



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

LIBRARY

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NEW YORK, THURSDAY, MAY 8, 1919

Vol. 51. NO. 49

Tell 77.7% of Chicago's Reading Population About Your Merchandise

THE compact circulation of The Daily News opens the way for you to *dominate* the Great Chicago Market at a single cost.

How?

By the compelling merchandising influence it exercises over 77.7% of the English reading adult population of the city and suburbs.

By reaching for you at a *single cost* seven in every nine persons in this rich market who read English.

By concentrating your selling message in an area easily and economically organized in a merchandising sense, through a medium that has a straight record of forty-three years of high advertising efficiency.

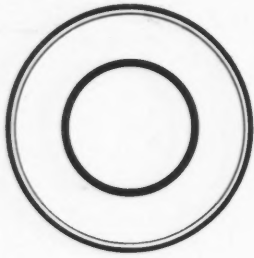
You Can Reach Them All
At a Single Cost Through
THE DAILY NEWS

There is no need for you to spread your campaign *thin* in Chicago. This great and prosperous city and its immediate environs re-

spond with uniform spontaneity to the advertising influence of The Daily News because the selling message that appears in The Daily News is a *mass attack upon 77.7% of the buying power of the market that is reachable through newspaper advertising.*

The Daily News merchandising service is at the command of responsible advertisers everywhere. Its advice and recommendations are straightforward, without deceptive self-interest, and are based upon exact knowledge of the market. A request for information will be promptly complied with.

THE CHICAGO DAILