be turned into enlistments during many weeks hereafter."

While Captain Keeler could not speak authoritatively as to what further use would be made by the War Department of newspaper advertising to obtain recruits for the army, since no official action has been taken regarding this as yet, it is his opinion that such advertising will be continued indefinitely.

In other words, if newspaper advertising will reduce the cost of obtaining recruits for the army by at least one-half, there is small likelihood of going back to less effective and more expensive methods.

Should Aid Cummings Bill

Another inference to be drawn from results attained through newspaper advertising in the army recruiting campaign is that considerably less opposition will be encountered in Congress henceforth to the proposal of EDITOR & PUBLISHER, in its issue of April 21, 1917, that the Government establish a Department of Advertising. A bill recently introduced in the Senate by Senator Albert S. Cummings of Iowa, providing for the establishment of such a department, is now in committee.

This bill supersedes one introduced by Senator Cummings in August, 1917, to establish in the Department of Commerce a "Bureau of Publicity," to administer the advertising of the Government, which received scant consideration at the hands of a war-time Congress.

Public Must Not Be Solicited for Funds to Pay for Government Advertising, War Department Warns Recruiting Officers

HEREAFTER nobody must presume to put Uncle Sam in the false position of panhandling for newspaper advertising. The old gentleman appreciates all the financial aid that was given him gladly by his nephews in advertising his earlier Liberty Loans, before he adopted the more sensible and dignified plan of personally-paid advertising, but the big success he attained through this latter plan in the recent campaign for army recruits has convinced him that nobody should be asked to pay his way into print for him hereafter.

Such is the conclusion to be drawn from a bulletin just issued by order of Secretary of War Baker from the office of Adjutant General R. J. Herman, signed by the latter, and addressed "To all officers in charge of recruiting districts. The subject to this bulletin is 'Discontinuance of solicitation of funds for advertising.'" The first paragraph reads:

"The solicitation, by anyone on recruiting duty, of funds for advertising or other purposes, is prohibited. That this can only react to the detriment of the service is illustrated by the following quotations from letters received in reply to one sent out by a sergeant without authority from this office in a laudable but ill-advised effort to secure the maximum number of recruits for his local station."

The sergeant, it appears, wrote business men in the city where his recruiting station was located, as follows:

"In an effort to stimulate recruiting for the Army in this city, it is desired to start an advertising campaign, funds for which are to be raised by voluntary contribution. We respectfully request that your firm contribute as much as convenient and thereby assist us to secure the necessary number of recruits.

"If possible, we desire to have a full-page advertisement in the two local papers, giving due credit to the contributors as sponsors for the advertisement. For this, it is necessary to secure about \$175 and if this is not forthcoming, we will have to content ourselves with smaller advertisements."

The reaction that the enterprising sergeant got from this letter indicates that the public no longer associates patriotism with paying for Uncle Sam's advertising. Two letters of protest, received by the sergeant in reply to his appeal are included in the Adjutant General's bulletin. One reads as follows:

"The enclosed copy of a letter this day received seems to indicate the Government appropriation for this purpose is insufficient."

[NOTE.—As a matter of fact, the War Department spent only \$174,000 of the \$184,000 that was authorized for the recruiting campaign.]

"It seems to me that if more advertising should be done, the Government should pay for it. If the Government does not wish to pay for more advertising, no more should be done than is now being done."

The second letter quoted in the Adjutant General's bulletin reads:

"Enclosed herewith you will find an original letter (which you need not return), and as the letter indicates, authorized by the War Department.

"The manufacturers of this community, and of the state, generally, have during the period of war activity, generously responded to calls for contributions of almost every sort. They waived any disposition to criticize calls which were in reality relieving the Government of responsibility and expense.

"Most of us were glad to do this, because these calls were made, not directly by the Government, but by volunteer agencies doing their mightiest to help at a time of great stress.

"This is different.

"It proceeds from a Government department, asking individual manufacturers to assume a part of its function—a not altogether consistent feature, when as one peruses the tax law, it is discovered that such contributions are not deductible as a part of ordinary business expense.

"Even of that, however, we manufacturers are not complaining, because as you remarked on the platform at Boston: 'I do not propose to discuss consistency—there is no telling where it might lead.'

"But as an American who wants to be proud of his country, and his Government, I do complain of mendacity. And is it proper to inquire how long it might take for such calls issued in the form of requests to evolve into demands.

"The letter referred to is sent you in the hope that it may be the means of bringing the matter to the attention of the proper department, to the end that, seeing how the act is viewed (and I speak not solely for this company) a different policy may be pursued."

The Adjutant General's bulletin concludes with the following comment:

"The above extracts are quoted to illustrate clearly the damage which may be done to the service by such ill-advised actions.

While the new bill retains the title and provisions of the first one, there is a strong sentiment generally that in its final form it should differentiate between "publicity" and "advertising."

In the army recruiting campaign during the last two weeks in June, four pieces of copy were used, two full pages and two pieces of 1,110 lines each, these being placed exclusively by Frank Seaman, Inc., in all English newspapers in cities where recruiting stations were located. More than 200 newspapers in 56 cities printed such advertising.

Plan of Copy Explained

If the newspaper advertising for army recruits is continued, it is probable that the media used will be newspapers in towns where branch recruiting stations are located.

Some of the main recruiting stations have as many as fifteen or more substations in nearby towns, but none of the newspapers in these towns were included in the initial campaign, for lack of enough recruiting officers to follow up the inquiries or "prospects" that such advertising would have developed.

"In order to get the best results, we were obliged to concentrate our efforts to obtain recruits at the main stations," Captain Keeler explained.

"The plan was not a perfect one, but having established the general rule to advertise only in cities where there was a main recruiting station, we were obliged to adhere to it.

"For instance, there is a main recruiting station in Minneapolis but none in its twin city, St. Paul. So we used the Minneapolis papers, but none in St. Paul. Likewise, we used San Francisco papers but none in Oakland, although the latter has a branch recruiting station and is a manufacturing town where prospects were plentiful.

Why Some Papers Received No Copy

"Naturally, this led to much misunderstanding on the part of newspapers which thought they were being slighted, and we were kept busy throughout the campaign explaining in detail why we were not putting advertising in these papers. Our explanations, I may say, were received in good spirit, invariably.

"The fiscal year of the War Department ended June 30, and if there is another appropriation for the ensuing year for a recruiting campaign through advertising we may conduct a newspaper campaign, lasting three weeks, in each of the towns where a sub-station is located. If this were done we would send most of the recruiting officers from the main recruiting stations to the substations to aid in obtaining recruits while the advertising campaigns were on there."

Begin Star-Telegram Building

FORT WORTH, Tex., July 5.—Ground has been broken for the new building of the Star-Telegram, at the corner of Seventh and Lamar streets. It will be four stories high, with a basement, and is expected to be ready for occupancy by March 1, 1920.

CONVENTION OF S. N. P. A. MOST NOTABLE

(Continued from Page 6)

The feature of the Monday afternoon session was the appearance of four noble old Romans who explained the postal and paper situation to the convention. These were Major E. B. Stahlman, of the Nashville Banner, chairman of the Postal Committee of the S. N. P. A., and member of the A. N. P. A. committee; Col. Louis J. Wortham, of the Fort Worth Star-Telegram; Urey Woodson, of the Owensboro Messenger, and A. F. Sanford, of the Knoxville Journal and Tribune.

Why Postal Fight Failed

Major Stahlman, who is young and vigorous, with a voice like a bell at the age of 75, said that the committee had failed because of lack of interest of Eastern newspapers, and opposition and propaganda by the magazines. The Southern papers and the Inland Daily papers stood strongly in favor of zone system, he said. On two occasions the A. N. P. A. had gone on record as favoring zone system in principle.

He asserted that the fight would have been won if the committee had rested its case on facts brought out by the Southern papers. He pointed out that express companies will carry 100 pounds of expensive silks 100 miles, insure, call for and deliver, at a rate of \$1. With the newspapers the Government does not handle papers being delivered to mail car, and agents call for them, the Government assuming no responsibility.

Major Stahlman pointed out the increases now effective and scheduled under the Burleson taxation measure, and said such treatment isn't honest or fair.

An interesting discussion ensued between the chairman, Major Stahlman, and Col. L. J. Wortham, C. I. Stewart and Urey Woodson. The matter was finally left to the Legislative Committee to confer and report back to the convention. Indications are that former postal or legislative committees will be continued at the expense of the membership and urged to pursue the matter aggressively.

In the matter of news print federal agreement and hearings, Major Stahlman said a grave injustice had been done American newspaper publishers by Government agencies declining to follow the matter up for lack of funds. It was suggested that Congress should be asked to appropriate funds to carry on the investigation.

Mr. Rogers' Address

The address of T. H. Moore, associate director Bureau of Advertising, was well received. He told of Government advertising and how it is making good. He outlined prospects for an advertising campaign with the Navy and other Government departments. He said the bureau stands in opposition to free publicity and urged a larger measure of support for extension of bureau efforts to Chicago and San Francisco.

Jason Rogers held the interest of the crowd for nearly an hour. He told of his standard cost accounting system, how that he had requested forms of fifty papers, then turned expert accountants loose on them, and how they had evolved this standard system, duplicate copies of which he is sending all daily newspapers within the next few weeks. He showed a vest pocket memo. book containing all Globe earnings and cost figures for a period of seven years.

Mr. Rogers made a plea for one rate and liberal treatment of advertising agents, saying that in the last analysis the advertiser pays the commissions. He

told of his belief that there is a volume of business totaling hundreds of millions of dollars awaiting newspapers that clean up and encourage the advertiser to use the newspaper both locally or nationally. He outlined a plan, in co-operation with EDITOR & PUBLISHER, for printed maps of dailies by States showing circulation rates, etc.

Labor was the chief theme for discussion Tuesday morning. Col. W. C. Dowd, of the Charlotte News, told of his open shop. He said the News experienced a complete walk-out ten years ago. The morning and evening newspapers got together and fought it out, and never missed an issue. W. A. Elliott told of conditions in the largest open shop in the South. He explained that most of the linotype operators and stereotypers worked right up in the Times-Union plant. Mr. Elliott made an earnest plea for higher salaries for advertising solicitors, reporters, editorial people, and the forces making it possible to pay such high wages to union help.

Problem of Linotype Operators

W. T. Anderson proposed a school for apprentices, under the assistance of members, pointing out that under existing union rules only one boy is allowed to five journeymen, and in some cities only one boy to seven. The only apprentices in the field now are in country offices.

On invitation of President Ball, Walter H. Savory, general sales manager of the Mergenthaler Linotype Machine Company, told of schools maintained by that company in New York, Toronto, Chicago, New Orleans and San Francisco. He also told of training at technical schools, including Carnegie Institute, Pittsburgh. He explained that graduates of these schools were slow operators, say, 2,500 ems per hour. Mrs. Mayes, of the Pensacola Journal, told about sending two of her boys off to a Chicago linotype school for the five or seven weeks' course.

Urey Woodson, of the Owensboro Messenger, asserted that the lure of the big cities attracted the youths sent to Chicago or New York schools, and on graduation they found that they could get jobs at excellent wages without any difficulty, hence they did not desire to return to their old field. He thought Mr. Anderson's suggestion on right lines. Col. Wortham urged that the propulsive force of public opinion be used in the education of legislators, assuring the addition of linotype instruction in all vocational and technical schools, and said this would solve this vast economic problem.

Reasonable Zone Rate Favored

The following resolution was adopted, regarding postal matters:

"Be it resolved, that the Southern Newspaper Publishers' Association, in annual convention assembled, at Asheville, N. C., declares its adherence to the zone system on postal rates on second-class matter as the only system whereby rates may be adjusted in such manner as to keep the government rate of postage in keeping with the service rendered and the cost of said service to the government.

"Resolved, further, that this association opposes the return to the flat rate system of postage because of its unfairness to newspaper publishers and to the government.

"Be it further resolved, that in keeping with this belief, this association reaffirms its former declaration in favor of the principles embodied in what is known as the McKellar amendment, and urges the provisions of this amendment as the proper ones to remove oppres-

sive provisions of the act of 1918, insofar as said act applies to newspapers.

"Be it further resolved, that the President of the American Newspaper Publishers' Association be requested at once to fill the vacancy on the Postal Committee of the association caused by the resignation of George McAneny of the New York Times and expresses the hope and belief that this vacancy should be filled by the appointment of Major E. B. Stahlman, one of the most active and live members of this association, who will give intelligent direction to the work required to be done to have the law of October, 1918, amended so as to give relief to the newspapers of the country from oppressive and unjust provisions of said act, and thus carry out the wishes of this association and the American Newspaper Publishers' Association as expressed in the resolution unanimously adopted at the annual meetings of the associations in 1918 and 1919."

CO-OPERATION, THEME OF JOINT MEETING

Southern Newspaper Publishers, Executive Committee and Council of A. A. and Farm Paper Owners
Discuss Common Problems

(BY TELEGRAPH.)

ASHEVILLE, N. C., July 8.—Co-operation between agencies and publishers was the theme of a joint meeting of the Southern Newspaper Publishers Association Executive Committee of the A. A. A. and Southern Council and of the A. A. A. A., the newly organized association of Southern Farm Paper Publishers at Grovepark Inn, Tuesday evening.

About one hundred prominent publishers agents, and farm paper men were present when President Bell introduced Jefferson Thomas of Jacksonville as Chairman of the Joint Meeting.

Paul E. Faust, a member of the firm of Mallory, Mitchell and Faust, of Chicago, very ably presented a paper written by William H. Johns, of the George Batten Co., of New York City, the President of the American Association of Advertising Agents, who was detained in New York by jury service.

"The public at large is wholesome and wants wholesome things," wrote President Johns, former chairman of the Government's Division of Advertising.

Fair Play for Agencies

"The spirit of world-fraternity is now triumphant. Don't listen to pessimists. I am an optimist. The newspaper is destined to become more an important medium than ever before."

Mr. Johns' plea was for just compensation and protection for agencies that have proved themselves worthy, with refusal of agency commissions to agents not properly accredited.

"Members of the A. A. A. A. placing over \$125,000,000 yearly in advertising, want just recognition and co-operation," he wrote. "Ninety-eight and one-half per cent. of the magazines co-operating on such a basis have found the plan profitable.

"We want two things. First, complete support with no commission to advertisers direct, even to the refusal of business; second, a universal commission of 15 per cent. on gross rates to agencies, which are investing more and more in service and taking away all the risk and gamble in advertising. Southern

publishers show the biggest improvement."

Victor H. Hanson moved and the joint meeting carried unanimously a motion to send the address to all members of the Southern Newspaper Publishers Association.

H. H. Charles made a notable address on farm papers as profitable mediums. He explained the work of standardizing the sizes of pages of farm papers in the South, where practically all are of standard size. He had found 13 different column sizes in 46 farm weeklies, whereas the pages of all but one of the 105 poultry journals were standard. He advocated a standard rate card and a standard order blank.

Seeks Standardization

Secretary James O'Shaughnessy of the A. A. A. A., made a powerful appeal for sympathetic interest and wholehearted co-operation in standardization. He said:

"The A. A. A. A.'s plan is to gather together all agencies of standing and character.

"The association now represents 95 per cent. of the total national advertising, and 99 per cent. of ethical appreciation.

"The association does not put up the bars to any agency. It is as democratic as the best interest of the advertiser and publishers can make it. We have not refused recognition to a single agency. Of every dollar we produce, 85 cents goes to you. Ten cents for service is essential, leaving to us a net profit smaller than that enjoyed by any other business, and the fiscal responsibilities are entirely upon our members. All we have is on the table for your protection.

"Our members have no other calling, and our minds no other interest."

Mr. O'Shaughnessy astonished the publishers by declaring that agents want

(Continued on Page 36)

DISCUSS AGENCY RECOGNITION

Executive Committee of S. A. A. Says
That Publishers Should Decide

(BY TELEGRAPH.)

ASHEVILLE, N. C., July 8.—The Executive Committee of the Southeastern Advertising Agencies consisting of Dillard Jacobs, of Atlanta, chairman, Rufus S. Freeman, of Richmond, vice-chairman, and William Adler, of Atlanta, secretary-treasurer, held a meeting at Grove Park Inn, Monday, and resolved that the policy of deciding whether an advertising agency should be recognized as such, rests with the publishers themselves, irrespective of the opinion of any organization of agencies.

The Southeastern Agencies will present this principle to Southern publishers for action.

Best South Carolina Meeting

(BY TELEGRAPH.)

EDGEFIELD, S. C., July 9.—The Forty-Fifth Annual Session of the South Carolina Press Association, held in Greenville, June 30 and July 1 and 2, was the largest and in many respects the best meeting held within the past decade. The business sessions were well attended and were full of interest and real profit. The following officers were elected: A. B. Jordan, of Dillon, President; H. G. Osteen, of Sumter, First Vice-President; Rion McKissick, of Greenville, Second Vice-President; Mason Brunson of Florence, Secretary and August Kohn of Columbia, Treasurer.

REVISED ROSTER OF SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

CITY AND TITLE.	PRESIDENT.	MANAGER.	CITY AND TITLE.	PRESIDENT.	MANAGER.
Anniston Star	Harry M. Ayers	Harry W. Ayers	Knoxville Journal & Tribune	A. F. Sanford	Fred T. Bonham
Atlanta Constitution	Albert Howell, Jr.	E. Stow	Knoxville Sentinel	Curtis B. Johnson	H. A. Rouser
Atlanta Georgian and Sunday American	W. G. Bryan	W. E. Miller	Little Rock Democrat	Elmer E. Clark	K. A. Engel
Atlanta Journal	John S. Cohen	Charles D. Atkinson	Little Rock Gazette	J. N. Heiskell	Fred W. Allsopp
Americus Times-Record	W. S. Kirkpatrick	Lovlace Eve	Lexington Herald	Desha Breckenridge	C. I. Stewart
Albany Herald	H. H. McIntosh	J. A. Davis	Lexington Leader	John G. Stoll	F. B. Wachs
Athens Herald	Bowdre Phinizy	E. W. Carroll	Louisville Courier-Journal	Robert W. Bingham	Robert E. Hughes
Athens Banner			Louisville Herald	J. C. Shaffer	C. F. Gladfelter
Augusta Chronicle	T. W. Loyless	R. S. Carver	Louisville Post	Richard G. Knott	W. W. Stouffer
Augusta Herald	Bowdre Phinizy	J. C. Harrison	Louisville Times	Robert W. Bingham	Robert E. Hughes
Asheville Citizen	George Stephens	P. M. Burdette	Lake Charles American Press		
Asheville Times	Charles A. Webb	T. W. Chambliss	Lynchburg News	Carter Glass	M. K. Duerson
Ardmore: Ardmoreite	Ed Galt	H. T. Nisbett	Montgomery Advertiser	C. H. Allen	R. F. Hudson
Anderson Daily Mail	G. P. Browne	G. P. Browne	Montgomery Journal	F. H. Miller	F. H. Miller
Austin American	Kendall B. Cressey	Kendall B. Cressey	Mobile Item	Frederick I. Thompson	R. G. Rapier
Birmingham Age-Herald	E. W. Barrett	R. A. Mullins	Mobile Register	Frederick I. Thompson	E. Taylor
Birmingham Ledger	Robert S. Hiden	F. W. Orlemann	Miami Herald	Frank B. Shotts	S. Bobo Dean
Birmingham News	V. H. Hanson	Buford Goodwin	Miami Metropolis	S. Bobo Dean	P. T. Anderson
Baton Rouge State-Times		Charles P. Mandslup	Macon Telegraph	W. T. Anderson	R. R. Wallis
Beaumont Enterprise	W. J. Crawford	J. L. Mapes	Macon News	R. L. McKenney	R. R. Wallis
Beaumont Journal	Charles L. Schless	Charles L. Schless	Meridian Dispatch	Ray F. Frazier	Duncan M. Gray
Brownsville Sentinel	H. M. Skelton	H. M. Skelton	Meridian Star	Ralph S. Buvinger	K. S. Buvinger
Bristol Herald-Courier	E. Munsey Slack	Charles B. Dove	Monroe News-Star	J. W. Smith	C. E. Faulk
Clifton Forge Review	George O. Greene	M. Botts Lewis	Memphis Commercial-Appeal	W. J. Crawford	J. W. Hayes
Columbus Enquirer-Sun	R. L. McKenney	M. L. Wallis	Memphis News-Scimitar	Sam E. Ragland	Bernard E. Cohn
Columbus Ledger	W. E. Page	W. E. Page	New Orleans Daily States	Robert Ewing	M. Beyersdorfer
Charlotte News	W. C. Dowd	W. M. Bell	New Orleans Item	James M. Thomson	A. G. Newmyer
Charlotte Observer	Walter B. Sullivan	A. W. Burch	New Orleans Times-Picayune	L. R. Nicholson	J. L. Ebaugh
Concord Tribune	J. B. Sherrill	J. B. Sherrill	Nashville Banner	E. B. Stahlman	E. M. Foster
Charleston American	W. F. Livingston	Clifford Thompson	Nashville Tennessean	Luke Lea	Luke Lea
Charleston News & Courier	James Simons	Charles Robertson	Norfolk Ledger-Dispatch	S. L. Slover	P. S. Huber
Charleston Evening Post	A. M. Marigault	Hall T. McGee	Norfolk Virginia Pilot	L. D. Starke	R. E. Turner
Chattanooga News	George F. Milton	W. C. Johnson	Orlando Reporter-Star	R. B. Brosser	J. C. Brosser
Chattanooga Times	H. C. Adler	W. S. Weitzell	Owensboro Enquirer	Mrs. S. W. Hayes	W. B. Hayes
Columbia (Tenn.) Herald	J. I. Finney	W. D. Hastings	Owensboro Messenger	Urey Woodson	G. M. Fuqua
Columbia Record	E. W. Robertson	W. O. Boger	Oklahoma Oklahoman	E. K. Gaylord	Charles W. Boggs
Columbia State	A. E. Gonzales	F. C. Withers	Orangeburg Times-Democrat	James Izlar Sims	James Izlar Sims
Clarksville Leaf-Chronicle	W. W. Barksdale	W. W. Barksdale	Palm Beach Post	Joe L. Earman	Joe L. Earman
Corpus Christi Caller	Robert J. Kleberg	Frank B. Harrison	Palatka Post	H. P. Nerwich	H. P. Nerwich
Daytona News	T. E. Fitzgerald	T. E. Fitzgerald	Paris (Tex.) News	Sayers Boyd	Sayers Boyd
Dayton Journal		F. D. McDonald	Pensacola Journal	Lois K. Mayes	W. A. Kindel
Dublin Courier-Herald	Frank Lawson	W. H. Blinn	Pensacola News	Percy S. Hayes	Percy S. Hayes
Durham Herald	E. T. Rollins	E. T. Rollins	Paducah Sun	Edwin J. Paxton	Edwin J. Paxton
Durham Sun	W. W. Weaver	H. R. Weaver	Petersburg Progress	Clifford L. Snowden	C. L. Snowden
Dallas News		W. B. Benners	Rome Tribune-Herald	J. L. Johnson, Jr.	Mrs. J. L. Johnson
Dallas Times-Herald	Edwin J. Krist	Edwin J. Krist	Raleigh News & Observer	Josephus Daniels	V. C. Moore
El Paso Herald	H. D. Slater	J. C. Wilmarth	Raleigh Times	John Parks	John Parks
El Paso Times	Frank Powers	S. L. Davis	Rocky Mount Telegram	J. L. Horne, Jr.	J. L. Horne, Jr.
Fort Smith Times-Record	John F. D. Aue	John F. D. Aue	Rock Hill Herald	J. T. Fain	J. T. Fain
Frankfort State Journal	Graham Vreeland	James L. Newman	Richmond Times-Dispatch	J. O. Winston	C. P. Hasbrook
Fort Worth Record	W. H. Bagley	J. H. Allison	Richmond News-Leader	John Stewart Bryan	Allen Potts
Fort Worth Star-Telegram	Louis J. Wortham	A. G. Carter	Roanoke Times	J. B. Fishburn	W. E. Thomas
Gadsden Journal	C. A. Ver Beck	A. W. McCulloch	St. Augustine Record	Harry Brown	Harry Brown
Gadsden Times-News	Charles E. Meeks	J. L. Meeks	St. Petersburg Independent	L. B. & L. C. Brown	Lew B. Brown
Gainesville Sun	W. M. Pepper	W. M. Pepper	Savannah Morning News	F. G. Bell	F. G. Bell
Gainesville (Tex.) Register	J. T. Leonard	C. H. Leonard	Savannah Press	Pleasant A. Stovall	Burton C. Mason
Greensboro News	E. B. Jeffries	E. B. Jeffries	Shreveport Journal	S. B. Hicks	D. Attaway
Greensboro Record	Parker R. Anderson	Parker R. Anderson	Salisbury Post	J. F. Hurley	J. F. Hurley
Greenwood Index-Journal	H. L. Watson	J. S. Bailey	Spartanburg Herald	F. C. Withers	W. W. Holland
Greenville News	R. B. Perry	B. H. Peace	Spartanburg Journal	C. D. Hearon	W. W. Holland
*Greenville Piedmont	J. Rion McKissick	George R. Koester	San Antonio Express	F. G. Huntress, Jr.	F. G. Huntress, Jr.
Galveston News		John F. Lubben	San Antonio Light	Charles S. Diehl	Charles S. Diehl
Galveston Tribune	C. H. McMaster	T. E. Gaffney	Sumter Item	C. P. Osteen	H. G. Osteen
Hattiesburg American	H. S. Stevens	Thomas St. John	Tampa Times	Charles G. Mullen	A. H. Reagin
High Point Enterprise	R. D. Perry	J. P. Rawley	Tampa Tribune	W. F. Stovall	W. F. Stovall
Hickory Record	E. Lyerly	J. C. Miller	Thomasville Times-Enterprise		W. D. Hargrave
Houston Chronicle	Marcellus E. Foster	Fred Fox	Temple Telegram		J. P. Black
Houston Post	Roy G. Watson	L. J. Van Laeys	Waycross Journal-Herald		Jack Williams
Jacksonville Metropolis	W. R. Carter	Rufus A. Russell	Washington Daily News		James L. Mayo
Jacksonville Times-Union	Willis M. Ball	W. A. Elliott	Winston-Salem Journal	N. L. Cranford	N. L. Cranford
Jackson News	Frederick Sullens	Walter C. Johnson	Winston-Salem Sentinel	Rufus A. Shore	Rufus A. Shore
Jackson Sun		Jesse C. Long	Wilmington Dispatch	Parker R. Anderson	Parker R. Anderson
Johnson City Staff	E. Munsey Slack	E. Munsey Slack	Wilmington Star	J. E. Thompson	W. S. Bernard
Kinston Free Press	N. J. Rouse	H. Galt Braxton	Waco Times-Herald	George Robinson	C. J. Glover, Jr.

STRENGTHEN FRIENDSHIP BONDS

U. S. Correspondents Dine British Co-Workers at Paris Conference

(BY RADIO)
 PARIS, July 1.—American newspaper correspondents in Paris attending the peace conference last night entertained the British correspondents at dinner. Nearly 100 prominent journalists were present at the function. Departing from the conventional the banquet was more like the famous "gridiron" dinners in

Washington. There was diversion of stunts of a theatrical character that made the dinner unique even in Paris. The committee that arranged the dinner was made up of Lincoln Eyre, New York World; Charles S. Smith, Associated Press; Elliot Shepard, New York Evening Mail; Florence O'Neil, Pittsburgh Dispatch, and Henry E. Wales, Chicago Tribune. Herbert Swope, New York World, acted as toastmaster, and the leading speech for the American hosts was made by Richard V. Oulahan, of New York

Times. George Adamson, London Times; Sidney Dark, London Daily Express; George Mair, British Government Press Bureau, and George Knox, London Morning Post, made delightful addresses for the guests.

Agency Changes Name

CHICAGO, July 8.—The advertising service agency of Gray & Benjamin, Transportation building, has changed its title to the Charles J. Benjamin Agency, named after its principal owner.

Warns Against "Legion" Swindlers

ST. PAUL, Minn., July 8.—Major Harrison Fuller, city editor of the Dispatch, and chairman of the American Legion in Minnesota, has issued a warning against swindlers who are soliciting and selling subscriptions for a so-called soldiers' magazine. Major Fuller explains that no advertising is being solicited for the American Legion Weekly, official organ, which began publication in New York July 4, nor attempts made to circulate it among persons who were not in the military or naval service.

CENTRALIZATION OF CIRCULATION ACCOUNTING IS EMPHASIZED

Expert Presents System That Will Fulfill All Requirements and Give Check on Print Paper Used—All Are Separated—Saving Can Be Effected.

By F. R. WHITE.

SOME newspaper publishers do not appear to realize the value of a system of circulation accounting that will provide a complete record of the distribution of all perfect printed copies and account in full for circulation earnings and cash receipts.

A system that will fulfill these requirements, as well as furnish a check on print paper used, is not necessarily complicated, and can be devised to suit the needs of a newspaper of any size. The question of cost is not prohibitive, even for a small paper, as frequently only a little additional clerical work is necessary to make the records complete, and every publisher should know exactly where he stands on circulation and the earnings therefrom and be able to substantiate his claims as to paid circulation.

Controlling Accounts of Vital Importance

The general books should provide an arrangement of accounts conforming with the various divisions of paid circulation. These accounts in the general ledger are called controlling accounts and contain the final figures covering charges for earnings, and credits for cash receipts, returns and allowances, as well as the number of copies represented, which figures are taken, through monthly entries, from subsidiary circulation records representing the respective classes of paid circulation.

As it devolves upon the circulation department to account for all perfect printed copies, a check of print paper used and the production of printed copies therefrom may be considered in connection with circulation records.

Monthly Check on Paper Rolls

A receiving book, in bound or loose leaf form, should be kept, which will show car number, date received, mill roll number, size and mill weight (and if facilities are available, the publisher's weight) of all rolls received. This record may be used as a book inventory by showing the date each roll is taken out of stock or put on the presses, and a check on the accuracy of the record used for this purpose can be obtained by a comparison of the roll numbers not used with an actual count or listing of rolls on hand once a month. The book inventory and actual count will also serve as a check against the print paper valuation figures shown by the monthly ledger balance. A receiving record is also invaluable in furnishing support for vouchers issued in payment of paper invoices, and may be used by the book-keeping department in working out a proof of paper production.

Some newspapers maintain a check on the stock weight of print paper used by making frequent tests of the weight of an 8-page sheet on finely balanced scales. The average newspaper, however, may obtain a good check for each month or individual car load by computing the weight of paper required to print the 8-page equivalent as shown by the press room report (see illustration) by using a formula based upon the stock weight of paper purchased. Thirty-two pound stock weight paper means 500 sheets 24"x36" should weigh 32 pounds, and to ascertain the weight of 1,000 8-page papers the following formula is used:— (assuming a 4-page sheet measures 23½"x36") $23\frac{1}{2} \times 36 \times 2 \times 2 \times 32 \div 864$ (24x36) or 125.33 pounds to 1,000 8-page papers.

After deducting the weight of white waste, cores and wrappers from the gross weight of paper used, divide the

weight remaining by the weight of 1,000 8-page papers and the result should approximately equal the 8-page equivalent of gross press run. If the test is correctly made, and the theoretical output is greater than the actual number of copies produced by the presses, the discrepancy probably indicates that the paper is running heavier than 32 pounds, and consequently the printing surface of the paper purchased is correspondingly reduced.

Daily Circulation Report Important

This test can be made in the reverse order by multiplying the 8-page equivalent by the same formula and the result should equal the weight of paper used on the presses, less the weight of white waste, cores and wrappers. In either calculation paper sold or used on job work must be considered.

A daily circulation report (see illustration) should be prepared by the circulation department as the initial step in keeping a comprehensive record of circulation. This report should be made up within a day following the date of issue, while the day's developments are fresh in mind, as it sometimes happens that extra supplies of papers are sent out without a proper record being taken. Information for the report is obtained from delivery room reports covering wagon deliveries, or the daily totals from dealers' and carriers' draw books, and from suburban and country dealers' blotters, mailing room reports, daily report from mail subscription department, etc. Figures showing the circulation by editions under the various captions furnish invaluable information in accomplishing the desired distribution of each issue.

The Record Book

The Circulation Record Book is provided with column headings corresponding to the daily circulation report, and the total circulation of each issue, as shown by the daily report, is copied into the record on a separate line for each day. A page should be allotted to each calendar month and Morning, Evening and Sunday issues kept separate and the totals brought down and proved promptly each month. Additional columns may be provided for city, suburban and country returns and allowances, which are deducted from gross paid circulation.

This record corresponds in importance to a general ledger; and as far as the divisions of circulation go, forms the basis of circulation accounting, the dealers' and carriers' ledgers, circulation cash books, draw books, etc., being segregated in conformity with the divisions

of paid circulation as shown by this book. The value of this idea in facilitating a verification of circulation and earnings is obvious.

Where city circulation is handled on the metropolitan plan, and publishers have no knowledge of the proportion of paid circulation distributed through carriers, dealers or newsboys, the most successful system employed appears to be the driver agency plan, whereby all city circulation is charged to individual drivers who are responsible for the distribution of papers and the collections therefor. The individual accounts with the dealers and corner boys are kept by the driver, some times with the assistance of office clerks, who write up route books, or other records necessary for the drivers' use. If it is not practicable to handle dealer circulation in outlying city territory in this manner, draw sheets and

a ledger account with each dealer are used.

City driver circulation is represented on the general ledger by a controlling account to which is charged the total draw at the driver's rate, and which is credited with cash paid, returns, allowances, etc., each month; the balance due, as shown by this account, equalling the total drivers' balances outstanding, as shown by the individual ledger accounts.

If city carrier service is maintained and separate circulation figures are desired, draw books and ledger accounts are necessary where the carriers do their own collecting and keep the profits for their services, and where carriers work on salary and office men make collections, subscribers' card accounts take the place of ledger accounts. Carriers' ledger accounts are handled practically the same as dealers' accounts, which are

(Continued on page 24.)

NAME OF NEWSPAPER

DAILY CIRCULATION REPORT

Date.....19..

Editions.	Noon.	Home.	5 o'Clock.	Final.	Extra.	Total.
Paid Circulation..						
City—Carriers..						
Dealers ...						
Street Sales						
Counter ..						
Mail						
Total						
Suburban—						
Carriers ..						
Dealers ...						
Mail						
Total						
Country—						
Dealers ...						
Mail						
Total						
Total Paid...						
Unpd'd Circulation						
Service—						
City Employees						
R. R. & P. O.						
Employees ..						
Correspondents						
Advs. and Advg.						
Agents						
Exchanges						
Complimentary ..						
Sample Copies..						
Office Use and						
Files						
Total Unpaid.						
Total Distribution						
City — Drivers' excess returned						
unsold						
Left over						
Unaccounted for.						
Spoiled—Mailing Room						
Net Press Run..						
Perfect Print..						
Spoiled on Press.						
Gross Press Run						

This form may be reduced in size by eliminating any paid or unpaid captions not required, or by combining some of the unpaid captions; or by leaving out "Spoiled on Press" and "Gross Press Run," which are shown on Press Room Report.

The full issue only may be shown in one column with adjoining columns for "same day last month" or "year ago." Such changes however would destroy one of the most valuable features of the report as left overs, unaccounted for, etc., could not then be readily traced to the various editions, and necessary information would not be available (unless other records are kept covering this matter) for an intelligent distribution of the various editions.

Provision may be made at the bottom of this report for indicating the weather conditions of the day, also the important news items of the day.

Signed.....

51.5%

of the Advertising Published in All Baltimore
Newspapers in June Appeared

IN THE

BALTIMORE SUN

MORNING

EVENING

SUNDAY

Gains in June

Morning Issue (including Sunday)...	358,500 lines
Evening Issue	312,900 lines

Total Gain for the Month

671,400 Lines

The Sun has gained more than 2,000 columns each month for the past three months, and the gain has not been less than 1,300 columns a month since January 1st.

Total Gain First Half of 1919

3,400,000 Lines

The Greater Part of the Advertising of All
Baltimore Merchants Appears in The Sun.
They Know Home Delivery Circulation Pays.

EXTENDS POWER OVER PAPER MAKERS

Bill Introduced in Canadian Parliament Is Given First Reading After Spirited Debate Between Champions of Newspapers and Manufacturers

(BY TELEGRAPH)

OTTAWA, Ont., July 7.—A bill providing for the extension of powers and jurisdiction of the Commissioner and Controller of Paper after peace is declared, as well as for an extension of the authority of the Paper Control Tribunal was given its first reading in Parliament today, after spirited debate between speakers who favored the newspapers, and others who took the side of the paper manufacturers.

Sir Thomas White said the object of the resolution was to enable the commissioner and the Paper Control Tribunal to complete all matters undertaken and to determine all questions which had arisen prior to the declaration of peace. There was no intention of continuing the powers of the commissioner or the tribunal after this work had been cleaned up, he said.

He explained that the commissioner had been appointed under the war ministry act and that the tribunal was constituted under the same bill. Therefore, unless Parliament made provision, their powers would collapse with the declaration of peace.

Protection for Publishers

In reply to a question as to why the commissioner was appointed and at whose request, Sir Thomas replied that he had been appointed by the government to insure a supply of news print to papers at a fair profit during the war. The appointment had been made on the representation of certain Canadian newspapers that they would have to suspend publication if the high prices of news print continued.

During the war, he said, the press performed a most important function. Not only did it disseminate news, but it rendered high service in encouraging the people and in maintaining the spirit so necessary to successful prosecution of the war. Therefore, it was essential that the press should be assisted in getting news print at a fair rate. No one had been hurt by the government's action.

A. R. McMaster protested against the government's action in assisting the papers. He thought a manufacturer should be allowed to charge their own prices, and if they made excessive profits the government could take it out of them by taxes.

Newspapers Had Suffered

H. C. Hocken declared that if any industries had suffered during the war, it was the newspapers. Several papers in Ontario had been forced out of business. If the government was going to start limiting profits, news print manufacturers were good people to start on, he said.

Mr. Richardson said action had been taken by the Federal Trade Commission of the United States against a combine of news print manufacturers, and that some of the members of the combine were fined \$2,500. As a result of the combine, the prices of news print had been enormously increased. Manufacturers had made large dividends, of which a large portion had been paid on pure "water."

Francis McCrae, himself a paper manufacturer, charged that practically without any hearing being given the manufacturers, the Minister of Finance had fixed the price of news print at \$50 a ton. The manufacturers had asked for an investigation, and Mr. Pringle found that the average cost of production was \$50 to \$70, but the manufacturers were forced to sell at \$50.

Manufacturers, he said, had asked that the profits of publishers likewise be investigated. Many publishers were able to pay a good deal larger dividend than before the war, but nothing was heard about them, he said. He declared that

the president of the Privy Council had written to Commissioner Pringle, telling him not to investigate the publishers. This statement was afterward denied by Hon. N. W. Rowell.

Sir Thomas White challenged the statement that the price of \$50 was fixed without giving the manufacturers opportunity to state their case.

Manufacturers Were Obdurate

Sir Thomas declared that when he was notified that a number of newspapers might have to go out of business, he called manufacturers and publishers together and for five weeks tried to bring them to an agreement. The manufacturers refused to meet the situation.

Sir Thomas referred to a statement of the financial standing of the Laurentide Paper Company. This statement showed that conditions in this company were most satisfactory. But in the next column of the same page appeared a complaint of one of the officials of the company that the government was treating news print manufacturers unfairly.

Mr. McCrea charged that the Canadian manufacturers of paper had been forced to supply paper to publishers at less than cost, and that the press of

Canada had been bought and paid for with the money of Canadian news print manufacturers.

Ad Club Elects Nimmo

LOS ANGELES, Cal., July 8.—Officers have been elected as follows by the Advertising Club of this city: President, Ray E. Nimmo; first vice-president, A. D. Smith; second vice-president, Bert Butterworth; third vice-president, W. E. Sibertson; secretary-treasurer, Wm. C. Kottemann; club manager, C. M. C. Raymond. Directors: P. C. Miller, A. T. Tarbell, Arthur M. Loomis, Chas. L. Lewin, Frank A. Greth and Harry S. Carroll.

Pacific Ad Agents Organize

PORTLAND, Ore., July 8.—The Pacific Coast Advertising Agents' Association has come into existence as an outgrowth of the recent convention of the Pacific Coast Advertising Men's Association, one of the qualifications being membership in a club belonging to the P. C. A. M. A. The officers are: President, Frederick T. Hyskell, Portland; secretary, K. L. Hamman, Oakland; treasurer, E. E. Brisacher, San Francisco.

FIRST

IN six months of 1919 The New York Times published 8,797,937 agate lines (29,722 columns) of advertisements, recording a gain of 2,143,649 agate lines (7,242 columns) over the corresponding period of last year—a greater volume and a greater gain than any other New York newspaper.

In June The New York Times published 1,733,450 agate lines of advertisements—the greatest volume printed in a single month in the history of The New York Times, recording a greater gain than any other New York newspaper.

"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.

Representative sent anywhere upon request.

John B. Gallagher Company

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

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.

“A TALE of Two Cities” And a Third A-HEAD

In recent issues of trade journals there appeared the following advertisement in full page space:

“A Tale of Two Cities and of Two Newspapers”

“THE NEW YORK TIMES, first newspaper in America’s first city, in a page advertisement in Editor & Publisher for June 5 announced a gain of 1,535,457 lines of advertising for the first five months of this year and declared this ‘represents by far the greatest growth of any New York newspaper.’

THE BIRMINGHAM NEWS, in a double page advertisement in Editor & Publisher for June 12, announced a gain of 1,740,886 lines of advertising for the first five months of this year, 205,429 lines more than the New York Times gained in the same period.

and now for the third—THE FORT WORTH STAR-TELEGRAM, the fastest growing newspaper in the Southwest, announces a gain of 1,951,942 lines of advertising for the first five months of this year—416,485 lines more than the New York Times gained in the same period, and 211,056 lines more than the Birmingham News gained.

FORT WORTH STAR-TELEGRAM gained
2,432,660 lines for the first SIX months of
1919 over the same period of 1918.

HERE IS THE ANSWER

FORT WORTH is the gateway to the tremendous TEXAS OIL FIELDS, WITH A PRODUCTION THAT WILL RUN CLOSE TO TWO HUNDRED MILLIONS OF DOLLARS ANNUALLY. Grain, cotton, livestock and other resources, of which there are a multitude in this territory, make Fort Worth territory an unexcelled, potential buying market.

—and the Fort Worth Star-Telegram absolutely dominates this wonderful market.

—cultivate this great and rich section by including us in your Fall lists. You can absolutely dominate the field with one newspaper—

FORT WORTH STAR-TELEGRAM

OVER 65,000 DAILY

Member A. B. C.

Second paper in Texas.

70,000 SUNDAY

More than 2½ times the circulation of any other Fort Worth paper.

A. G. Carter, V. P. & Gen. Mgr.

A. L. Shuman, Advertising Manager.

EARLY RELEASE FOR LUDENDORFF STORY

Inside History of War from German Side to Be Ready for American Newspapers Early in August—Manuscript Now on Way

P. C. Eastment, vice-president of the McClure Newspaper Syndicate, informs EDITOR & PUBLISHER that the Ludendorff story of the war will be ready for release to newspapers early in August.

It is expected, according to Mr. Eastment, that the manuscript will reach here within a few days. A good deal of interest has been aroused by the announcement of this story of the German side of the war by the man in whose brain originated the plans of campaigns and into whose hands was placed the virtual control of military operations of the late Central Empires.

Shortly before the signing of the armistice, when he recognized that the struggle was over, Ludendorff went to Stockholm, taking with him a great mass of records. Upon this task he has concentrated his whole time for the intervening months, and his story is expected to be a close-up history of the German effort to dominate the world.

"There will be about one hundred daily installments of approximately 2,500 words each," said Mr. Eastment. "The serial publication in the newspapers will be in advance of the publication of the manuscript in book form. This will be done in October.

"Lord Northcliffe has purchased the serial rights for the British empire, except Canada. The biggest cash advance ever made in the history of the publishing business has been made to the Swedish publishers who represents Ludendorff in the matter. The story will carry a large number of illustrations."

It is said that the story has been written with the approval of the present German government.

Charged with Seditious

SCRANTON, Pa., July 7.—Nickolai Howwich, editor of the *Novy Mir*, a New York publication, is held under bail on charges of seditious utterances. He was arrested following a radical

speech at a mass meeting in which he advocated the use of force. He claims he is a personal friend of Lenine and a former co-worker of Trotsky, although a naturalized American citizen.

BRAUN ELECTED BANK PRESIDENT

Will of T. H. Given Gives no Details of Estate Value

PITTSBURGH, July 9.—The will of T. H. Given, president of the Pittsburgh Post and Sun Publishing Company, just filed for probate, makes



A. E. BRAUN

no estimate of the value of the estate. The executors are A. E. Braun and George C. Moore. It is understood that Mrs. Anna Given Kerr, surviving sister of Mr. Given, has a life interest in the estate, and that the executors have authority to dispose of the varied interests of the decedent as may be deemed best by them.

Owing to Mr. Given's death, a reorganization of the Farmers' Deposit National Bank of Pittsburgh was affected, and Arthur E. Braun, vice-president and general manager of the Pittsburgh Post and Sun, was elected president. Mr. Braun, while a young man, has been associated with Mr. Given and his banking and commercial interests for 25 years.

Plan New Copyright Law

OTTAWA, Ont., July 7.—"A complete study of relations of the governments of Canada and the United States on the subject of copyright" will be undertaken this summer by a special committee of Parliament, and it is expected that a bill, embodying its recommendations will be passed in the fall. The majority of influential Canadian newspapers are supporting the Authors' and Composers' Association in its fight for a revision of the present law.



Musings of a Married Man by One of Them

The three most delightful feminine occupations are changing her clothes, her mind and her name.

A bachelor can never understand why a six-months-old baby can't be taught to sit up on its hind legs and beg.

Here is our "littlest one." Written by one of the wittiest of the humor men—Robert W. Jones—whose work you have seen in "Life" and "London Punch." Always good natured, never sarcastic.

Six-times-a-week (only 2½ inches, single column) and your readers wouldn't miss one of them for a farm. Proofs and price upon request.

Thompson Feature Service
443 Fourth Ave. NEW YORK

GO AND GET IT! More Foreign Advertising Through Intensified Representation

Our experience in Eastern advertising circles convinces us that we can produce abundantly for publishers who will contract for our representation.

Immediate action on your part if you need new or added representation will assure you of intelligent and faithful effort on every foreign account.

Write or wire for terms or to arrange for personal interview.

HAMILTON-DELISSER, Inc. Publishers' Representatives 347 Fifth Avenue, New York

J. R. Hamilton Former Foreign Advertising Mgr. New York Morning Sun
L. A. N. DeLisser Former Advertising Manager New York Evening Sun

WE HAVE JUST COMPLETED THE

Biggest Month of June

IN THE HISTORY OF THE

Boston Evening American

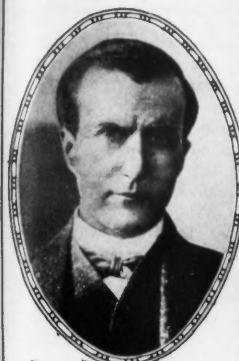
Beating All Records for June

The advertising figures for June rounded out six months of substantial increases. The gains over 1918 figures of display advertising have been as follows:

January	Gain	84,548 lines
February	"	65,091 "
March	"	29,541 "
April	"	95,859 "
May	"	80,086 "
June	"	123,962 "

Total for 6 mos. . . Gain 479,087 lines

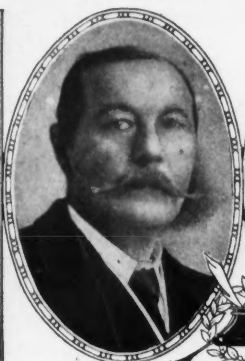
Most advertisers recognize the superior selling power of evening paper circulation. The Boston Evening American has the largest evening circulation in New England and the fifth largest in the entire United States.



Harvey O'Higgins,



Sinclair Lewis.



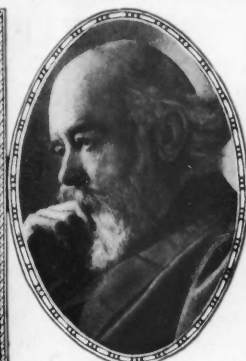
Sir Arthur Conan Doyle.



Booth Tarkington.



Rupert Hughes,



Sir Oliver Lodge, FRS.

LIFE AFTER DEATH

DO THE DEAD COMMUNICATE WITH THE LIVING?

The War and the Influenza Epidemic Brought This Question to the Fore

HAS IT BEEN ANSWERED?

Yes

Sir Arthur Conan Doyle
Sir Oliver Lodge
James H. Hyslop, Ph.D., LL.D.

No

Rupert Hughes
Sinclair Lewis

Perhaps

Booth Tarkington
Harvey J. O'Higgins
Ollah Toph

EIGHT FULL PAGE ILLUSTRATED ARTICLES BY THESE WRITERS

(By arrangement with the Metropolitan Magazine)

Release Dates Begin SUNDAY, AUGUST 3rd, 1919

Editors may divide the articles as they see fit, using each in its entirety on a given Sunday or through the week.

WHAT THE SERIES COVERS

The scope of the articles is explained in the following introduction to the first article of the Series, which is by Sir Arthur Conan Doyle:

Since the Great War, the peoples of the world have turned with a quickened interest and an almost insatiable curiosity to the eternal and unsolved problem of ages—after Death, what?

You—all of us—have a deep-rooted and instinctive human longing for light on the subject. Call it an intensification of Spiritualism, Occultism, Mysticism, Psychic Phenomena, what not, the fact remains that man today as never before is reaching out, groping as it were, in an endeavor to break down the barrier separating this, the finite world, and what we have come to call the World Beyond.

Only a few years ago the persons chiefly concerned with such a subject, or in any event those conspicuously identified with it in general public knowledge, were professional mediums, fortune tellers, clairvoyants, tricksters, stage performers. But that

order has changed. Today, some of the world's best intellects are giving serious and scientific consideration to the matter.

Some of them believe they have found the answer; they are convinced not only that proof of life after death has been scientifically adduced, but of the ability of the departed to communicate with the living. Others remain skeptical, yet wavering towards conversion. Still others are scoffers, obdurate and unconvinced.

In view of the widespread interest in the subject The..... begins today the publication of an unusual group of articles. All deal with some phase of what, for lack of a better term, has come to be called Spiritualism. Roughly, they range themselves in three groups—For, Against, Neutral. Thus the series—there will be eight articles in all, appearing consecutively—will be in effect a debate. * * * *

LETTERS FROM YOUR READERS

No subject has a wider human appeal than this. It will bring hundreds of letters from interested readers. Nearly everybody has at sometime or other had an experience that he regards as supernatural. Some editors may care to offer prizes for the best communications received. This is of course a matter of individual taste and preference.

The Release Date of the First Article, SUNDAY, AUGUST 3rd, is near.

You may have this striking group of articles in the form of copy and photographs, copy and mats of cuts, copy and electros of cuts, full page mats of copy and cuts.

For territory and terms wire

THE METROPOLITAN NEWSPAPER SERVICE, 432 Fourth Ave., New York
MAXIMILIAN ELSER, JR., General Manager
FRANK B. ELSER, Editor

This advertisement concerns only one of the special features of the Metropolitan Newspaper Service. Do you know what else we are distributing?

TELLS HOW LIBERTY LOANS "SOLD" NEWSPAPERS TO ADVERTISERS

Remarkable Success of Campaigns Convinced Business Men that They Should Use Same Media For Themselves, T. H. Moore Declares at Southern Publishers' Convention.

ASHEVILLE, N. C., July 9.

THE remarkable results achieved through newspaper advertising in Liberty Loan campaigns have made newspaper advertising one of the commodities that is today most easily sold to the big business men of America, Thomas H. Moore, associate director of the Bureau of Advertising of the American Newspaper Publishers Association, declared in an address at the convention of the Southern Newspaper Publishers Association here Tuesday.

Mr. Moore also announced in his address that the new plan of the Bureau of Advertising for determining membership fees on a basis of line rates of newspapers for advertising rather than on city population, had proven an unqualified success. It is confidently expected that the increase in dues will enable the Bureau to open the needed branch offices in Chicago and San Francisco.

Opposition in Congress Proved Helpful

"Times certainly have changed," he said, in discussing the efficiency of newspaper advertising in the Liberty Loan campaigns. "The mention of advertising in Washington two years ago was like waving a red flag at a bull. If you gentlemen have read some of the debates in Congress on the subject of advertising, you doubtless have gotten a few good laughs, even if you did wonder how it were possible for human heads to contain such a lack of information.

"We don't wish to criticize Congress, however. We ought to give them a vote of thanks, because the past attitude of Washington in regard to advertising is one of the things that is enabling you gentlemen to show 100 per cent. increases in your advertising totals at the present time.

A Profitable Object Lesson

"When Congress did not provide money for advertising Liberty Loans, that money had to be raised elsewhere. Accordingly, as you know, great patriotic movements were set afoot and contributions were gathered in from business men, from bankers and from corporations.

"Business men, having contributed the money to pay for advertising, were naturally interested in the results, and, having seen the wonderful sales due to Liberty Loan advertising, they were quickly convinced that advertising would be a good thing for their own businesses.

"And today newspaper advertising is one of the easiest commodities to sell to big business men.

"Big business and little business were ready to advertise the day the armistice was signed, and the volume has today assumed such proportions that the newspapers will in 1919 carry \$120,000,000 worth of national advertising.

"Less than five years ago they carried about \$45,000,000 worth of national advertising and thought they were having big years.

Is Solving Reconstruction

"So far as this country is concerned, advertising has pretty nearly solved the immediate problems of reconstruction without waiting for the statesmen to find out just what was the right thing to do.

"Business is good in the United States at the present time, and some of the great retail centres like New York and Chicago are having enormous business.

Many New York states at this moment are selling 50 per cent. more goods than they did one year ago.

"There is no problem of unemployment that I know of—certainly none indicated by the pages of help wanted ads. the newspapers are carrying. There is considerable hand-to-mouth buying, yet the demand in every line of commodity is in advance of supply.

"I am told that many of your newspapers are running as much as 100 per cent. ahead in foreign advertising. This is remarkable, but at the same time it merely reflects the pace shown everywhere. The immediate outlook for fall

advertising is very bright. There are enormous plans under way in every part of the country. So far as you publishers are concerned, you are in for a boom year.

A Few Pessimists

"There are some pessimists, however. There are some men who believe the present situation is too good to be true. At a dinner of big business men the other night, Charles M. Schwab said he predicted good times for the immediate future. At the same time, however, he added that he would give a liberal discount for advance payment on his prediction.

"It is up to you men to help make the advertising pay if you want it to continue. It is up to you men to close the door on the quack and the fraud and the faker. It is up to you to stop knocking. It is up to you men to surround your advertising with the element of confidence.

"It is up to you men to see that your local dealers are alive to the advantage of having manufacturers advertise their goods in your columns. It is up to you men to close the doors on the free publicity seeker and keep them closed for all time.

Newspapers Should Wake Up

"And, more important, it is also up to you men to catch the spirit of the times and to advertise. The poorest adver-

tisers today are the publishers of daily newspapers.

"The magazines are at this time spending millions of dollars advertising in the daily newspapers. This figure is not an exaggeration. I have before me statistics from various cities indicating that the amount of money spent by the magazines in newspaper advertising during the five months just passed ranges from \$100,000 to several hundred thousand dollars per city.

"Out of all the newspapers published in this country I can think of just one that pursues a definite policy of newspaper advertising. That particular newspaper will spend perhaps \$100,000 this year advertising in other newspapers, and advertising according to a fixed and definite plan. As a result it will show some very marvelous increases and something like \$2,000,000 worth of new business.

Indications of Progress

"The average newspaper, when it does advertise, usually contents itself by saying that it is carrying so many million more lines than its contemporary across the street, or it assures the advertiser that he need only use one newspaper to cover a city.

"Meetings such as this are a step forward, and the Southern Newspaper Publishers' Association is to be congratulated on the progress it has made

(Continued on page 32.)

—send out two salesmen

Let one say, "Our goods are nationally advertised."

Let the other say, "Our goods are advertised locally right here in your home newspaper."

Which one will get the initial order? Which will get the repeat orders?

If you were a salesman, which argument would you prefer?

If you want only to load up your dealer, advertise nationally. If you want to unload him, advertise locally.

Invest in Newspaper Advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

SMASHING ALL RECORDS!

During June

The Corpus Christi Caller

(TEXAS)

has carried a total of—

	Lines
Local advertising . . .	222,592
National advertising . .	160,000

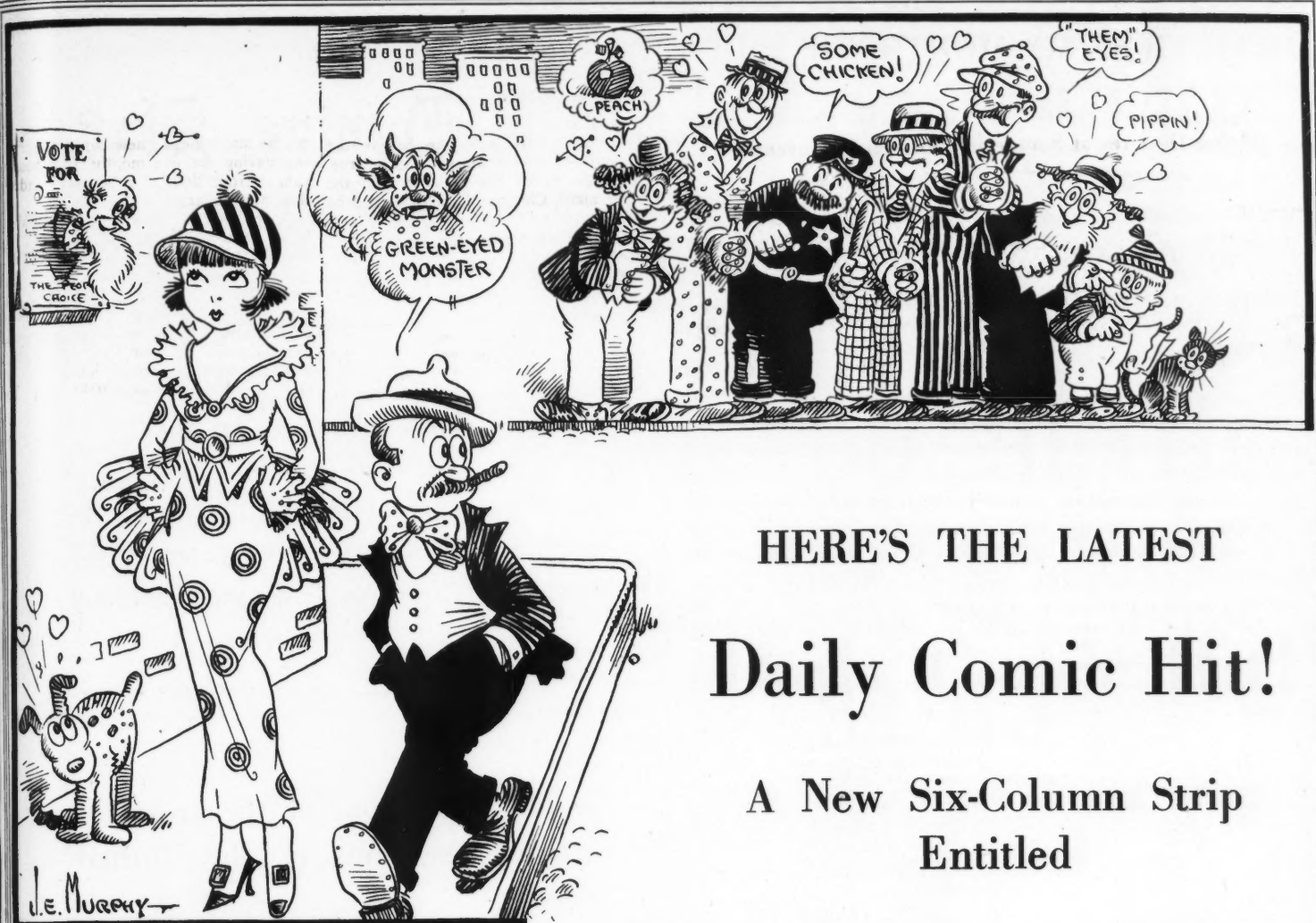
TOTAL 382,592

A net gain over June, 1918, of 225,000

The Caller during the past months of March, April, May and June, has shown a greater gain in advertising than any newspaper published in a Southern City of less than 50,000 population.

The net paid circulation of The Daily and Sunday Caller during June has shown an increase of 21 per cent.

The Caller enjoys the good will and confidence of the people of Corpus Christi and the Texas Gulf Coast Section, and is the acknowledged newspaper leader of a territory radiating from Corpus Christi for a distance of 125 miles.



HERE'S THE LATEST
Daily Comic Hit!

A New Six-Column Strip
 Entitled

TOOTS AND CASPER

BY J. E. MURPHY

This is the high class daily comic you have been looking for! Exceptionally well drawn! Fascinatingly funny! With humor of the clean, wholesome kind that will appeal to everybody. Your readers will enjoy Toots and Casper. So will your circulation department when it begins to see what dandy little boosters they are. Get it **EXCLUSIVELY** in your territory.

Toots and Casper is for Release July 14
 Wire Quick for Reservation and Terms

M. Koenigsberg, Pres. KING FEATURES SYNDICATE, Inc. 241 W. 58 St. N. Y. C.

TOOTS AND CASPER

BY J. E. MURPHY



NEWSPAPERS MADE BIG AD GAINS OVER FIRST SIX MONTHS OF 1918

Figures Compiled by EDITOR & PUBLISHER Show Increases of Millions of Lines and Testify to Unexampled Activity In All Branches of American Commerce.

THE newspapers of the country have made, generally speaking, such notable gains in advertising volume in the first six months of 1919 over the same period of last year that it is safe to say that all previous records have been shattered.

The figures showing comparative volume of advertising, in agate lines, for representative newspapers, as published herewith, are compiled from reports from publishers and advertising managers sent to EDITOR & PUBLISHER within the past week. They tell a heartening story of growth all along the line. They indicate that optimistic forecasts of the business in prospect for the newspapers in the present year, made in these columns after the signing of the armistice, were well founded.

Gains running into millions of lines for a six months' period are eloquent testimony as to the unexampled business activity in all commercial lines and of the growing trend toward the newspaper as the primary medium for all advertising.

1919 is to be the banner year for newspaper advertising, truly. Yet the story is but half told. That the remaining months of the year will show a still greater volume of gain over the same period of 1918 is assured.

The records of representative daily newspapers throughout the United States follow:

Newspaper.	First Six Months, 1918.	First Six Months, 1919.	Gain.
Albany Knickerbocker Press (MS).....	2,585,338	3,094,540	509,202
Atlanta Journal (ES), semi-weekly.....	3,716,370	5,937,414	2,221,044
Baltimore News (ES).....	4,508,821	6,154,249	1,654,428
Baltimore Sun (MES).....	9,174,901	12,585,629	3,410,728
Birmingham News (ES).....	3,904,138	6,015,394	2,111,256
Boston Post (MS).....	3,921,123	5,367,706	1,446,583
Buffalo News (E).....	1,346,247
*Buffalo Times (ES).....	3,205,076	4,351,494	1,146,418
Chattanooga News (E).....	1,958,691	2,369,962	411,271
Columbus Dispatch (ES).....	5,915,490	7,679,920	1,764,430
Dayton Herald (E).....	3,277,246	4,532,654	1,255,408
Dayton Journal (MS).....	2,992,797	4,180,316	1,187,519
Des Moines Capital (E).....	2,735,118	3,168,242	433,124
Des Moines Register (MS).....	2,756,796	3,369,842	613,046
Des Moines Tribune (E).....	2,754,584	3,605,980	851,396
Detroit News (DS).....	8,765,766	11,771,284	3,005,518
Elizabeth Journal (E).....	2,832,620	3,474,590	641,970
Erie Times (E).....	3,090,473	3,931,910	841,437
Fort Worth Record (MS).....	1,981,644	4,306,190	2,324,546
Fort Worth Star-Telegram (ES).....	3,041,762	5,474,422	2,432,660
Harrisburg Telegraph (E).....	2,740,116	3,504,544	764,328
Houston Chronicle (ES).....	3,836,448	6,003,410	2,166,962
Indianapolis News (E).....	5,584,952	8,786,718	3,201,766
Jacksonville Times-Union (MS).....	3,514,405	4,699,323	1,184,918
Johnstown Tribune (E).....	3,496,360	3,713,430	217,070
Kansas City Star.....	8,379,151	10,949,084	2,569,933
Louisville Courier-Journal (MS).....	2,607,536	3,928,478	1,320,942
Louisville Times (E).....	2,898,744	3,742,650	843,906
Lowell Courier-Citizen (ME).....	2,215,535	3,012,730	797,195
Memphis Commercial Appeal (MS).....	4,550,518	6,450,976	1,900,458
Milwaukee Journal (ES).....	4,512,659	6,347,957	1,835,298
Minneapolis Journal (ES).....	5,201,084	6,449,758	1,248,674
Newark News (E).....	5,233,800	6,930,990	1,697,190
New Orleans Times-Picayune (MS).....	3,819,471	5,722,968	1,903,497
Norfolk Ledger-Dispatch (E).....	4,282,530	6,500,942	2,218,412
Philadelphia Bulletin (E).....	5,729,556	7,431,477	1,701,921
Philadelphia Press (MS).....	3,027,300	3,418,200	390,900
Providence Journal and Bulletin (MES)...	5,920,295	7,748,063	1,827,768
St. Louis Post-Dispatch (ES).....	5,522,440	7,957,320	2,434,880
St. Paul Dispatch-Pioneer Press (EMS)...	6,227,368	8,134,980	1,907,612
San Diego Union (MS).....	6,500,130	7,505,232	1,005,102
San Francisco Chronicle (MS).....	3,925,838	4,858,882	933,044
Sioux City Tribune (E).....	1,930,637	2,911,916	981,279
Spokane Spokesman-Review (MS).....	3,540,964	4,078,438	537,474
Terre Haute Star (MS).....	155,995	192,849	36,853
Toledo News-Bee (E).....	5,331,942	5,998,566	666,624
Troy Record (ME).....	2,345,126	2,803,906	458,780
Washington Star (ES).....	6,599,392	8,983,250	2,383,858
Waterbury Republican (MS).....	2,754,514	3,484,600	730,086
Wichita Eagle (MS).....	2,937,524	3,360,468	422,944
Worcester Gazette (E).....	212,598	268,091	55,493

*Display only.

The Evening Star

WASHINGTON, D. C.

6 Months Advertising Record

	Agate lines
January 1 to June 30, 1919.....	8,983,250
January 1 to June 30, 1918.....	6,599,392
Gain	2,383,858

The Star is one of the great advertising mediums of the United States.

If YOU want to enter this great market at the NATION'S GREATER CAPITAL write for any specific information or trade report and we will look into the situation for you.

Address, ADVERTISING MANAGER

The Evening Star

Washington, D. C.

Eastern Representative

DAN A. CARROLL,
Tribune Building,
New York, N. Y.

Western Representative

J. E. LUTZ,
1st National Bank Bldg.,
Chicago, Ills.

A RECORD—and AN OFFER

Population considered, the BLADE has the Largest Evening Circulation in the United States, with only one exception.

In the first six months of 1919 the BLADE carried 6,131,423 lines of Advertising

Newspaper history holds no parallel to the extraordinary achievement of the

TOLEDO BLADE

The circulation of the BLADE for six months ending April 1, 1919, was

82,973

(U. S. Government Report)

Only a few years ago it was 50,000

The BLADE'S Gain in Advertising in six months of 1919 over six months of 1918 was

593,355 lines

In Toledo the BLADE IS *FIRST—FIRST* as a NEWS-paper, *FIRST* in CIRCULATION, and *FIRST* in ADVERTISING.

So tremendous is the burden of its business on the BLADE'S mechanical facilities that it has been necessary to install three huge, high-speed octuple presses, to replace present equipment—with a capacity of 108,000 32-page papers per hour. And now the BLADE offers—

FOR SALE

TWO HOE SEXTUPLE PRESSES, with color decks. Are in first-class condition, and can be seen any week-day printing the regular editions of the BLADE. They can be purchased at a reasonable price. Address H. D. BRADLEY, Toledo Blade, Toledo, Ohio.

The Box Score Of Any Old Baseball

The Birmingham News Bat Lines In June—Four Straight

Ask any wise sporting editor how a baseball battle was won or lost and he'll refer you to the well-known box score "frame." And the same thing is true, of course, of any other game—the score tells it all. Therefore, with a word of mark in advertising, gaining 370,370 lines over the corresponding month of last year, which was the best previous June in newspapers, we'll let the "Box Score" tell the rest of the interesting story—in lines:

In Total Advertising			
	June, 1919	June, 1918	Gain
The News	1,069,166	698,796	370,370
Age-Herald	639,436	469,686	169,750
Ledger	417,410	324,198	93,212
Excess of The News' total over totals of Age-Herald and Ledger combined.....			12,320 Lines
Excess of The News' gain over gains of Age-Herald and Ledger combined.....			107,408 Lines
In Local Display Advertising			
	June, 1919	June, 1918	Gain
The News	687,610	493,402	194,208
Age-Herald	363,832	295,708	68,124
Ledger	267,554	217,280	50,274
Excess of The News' total over totals of Age-Herald and Ledger combined.....			56,224 Lines
Excess of The News' gain over gains of Age-Herald and Ledger combined.....			75,810 Lines

The Birmingham News in June printed 16,318 separate and distinct Classified Advertisements—a gain of 9,000 over the corresponding month by this newspaper, was approximately double the largest number ever printed in a single month by any other Birmingham newspapers combined. The News' gain for the month was approximately three times the combined gains of both the other Birmingham newspapers. a winning baseball team is a good advertisement for the home town. How about a newspaper that never loses?

Member Audit Bureau of Circulations

**Advertisers Can Dominate Birmingham—At
ONE COST—By Concentrating In The News**

Ask to see the A. B. C. Audits on the three Birmingham newspapers.

The Birmingham

The South's Greatest

Tells the Story Baseball Game—

Bats Out Another Million Rights In Four Times Up!

in both score. Come to think about it, that's the answer—the whole story is written within the four corners of the official word introduction to say that in June The Birmingham News, for the fourth successive month, passed the million-line mark in its history, and that The News' total exceeded by 12,320 lines the combined totals of the other two Birmingham

In National Advertising

	June, 1919	June, 1918	Gain
The News	260,400	129,528	130,872
Age-Herald	171,234	108,976	62,258
Ledger	99,008	65,940	33,068
Excess of totals of Age-Herald and Ledger combined over The News.....			9,842 Lines
Excess of The News' gain over gains of Age-Herald and Ledger combined.....			35,546 Lines

In Classified Advertising

	June, 1919	June, 1918	Gain
The News	121,156	75,866	45,290
Age-Herald	104,370	65,002	39,368
Ledger	50,848	40,978	9,870
Excess of totals of Age-Herald and Ledger combined over The News.....			34,062 Lines
Excess of gains of Age-Herald and Ledger combined over The News' gain.....			3,948 Lines

of 9,015 over June, 1918, or 123 per cent. This was the largest number, by several thousand, ever printed in a single Birmingham newspaper, and was exactly 4,284 more than were printed in June by the other two Birmingham newspapers. The News gained 101 per cent in National Advertising for the month. They say

Bureau of Circulations

Birmingham News

Greatest Newspaper

Kelly-Smith Co., Foreign Representatives
Marbridge Bldg., New York; Lytton Bldg., Chicago

J. B. KEOUGH, Southern Representative, Candler Bldg., Atlanta, Ga.

AIR SERVICE BECOMES NEWSPAPER MAKERS PROBLEM OF FUTURE

Airplanes Used in Race for "Beats" With First Pictures of Dempsey-Willard Fight—Bundles of Extras Dropped from the Clouds for Ohio Fans.

WHILE the part that air transportation will play in the newspaper publishing business in the near future is very problematical, it has reached a point where it is a publisher and editor's question. It is bound to grow more important each day and demands study on the part of the man who wishes to keep with the eaders.

Three efforts to use air transportation as a means of quick dispatch of news pictures during the past week were, in part, at least, failures. The dirigible R-34 brought pictures of the signing of the peace treaty but on the trip did not equal the time of the faster of the ocean grey-hounds.

Dirigibles Impractical as News Bearers

Viewed from every angle, the dirigible does not enter into newspaper making for the present. They are too expensive to float, twice as expensive to anchor and almost impossible to hold.

A large dirigible that was being used by newspaper photographers making pictures of the Willard-Dempsey fight at Toledo on July 4 broke from her anchorage and finally landed in Lake Maumee. Dirigibles, to date, have a habit of running away, and even when securely fastened on the ground need a guard of several hundred men.

Airplanes Aid Distribution

The seaplane and airplane, however, have already reached a point of development where they have been of real service in registering newspaper enterprise, and to many persons who have made study of the subject, it is only a question of months until the heavier-than-air machines will prove of real value, in quick newspaper distribution at least.

Within the last two years airplanes have been used pretty freely in all parts of the country for the distribution of newspapers merely for advertising purposes. In each case the purpose at least was accomplished.

When the Willard-Dempsey fight ended at Toledo on July 4, two airplanes, one flying for the New York American and the other the New York Herald, were waiting in a nearby field to carry pictures for the following morning's editions.

The flight of the American was to be a straightaway from Toledo to New York. The pictures for the Herald were to be carried in three relays. The New York American airplane, driven by Lieutenant Kenneth M. Murray, formerly of the United States air service, made a clean getaway, but the machine carrying pictures for the Herald was wrecked on the takeoff. This race with pictures was sport, and, to many, more thrilling than the fight itself.

Forced to Descend

Lieutenant Murray's motor started to behave badly shortly after he got under way with the photographers' plates for the American. At Clearfield, Penn., he was compelled to make a landing. His machine was badly damaged, and after placing it under guard he began a wild automobile ride to Tyrone, where he made train connections for New York, arriving shortly after 6 o'clock Saturday morning.

The plates he carried were rushed to the office of the American and turned over to the Journal, William Randolph Hearst's evening newspaper. The Journal scored a distinct scoop by the publication of the pictures, the first to reach New York, in all editions that followed.

Following the wrecking of the first

machine, carrying pictures for the New York Herald, a special messenger was placed aboard the Twentieth Century Limited of the New York Central Railroad. He carried the plates to the first relay point, Erie, Pa., and then turned them over to the waiting aviators, who again took up the race. The Herald pictures reached New York hours before their delivery would have been possible by the all-rail route, and were used in all Sunday editions of that paper.

Cleveland Press Scores

On a shorter run, 120 miles from Toledo to Cleveland, the Cleveland Press scored a notable beat by the use of airplanes in carrying pictures. In one hour and twelve minutes after Dempsey was declared winner an airplane carrying Clarence Stieglitz, Press staff photographer, landed in Cleveland with pictures of the three rounds; fifteen minutes later the pictures were in the Press office and in record time an extra was on the streets that contained six pages of pictures and a complete story of the fight.

The Press had used an earlier plane to carry pictures of the preliminaries and they were used in earlier editions. Ben E. Ling, of the Press editorial staff, was in charge of the first pictures. The success of the Press demonstrated that airplanes are practical where speed is the first consideration for short distances. The success of airplane mail service, which has become so regular and uneventful that it no longer attracts attention, has demonstrated that the day of distribution by airplane is possible, and if put into practice will by its speed widen the circulation field of all big city dailies.

Toledo News Bee's Extra

One of the most notable uses made of the airplane for the purpose of quick distribution of newspapers was made in connection with the same event. Immediately after Willard tossed his towel in the ring, the Toledo News Bee presses began to grind out fight extras, containing pictures and the story. Waiting airplanes on non-stop flights, augmented by motor trucks and motorcycles, in record time, made a complete distribution in all territory within a radius of 70 miles.

W. G. Chandler, business manager of the News Bee, says the venture with airplanes was in every way a success. The bundles of papers were dropped through a chute while the machines were traveling at high speed. Each bundle was attached to parachutes, which brought them gently to the ground.

The dirigible R-34 brought a great many news stories for the news associations and newspapers. Many of their stories were put on the wire with the by-line "By Transocean Airship" and

"By R-34 Air Route." The International News Service issued to their clients a mail extra that contained only news received by the air route.

BINGHAMTON REPUBLICAN SOLD

New Owners are G. F. Johnson and Representative W. H. Hill

BINGHAMTON, N. Y., July 9.—The Republican, the only morning newspaper in the city, has been bought by George F. Johnson, millionaire shoe manufacturer, and Congressman William H. Hill. The sale came as Messrs. Johnson and Hill were about to start plans for establishing a new morning paper.

The money involved was not announced, but an estimate by persons here set the price at \$150,000.

Representative Hill obtained control of the Republican organization in this vicinity last fall.

There is only one other newspaper in Binghamton, the Press, an evening paper, owned by Willis Sharpe Kilmer. The Press is independent in politics. For many years Representative Hill has published the Johnson City Record. Before America entered the war steps were taken to turn this newspaper into a daily, with a Binghamton edition, or to

purchase the Republican and convert the two into a strong two-city newspaper.

Australians Seek Plant Ideas

KANSAS CITY, Mo., July 9.—A. G. Wise, general manager, and Robert Nicholson, works manager of the Herald and Weekly Times, Ltd., Melbourne, Australia, were among the recent visitors at the plant of the Kansas City Star and Times. The two men are on their way to London and stopped off at Kansas City en route from San Francisco to Chicago. They will visit Detroit, Pittsburgh, Philadelphia, Washington and New York, before sailing for home. Messrs. Wise and Nicholson are gathering data for the erection of a new plant.

Seattle Celebrates Peace

SEATTLE, July 7.—Deafening bombs were hurled high into the air from the roof of the Seattle Times Building at intervals for nearly two hours while the Times' powerful whistle blew almost continuously during this time when news of Germany's formal acceptance of the peace treaty was received over the wires. The Times also staged a gigantic July 4th pyrotechnic display and a public street dance in Times Square.

We are not getting
"swelled up" about it,
but there's nothing in
Brooklyn growing
faster than the Stand-
ard Union.

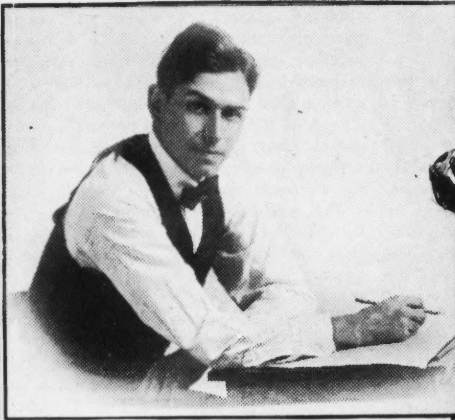
For instance:

May, 1919, 631,370 lines

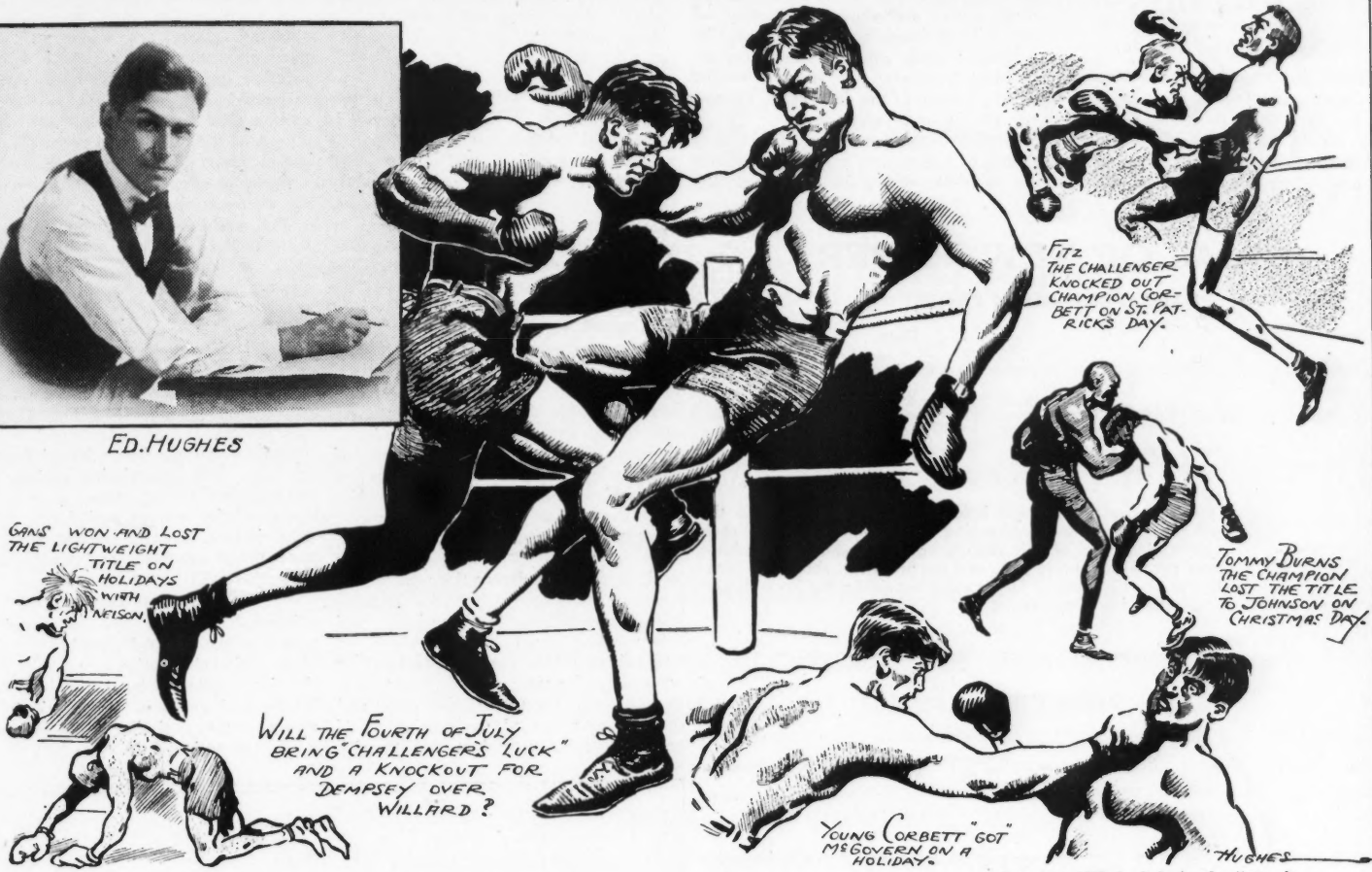
May, 1918, 484,875 lines

Increase 146,495 lines

Why not fish where
the fishing is good, in
live water?



ED. HUGHES



Copyright, 1919, by Wheeler Syndicate, Inc.

IS ED HUGHES IN YOUR CITY?

A New Tri-Weekly Sports Feature Which Has Met With Instantaneous Success

Many leading newspapers throughout the country wired in their orders as soon as they saw samples of this new service.

It consists of three five-column cartoons a week, for release on Tuesdays, Thursdays, and on Saturday or Sunday at the option of the newspaper.

The Tuesday and Thursday releases are each accompanied by a 500-word story dealing with the same subject matter as the cartoon.

The week-end cartoon is accompanied by a 1,000-word article.

All are up to the minute, and deal with events of outstanding interest in baseball, football, boxing, tennis, golf and other sports.

Mr. Hughes for years has been known to readers of newspapers as one of the best sports cartoonists in the country. He recently has returned from service in the army and his new work is even better than that which he did before the war. He himself is an athlete and sportsman and has a wide and thorough knowledge of the subjects on which he draws and writes.

This feature cannot help but give that pulling power to your sports page which all editors seek.

One of the features of this series will be Mr. Hughes' cartoons on "The Dauntless Division—Fistiania's Own", drawings of great champions of the ring, showing how they won and lost their titles. Other drawings, besides those of spot news interest, will include sketches of great baseball players, tennis champions, and others.

SOME TERRITORY IS STILL OPEN—YOURS MAY BE

Wire for Prices

THE WHEELER SYNDICATE, Inc.

373 FOURTH AVENUE

NEW YORK CITY

URGES CENTRALIZATION OF ACCOUNTING

(Continued from page 10.)

explained in a subsequent paragraph. The card accounts are filed by routes and the number of subscribers on each route should be periodically compared with the carriers' draw and route list and all differences corrected in order to

Bulk sales, or special sales of five or more copies of one issue, usually at the retail price, are shown separately on the daily circulation report, but may be combined with counter sales for accounting purposes. A complete record should be kept of the date, price, amount and purchaser of such sales.

City, Suburban and Country Dealers should be segregated in accordance with the divisions shown in the circulation

charged. The total number of copies represented being deducted from the dealers' gross draw, as shown by the circulation record book, to arrive at the net paid circulation.

Mail Subscriptions

The number of mail subscribers is ascertained from a count of the list or galley, and changes in the list are added to or deducted from the count from day to day to obtain the figure for the daily circulation report. The list should be recounted once a month and any necessary adjustments made in the circulation figures; and a complete galley should be carefully bound together and preserved each month for future reference.

For a proper accounting of all mail subscriptions a subscription register, or circulation cash book, is recommended. This book contains a record of all mail subscriptions received, showing the name, address, term of subscription, amount of money received commission allowed, subscription price and any other information desired, in separate columns. Each day's cash total is carried to the general cash book, and to this extent the register becomes a subsidiary cash book. The entries are numbered consecutively, and this number is used on the stencil or slug which prints the address label or wrapper. The same number is stamped, or written, on the subscription order and the orders are filed consecutively. If an order covers more than one subscrip-

tion the same number can be given to each subscription on the list.

A card system may be maintained showing subscriber's name and other particulars, filed in accordance with expiration dates. But the cards may be dispensed with where the subscription number and expiration date are clearly shown on the galley; and the expirations can be pulled by going over the lists once a week, or oftener, and marking the expired subscriptions.

The method of numbering mail subscriptions, as outlined above, is practically the equivalent of a ledger or card account with each subscriber, as the subscription number found on the galley or address label is the key to the various records covering transactions with subscribers. On account of the ease and facility with which subscriptions can be traced and complaints adjusted under this system, it has been found by experience to be the best adapted for this purpose. The subscription register can be installed at any time, and in the course of the average period covered by subscriptions, most of the list will have been given numbers, and maintenance thereafter will be an easy matter.

The Annual Inventory

Several methods are employed to arrive at the accrued monthly earnings from mail subscriptions, but this question is complicated by the various rates in use and terms of subscription. An accrual register, similar to an insurance

(Continued on page 32.)

NAME OF NEWSPAPER

DAILY PRESS ROOM REPORT

Date.....19..

Edition	Pages	Press Start	Press Stop	Gross Press Run	Spoiled Copies	Net Press Run (Perfect Print).	8-Page Equivalent of Gross Press Run	Remarks
Noon								
Home								
5 o'Clock								
Final								
Extra								
Total								

[It is essential that this information be furnished to the manager's office for bookkeeping department promptly each day. And a copy of this report, or report showing editions, pages, press start, press stop, and net press run should be furnished to the Circulation Department by either the Press Room or Bookkeeping Department.]

PAPER USED

Roll No.....	Size	Mill Weight	Press Room Weight	Wrapper Waste	Cove Waste	White Waste	Remarks

[Paper used can be reported on a separate form if desired.]

assure correct carrier circulation figures and protect the publishers against loss due to the carrier boys drawing more papers than the cash collections cover.

With the office collection carrier system a controlling account is particularly valuable in order to learn the total amount of uncollected subscribers' accounts outstanding each month. The controlling account can be charged with the total monthly carrier circulation at the subscription rate or wholesale rate paid by the boys, and credited with all collections and allowances. The balance in this account should be periodically compared with a list of the total balances shown on carriers' ledger accounts or subscribers' card accounts, as the case may be, and any differences located and adjusted.

Sales Should Not Be Divided

Street sales are usually handled on a cash basis, being paid for on delivery or on the following day. In some instances all street sales in the city, or in certain sections of the city, are handled by one dealer, or agent, and in such cases settlement may be made once or twice a week and ledger accounts are required. The figures shown in the daily circulation report may represent the net sales, after deducting unsold copies; or the gross draw with returns shown in the returns column of circulation record book. The controlling account in the general ledger may show the value of net sales charged and cash credits, or value of gross sales and credits for cash, returns, etc.

Counter sales are negligible, as a rule, and can be combined with street sales, consideration being given to the fact that counter sales are made at the retail price, whereas street sales are made at wholesale rates.

record book, with a separate controlling account in the general ledger for each division; unless on account of the comparatively small number it is desired to combine Suburban and Country Dealers. Where the number of accounts is not large, one binder with proper divisions may be used.

Listing Dealer Charges

In ruling the ledger accounts provision should be made for showing the copies and value charged, and the cash, returns and allowances credited, with a column for the monthly balance. The charges are posted from the draw books or blotters and the total copies charged in all accounts for one month should agree with the circulation record book and form the basis of the controlling account entry. If more than one wholesale rate is charged the bookkeeper's working sheets should furnish proof of the accuracy of the monthly charges by listing each dealer's total draw under the proper rate, the total amount of monthly charges thus arrived at equaling the charges to dealer's accounts.

Allowances for returns, short in bundles and delayed or missed copies should be covered by allowance vouchers, consecutively numbered, showing the date, name of account, copies, amount, etc., and properly O.K.'d by someone in authority. All vouchers should be listed in consecutive order in an allowance journal provided with the necessary columns, with separate sets of columns showing copies and amount of allowances for each division of circulation represented by controlling accounts. From this journal postings are made to the dealers' accounts and the monthly totals are credited to the various carriers' or dealers' controlling accounts, and earnings account (which was originally credited with the gross draw) is

Confidence means selling power, and the acknowledged selling power of

THE PHILADELPHIA RECORD

is due to the fact that readers know its advertising as well as its news is

"Always Reliable"

Foreign Advertising Representatives
STORY, BROOKS & FINLEY
 CHICAGO NEW YORK
 People's Gas Bldg. Fifth Ave. Bldg.

NEW YORK STATE

An International Market

New York is an entertaining state—perhaps the most entertaining state in the Union

More people visit New York either in the cities or in the country every year than go to any other state.

These people come from everywhere—not only throughout America but Europe, Asia, Africa, Australia and South America.

Merchandise introduced and popularized in New York has its fame automatically spread in every direction.

Try your selling campaign in a given territory. Let New York be that territory. Concentrate your selling efforts. Use these daily newspapers. Tell the visitors just where in New York they can find your goods to take back home. You will be surprised at results.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	33,559	.07	.07	New York Post (E).....	32,369	.25	.20
Albany Knickerbocker Press (S).....	43,957	.07	.07	New York Sun (E).....	194,695	.39	.36
Albany Sunday Telegram.....	27,959	.05	.05	†New York Sun (M).....	117,414	.39	.36
*Batavia News (E).....	8,458	.0225	.0225	†New York Sun (S).....			
Binghamton Press-Leader (E).....	26,546	.07	.06	†New York Telegram (E).....	190,681	.342	.315
*Brooklyn Daily Eagle (E).....	46,902	.18	.18	†New York Telegram (S).....			
*Brooklyn Daily Eagle (S).....	69,046	.18	.18	New York Times (M).....	350,598	.50	.485
*Brooklyn Standard-Union (E).....	53,264	.15	.15	New York Times (S).....	500,000	.55	.5335
*Brooklyn Standard-Union (S).....	58,929	.15	.15	New York Tribune (M).....	108,011	.32	.28
Buffalo Courier & Enquirer (M&E)...	70,626	.15	.12	New York Tribune (S).....			
Buffalo Courier & Enquirer (S).....	115,359	.17	.15	New York World (E).....	355,069	.40	.40
Buffalo Evening News (E).....	103,634	.16	.16	New York World (M).....	334,513	.40	.40
Buffalo Evening Times (E).....	56,861	.10	.10	New York World (S).....	569,762	.40	.40
Buffalo Sunday Times (S).....	71,435	.10	.10	Niagara Falls Gazette (E).....	12,454	.03	.03
Elmira Star-Gazette (E).....	25,889	.06	.05	Poughkeepsie Star (E).....	9,920	.03214	.025
Glens Falls Post-Star (M).....	8,045	.0214	.0214	*Rochester Times-Union (E).....	67,121	.14	.12
Gloversville Leader-Republican (E)....	6,275	.02	.02	Rochester Herald (M).....	35,826	.06	.06
Gloversville Morning Herald (M).....	6,245	.03	.02	Rome Sentinel (E).....	5,353	.0179	.0157
Ithaca Journal (E).....	6,791	.025	.025	Schenectady Union Star (E).....	17,660	.08	.04
*Jamestown Morning Post (M).....	9,131	.025	.02071	Syracuse Journal (E).....	45,030	.08	.08
*Mount Vernon Daily Argus (E).....	7,193	.02	.02	Troy Record (M&E).....	25,537	.04	.04
Newburgh News (E).....	10,613	.04	.03	Yonkers Daily News (E).....	3,640	.0178	.0178
New York American (M).....	305,241	.50	.41	*A. B. C. Statements April 1st, 1919.			
New York American (S).....	947,270	.75	.65	Government statements April 1st, 1919.			
New York Globe (E).....	179,906	.39	.36	Total Circulation.....	6,914,295		
†New York Herald (M).....	107,642	.40	.36	10,000 Line Rate.....	9,4766		
†New York Herald (S).....		.50	.45	2,500 Line Rate.....	10.2097		
New York Evening Journal (E).....	675,118	.75	.75	†Seven-day average.			

KANSAS SAGE TURNS TO LYRIC STUNTS

William Allen White, Yielding to Lure of Summer in London, Writes Ode to His New Straw Hat—Lofty Inspiration

(SPECIAL CORRESPONDENCE)

PARIS, June 30.—At last the Peace Mill at Paris turns out a thriller. The newspaper men have long insisted that one of their number would be responsible for a break in the succession of events that were being decided behind closed doors with no real announcements following.

It took one of their number to break the silence of what started as the Big Thirteen, then the Big Ten, later the Big Five, still latter the Big Four, and at last writing, the Big Three, and come out in the open. William Allen White, of the Emporia Gazette, creator of the "Court of Boyville," "Stratagems and Spoils," "In Our Town," "A Certain Rich Man," "The Old Order Changeth," and "God's Puppets," has broken into verse.

While he hid himself away modestly to woo the Muse in London town, it was here in Paris this poetic child of his brain was first set before the eyes of his fellow craftsmen. This was fitting, for here in Paris it was that the talented Kansan, covering the Peace Conference for a syndicate of American newspapers, undoubtedly got the inspiration for the epic that now reaches a public overfed on the self-determination of peoples and open covenants openly arrived at, and on decidedly slim poetic rations these many moons.

The reader will be quick to detect in Mr. White's poem the lofty inspiration that could only have come from such historic surroundings, the elbowing of the world's roster of statesmen, the impress of an epoch-making event.

Anyway all will admit its timeliness. Here it is:

An Intermezzo for the Fourth Act

If my peculiar pulchritude in Paris seems to please,
Upon the Champs-Elysees neath the blooming chestnut trees,
Or if along the Rivoli in a hell's melange of men,
Which bubbled in the war brew you observe me now and then,
Or, if the picture rising of my roly polly form,
A-toddle down the Boulevards should make your heart grow warm,
O Phyllis, wipe that picture from your memory cold and flat,
You should see me in my new straw hat.

For I'm in London now, my dear, in my London old and grey,
And spring is fading in the past and summers under way,
But London is a decent town, polite, and snug and curt,
It breaks her heart to frivol and you break her laws to flirt,
And she works and how she frets and yet she is always sweet,
So I'm here in London town to give the poor a treat,
And if I'm middle aged and bald, slow and rather fat,
You should see me in my new straw hat.

Perhaps we are not immortal, lass, but oh, I wish we were,
Though not to save some pretty saint or pale philosopher,
I want to find those lads whom life's sweet poignant beauty wracked,
Who had to duck and leave the show before the second act,
Say Shubert, Keats or Phidias, those olden, golden boys,
And tell them something of the play and how it never cloys,
For I have seen three acts and now I'm fifty—but at that,
You should see me in my new straw hat.

(Signed) W. A. WHITE,
Buckland's Hotel,
Brook Street,
London.

London, June 3, 1919.

Prizes for Best Ads, A. A. C. Week
NEW ORLEANS, July 7.—The Item is offering cash prizes of \$500 to the writer of the best advertisement printed in the columns during the period of the Associated Advertising convention—

September 21 to 25. Two hundred and fifty dollars will go to the writer of the best local advertisement, and a like amount to the writer of the best piece of foreign copy. The judges will be William C. D'Arcy, chairman; O. C. Harn and Stewart O. Landry.

BOSTON NEWS WRITERS' STRIKE IS AVERTED

(Continued from page 5)

close to 90 per cent in the Boston field.

The agreement which the publishers are asked to sign, calls for present working conditions, which are considered fair, there being a six-day week and a virtual eight-hour day already in operation, and approximately a 25 per cent increase over the wages paid when the contract was submitted three months ago.

Since that time, however, according to the union officials, substantial increases in wages have been obtained on all papers, except in the Hearst organization, and on The Record. This 25 per cent increase will be equivalent to \$38 for reporters and \$45 for copy desk and re-write men.

One incident in connection with the controversy was the action of the Allied Printing Trades Council recently, in voting to instruct the secretary, Danial J. McDonald, to revoke the Allied Printing Trades Label carried by the Boston American and the Boston Record, for violation of contract.

Although the News Writers' Union of Boston has been in existence for 23 years, it is the first time in its history that veteran copy desk, re-write and star staff men have shown any enthusiastic interest in the organization.

The Wage Conference Committee, handling the interests of the union in its dealings with the publishers, consists of William S. O'Connor, president; M. J. Flynn, secretary and business agent; Edward J. Kenny, Walter L. Fogg, Florence Cowles and George E. Richards.

Joseph Dallas, New England representative of the International Typographical Union; M. J. O'Donnell, president of the Boston Central Labor Union, and P. Harry Jennings, business agent of the latter body, have also assisted the newswriters' committee.

The Boston Central Labor Union has taken action on the controversy by adopting resolutions condemning the publishers for failing to recognize the union. Moral and financial support was pledged the writers, and a committee was named to confer with the publishers in an attempt to bring about recognition.

This committee is composed of a representative of the teamsters, wagon drivers, electricians, engineers and firemen, and the business agent of the Central Labor Union.

In the event of no progress being made and the publishers remaining opposed to the News Writers' Union, the Central Labor Union, in its resolutions adopted today, promised "unreserved support" to the newsmen.

Brunson and Gardiner Buy Paper

FLORENCE, S. C., July 7.—Mason C. Brunson and Charles S. Gardiner have purchased the Daily Times. They have both been with the Times for several years. Mr. Brunson, who was formerly business manager of the Charleston News and Courier, will be editor, while Mr. Gardiner will be business manager. The latter is just out of the army.

WEST VIRGINIA

tripled its production of

Canister

in 1918!
Do you know what that means?



* Perhaps you are NOT very well posted on West Virginia, do not realize to the full what it means to be the richest area of its size in the world, in natural resources!

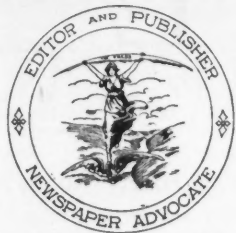
West Virginia is a territory by itself and in itself, *American white*, well-balanced in industries, agriculture, manufactures, mines, railroads, schools, and trade distribution. It will take whatever sells generally (nationally) if advertised in the newspapers and carried by the stores.

A little money placed in these papers makes a BIG advertiser in West Virginia. A column every week for a year in all the English language dailies would cost only about a cent per inhabitant.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Martinsburg		
*Telegraph ... (M)	5,463	.02142	†Journal (E)	3,249	.0129
Charleston			Moundsville		
‡Gazette (M)	11,410	.03	‡Echo (S)	1,660	.0089
‡Gazette (S)	11,700	.02	Parkersburg		
†Mail (E)	9,336	.025	*News (M)	6,239	.02
Clarksburg			*News (S)	6,239	.02
†Telegram (E)	7,864	.025	†Sentinel (E)	6,695	.017
†Telegram (S)	8,351	.025	Wheeling		
Fairmont			†Intelligencer . (M)	10,139	.0325
*W. Virginian . (E)	5,192	.02	†News (E)	14,749	.04
Grafton			†News (S)	17,800	.05
*Sentinel (E)	2,275	.014	Huntington		
Huntington			†Advertiser ... (E)	8,524	.02
†Herald-Dispatch (M)	11,165	.02	†Herald-Dispatch (S)	11,599	.02
†Herald-Dispatch (S)	11,599	.02			

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

File the facts for reference



EDITOR & PUBLISHER

Q & A

Service Department

NOTICE: Questions concerning newspaper technical trade matters and newspaper advertising should be addressed to Editor, EDITOR & PUBLISHER, 1117 World Building, New York. These communications and answers will be published, unless the correspondent requests private reply; then self-addressed stamped envelope should be furnished. Correspondents desiring anonymity should indicate initials to be published.

Q.—What is a “Heeler,” in newspaper parlance? H. T. M.

A.—The cub reporters for college dailies are known as “heelers.” In some offices cubs are called “legs.” This because of the nature of the assignments generally given to beginners—running about verifying addresses, securing photos, etc. The college journalists evidently consider “heeler” as a more expressive term.

Q.—What is meant by “spot news?” Adams.

A.—The first news of an event of real interest is usually called “spot news.” A report of a scheduled event is not, generally speaking, to be classed as spot news. The term applies to first stories of happenings, such as disasters, murders, elopements, accidents, deaths, etc.

Q.—Who owns a newspaper advertisement? What should be the ethics in the following situation:

A certain firm takes an ad. in a newspaper. The editor of the newspaper, on the request of the firm, drafts an ad. suitable to the particular firm, which is very pleasing to that firm. Along comes a man who gets up a booklet of the town, paying for the same by ads. When the booklet appeared the ad. made by the editor and running in his paper appeared in all its features in the booklet. Neither the firm nor the booklet maker have ever said “scat” to the editor. Who owns a newspaper advertisement?

Thanking you for your interpretation of this situation, I am, G. F. A.

A.—When special copy is prepared in a newspaper office, either at the request of the advertiser or for submission to him on approval, it is the custom to regard such copy—after its publication in the newspaper for which it was prepared—as the property of the advertiser, to be used wherever he may elect. In most instances the preparation of special copy for advertisers by a newspaper’s service department is in line with its policy of developing the account on right lines. Unless, therefore, a special understanding exists, the advertiser owns the advertisement.

Q.—The Eagle, a county seat daily, can guarantee to its advertisers a net, paid, delivered circulation exceeding 9,000 copies. Please tell us the generally accepted net, local, advertising rate for such a paper.

A.—Circulation is not the only determining factor in fixing advertising rates. Quality is a distinct value. In the Pennsylvania Territorial advertisements, note the variety of rates.

Fix an advertising rate by the same means that a manufacturer fixes the sales price of any manufactured product by determining the overhead expense, adding a reasonable profit on investment. From this basis work out an advertising rate that assures profit.

Circulation revenue should at least cover paper cost, press room salaries and circulation department overhead.

EDITOR BEFORE PARLIAMENT

J. R. Robinson Defies Attempt to Make Him Explain Editorial

OTTAWA, Ont., July 8.—A spirited time such as is seldom experienced by a commission of Parliament resulted when the Cost of Living Commission, consisting of members of the House, summoned John Ross Robinson, editor of the Toronto Telegram, to give evidence. Marquis of Queensbury rules threatened to prevail when the militant editor was asked to “explain” a recent editorial in which he declared that the manager of a pork-packing concern had “outrained” the committee, withholding certain facts which he should have furnished the committee.

Mr. Robinson took the ground that if he had said anything libelous, he was responsible to the courts and he did not propose to be placed on trial by the committee.

New Orleans Item Buys Land

NEW ORLEANS, La., July 7.—The Item has completed the purchase of property running from Union to Perdido street, between St. Charles and Carondelet streets, and intends to publish there as soon as possible. The ground area is about 14,000 square feet. The Item also

has leased the Joseph Schwartz building, on Baronne street. The plan is to build a fireproof building on the Perdido street end of its property, housing therein the mechanical departments and other departments. The two-story building facing Union street will be altered, the ground floor to be occupied by the advertising and business department, and the upper floor by the editorial department.

Big Men Welcome Legion Paper

Messages from Lord Northcliff and from Gen. John J. Pershing are features of the first number of the American Legion Weekly, official magazine of the national organization of veterans of the great war, which was issued in New York for the first time July 4. Other well wishers for the new paper are William H. Taft and articles by Major Rupert Hughes, the novelist; Franklin K. Lane, secretary of the interior, and Walter Camp.

Copper Men in Annual Conference

TOPEKA, Kan., July 8.—The annual conference of the advertising and editorial forces of the Copper Publications, just held, closed with a dinner given by Advertising Counselor Hugh McVey and Mrs. McVey at their home.

ILLINOIS

Illinois has over 250,000 farms.

Illinois has the second largest city in the United States.

Illinois is the third largest state in point of population in the United States.

The farm lands of Illinois are the highest in point of value in the United States.

Illinois has 18,500 factories and the value of its products exceed \$2,000,000,000 annually.

Illinois presents ideal territorial market conditions and the daily newspapers listed here can work wonders in helping you popularize your products.

A concentrated campaign in Illinois will prove a wonderful eye opener. It will demonstrate the fundamental soundness of putting all your eggs in one basket and marketing that basket.

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

Total Circulation 1,892,449. Rate per line, \$2.3304.
Government Statement, April 1st, 1919.
*A. B. C. Report, April 1st, 1919.

EDITORIAL

FOR AN INTERCHANGE OF STAFF MEN

THE idea proposed by Ralph D. Blumenfeld, editor of the London Daily Express, through the Victory Number of *EDITOR & PUBLISHER*, for an interchange of staff members by leading British and American newspapers, is now being earnestly discussed on both sides of the ocean.

Upon his return to England Mr. Blumenfeld took up the proposition with leading British newspapermen and so favorably was the idea received that a committee of editors and publishers was formed to consider details.

Last week Mr. Leavis, of the British Newspaper Publishers' Association, cabled Hon. Frank P. Glass, President of the A. N. P. A., stating that plans had been about matured for an exchange of staff men with American newspapers. The details of these plans are to be made known shortly.

Mr. Glass informs *EDITOR & PUBLISHER* that he is taking up the matter with the Board of Directors of the A. N. P. A., and expects to be authorized to appoint an American committee. He has not yet had an opportunity to test the sentiment of American publishers and editors fully, but personally is in entire sympathy with Mr. Blumenfeld's plan.

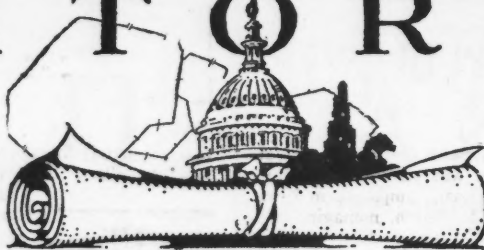
Readers of *EDITOR & PUBLISHER* will recall that Mr. Blumenfeld urged that the plan be considered on a large scale, so that it would from the beginning operate effectually to establish better understanding and relations between the press of Great Britain and America. "The thing is in the nature of scholarships," he explained, "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."

Mr. Blumenfeld has called attention to the fact that petty animosities often arise from trifling mistakes due to ignorance—that little items appearing in British newspapers often carry grotesque notions to readers about American affairs, and that the same thing applies to the treatment and interpretation of British news by American papers. It would be the business of visiting staff men to study the people, institutions, viewpoints, national policies, public men and movements of Great Britain and, in turn, of the United States. After a year's experience on an English newspaper an American newspaperman would have acquired such familiarity with British affairs that he would be considered, upon his return home, as an authority on foreign news and would be able to largely eliminate from the columns of his paper those foolish things which make only for prejudice and misunderstanding between Americans and Englishmen. A year's experience on an American newspaper would accomplish the same thing for the British journalist.

The plan, in its conception, is big with promise. The development of its details will require vision and courage. For, like all innovations, it must win, if at all, through the enthusiastic support of those who believe in its usefulness.

Let us assume, for example, that the London Times and the Philadelphia Public Ledger should agree to exchange staff men, one or more from each newspaper, for the period of a year. Obviously, neither Lord Northcliffe nor Cyrus H. K. Curtis would consider such a plan unless they were assured, through contracts with the men selected, of their services to their newspapers for a reasonable period following this adventure in newspaper training. It would appear, however, that the matter of financing such interchanges should be simple. By agreement between the publishers the men could be paid salaries equivalent to their present earnings. By contracts with the men they could be assured of increased salaries upon their return to their home offices. The actual expense of the participating newspapers would be represented in transportation costs and perhaps incidental items.

The opportunity for a year of actual experience on a big newspaper abroad would appeal to the ambitious men of our calling very strongly. Particularly would it appeal to the younger men who aspire to real distinction in their profession. They would feel that, in a sense, they had been selected for an important, historic international mission—that it had been given to them to share in an adventure of far-reaching possibilities. It is certain that the right men may be found for this service on the staffs of



every big newspaper. The thing of immediate importance is for the publishers and editors to lend their cordial co-operation.

REPRESENTATIVE MONDELL

EDITOR & PUBLISHER is not a partisan newspaper. In the past we have criticised Hon. Claude Kitchin, Democratic leader of the House, because of his reactionary views as to postal legislation—not because he is a Democrat.

It seems proper, therefore, to sound a note of appreciation just now of the new House leader, Hon. Frank Mondell—not because he is a Republican, but because he has progressive and broad ideas on postal matters.

Mr. Mondell has introduced a bill for the repeal of the zone postal rate law, and has stated, in an interview for *EDITOR & PUBLISHER*, his purpose to fight for its passage. He does not see in the present law any virtue as a revenue enactment, for the reason that its zone provisions impose upon the Government great extra administrative expense and difficulties in making collections.

The defects of the law have been pointed out repeatedly in these columns and require no reiteration at this time. The repeal of the measure, which should be followed by an exhaustive investigation of postal costs in the division of second class matter, would be an act of simple justice to the publishers of newspapers. As the matter stands, the newspapers have been convicted, on ex-parte evidence, of subsidy-grabbing; and the zone law was conceived for the purpose of imposing a penalty for an alleged offense.

Mr. Kitchin, who championed the zone law, has not even claimed to know what it actually costs the Government to carry the newspapers through the mails. Mr. Burleson is equally in the dark. Yet these two men succeeded in having a law enacted carrying not only additional postal charges for newspapers but provisions for a wholly unsound and unjust zone tax on newspaper advertising. The argument was made—and prevailed—that the Government had long been the victim of rich publishers who were receiving an annual bounty amounting to more than seventy millions of dollars. This in spite of the fact that the postal establishment shows a profit, not a deficit; and in spite of the fact that all classifications of postal matter are interdependent.

The publishers of newspapers rightly contend that they should not be penalized for a system of accounting in the postal department which credits profits to one class of mail and losses to another without clear justification by the actual facts. And the facts are still to be ascertained. Pending their determination it is only just that a cumbersome and burdensome law should be repealed.

Mr. Kitchin has been deposed from House leadership, but still dominates the minority. True to his record and his convictions he will fight against the repeal of his favorite measure. Let us hope that the new House leader, Mr. Mondell, may prove to be

just as tenacious and effective a fighter for progressive ideas as Mr. Kitchin has been for his own theories.

JOHN SULLIVAN POINTS THE WAY

JOHN SULLIVAN, secretary-treasurer of the Association of National Advertisers, whose weekly page of news and views in *EDITOR & PUBLISHER* is always alive with both inspirational and practicable ideas, has just revealed a secret.

In last week's issue he told how a newspaper may get business from national advertisers. His solution of this problem is simple and sensible. It is comprehensive and obviously sound. If the publishers of the country shall be wise enough to act upon his suggestion—to make it a working policy and a dominant one in their promotion—they will profit accordingly.

Those who have followed Mr. Sullivan's writings will have noted his insistence upon the fact that national advertisers are interested primarily in *MARKETS*—secondarily in advertising mediums through which these markets may be developed. He has pointed out that there is just as great a variance in markets and marketing conditions as in newspapers, and that national advertisers nowadays must be sold on market possibilities before they are ready to go into the matter of a selection of advertising mediums. He says:

"There is as infinite differentiation in national distribution and merchandising as in newspapers. And the way to get the national advertiser's business surely is to 'get up and git'—mentally—and *sell the market*. . . . It is necessary that newspapers not only sell their markets, but also the relation of the market and the publication to the advertiser's business."

Here we have the conclusion of the whole matter. Publishers, in their promotion advertising, should adhere to the policy thus outlined. They should give facts and figures on which a national advertiser may accurately appraise a city or territory as to its market possibilities for his product—linking up with such surveys the facts and figures showing the relation of the newspaper to its field.

The national advertiser wants to know all about newspaper circulation, of course—quantity, nature of distribution, character of the paper's appeal to its readers, its comparative standing with other papers in the field as to distribution, volume of advertising carried and the facts as to its *GROWTH* in both circulation and advertising. But before he considers these factors of value in a medium he must have been sold on the opportunities presented by that special market for the development of his business. Thus a publisher may, through his advertising to national advertisers, render a distinct service while presenting a sales argument.

MAYOR Hylan, of New York, denounces the newspapers for printing crime stories of a nature to encourage crooks in the belief that New York is defenseless against them. It may be said that the crook who would seriously consider such a suggestion, and act upon it, is entirely too simple-minded to thrive in his somewhat over-crowded vocation.

MANY newspapers are urging that Mr. Burleson should go. It is natural that the Postmaster-General should construe this demand as a partisan one, and that he should decline to accede to the wishes of his supposed political foes. There is, however, a thoroughly non-partisan sentiment that Mr. Burleson should *GROW*.

THE opportunities for American trade expansion in Mexico are greater now than at any recent period in the history of our Southern neighbor republic. They are interestingly told in a notable Mexican article in this number.

AN Omaha maker of awnings, having something to sell to every business man of his city, is advertising his business through the direct-indirect method of advertising the businesses of his prospective customers in large space in the *World-Herald*. And he is making it pay.

July 10, 1919.

Volume 52, No. 6.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

W. D. Showalter, editor; John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellon, Features.

James Wright Brown, publisher.

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

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craik.

Chicago: D. F. Cass.

San Francisco: R. J. Bidwell.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

PERSONALS

IN THE EDITORIAL ROOM

Major General Sir David Watson, who commanded the Fourth Canadian Division overseas, has just returned home. In pre-war days General Watson was editor and proprietor of the Quebec Chronicle. He went over as colonel and won promotion and decorations on the field.

George W. B. Britt, a former New Bedford (Mass.) newspaper man who has been overseas 23½ months, has returned. He will go to Washington as first assistant secretary to Senator Lodge.

Miss Lucile Saunders, for the past 14 months telegraph editor of the Salem (Ore.) Statesman, has joined the local staff of the Portland Oregonian.

Basil E. O'Mara has returned from war service abroad, and will rejoin the local staff of the Ottawa (Ont.) Citizen.

Capt. Ernest Cinq-Mars, just home from four years' war service abroad, has resigned as King's Printer for Quebec Province to resume work as representative in the House of Commons' press gallery for La Presse, Montreal.

John Knott, Dallas Morning News cartoonist, is instructing a class in commercial drawing at the Dallas Business Women's Club, a branch of the Dallas Advertising League.

William H. Engel, who held down the Troy (N. Y.) Record's city desk for 20 years, has been named telegraph editor of the afternoon edition. A. F. Warner, formerly of the Albany Knickerbocker Press, has been named assistant city editor of the afternoon. William Gilligan has joined the reportorial staff.

Herbert Selby, Samuel Smith, "Doc" Cook and John Ball, just out of Uncle Sam's army uniform, have been appointed to the Des Moines Capital staff.

Miss Antoinette Donnelley, feature writer for the Chicago Tribune and handling the beauty department under the pseudonym of "Doris Blake," was married this week to Lieut. Hamilton of the British recruiting mission in Chicago.

Miss Ethel M. Colson, former book editor of the old Chicago Herald and lately doing Sunday feature work for the Chicago Tribune, was married this week to Frank Brazelton, of the copy desk of the Chicago Journal.

"Jimmy" O'Neill, prior to 1917 office boy for the old Chicago Examiner, returned to the Chicago Herald and Examiner offices this week a private in Uncle Sam's overseas service uniform, wearing the shoulder cord citation of the 18th regiment.

J. P. McEvoy, rhyming colymist of the "Slams of Life" for the Chicago Tribune, is the author of two new humorous illustrated booklets called "The Sweet Dry and Dry" and "Smokes Next."

Nobe Taylor, a member of the Washington staff of the United Press, has been appointed its representative at Rio Janeiro, Brazil, and sailed for his new post on the battleship Idaho July 3. He formerly was employed on the Indianapolis Star and the Louisville Herald.

Brewster S. Beach, formerly assistant night city editor of the New York Sun, is now with the General Electric Company, Schenectady, N. Y., as general publicity representative with the advertising department. While on the Sun, Mr. Beach served as reporter and assistant dramatic editor before going to

the city desk. During the war he was an ensign in the Naval Reserve.

Robert Mehaffey has transferred from the reportorial staff of the Chicago Herald & Examiner to that of the Evening Post.

H. E. Keister, former Topeka newspaper man, is now president of the Keister-Hall Seed Company, of Waterloo, Ia. He was publicity director of two Liberty Loan campaigns in Iowa.

Lawrence T. Smyth, managing editor of the Bangor (Me.) Daily News, is spending a vacation in Portland and vicinity. It is his first relief from newspaper work for six years.

Capt. Ferd W. Parker, city editor of the Portland (Me.) Daily Press, has recently returned from duty overseas with the 56th Pioneer Infantry. He will spend the summer at one of the beaches near Portland before resuming newspaper work.

George H. Scruton, editor of the Sedalia (Mo.) Democrat, who went to France twenty-two months ago as a captain, has been promoted to lieutenant-colonel in the quartermaster corps.

C. F. Ward, editor of the Plattsburg (Mo.) Leader, has been appointed a regent of the Missouri Normal School.

Woodbury F. Howe, assistant sporting editor of the Portland (Me.) Express-Advertiser, will go to New Hampshire State College in the fall as assistant director of athletics.

James S. Benn, for 16 years city editor of the Philadelphia North American, has resigned his post to accept an appointment to the Public Service Commission of Pennsylvania. Charles Chrisman, a veteran North American reporter, has been named acting city editor.

Ray Colvin, recently with the Associated Press in Denver, has been appointed city editor of the Denver Rocky Mountain News, succeeding William C. Shanklin, who becomes news editor.

THE BUSINESS OFFICE

W. G. Naylor, newspaper promotion man of Olean, N. Y., is spending a fortnight in Kentucky and Tennessee, where he is leasing oil lands for a newly formed company in Olean and incidentally covering the oil situation in Kentucky and Tennessee for several newspapers. Mr. Naylor has leased a thousand acres near Lexington, Tenn.

David Chapman, Howard Slocum and William T. O'Heaney, formerly of the Albany (N. Y.) Knickerbocker Press, and Doll and Smith Advertising Agency of New York, have joined the advertising staff of the Schenectady Union-Star.

Joseph Lipshic has been promoted from the classified to the display advertising department of the Des Moines Register and Tribune.

Carlos Avery, publisher of the Hutchinson (Minn.) Leader, has been appointed State Game and Fish Commissioner. Though he is a Democrat, he enters his second term under a Republican administration.

Elmer E. Adams, owner of the Fergus Falls (Minn.) Daily Journal, banker and leader of the State Legislature at the last session, is chairman of the local tornado relief commission, a large part of his town having been destroyed.

WITH THE AD FOLKS

E. I. Kenady, secretary and advertising manager of the Wolff Clothing Company, St. Louis, and Miss Lida Campbell, head bookkeeper of the same firm, were married July 2.

Lieut. W. J. Betting, of St. Paul, first president of the Associated Advertising Clubs of Minnesota, has returned from France.

'REG'LAR FELLER MAKES 13 COMICS A WEEK

There are hundreds of city directories that are partly filled with the names of "reg'lar fellers," and there are thousands of others that have not yet reached the directory age.



GENE BYRNES

To the whole wide world the last are by far the most interesting, but in a measure it remained for 'Gene Byrnes, who once worked in the art department of a daily newspaper, but is now a newspaper artist, to discover their daily whims and laughs for other "reg'lar fellers" living in big towns and little towns from the Atlantic to the Pacific.

Byrnes is pretty regular himself as newspaper artists go who have signed their lives away for a fortune a year and have nothing—absolutely nothing—to do but draw a couple of laughs from the public daily, and their pay.

He lives in the kind of an apartment that struggling young financiers dream about, answers his own doorbell, remembers the first names of all the fellows he knew when \$60 a week was his ambition, works with his collar off, eats regular food—and lots of it.

His daily inclination is to go fishing, and his present ambition is to own a many-guest-roomed bungalow near a fin family inhabited lake.

Thirteen is Gene's lucky number, and he likes it so well that he works every day on the collection that makes it—two comic strips each week day and a full page of "Wide Awake Willie" for Sundays. The other, "It's a Great Life If You Don't Weaken" goes well with "A Reg'lar Feller."

Keith Jones, who has been with the editorial departments of the Chicago Daily News, the City News Bureau, the old Chicago Herald and other news-

papers, and more recently discharged from the United States aviation service in France, has joined the staff of the Gundlach Agency, Chicago.

Alfred Eddy, formerly with the Chicago Evening Post, and recently returned a lieutenant in the overseas balloon branch of the Signal Corps, has joined the staff of the Erwin & Wasey Advertising Agency, Chicago.

Charles McMurdy, previously connected with the Otto J. Koch Agency, Milwaukee, has become connected with the copy and merchandising departments of the Charles L. Benjamin Agency, Chicago.

George Dorsey, formerly a member of the Chicago Tribune editorial department and recently discharged from the United States overseas aviation service with three Hun planes to his credit, has become connected with the advertising department of Marshall, Field & Co., Chicago.

C. M. Thomas is now advertising manager of the Essenkay Products Company, Chicago. He has been with Marshall Field & Co.

Amos H. Barnett has been appointed a vice-president of the advertising agency of Maclay & Mullally, Inc., New York. Mr. Barnett was for sixteen years with the New York Evening Post, but obtained leave of absence from that publication in order to work in the Advertising Bureau of the Liberty Loan Committee. He had entire charge of the newspaper layout department in that bureau during the third loan, and was promoted to chief of the copy division of the fourth and fifth loans. He also assisted on the first and second loans.

James L. Hutchinson has been appointed assistant manager of the Johnson Overseas Agency, New York. He has been with the advertising department of the British-American Tobacco Company.

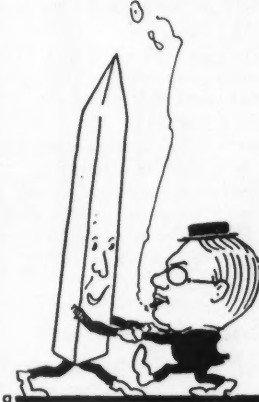
J. E. Stevenson has been appointed director of advertising in Rochester, Buffalo and Pittsburgh for the Alling & Cory Company. He is succeeded as sales manager in Pittsburgh by A. H. Seyler.

S. N. Rosenstein has been appointed advertising manager of the Art Metal Works, Newark, N. J.

Capt. Warren Ordway has resumed his duties as advertising manager of the Lamson Company, Boston.

Walter Painter has been appointed to the staff of the Erwin & Wasey Agency, Chicago.

The Des Moines Citizen has signed a contract for the Haskin Service for one year



It should not be a matter of surprise if one so familiar with governmental agencies as Frederic J. Haskin should be caught frolicking with the Washington Monument.

His daily letters and answers to questions come from Washington.

BRIEFS

EMPLOYEES OF LAWRENCE (KAN.) JOURNAL-WORLD formed "shock squads" and devoted their evenings recently to saving the wheat crop on nearby farms. One squad shocked sixteen acres in four hours.

LESTER H. DODDS HAS BEEN MADE publicity agent for the Kansas City (Mo.) Portland Cement Company.

MCKEESPORT (PA.) DAILY NEWS treated fourteen members of its staff to a trip to Pittsburgh to see the "Pirates" and "Cubs" baseball game July 4.

EMPLOYEES OF A. H. BELO & Co., of Dallas and Galveston were guests of the company at a picnic last week.

TULSA (OKLA.) TIMES-DEMOCRAT EMPLOYEES and their families to the number of 500, picniced at Sand Springs Home for Children, conducted by Charles Page, owner of the two papers.

BUSINESS NOTES

DAILY CHEER-UP IS A NEW NEWSPAPER, with telegraphic service, at Upper Saranac, N. Y.

WESTERN ADVERTISING AGENCY, RACINE, Wis., has been granted recognition by the A. N. P. A.

J. W. BARBER ADVERTISING AGENCY, Boston, has moved to 80 Boylston street.

HOLLAND S. REAVIS, PUBLISHER OF Oil Trade Journal, has sold his interest to Sprague & Co., of New York.

C. J. BYRNE AND M. N. HOLTON HAVE established Byrne-Holton Advertising Studio in St. Paul. Mr. Byrne has been local manager and Mr. Holton chief designer of Northern Display Advertising Company. Homer P. Thomas succeeded Mr. Byrne.

A WEEKLY NEWSPAPER IN THE INTEREST of packing house employes in Union Stock Yards, Omaha, Neb., will be established by Amalgamated Organization of Butcher Workmen. It will be printed in Polish and English.

ASSOCIATION NEWS

FORT WORTH AD CLUB STAGED NOON-DAY luncheon and meeting in the county jail, several members being "arrested" and given mock trials on various charges.

"A PLAN TO PREVENT STRIKES" WILL be discussed by B. C. Forbes at luncheon of Editorial Conference of New York Business Publishers' Association at Automobile Club Friday.

DALLAS ADVERTISING LEAGUE WILL send large delegation to Associated Advertising Clubs of the World convention at New Orleans.

Mrs. Watson Heads Woman Writers

LOS ANGELES, July 7.—Mrs. Mary Clough Watson has been re-elected president of the Southern California Woman's Press Club; Mrs. Georgiana S. Townsend was elected first vice-president; Mrs. Dora Oliphant Coe, second vice-president; Mrs. Parthenia F. Harrison, corresponding secretary; Miss Helen Gary Allingham, recording secretary; Mrs. Ida Randall Simoneau, treasurer; Mrs. Myra Caine Grant, auditor, and Mrs. Emma Sickles Marshall, historian.

Begin Work on Neff Hall

COLUMBIA, Mo., July 5.—Work has been begun on the new Jay H. Neff Hall, which will house the school of journalism at the University of Missouri here. The building is a memorial to the late Jay H. Neff, of Kansas City, founder of several stock yards papers.

Obituary Notes

EDWIN SHERWOOD PEARL, 51 years old, manager of the advertising and farm machinery departments of Fairbanks, Morse & Co., St. Louis, died July 4 in that city of acute indigestion. Pearl was vice-chairman of the educational committee of the Advertising Club of St. Louis, of which club he was long a member. For several years he conducted a class in advertising at the Young Men's Christian Association, and had lectured frequently before various organizations on advertising topics. He is survived by his widow and three children.

WARREN CRANDALL, 81 years old, died in St. Louis July 1. He was a native of New York, and went to Brookfield, Mo., in 1867, when he established the Brookfield Gazette, the first Republican newspaper published in Linn County.

FRANK F. TOEVS, coast editor of the Portland (Ore.) Telegram, died June 25, after a month's illness from heart disease.

JOSEPH D. McARDLE, 56 years old, of the New York City News Association, died Sunday. He had been in failing health for several months. He was born in San Francisco, and his first newspaper work was done there. Subsequently he was with the Portland Oregonian, the old Chicago Chronicle, the Associated Press in Cleveland, the New York Morning Telegraph and moving picture productions of Thomas Dixon.

JAMES PIERRE HALL, aged 70 years, formerly on the editorial staff of the New York Tribune, died at a New York sanitarium last week.

HARRY J. RICHMOND, owner and editor of the Independence (Kan.) Free Press, died June 25 following an operation for appendicitis. Mr. Richmond was born in Salt Lake, Utah, in 1869. He was for years telegraph editor of the Topeka State Journal, later joining the Scripps-McRae staff. He covered the Colorado Fuel & Iron Company strike for that service. He later founded the Scripps-McRae paper in Dallas, Tex. Seven years ago he founded the Free Press. A widow, one son and a daughter survive.

JOHN M. RODDY, for 25 years superintendent of the press room of the Kansas City Journal, died June 25, following a six months' illness from a complication of diseases. He joined the staff of the Chicago Tribune in 1867 and later went with the National Playing Card Company at Cincinnati. In 1887 he became connected with the Goss Printing Press Company and superintended the installation of its first web press. He joined the Journal in 1894. Two daughters, one son and his widow survive. Mr. Roddy was 74 years old.

LEN GOHEEN, editor of the Dexter (Kan.) Observer, died June 28. A widow and two children survive.

WARREN D. CRANDALL, founder of the Brookfield (Mo.) Gazette, died in St. Louis July 1, aged 81 years.

SOLOMON MOORE, who founded the Hume (Mo.) Telephone in 1889, died recently. In 1907 he retired, transferring his paper to his son, Lewis Moore. Mr. Moore was 69 years old.

Consolidation in Moberly

MOBERLY, Mo., July 5.—The Monitor-Index, a consolidation of the Index, and the Monitor, appeared July 1. W. C. Van Cleve and James Todd purchased the interests of A. L. Preston of the Index some time ago.

"I Want a Copy for Every Member of our Advertising Staff and Certain of our Editors!"

The Globe
—Genuine Advertiser—
73-83 DEV STREET NEW YORK

PUBLISHERS OFFICE

27 June, 1919

Mr. J. W. Brown,
THE EDITOR & PUBLISHER,
World Building,
New York City.

My dear Brown,—

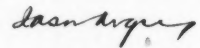
Please enter our order for 25 copies of The Editor & Publisher every week commencing July 1, 1919. I want a copy for every member of our advertising staff, and certain of our editors.

I am growing tired of their coming to my office to borrow my copy and troubling you for back dates to keep my file complete.

I sincerely believe that every newspaper man is a better newspaper worker for reading The Editor & Publisher. It shows him the broader aspects of a most interesting business and should fill him with greater ambitions.

The same rule holds good for the workers in advertising agencies and advertising departments, and some day executives will see the light.

Yours truly,



The progressive publisher of the New York Globe voices, in the above letter, his estimate of the value of EDITOR & PUBLISHER to the men who are engaged in newspaper work and in advertising.

If Jason Rogers finds it advisable to enter his order for 25 subscriptions for members of his staff, you can see that the same policy should apply to YOUR OFFICE.

EVERY MAN ON YOUR PAYROLL, upon whose knowledge of advertising and newspaper making problems you must rely, should be a subscriber to EDITOR & PUBLISHER. Not a single one of your department heads, for example, can keep in touch with forward-moving events and trends in advertising and newspaper making WITHOUT READING EDITOR & PUBLISHER. No man would be worth much in your organization if he could not find anything of interest to him in this journal.

HOW MANY MEN AND WOMEN OF YOUR ORGANIZATION SHALL WE ENROLL AS SUBSCRIBERS?

EDITOR & PUBLISHER
1116 WORLD BUILDING NEW YORK

TIPS TO THE AD MANAGER

CORNING-FIRESTONE AGENCY, Merchants Bank Building, St. Paul. Placing ads. in South Dakota papers preliminary to a trade tour by the St. Paul Association of Business and Public Affairs; placed copy in Southern newspapers for the Ten Thousand Lakes of Minnesota Association; placed Duke of Parma and El Firma cigar space for Hart & Murphy, of St. Paul, in North Dakota papers.

WILLIAM H. RANKIN COMPANY, 104 South Michigan avenue, Chicago. Added the Chicago Scale Company, same city, to list of customers, and are now preparing a national campaign.

VANDERHOOF & Co., Marquette Building, Chicago. Secured advertising account of the Ideal Laboratories, 430 East 41st street, Chicago; list of newspapers in Chicago and the State of Illinois will be used.

MORGAN, TUTTLE & JENNINGS, 44 East 23d street, New York. Will hereafter handle accounts of John Ward's Shoes and American Thread Company, New York.

MCCONNELL & FERGUSSON, Dundas and Market streets, London, Ont. Starting advertising campaign for the Imperial Extract Company, Toronto on "Shirriff's Jams."

TORONTO RETAIL COAL DEALERS' ASSOCIATION, Toronto, Ont. Has started advertising to educate consumers in most efficient use of coal.

LORD & THOMAS, Mallery Building, Chicago. Will institute national advertising during the coming year for King's Food Products Company (dehydrated fruits and vegetables), which has just succeeded the Wittenberg-King Company.

DETROIT ADVERTISING BOARD, Detroit. Just organized to handle advertising for all city departments.

OSTENREIDER AGENCY, 25 East Jackson Boulevard, Chicago. Beginning an extensive newspaper campaign on "Green River," a soft drink made by the Peter Schoenhofen Brewing Company, Chicago.

SEHL AGENCY, 139 North Clark street, Chicago. Preparing a newspaper campaign for the Remmers Soap Company, Cincinnati, a new account.

GREIG & WARD, INC., Chicago, are now placing newspaper orders for Caron Spinning Company, Rochelle, Ill., manufacturers of "Caron Yarns."

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Reported will make up a list of newspapers during August for Jordan Motor Car Company.

BLOSSER COMPANY, 82 North Pryor street, Atlanta. Reported will make up a list of newspapers during the latter part of this month.

WENDELL P. COLTON COMPANY, 165 Broadway, New York. Reported to be figuring on a newspaper list for Porto Rican & American Tobacco Company.

DAUCHY COMPANY, 9 Murray street, New York. Will make up a newspaper list during the fall months for Hiscox Chemical Company.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Reported will make up list during next thirty to sixty days for Belber Trunk & Bag Company. Again placing copy with newspapers for Corn Products Company.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Placing orders with Ohio newspapers for Blud Wine.

GUNDLACH ADVERTISING COMPANY, 122 South Michigan avenue, Chicago. Reported will make up list of farm papers during fall months for Blatchford Calf Meal Company.

Dean of American Editors Is Honored by Belgians for His Devotion

LOUISVILLE, Ky., July 5.—"As a token of appreciation shown the cause of Belgium," King Albert has awarded the decoration of the Order of the Crown to Col. Henry Watterson, lately editor emeritus of the Louisville Courier-Journal, who now is living in quiet retirement at his home in Jefferson-town, Ky. Notification of the award came to Col. Watterson from C. Symons of the Belgian Legation in Washington. The letter reads:

Legation de Belgique,
Washington, D. C.

June 26, 1919.

Sir:

I have the honor to inform you that His Majesty the King of the Belgians has been pleased to bestow upon you the dignity of Officer in the Order of the Crown (Officier de l'Ordre de la Couronne) as a token of his appreciation of the devotion you have shown to the cause of Belgium.

The Belgian Minister, Mr. E. D. Cartier, has cabled to request me to convey to you his most sincere congratulations and I beg to present to you my own felicitations.

I expect that the insignia and brevet will reach me within a few weeks and it will give me great pleasure to transmit them to you.

Yours sincerely,

C. Symons.

Colonel Henry Watterson,
Louisville, Kentucky.

HANFF-METZGER, INC., 95 Madison avenue, New York. Placing orders with some New York City newspapers for Beechnut Packing Company.

LORD & THOMAS, Mallery Building, Chicago. Placing orders with newspapers for National Coal Association; reported will make up lists next month, using newspapers for American Flyer Manufacturing Company.

H. K. McCANN COMPANY, 61 Broadway, New York. Reported to be making up a newspaper list for Standard Oil Company of New Jersey.

McJUNKIN ADVERTISING COMPANY, 5 South Wabash avenue, Chicago. Reported will make up list of newspapers during August for Orange Crush Company.

O'HARA ADVERTISING AGENCY, Waco, Tex. Placing orders with newspapers for Circle Ginger Ale.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York. Placing 25-1 5-t orders with newspapers generally for Prudential Insurance Company.

SCOTT & SCOTT, 144 East 32nd street, New York. Placing extra copy on contracts for E. J. Woods Company.

F. P. SHUMWAY COMPANY, 453 Washington street, Boston. Again placing orders with newspapers for Kapo Manufacturing Company.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Placing orders with newspapers for American Beverages Conservation Company.

WOOD, PUTNAM & WOOD COMPANY, 111 Devonshire street, Boston. Will handle the advertising for McCormick & Company.

STREET & FINNEY, 171 Madison avenue, New York. Are placing orders with newspapers for Beechnut Packing Company.

Suspends Publication for "Fourth"

BRIDGEPORT, Conn., July 5.—The Evening Herald suspended publication for July 4. The Bridgeport Post, evening; the Bridgeport Times, evening, and the Standard-Telegram, morning, all appeared.

Come and See

Wisconsin!

THESE are the days when Wisconsin opens its door to the vacationist and tourist. And they come in thousands.

Every mile is a mile of beauty or a mile of riches and some of them are both.

Here in this beautiful rolling country, with hundreds of charming lakes and mineral waters, palatable and salubrious, picture the grazing herds that bless Wisconsin with 10,000,000,000 pounds of milk every year, and the fields of towering grain that make it a leading state in the value of its farm crops!

Remember that Wisconsin not only grows the crops and makes the cheeses famous the world over, it also manufactures much of the machinery to cultivate and harvest.

It ranks *high* among the states in manufacturing.

What are you doing in this prosperous territory to advertise and sell your goods?

If you are not active you are letting the other fellow beat you to it.

The quick way, the easy way, and the profitable way to sell your goods in Wisconsin is to advertise them in the Wisconsin daily newspapers.

The cost of a whole year's advertising—every week—is only about 2½ cents per habitant family for all the English language dailies.

And you can try it out *first* in these:

Papers	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E).....	*6,037	.025
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee, Wisconsin-News (E).....	*62,000	.10
Milwaukee Journal (E).....	113,830	.14
Milwaukee Journal (S).....	93,830	.14
Milwaukee Sentinel (M&E).....	81,752	.11
Milwaukee Sentinel (S).....	67,162	.11
Racine Journal News (E).....	7,666	.025
Sheboygan Press (E).....	6,693	.0214
Superior Telegram (E).....	15,152	.035
Wausau Record-Herald (E).....	5,353	.01785

Government Statements, April 1, 1919.
*Publisher's Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919

LIBERTY LOANS DID MUCH FOR NEWSPAPERS

(Continued from page 16)

in bringing you representative men together.

"The South as a section has been poorly advertised. Its agencies and its business will show a smaller percentage of advertising than any other section in the country. Part of this has been your fault. You are just waking up to the fact that dollars come in to the man who is prosperous rather than the man who is hard up.

Promoting Harmony

"The South is waking up and is letting the rest of the country know it is awake. It is a hopeful sign. I touch on the lack of harmony that has existed in the newspaper business, because I wanted to say a word about the work that I particularly represent, the Bureau of Advertising of American Newspaper Publishers' Association.

"For five years the Bureau of Advertising has been working in the national field to present newspapers to national advertisers as the greatest medium in the world. It is one of the solicitors for newspapers that has never knocked a newspaper. It is an organization that has been able to go to national advertisers and agents and show them what a big thing the collective newspapers of this country were.

A Comparison of Values

"It has shown the advertiser that newspaper rates are so foolishly low today that a man can send two pages of advertising to twenty-eight million people for less money than he can send a postal card to each one of the same people.

"If newspaper rates were twice as high as they are today the newspaper would still be the most valuable and cheapest advertising medium in this country.

"There are meeting here with you in Asheville the heads of the American Association of Advertising Agencies. These gentlemen represent an organization that spends from \$100,000,000 to \$200,000,000 in advertising. They are the leaders in the advertising business. They are the men who know the problems of national advertising. They are the men with whom your Bureau of Advertising comes in contact.

"Instead of standing here and telling you incidents of what your Bureau is doing, I am going to ask you gentlemen to talk with some of these agents while they are here. Ask them what they think of your Bureau of Advertising. Ask them if it is doing good work.

Advantages of The Bureau

"Ask them whether your newspaper is losing anything by not being a member. If you do, I am reasonably sure that when this meeting adjourns 100 per cent. of the members of the Southern Newspaper Publishers' Association will join the Bureau of Advertising.

"While the Bureau does not solicit for any individuals or group of newspapers, there is a distinct advantage to those newspapers who do belong, because they participate in the Bureau's trade surveys which get their market directly before advertisers. In other words, the Bureau's members are joining to advertise newspaper advertising and incidentally advertise themselves.

A Plea for Support

"The Bureau of Advertising is making a special plea for support at the present time. Demands have been made upon it by the Newspaper Representatives of Chicago, and by the publishers of the Pacific Coast that its facilities be doubled and that it establish offices in the Middle West and on the Pacific Coast for the development of business. Plans toward this end are now under way, and are entirely depending upon the ability of the Bureau to raise the necessary funds.

"A new schedule of dues has been adopted which is equitable to every newspaper. The plan is based upon the advertising rate of each paper, and it means that the newspaper that receives the largest revenue pays the largest share of expenses. It means, on the other hand, that the paper whose rate is low and whose income is proportionately low, pays a smaller share. The plan is the most equitable one ever brought out, and should bring into the Bureau of Advertising 100 per cent. of the newspapers that are worth while.

Obtains Many New Members

"Aside from our own efforts the Newspaper Representatives of New York and Chicago are making a special drive for Bureau members. New members are coming in at the rate of 15 or 20 a week, and our old members are changing over to the new assessment plan with gratifying rapidity. The first papers to sign were papers whose dues had been increased the most. One of these papers voluntarily doubled even the increased assessment, because of its interest in getting this work started.

"These new plans will increase the Bureau's efficiency several hundred per cent. Even on the new basis the Bureau will not be as large as it should be. For a business with \$100,000,000 in sight and many more millions waiting for it as soon as it wakes up sufficiently to go after it, an organization as large even as the enlarged Bureau is not commensurate with the situation.

"Some of you gentlemen are poker players. There is an adage among poker players that the proper time to

play your cards is when luck is running with you.

"Gentlemen, luck is running with you at the present minute, and this is the time when you want to get behind every possible force there is that will develop advertising and keep it going at its present rate.

"It is the time of all times for you gentlemen who are not members of the Bureau of Advertising to come in, and it is the time for you members of the Bureau who have not taken advantage of the new assessment plan to get behind it with your support."

URGES CENTRALIZATION OF ACCOUNTING

(Continued from page 24)

premium accrual register, is sometimes used. The subscriptions are taken in groups according to the date received, or cash book page, and spread across the register, and the accrued earnings are provided automatically each month. Some newspapers take an inventory of unexpired, paid in advance subscriptions once a year and set up a liability therefor; the approximate earnings for the year are then determined by considering the inventories at both ends of the period and the subscription receipts during the year. The yearly inventory can be simplified considerably by grouping expirations by months and using the 15th of the month as the average expiration date.

Cash received from circulation should be segregated in separate books or separate columns, in accordance with the divisions observed in the other circulation records in order that separate cash totals may be obtained for credit to the respective controlling accounts, and for obvious advantages in circulation accounting.

Every Paper Must Be Checked

Without a more or less complete system of press room and circulation records no publisher is in a position to effect a saving of unnecessary waste in the press room or the waste of printed copies through inefficient circulation methods.

It is essential that the responsibility for keeping circulation records be cen-

tralized as much as possible, and the duties not divided in the hands of various departments to such an extent that thoroughness and accuracy will be impaired.

It may be stated in conclusion that all newspapers with proper accounting systems, particularly the larger ones, account for practically every copy printed, even to charging the free circulation to whatever department is benefited, and the circulation records and general books tie up with each other absolutely.

ADS WIN SHRINERS' MEETING

Up-to-Date Business Methods Victorious for Portland, Ore.

PORTLAND, Ore., July 9.—Newspaper advertising played a big part in landing for Portland the next annual convention of the Shriners, one of the largest fraternal gatherings in the country. During the recent Indianapolis meeting the Portland Shriners used five full-page advertisements in three days. Every morning each representative at the convention found a newspaper, folded to the Portland advertisement, under the door of his hotel room.

The advertising stunt that won out for Portland was engineered by W. J. Hoffmann, Imperial potentate of Al Kader Temple of Portland, who is also advertising manager of the Oregonian.

Miss Martha Porter, just home from 18 months' Salvation Army canteen work in France, will resume her old work with the Des Moines Register and Tribune as soon as she is released by the "S. A."

supremacy

The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.

THE INDIANAPOLIS NEWS
Charter Member A. B. C.
for 50 years a Newspaper.

WINSTON-SALEM North Carolina

City of Diversified Industries

Largest weekly pay-roll of any city between Richmond and Atlanta.

The home of the

TWIN CITY SENTINEL

The Newspaper that leads all North Carolina dailies in HOME circulation.

First in Volume of Local Advertising
First in Volume of Foreign Advertising

The SENTINEL maintains a SERVICE department co-operating with the general advertiser.

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.

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

The
Pittsburgh
Post
has the second largest morning and Sunday circulation in Pittsburgh.



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



(280 x 150)

THE QUESTION

How to cover Detroit thoroughly at one cost, a low rate per thousand circulation, avoiding wasteful duplication.

THE ANSWER

THE DETROIT NEWS

ARMY SCHOOLS TAUGHT MEN JOURNALISM

Many Men Active in Newspaper Work Before the War Enrolled in Government School in France—Captain Fogg Returns Home

One of the most interesting acts of the American Army behind the lines in France was the establishment of the American E. F. University. The fact that journalism was one of the twelve courses offered attracted a great deal of attention, especially among newspapermen everywhere, at the time it was announced.



CAPT. M. M. FOGG

Capt. M. M. Fogg, Army Educational Corps, director of the College of Journalism, has just returned from France and is enthusiastic over the demands that were made on the college at Beaune, Cote d'Or, by the soldier-student body.

Over 500 Students Enrolled

"We all very much regretted the order to close the college on June 7," said Capt. Fogg. "We had just completed our first term of twelve weeks, which was in every way a success, and we were preparing to enroll students for the second term.

"During our first term we had 523 students registered in the seven courses, and a surprising thing was that more than 50 of them had been engaged in newspaper work before the war started. Our faculty came from the A. E. F. and was composed of 17 practical newspaper men, three of whom were American college professors before they entered the army. We invited many of the newspaper men stationed at Paris to come down and address our student body, and among those to respond were William Allen White, Reginald Wright Kaufman and De Witt MacKenzie.

Decorated for Work

"Our courses of study were divided as follows: Newspaper writing; newspaper editing; agricultural journalism; the special article; the editorial; advertising copy, and the short story. The study body was in charge of all work in connection with the A. E. F. University News, a four-page paper without advertisements which numbered among its features a 1,000-word daily radio service from Paris that came to us through the United States Signal Corps. We were preparing to install our own printing plant when the college was ordered discontinued."

Capt. Fogg, who was given just three weeks to have his college ready

to receive students, expects to be mustered out of service within a few weeks, and in the fall will return to his duties in the School of Journalism of the University of Nebraska. With the directors of the other eleven colleges of the American E. F. University, he was decorated by the French Republic with the Palmes Academique, making him an officier de l'Academie for the educational service he rendered. The decoration, a double palm, with purple ribbon, was bestowed by the French Minister of Public Instruction, L. Lafferre.

Capt. Fogg said that one of the most pleasant features of his period in France was his visits with General Pershing, who he knew as a friend in Lincoln, Nebraska, before the world war. The following is a list of the members of the faculty of the College of Journalism, American E. F. University:

The Faculty

Prof. M. M. Fogg (Brown, Harvard), director, Professor of Rhetoric in Charge of the Course in Journalism, University of Nebraska; state director, Division of Four Minute, U. S. Committee on Public Information.

Capt. Archie K. Rupert (University of Indiana), 137th Infantry, assistant director, Kansas City Star and Kansas City Journal.
First Lieut. George Grimes (University of Nebraska, Ex-'18), Company K, 340th Infantry, Assistant director (returned to United States). The Lincoln (Neb.) Daily Star; now Omaha World-Herald.

First Lieut. Benjamin A. Boeh, 137th Infantry (Washburn College of Law), Supply officer.

Private Waldo Arnold (University of Wisconsin, Course in Journalism), Company H, 4th Provisional Regiment, American Embarkation Center. Night news editor, the Milwaukee Journal.

Prof. Nathaniel W. Barnes (Columbia), assistant professor of Business Administration, University of Chicago School of Commerce and Administration.

First Lieut. Rex J. Ballard (University of Wisconsin, Course in Journalism; Kenyon College), Fludlay (Ohio) Republican.

Prof. Fred W. Beckman (University of Iowa), professor of agricultural journalism and editor of Experiment Station and Research Bulletin, Iowa State College.

Second Lieut. W. K. Charles (Kansas Agricultural College), Air Service.

Corp. Herbert M. Davidson (Columbia School of Journalism), 4th Corps Artillery Park, Kansas City Star.

Private Stewart M. Emery (Williams College), 29th M. P. Company. Copy-reader and editorial-page verse-writer, New York Herald.

Capt. Lauren Foreman (Emory College), Q. M. C., Motor Supply Train 414. City editor, the Atlanta Constitution; publicity agent, Southern Railway System.

Capt. Herbert D. Graham (University of Kentucky), Instructor in Journalism, University of Kentucky.

Private Herman J. Mankiewicz (Columbia University), Hdq. Co., 5th Regiment, U. S. Marines, City and dramatic staff, New York Tribune.

Second Lieut. Louis Mann (Columbia School of Journalism), Co. A, 301st Machine Gun Battalion. Telegraph editor and editorial writer, the Manchester (Conn.) Evening Herald.

Corp. Joseph Pekar (University of Nebraska), Machine Gun Co., 350th Infantry. Managing editor, the Ord (Neb.) Journal.

Corp. Winthrop Williams (University of Pennsylvania), associate city editor, Philadelphia Evening Ledger.

Sergt. Major Guy D. Wilson, 6th Regiment Marine Corps. Telegraph editor and news editor, Fort Worth (Texas) Record.

PREMIUMS

That are Real Subscription Producers
S. BLAKE WILLSDEM

Manufacturers' and Publishers' Representative

1606 Heyworth Bldg.

29 E. Madison St. Chicago

CRITICISM NOT BASIS FOR PRESS LIBEL

Missouri Supreme Court Upsets Practice of Suing Newspaper Critics of Public Officials — Important Decision Rendered in Kansas City

KANSAS CITY, Mo., July 7.—Public officials can no longer base suits for libel on the grounds that newspapers attack their public record for political reasons, according to the State Supreme Court in the suit of D. C. McClung, former Warden of the State Penitentiary, against the St. Louis Post-Dispatch.

In a decision handed down today the Court said:

"There can be no question at this time that the citizens of this State, through newspapers and otherwise, have the right to criticize the official acts of public officers of the State. The rules relating to defamation, where the party alleged to have been defamed is an individual in private life, do not apply where the individual alleged to have been libeled is a public official and where the alleged libelous matter is as to the conduct of the individual as a public official."

Will Issue Morning Edition

FREDERICK, Okla., July 9.—The Leader Publishing Company in the immediate future will begin publication of a morning edition. About eighteen months ago the Leader began publishing an afternoon daily, which will be continued. The papers will carry full Associated Press and United Press reports.

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

PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

The True News FIRST

Always—Accurately

International News Service
World Bldg. New York

ROGERS RETURNS FROM PARIS

Director of Government's News Service Ends His Labors Abroad

Walter S. Rogers, director of the Government's Cable and Radio News Service, and adviser to the American Peace Commission on matters pertaining to the transmission of news of the Peace Conference, has returned to New York City from Paris, his labors there having ended.

Under Mr. Rogers' direction news and editorial comment was sent daily from this country by wireless to the American delegation to the Peace Conference, and news transmitted from the Conference to the news distributing agencies and newspapers here.

Frank E. Long Heads Association

CHICAGO, July 3.—The Agricultural Publishers' Association has elected the following officers: President, Frank E. Long; first vice-president; W. A. Whitney; second vice-president, E. T. Meredith; treasurer, J. C. Feeley; secretary, J. Lewis Draper; directors: E. C. Davidson, J. Lewis Draper, J. C. Feeley, H. C. Klein, Frank E. Long, A. K. Lovrein, E. T. Meredith, S. R. McKelvie, Marco Morrow, James M. Pierce, B. Kirk Rankin, William A. Whitney; managing director, Frank B. White.

New Era Features

30 East 42nd St., New York City

Forty Leading Papers
Print Our Service.

Send for our Headline History of the World War

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

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)

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.

GREATEST GROUP OF PROPHETS EVER ASSEMBLED



MORE sport writers gathered in Toledo on July 4 for the Dempsey-Willard fight than have ever before been brought together for any sporting event in this country. Every section of the nation was represented at the ringside by sporting editors whose names are well known among all readers of fan food. The picture above was made at Toledo for EDITOR & PUBLISHER and shows a few of the men who witnessed the shortest championship battle in ring history and below is a partial list of those present with the names of the papers they represented:

Aurora Beacon-News, John Corkey.
 Albany Times-Union, John Coyne, Dan Carroll.
 Akron Press, Thos. B. Dailey.
 Associated Press: Edward B. Moss, Howard W. Blakeslee, Charles W. Dunkley, C. H. Hagerty, Walter Soergel, J. M. McGuire.
 Buffalo Courier, Wm. J. Kelly, Walter C. Kelly.
 Buffalo News, J. B. Parke.
 Buffalo Times, E. W. Mills.
 Buffalo Express, Horace Lerch.
 Buffalo Express, Edw. Treatner.
 Buffalo Commercial, C. J. Murray.
 Binghamton Press, Gordon Williams.
 Binghamton Republic-Herald, Homer Thorn.
 Bridgeport Herald, Dick Howell.
 Brooklyn Daily Eagle, Abe Vager.
 Brooklyn Times, L. Wooster.
 Boston Post, Howard Reynolds.
 Boston Record, Edward F. Hurley.
 Boston Globe, Lawrence J. Sweeney.
 Boston American, J. B. Gilhooly.
 Baltimore American, W. B. Clark.
 Boston Traveler, S. I. Mahoney-Spargo.
 Boston Herald, W. A. Hamilton.
 Chicago Journal, Sherman Duffy.
 Chicago Herald-Examiner, Sam Hall.
 Chicago Daily News, C. H. Dennis.
 Leslie's Weekly, P. Buckley.
 Chicago Evening Post, A. H. Spink.
 Chicago Tribune, Ray Pierson.
 Chicago Jewish World, H. Stein.
 Chicago Post, H. Hockstadter.
 Inter-News Service, L. A. Huston.
 Canton Daily News, W. B. Strong.
 Canton Repository, Monte Cross.
 Columbus Citizen, Clyde Tuttle.
 Columbus Dispatch, Harvey Miller.
 Cleveland News, Ed. Bangs.
 Central Press Association, N. E. Brown.
 Newspaper Enterprise Association, Fred Turbeville.
 Cleveland Plain Dealer, Jas. H. Lanyon.
 Cleveland Press, Rose Tenny.
 Chillicothe Camp Sherman News, O. F. Storm.
 Cincinnati Times-Star, Jos. Garretson.
 Cincinnati Commercial-Tribune, Bob Newhall.
 Dayton Daily News, Jerry Conners.
 Dayton Journal, Bon Husted.
 Des Moines Register, Sec. Taylor.
 Detroit Free-Press, Harry Bullion.
 Detroit News, H. G. Salsinger.
 Detroit Times, H. V. Wilcox.
 Denver Post, Billy Gardner.
 Dallas Dispatch, C. H. Newell.
 Erie Times, Jos. C. Martin.
 Elkhart Review, Fred Palmer.
 Elmira Herald, Thos. Wrigley.
 Ft. Wayne Journal Gazette, R. J. Stirk.
 Ft. Smith Southwest American, Jack Decker.
 Grand Rapids News, F. J. Mailholt.
 Grand Rapids Press, P. W. Nickel.
 Grand Rapids Herald, E. W. Dickerson.
 Hartford Courant, John Donahue.
 Hoboken Hudson Observer, Im Egan.
 Havana El Mundo, Victor Munoz.
 Hamilton Republican News, W. Tobey.

Indianapolis Star, Jno. W. Head.
 Joplin News-Herald, Mal McGilvery.
 Johnstown Leader, M. C. Beck.
 Kalamazoo Gazette, John K. Walsh.
 Kansas City Star, Clyde McBride.
 Kansas City Post, Otto Floto.
 Lincoln Star, C. S. Sherman.
 Lincoln State Journal, W. E. Christenson.
 Louisville Post, Harry Bloom.
 Lynn Telegraph-News, Francis O'Neill.
 Lima Republican-Gazette, D. W. Campbell.
 Los Angeles Examiner, H. M. Walker.
 Los Angeles Herald, Fane Norton.
 Minneapolis Journal, C. M. Allen.
 Minneapolis Tribune, Fred Colburn.
 Minneapolis Daily News, Geo. Barton.
 Cumberland Daily News, H. S. Hayward.
 Milwaukee Leader, Tom Andrews.
 Milwaukee Wisconsin News, A. J. Schinner.
 New York Police Gazette, Wm. Rafter.
 New York Morning Telegraph, Bat Masterson.
 New York Morning Telegraph, Weed Dickinson.
 Colliers, E. D. Casey.
 Ticker, Jim Rice.
 Central News, Edw. Rascovar.
 New York Times, Bernard Thompson.
 New York World, Geo. Bailey.
 New York Northside News, Harry Fink.
 New York Evening Sun, Joe Vila.
 Special Service Syndicate, Otis F. Wood.
 New York Herald, F. A. Steimer.
 New York Sun, Nat. Fleischer.
 New York Telegram, Billy Wathey.
 Bell Syndicate, Otis F. Wood.
 New York Tribune, W. O. McGeehan.
 Evening Mail Syndicate, V. McNitt.
 Universal Service, Frank Menke.
 International News, Jack Dillon.
 Newspaper Feature Service, Grover Patterson.
 Newark Star-Eagle, Bert Dodge.
 Newark Ledger, J. P. Norton.
 Newark Evening Ledger, J. Bendell.
 Hoboken Hudson Dispatch, Jack Farrell.
 New Orleans Item, W. R. Hamilton.
 Niles Daily News, H. A. Krenswier.
 Omaha World Herald, Sandy Griswold.
 Omaha Daily Bee, Kid Graves.
 Philadelphia Press, Thos. Richter.

Philadelphia Bulletin, Wm. I. Haig.
 Philadelphia Evening Ledger, W. R. Maxwell.
 Philadelphia Inquirer, M. N. Rowlin.
 Philadelphia Public Ledger, Wm. Rocap.
 Philadelphia North American, Jas. C. Isaminger.
 Portland Oregonian, Harry Grayson.
 Pittsburgh Sun, James Long.
 Pittsburgh Press, Ralph Davis.
 Pittsburgh Chronicle-Telegraph, Hovey Boyle.
 Pittsburgh Gazette Times, L. C. Carson.
 Pittsburgh Dispatch, Wm. Peet.
 Pittsburgh Leader, Dick Guy.
 Peoria Journal, French Lane.
 Piqua Press, D. Matchette.
 Pontiac Press-Gazette, Glen Birchard.
 Racine Times-Call, Art C. Grau.
 Richmond News Leader, W. C. Harper.
 San Francisco Chronicle, Harry B. Smith.
 San Francisco Call, Edgar Gleason.
 San Francisco Examiner, H. C. Coleman, L. C. Joy.
 Syracuse Herald, R. G. Heneick.
 Syracuse Journal, Sydney B. Whipple.
 St. Paul Dispatch, E. R. Hosking.
 St. Louis Times, Sid Keener.
 Springfield News, Jno. A. Reid.
 Springfield Sun, L. O. Harshaman.
 Seattle Post-Intelligencer, Chas. O. Hutten.
 Scranton Scramonian, Dan Lenihan.
 Terre Haute Tribune, Ralph White.
 Toronto World, H. Goss.
 Trenton Times, W. R. Cluxton.
 Washington Star, Denman Thompson.
 Washington Times, Lou Dougher.
 Washington Post, J. B. Fitzgerald.
 Winnipeg Free Press, W. J. Finley.
 Worcester Gazette, Geo. Foulley.
 Wheeling Daily News, B. W. Rafferty.
 Watertown Daily Times, James A. Moore.
 Madison State Journal, T. F. McPherson.
 Warren Chronicle, Geo. U. Marvin.

Youngstown Telegram, M. J. Hale.
 Ward Syndicate, Frank B. Ward.
 Omaha Daily Bee, Neal Jones.
 Toronto Star, W. A. Hewitt.
 Fort Worth Carter Star, A. C. Carter.
 Cincinnati Post, F. W. Rostock.
 Louisville Courier Journal, Sam McMeekin.
 St. Louis Globe-Democrat, J. B. Sheridan.
 Pittsburgh, Harry Burke.
 Syracuse Post Standard, B. P. Lynch.
 Wheeling News, A. J. Milla.
 Universal News Service, H. Gray.
 New York Globe, Walter St. Denis.
 New York Evening World, Bob Edgren.
 New York American, Damon Runyon.
 St. Louis Sporting News, Taylor Spink.
 Milwaukee Democrat, J. B. Sheridan.
 Milwaukee Journal, N. W. Rowland.
 Columbus State Journal, Joseph F. Carr.
 Chicago American, Ed. Smith.
 Buffalo Commercial, G. Distel.
 Bridgeport Herald, Joe Mulvihill.
 Portland Telegram, Mike Butler.
 Chicago News, Bat Nelson.
 Chicago News, Lambert Sullivan.
 Danbury News, Capt. Ginty.
 Pittsburgh Post, Frank Moran.
 London, Eng., Sport-Life, Jackey Mogan.
 Norwalk, S. Nor. Hour, Tom Walsh.
 Bridgeport Post, Jackson Donovan.
 New Haven Times Leader, Harry Robison.
 New Haven Journal Courier, Dave Fitzgerald.
 New Haven Republican, Joe Shisgaul.
 United Press Associations, H. C. Hamilton.

CHANGES IN REMINGTON AGENCY

C. J. Balliett's Responsibilities Enlarged on Retirement of A. F. Osborn

BUFFALO, N. Y., July 9.—There will be a change August 1 in the active management of the E. P. Remington Agency. Carl J. Balliett, who, as managing partner for the past six years has shaped the policies of this agency, will take direct personal charge of the planning, service and copy departments, in place of Alex. F. Osborn, who leaves to associate himself with another agency. Mr. Balliett formed the agency, taking over the goodwill and business of the late Edward P. Remington of Pittsburgh.

**The
Pittsburg Dispatch**

has always been a big factor in the successful exploiting of good merchandise.

WALLACE G. BROOKE
 Brunswick Building, New York
 THE FORD-PARSONS CO.,
 Peoples Gas Building, Chicago
 H. C. ROOK
 Real Estate Trust Building, Philadelphia

**52%
INCREASE**

in foreign advertising during May, 1919, over May, 1918, shows what national advertisers think of

THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
 To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
 Circulation data sent on request.
The S. C. Beckwith Special Agency.
 Sole Foreign Representatives
 New York Chicago St. Louis

Beloit, Wisconsin

the heart of the richest agricultural and dairy region of the United States. **THE BELOIT NEWS** is read by 1,500 rich farmers. City circulation 4,650. Net paid circulation 6,500. Rate 28 cents per inch flat.

D. B. WORTHINGTON,
 Owner & Publisher.

Special Representatives:
 G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH

Chicago, Marquette Bg. New York, 5th Ave. Bg.
 Detroit, Kresge Bg. Boston, Advertisers Bg.

**THE
Indianapolis Star**

IS THE FAVORITE PAPER OF THE INDIANA FARMER

The rural route circulation of THE INDIANAPOLIS STAR is approximately that of the other two Indianapolis papers combined.

THE INDIANAPOLIS STAR publishes no pre-lated editions. THE STAR goes to the farmer the same day it is published.

Its market quotations are the most complete and reliable published by any Indianapolis newspaper, and are everywhere accepted as authoritative.

THE STAR is the only Indianapolis newspaper which makes a special feature of poultry and farm news and advertising.

Foreign Representatives
KELLY-SMITH CO.
 220 Fifth Ave. New York City
JOHN GLASS
 Peoples Gas Building Chicago
R. J. BIDWELL CO.
 742 Market St. San Francisco

**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**

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

SAYS TRIBUNE DIDN'T "STIGMATIZE" FORD

"Characterized Him Unfavorably," Seeking to Induce Him to Change His Attitude on Government's War Policy, Says Writer

MOUNT CLEMENS, Mich., July 9.—Tiffany Blake, chief editorial writer of the Chicago Tribune, who was on the witness stand two days this week in the \$1,000,000 libel suit brought by Henry Ford against the newspaper, denied that the paper had decided to "stigmatize" Mr. Ford. Rather, it had "characterized him unfavorably," seeking to induce the manufacturer to change his attitude on the Government's war policy.

Editorials were read by Alfred Lucking, chief of counsel for Mr. Ford, to show that in the early days of the Mexican War the Tribune had advocated that the Mexicans be allowed to work out their own destiny.

"Then there was a considerable faction opposed to war as Mr. Ford opposed it?" questioned the attorney.

"There certainly was. Mr. Wilson ran for re-election on a platform that kept us out of war, and won a victory at the polls."

Concerning a series of articles written by a Tribune staff correspondent, excerpts from which formed the basis of an editorial, Mr. Blake said:

"Mr. Ford told Mr. Wheeler that he didn't believe in history—had no use for it. We thought this was the mark of an ignorant man, and that it explained his ill-founded arguments. Mr. Ford was, by reason of his wealth, in a powerful position, and in dealing with him editorially we sought to weaken his influence."

Mr. Lucking asked where the witness had read that Mr. Ford said that the word "murderer" should be embroidered on the breasts of every soldier. Mr. Blake could not remember.

"And don't you know," asked the lawyer, "that the statement was made by Jane Addams, one of the greatest women in the United States, and was put in Mr. Ford's mouth by an interviewer?"

"I know Miss Addams well, and I don't believe she made such an outrageous statement," answered Mr. Blake.

The Tribune meant to characterize Mr. Ford as an anarchist, said Mr. Blake, "because his position opposing defense measures in a time of danger was notorious. He was for pulling down the flag. He said patriotism ought to be abolished. His attitude was notorious; everybody knew it. It was a background of his position so familiar to the public that it didn't need to be repeated."

"Mr. Ford's ideas on war and patriotism were as well known as the automobile manufactured by him. He couldn't make such utterances without its being

known from one end of the country to the other. These are things which stamp the public's imagination."

The "dark dye stuff" editorial, Mr. Blake explained, was written because he thought Mr. Ford was doing a great injury to the country, that he must be an ignorant man, and that the Tribune wanted to show they were not expressions of a wise man.

"Did you comment editorially on the 'Every soldier a murderer' remark attributed to Mr. Ford?" Mr. Lucking asked.

"No, I thought he was 'just talking,'" said the witness.

Press Rotarians Divide Into Two Sections

Newspaper and Trade Press Members Separate—M. J. Hutchinson and W. I. Ralph Prospective Chairmen

SALT LAKE CITY, July 4.—Thirty-six representative newspaper managers, editors and publishers represented their profession at the tenth annual convention of the International Association of Rotary Clubs at Salt Lake City June 17 to 20. These men came from all parts of the United States and a few from Canada.

M. J. Hutchinson, publisher of the Edmonton (Alta.) Bulletin, chairman of the section, presided at a luncheon given by A. N. McKay, general manager of The Tribune.

A division was made at the meeting between the representatives of newspapers and of trade publications. In making the change it was pointed out that the interests of the newspaper men and the trade publications representatives are in many ways identical, but that for all to secure the greatest possible benefits from the discussion of sectional meetings and correspondence the separation was necessary.

W. I. Ralph, of New York City, was unanimously chosen director of the new trade publication division. M. J. Hutchinson, of Edmonton, Alberta, Canada, was re-elected chairman of the newspaper section, and F. S. Brandenburg, of the Madison (Wis.) Democrat, elected secretary.

GEORGIANS READY FOR MEETING

Monroe to Be Scene of Important Convention of Daily and Weekly Publishers Next Week—Advertisers Also to Take Part

MONROE, Ga., July 9.—Publishers of daily and weekly newspapers of Georgia will hold their annual meeting here next Monday, Tuesday and Wednesday. Corresponding Secretary Hal M. Stanley, of Atlanta, reports assurance of the largest advance list of attendance in the association's history.

President Paul T. Harber of the Commerce Observer has prepared a program of genuine interest to publishers who take the newspaper business seriously. He has eliminated all propagandists, politicians and others who would exploit the association for selfish purposes. Only newspaper makers and advertising men have been placed on the program for speeches.

Wright A. Patterson of Chicago, editor of the Western Newspaper Union, is one of the principal out-of-state speakers for the convention. His subject will be "The Place of the Rural Press in American Civilization." Another speaker of national fame is James O'Shaughnessy, secretary of the American Association of Advertising Agencies, who will discuss "Enlarging the Volume of Advertising and Increasing the Net Profit to Publishers"; Mrs. Edith O. Susong, editor of the Greenville (Tenn.) Democrat, has been invited to discuss "How to Get Advertising from Home Business Enterprises."

E. E. Dallis of the Johnson-Dallis Advertising Agency, Atlanta, will speak on "The Country Weekly from the Advertising Agent's Viewpoint."

More than a dozen of the leading publishers of weekly and small daily newspapers also will discuss live topics of vital interest to the newspaper profession.

An important discussion will be, "The Aims and Status of the Select Newspapers Association of Georgia." Weekly newspapers organized last February for the purpose of obtaining a full share of foreign advertising.

President Harber has extended an invitation to the Alabama, Mississippi, Florida, Tennessee and South Carolina associations to send a delegate to the Georgia press meeting in order that a better understanding and mutual cooperation along constructive lines may be brought about by the newspaper men of the states mentioned.

Also, an invitation has been extended to the various advertising agents located in Georgia and to President Jefferson Thomas of Jacksonville, president of the Southern Council of Advertising Agencies, to be present.

Monroe, the entertaining city, is making great preparations for the approaching gathering. An informal alfresco party, a reception, a picnic dinner and a barbecue dinner are among the entertainment features planned. An eight-piece orchestra from Atlanta will render music during the entire gathering.

Form Press Club in Houston

HOUSTON, Tex., July 5.—A press club was permanently organized here today with a charter membership of 25, "safe and conservative journalism" for its slogan and "a good time all times" as its motto. Officers are: President, George W. Dixon; vice-president, A. J. Hazlett; secretary, Jules Elfenbein; treasurer, R. P. Babbitt. Directors: H. L. Millis, Frank Noel, R. L. Dudley, R. E. Conner, J. T. McCully and R. B. Niese, Jr.

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

Gained 36%

in advertising May, 1919, over the same month of last year, publishing a total of 621,040 agate lines.

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

Publishers: More "Reasons Why" you, too, should deliver your N. Y. Agency Checking Copies by "S & M Insured Agency Delivery Service."

SOME SERVICE USERS

New York City	Record-American
Times-American	Globe-Advertiser
Journal-World	Baltimore Sun
Globe-Tribune	Indianapolis News
Post-Telegram	Worcester Telegram
Herald-Staats	Ithaca Journal
Mail-Eve. Sun	Bridgeport
Eve. World-Sun	Post-Telegram
Wilmington	Sioux City, Iowa
Journal-News	Argus Leader
Every Evening	Springfield (Mass.)
Philadelphia	Union
North American	Hartford (Conn.)
Boston	Timea
Herald-Traveler	New Haven Register
Post-Transcript	

[Send for full particulars of S & M Service.]

Co-operative Service of Schwartz Mandel Inc
450 Fourth Ave. N.Y. 7205-7206 Mad Sq

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.

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr. Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

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 Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency.
BOSTON NEW YORK CHICAGO

The Pittsburg Press Has the LARGEST

Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives.
L. A. KLEIN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York, Chicago

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

CO-OPERATION — THEME OF JOINT MEETING

(Continued from page 8)

publishers to collect short rates within 60 days, and to adopt the A. A. A. standard rate cards and other blanks, eliminating "jokers" and verbiage. He cited cities that have been eliminated from schedules because of profitless quarrels between publishers of newspapers.

Chairman Thomas then introduced the following men, who made brief addresses: Major Jesse F. Matteson, of the Gundlach Agency, Chicago; J. W. Barber, of the J. W. Barber Co., Boston; W. H. McLain, of the McLain, Haddon, Simpers & Co., Philadelphia; M. P. Gould, of the M. P. Gould Co., New York City, Creator of the Gould Chart of Analysis; Harry Dwight Smith, of Fuller & Smith, Cleveland; Stanley Resor, of the J. Walter Thompson Co., New York City, and Mr. Nerms, of Progressive Farmer, the new president of the Farm Paper Section.

STANDARD RATE CARD ENDORSED BY S.N.P.A.

Agencies Must Use More Space Hereafter in Southern Newspapers, Paul E. Faust Declares Before the A. A. A. Executive Board

(BY TELEGRAPH.)

ASHEVILLE, N. C., July 9.—Closer co-operation with publishers was brought about by the National Executive Board of the American Association of Advertising Agencies in its joint session with the executive committee of the Southern Newspaper Publishers' Association this afternoon. This was a sequence to the joint open session of the publishers and agency men the night before.

The standard rate card was formally endorsed and commended to all publishers by the S. N. P. A. This was done as the first step in standardization of methods in the relations of the publishers and the agencies.

Paul E. Faust, vice-president of the American Association of Advertising Agencies, said that the purpose of the executive board of that organization in coming to Asheville was to study the southern newspaper situation at close range.

"We recognize the vital importance to advertising in having all the potentialities of the southern newspapers brought into fullest activity," said Mr. Faust.

"We must use more and more space in the southern newspapers in order to bring this market into its greater values. The great buying power of the South compels an appreciation of the southern newspapers.

"We are certainly delighted with the enterprising spirit of the southern publishers and happy in feeling that in them we have such fine co-operation."

EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

Typesetting Machines

For Sale; cheap; six No. 1 Mergenthaler single letter linotypes in good condition. Can be seen in operation. Dispatch Printing Co., St. Paul, Minn.

For Sale

Scott Rotary eight column, eight page press. Foley Railway Printing Co., Parsons, Kansas.

For Sale

About 200 pounds 6-point brass slugs and 200 pounds brass 2-point leads, ranging in size from six picas to seven columns. Column measurements, 12 picas wide, non-parallel column rule. The Post Standard, Syracuse, N. Y.

EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

Wanted

By Coast publisher, used sixty or seventy-five horsepower motor and control in good condition for Hoe sextuple; alternating current, 220 volt, three-phase sixty cycle. Address A-784, care of Editor and Publisher.

Wanted

Routing machine wanted for curved plates. Will pay cash or exchange Bochs gas engine. Also have linotype gas pots and double steam table for sale. The Times, Raleigh, N. C.

BASHAM IS PRESIDENT SOUTHERN A. A. A.

Division Will Continue Advertising Advertising in Newspapers—Bad Practices Corrected—Loving Cup to Jefferson Thomas

(BY TELEGRAPH)

ASHEVILLE, N. C., July 8.—The Southern Council of the American Association of Advertising Agencies elected officers today as follows: President, Thomas E. Basham, Louisville, Ky.; vice-president, E. R. Dallis, Atlanta, Ga.; secretary and treasurer, S. O. Landry, New Orleans; Henry L. Staples, Richmond, Va., member executive committee. The attendance was the greatest in the history of the body and unbounded enthusiasm and much work marked the two-day sessions.

Through the influence of the council during the year under administration of Jefferson Thomas of Jacksonville, retiring president, many so-called "bad practices" that had crept into the Southern agencies have been corrected and closer relationship established between the publishers and the agents.

The council will continue to advertise

(Continued on page 37)



THOMAS E. BASHAM.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

- | | | |
|--------------|-------------|---------------|
| Boston | Pittsburgh | Kansas City |
| New York | Cleveland | Denver |
| Philadelphia | Detroit | Los Angeles |
| Baltimore | Chicago | San Francisco |
| Richmond | Cincinnati | Portland |
| Atlanta | St. Louis | Spokane |
| Buffalo | Minneapolis | Winnipeg |

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St. New York City

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour. A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

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

EXCHANGE

What You Have
FOR
What You Need

The newspaper equipment and machinery lying around your shop for which you have no present use may be exchanged for the money to buy the equipment you may need by advertising it on this page.

Display ads 30c Agate Line

Classified ads 30c per line—set in 6 pt. type

—6 words to the line.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

To the Publishers and Business Managers of Daily Newspapers in the United States and Canada:

Never in the history of daily papers has the outlook for business men been as bright as it is at present.

Newspapers are today carrying more advertising than they have carried for years and all signs point to a steady increase in business.

So that you will be in a position to secure your share of this advertising, it will be necessary to have your share of the circulation in your field.

To get this circulation, you must have a good circulation manager. If you haven't one, the General Welfare Committee of the I. C. M. A. can put you in touch with the man you want.

Some of our members have just returned from service; others are seeking a change, while some have been out of employment owing to the suspension or consolidation of newspapers.

Address in strictest confidence. H. A. Wenige, Chairman, General Welfare Committee, International Circulation Managers' Association, care of The Post-Star, Glen Falls, N. Y.

Advertising Salesman

High-class of proven ability open for engagement. Twelve years experience in general and trade publication fields, including charge of advertising department, and Eastern office; wide acquaintance New York City and throughout Eastern territory; best credentials. Replies held confidential. Address A-776, care of Editor and Publisher.

Business Manager

Connection as business manager, daily in city of 25,000 to 50,000; or advertising manager with opportunity of advancement. Had valuable experience on successful middle-west dailies. Want something more than position; consider only where can have some stock. Don't answer unless you are willing to pay for results. Address A-774, care of Editor and Publisher.

Business Manager

Business Manager on daily of 3,000 circulation or over, or assistant on large daily. Comprehensive training, clean result-producing record; systematic; ambitious. Let me write you fully. Address A-779, care of Editor and Publisher.

Editorial Executive

Formerly connected with leading dailies in New York City and Philadelphia; keen news sense; expert makeup and typography; frequent contributor to Collier's and Leslie's Weeklies, Saturday Evening Post, Scientific American, Outlook, Independent, etc.; has specialized in dramatic, financial and foreign fields; can swing some advertising; now publicity manager of international organization, desires to return to newspaper work on afternoon paper within 100 miles of New York City. Address A-775, care of Editor and Publisher.

Circulation Manager

Circulation manager with eighteen years' varied and successful experience in newspaper circulation work, desires to make change. Thoroughly trained in every angle of the business of circulation building and management. Best of references and reasons for change. Address A-772, care of Editor and Publisher.

Mr. Publisher

I want to work with you, and not for you! Where it will be of mutual benefit. Reliable, energetic and intelligent young man, full of pep and ambition, with executive, business, circulation and general clerical experience, and systemizer. Capable of handling help. P. Greenberg, 158 Bergen St., Newark, N. J.

Agency Man

Young man, 21, several years experience in agency work, wishes position in either advertising agency or advertising department of large concern. Thoroughly understands all detail work and can assist promotion manager. A personal interview will convince as to ability. Address A-780, care of Editor and Publisher.

Cartoonist. (With "Pep")

Young man, experienced, who can do comic strips, sport cartoons, assignments, etc., wishes position. Address A-781, care of Editor and Publisher.

SITUATIONS WANTED

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Newspaperman

A New York newspaperman with several years experience as a reporter and writer for the New York papers, recently discharged from the army, desires to connect as a city editor, or sporting editor, with a daily in Southern New England; New Jersey or Westchester County, New York. Address, A-778, care Editor and Publisher.

Reporter

University graduate, woman, trained in journalism, desires position as a reporter on daily paper in town of about 20,000. Address A-748, care of Editor & Publisher.

Reporter and Desk Man

Young college man, experienced on desk and outside at best assignments, desires position on afternoon sheet; married, reliable; A-1 references. Address A-768, care of Editor and Publisher.

Cartoonist

Young man who is destined to become one of the leading cartoonists, desires a position. Present location unsatisfactory; references and information on request. Address A-771, care of Editor and Publisher.

Circulation Manager

Circulation manager, now employed in large eastern city, desires change. Over 15 years experience, circulation doubled in present position. Would like place with aggressive organization where talent for constructive development work would have outlet. Familiar with all phases of circulation work both east and west and have put over many plans resulting in great increases in morning, evening and Sunday editions. Married. Recommendations from past and present employers. Address A-782, care of Editor and Publisher.

Sport Writer

Sport writer and reporter, five years' experience, seeks position with Eastern States newspaper. Address A-783, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Advertising Solicitor and Writer

Good opportunity for first class man, experienced in soliciting advertising and writing copy on a morning paper of 15,000 population. Must be industrious and reliable, with best of references. State experience and salary expected in first letter. Address A-773, care of Editor and Publisher.

Single Mail Man

WANTED: Live wire, single mail, circulation man by large successful newspaper in middle western city.

Must be result producer, write business pulling literature, be able to systematize and develop department.

Successful applicant will probably be either:

1. Successful single mail man on daily paper who can show record of having built up large mail circulation.

2. Chief assistant to such a man who has himself been a large factor in such development and has acquired the necessary training to start for himself, or

3. Successful periodical or mail order advertising man who understands and has successfully applied direct mail advertising.

Successful candidate will probably make a life connection at an attractive salary if he can produce results.

Write fully of training, age, experience and salary, sending specimens of work and data which will be treated in confidence. Address A-785, care of Editor and Publisher.

Circulation Managers

Members of the I. C. M. A. who are out of employment or seeking a change, should get in touch with H. A. Wenige, Chairman, General Welfare Committee, care of The Post-Star, Glen Falls, New York.

Circulation Manager

Wanted—Circulation Manager. Give age, experience and wages wanted. The Journal, Sioux City, Iowa.

BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

For Sale

Unusual circumstances place on the market for immediate sale daily doing \$65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-754, care of Editor & Publisher.

LEGAL NOTICE

INTERNATIONAL PAPER CO.

New York, June 25th, 1919. The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this Company, payable July 15th, 1919, to preferred stockholders of record at the close of business July 7, 1919.

OWEN SHEPHERD, Treasurer.

R. F. D. ROUTES TO BE RESTORED SOON

Department Officials, at Hearing in Washington, Express Desire to Meet Wishes of Northern New York Farmers—Victory for Barnum

The farmers of northern New York have won a signal victory in their fight to have restored to them the rural routes which were merged and consolidated at the direction of the Post Office Department on May 1. This fight, in which officers of the farmers' organizations and newspapermen have led, was resumed before the sub-committee on Post Offices and Post Roads at Washington on Tuesday.

Fourth Assistant Postmaster-General Blakeslee appeared before this committee, and Grange officials from various states, as well as a special delegation from Syracuse, led by Jerome D. Barnum, publisher of the Post-Standard, were present. Mr. Blakeslee took occasion to extend the thanks of the department to Mr. Barnum for the efforts he has made to secure better service for the farmers, and assured the committee that at the earliest possible time the abandoned routes would be restored and that the R. F. D. system would afford to every farmer regular daily house delivery of mail.

S. J. Lowell, master of the New York State Grange, told the committee of the vital need of rural people for prompt and unfailing mail service, and made many suggestions for the betterment of the system. Grange officials from other states added their testimony to the same effect and warned against any curtailment of the service as a menace to farming communities.

Mr. Blakeslee admitted that before the changes were made there should have been a very full investigation of the merits of each change. He agreed with other speakers that routes should be laid out on the 20-mile a day schedule, except in rare instances, in order to assure daily service. He invited Mr. Barnum and the Grange officials to co-operate with the department in securing a more generous appropriation for the development of the R. F. D. system, and to come to Washington at a later date and testify before the appropriations committee.

KNOXVILLE, Tenn., July 8.—John Fox, Jr., noted writer of stories of mountaineers, including "Trail of the Lonesome Pine" and "The Little Shepherd of Kingdom Come," and in earlier years, following his graduation from Harvard, a reporter on the New York Sun and the New York Times, died of pneumonia today at his home at Big Gap, Va.

\$5,000 or less cash for investment in a small southern, southwestern or Pacific Coast daily. Proposition S. W.

CHARLES M. PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

"EVERY EVENING" IS SOLD BY BANCROFTS

Well Known Wilmington Daily Purchased from Bancroft Estate by Josiah Marvel—William F. Metten Continues in Management

(BY TELEGRAPH.)

WILMINGTON, Del., July 9.—The estate of Samuel Bancroft, Jr., Inc., the owner of the majority interest in the Every Evening Printing Co., has disposed of its interest to Josiah Marvel, a prominent local attorney, and has no longer any connection with the company. Joseph Bancroft and John B. Bird, its representatives on the board of directors, have resigned and Josiah Marvel and Henry Ridgely have been elected to succeed them.

The Every Evening Printing Co. has been reorganized. The present officers and directors are as follows: Josiah Marvel, President; Frederick Brady, Vice-President; Frederick K. Reynold, Secretary; William F. Metten, Treasurer. Directors: Josiah Marvel, Frederick Brady, Frederick K. Reynold, William F. Metten, and Henry Ridgely.

All of the stock of the corporation is now held by the directors of the company who assume full control and management of the paper, clearly recognizing their responsibilities.

They purpose and plan to maintain the present high standard of the paper in every respect.

BASHAM IS PRESIDENT OF SOUTHERN A. A. A.

(Continued from page 36)

advertising through newspapers of the South.

At the closing session, Jefferson Thomas was presented with a handsome loving cup in appreciation of his services as president. The feature of interest was a visit to the meeting by members of the national executive committee of the A. A. A. A., and Lincoln B. Palmer, manager of the American Newspaper Publishers' Association.

LONDON, July 4.—The Times today published an American Number, consisting of a 22-page supplement.

WHAT OUR READERS SAY

Old and New Days of Illustrating

Orange, N. J., July 7, 1919.

Editor and Publisher:

The starting of the New York Illustrated Daily News brings to mind many happenings of the early days of newspaper illustrating.

The late James Gordon Bennett in the early 90s ordered an Easter number of the Herald in colors. William C. Reick was going to Paris and four pages were rushed through so that he might take the printed sheets with him. After his arrival in Paris a cable message ordered work stopped on the Easter color edition. Weeks later an agent from Figaro Illustré, the finest monthly printed in color in those days, called on me to confess that it was his hammer that had knocked out my color work before Mr. Bennett because they wanted the job of printing the Herald Easter edition in Paris and shipping it to New York.



S. H. HORGAN

Later I suggested using a half-tone in the daily Herald which enraged Mr. Bennett's pressman so that he wrote the "Commodore" that I was such a blankety fool to think a half-tone could be run on a fast press and that I was unfit to be art manager. It was his sledge hammer that set back daily newspaper half-tones for many years.

In 1897 I got the Hon. Whitelaw Reid interested and I tried it for him with the result that newspaper half-tones are in use around the world.

I could tell interesting experiences with Albert Pultizer and John R. McLean, on the old New York Morning Journal. John R. was the toughest proposition to satisfy with illustrations. His Cincinnati Inquirer was so successful without pictures that he could not see the necessity for them in New York, with the result that he would fire the art department and myself one day and hire us all over again the next.

Pardon these reminiscences, but they explain why it is I have sympathy for those starting a daily illustrated newspaper in biased New York. For, be it remembered, the first daily illustrated newspaper in the world began in New York, in 1873, and lived to be eighteen years old. The Daily Graphic printed its pictures lithographically with a battery of five to eight presses. They began on the picture side at 8 A. M. and continued until the last edition was off. The type, or news side, was printed on a Hoe type-revolving press.

The Illustrated News is a good idea. There is an opportunity for a pictorial daily in New York and I expected they would adopt the plan used by the first daily illustrated newspaper, only using the wonderful rotogravure method instead of lithography for the pictorial side.

The rotogravure side could go to press at midnight. The ink dries at once, so the paper could be rolled up again and trucked over to the stereotype press to be printed at 1.30 or later with the news and other features in type. This idea would work admirably for an afternoon paper, which would be the better field for a pictorial daily.

The objection may be offered that rotogravure is a process too slow for an illustrated daily newspaper. To which I would reply that it is really a faster method than the half-tone system used and will be so proven later. The results by rotogravure are the finest that likely will ever be attained in printing ink.

STEPHEN H. HORGAN.

No Censorship on Vancouver World

Vancouver, B. C., June 30, 1919.

The Editor & Publisher:

In your issue of June 29, under the heading, "Fighting for a free press in Canada," you give an account of the recent efforts to establish a press censorship in Vancouver. This unprecedented attempt to enlarge the scope of the printers' activities from a mechanical duty to an editorial function forms a very interesting chapter in the history of journalism, and well merits the space which you devote to it. It is important, however, that the record be accurate, and for this reason your attention is directed to two errors in the statement. These are:

"To prevent a strike and to function with discretion as the better part of valor, the editors of The Sun permitted the 'censor' to sit in on two editions. This was also allowed by the editors of the Province and World."

And a subsequent paragraph which reads:

"The fact remains undisputed that men from the mechanical forces of the three Vancouver papers did present themselves to the editors of the newspapers and demand, and for two days did obtain, the right to O. K. editorial matter before it was sent to the composing room."

So far as The World is concerned, there was no censorship permitted on two or any editions; nor did men from the mechanical staff obtain the right to O. K. editorial or any other kind of matter. In justice to the chapel of The World it may be stated that although, on the first day, notwithstanding notice by myself to the president of the union that no censorship would be tolerated, even if it involved the closing down of the paper, half a column of news was lifted from an early edition and marked "rejected by censor." It was at once ordered restored and appeared in all editions. The chapel was at once called together, the final right of the management to pass on all copy firmly announced, and the absurdity of the whole proposal outlined. At no time did they presume to censor editorial matter, and only once did they attempt to censor news, and then unsuccessfully.

During the following days several advertisements were offered, which were presented by the chapel, and at the publishers' invitation their views were heard with respect to them. All these advertisements were nevertheless ordered and were inserted, excepting one, which the management regarded as dangerous in its effect owing to the excited condition of the public mind, and which the publishers accordingly rejected.

After the first attempt the World chapel recognized and accepted our attitude and never again questioned our rights in the matter. As a result the World never ran a censored advertisement, news item, or editorial, never left out anything at the dictation of a censor, and nevertheless never missed an issue.

Yours truly,

JOHN NELSON,
Publisher, The World.

"Should Be Preserved"

Editor & Publisher:

I have read many special editions, but there are few that can compare with your remarkable Victory Number.

It certainly is an achievement of pronounced ability and should be preserved in every well regulated newspaper's library for continual reference to the intelligent editor.

The Oakland Enquirer wishes you the greatest success and prosperity. Keep up the fearless way that you handle your publication.

Very truly yours,
W. W. CHAPIN, Publisher.

Appreciation of Victory Number

Editor & Publisher:

Florida wishes to join in the chorus of congratulation so deservedly due to your splendid international edition, which has been the subject of unstinted praise on the part of every member of our staff. In our judgment no more valuable compilation of its kind has ever been issued.

Yours very truly,

JOHN OTHELIS, Advertising Manager.

Off to Visit Switzerland

(BY RADIO)

PARIS, July 3.—Seventeen American journalists left last night for a ten-day tour of Switzerland as guests of Men's Tourists Club. While in Switzerland the party will have a particularly good opportunity to visit and study Geneva, the permanent home of League Nations.

Crooks Pose as Press Club Men

St. Louis, Mo., July 5.—Tickets at \$5 each for a banquet Saturday at Hotel Statler of the "St. Louis Press Club," which passed out of existence more than two years ago, were sold to business men of St. Louis.

R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

ENDORSE STAR'S PLAN FOR CONFERENCE

Statesmen and Editors Hearily Approve Washington Paper's Proposal That Representatives of Industries Meet to Agree on Principles

The editorial proposal of the Washington (D. C.) Star, that a conference representative of all industrial interests should be held in Washington to agree upon fundamental principles of social and industrial justice has been endorsed heartily in letters to that newspaper by Vice-President Marshall, Secretary of the Interior Franklin K. Lane, Former President William H. Taft, Charles E. Hughes, and by many newspaper men.

The Star said:

"There has been in evidence a great national determination that out of the sufferings and sacrifices of war there should be created a better brotherhood among all Americans; that justice should be truer and the relationship of man to man more kindly and sympathetic; that the American ideal of equality of opportunity should be made a practical fact in the life of the republic.

"The war stirred the depths in men as they seldom have been stirred before. Their minds were made more plastic and their impulses stronger to reach out for better things. There was and there remains a high resolve that one of the fruits of the great war shall be an America made better for those who toil and serve, whether with minds or hands. There is less of selfish seeking today than ever before, more of a real willingness to accord to the other man all that to which he is entitled.

"The Star believes the time now has come when such a conference should be called. It has asked leading men here in Washington and throughout the country for expressions of opinion as to the desirability and practicability of the plan. The replies, coming in by mail and telegraph, are favorable—without one dissenting voice.

"There may not be exact unanimity as to the best method of procedure or the results to be arrived at, but there is no dissent from the belief that this great opportunity should not be allowed to pass by without a sincere and patriotic effort to crystallize it into lasting good for the nation."

VERDICT AGAINST HOUSTON POST

Former Governor Ferguson Secures \$10,000 Damages for Libel

HOUSTON, Tex., July 5.—Ex-Governor James E. Ferguson of Texas was awarded \$10,000 damages by the jury in the district court here Wednesday in his suit for \$100,000 against the Houston Post because of alleged libelous matter printed by the paper during the last gubernatorial campaign. The suit was based on resolutions, which the paper printed as adopted by a political club at Columbus, Texas, in which the loyalty of Governor Ferguson was attacked.

The Post contended that the resolutions were "news," whether the allegations were true or not. Five suits are still pending against the Chronicle, totaling \$500,000, and another \$100,000 suit against the Post.

EDITORS SEEK HIGHER PAY

Appeal Is Made to Industrial Courts by Australian Writers

Editors and news writers on 125 weekly and monthly papers in New South Wales, Australia, have appealed to the State Industrial Courts to order an increase in their salaries.

The petitioners ask that hereafter the weekly pay of an editor be \$60; of a sub-editor, \$40; of a "senior journalist," \$35; of a "general journalist," \$25; and of a "junior journalist," \$20. They also ask that the working week be limited to 44 hours, with one and a half days off each week, the half day to begin not later than 1 o'clock in the afternoon.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram

Albany, N. Y.

Circulation, 28,000

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY
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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,

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Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

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PRESS

CLIPPINGS

Tenth Avenue at 45th Street
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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

PENNSYLVANIA

An Ideal Marketing Area

280 Miles Long

158 Miles Wide

8,250,000 People

10 Cities of Over 50,000 population

13 Cities of Over 20,000 and under 50,000 population

The 1920 production of Pennsylvania, conservatively estimated, will be
\$2,627,000,000 in manufactured products

150,000,000 tons of bituminous coal

30,000,000 bushels potatoes

95,000,000 tons of anthracite coal

25,000,000 bushels wheat

22,000,000 tons of coke

12,150,000 bushels apples

8,000,000 barrels of petroleum

6,500,000 bushels buckwheat

63,000,000 bushels corn

4,425,000 bushels rye

35,000,000 bushels oats

4,500,000 tons hay

60,000,000 pounds tobacco

A territory that PRODUCES like this can CONSUME
equally well

Try YOUR goods in this territory. Try these daily newspapers to cover this territory for you, get NEXT to the people of Pennsylvania through the DAILY NEWSPAPERS that THEY read, the daily newspapers that co-operate with YOU.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03	Lebanon Daily News.....	8,349	.0179	.0179
*Altoona Mirror (E).....	23,676	.04	.04	New Castle News (E).....	13,411	.025	.025
Altoona Times (M).....	14,940	.025	.025	Oil City Derrick (M)	6,135	.023	.018
Bethlehem Globe (E).....	6,766	.025	.025	Philadelphia Record (M)	123,277	.25	.25
*Chester Times & Republican (M&E) ..	14,177	.04	.04	Philadelphia Record (S)	133,680	.25	.25
Connellsville Courier (E).....	6,888	.015	.025	Pittsburgh Dispatch (M)	54,810	.12	.08
*Easton Express (E).....	11,096	.02	.02	Pittsburgh Dispatch (S)19	.14
Easton Free Press (E).....	15,455	.0285	.0285	Pottsville Republican (E).....	10,797	.0329	.0329
Erie Herald (E)	8,632	.02	.02	Seranton Republican (M).....	27,130	.08	.07
Erie Herald (S)	8,491	.02	.02	Seranton Times (E)	36,861	.08	.07
Harrisburg Telegraph (E).....	28,910	.045	.045	West Chester Local News (E).....	11,926	.03	.03
Johnstown Democrat (M)	9,841	.03	.025	Wilkes-Barre Times-Leader (E).....	19,376	.05	.035
Johnstown Leader (E)	8,039	.015	.015	York Gazette (M)	15,026	.03	.03
Lancaster Intelligencer & News-Jour- nal (M&E)	22,018	.05	.05	Government statement April 1st, 1919.			
				*A. B. C. statement April 1st, 1919.			

To the Newspaper Publishers of the United States

In anticipation of the future I have had a firm of accountants prepare a set of suggested standardized blanks for keeping track of newspaper office expenses and ascertaining basic cost figures for comparative use.

I have advocated such a plan in the A. N. P. A. since 1915 without result, so after securing office forms used by some fifty daily newspapers of various potentials I asked the accountants to produce a form that would include most of the desired details.

Proofs of the new forms are now being submitted by me to 1,000 publishers for suggestions.

If you have not received a set and are interested, please write for one at once.

Just as soon as I receive the come-backs I will put the forms finally adopted as standard into shape to send to all publishers and be able to produce figures of great use to the industry.

Let our newspapers make the most of the present sunshine and by reason of dependable, available knowledge and experience be able to rise beyond anything that may happen in the future.

*Member
A. B. C.*

THE NEW YORK GLOBE

*Now
180,000 a Day*

JASON ROGERS. Publisher

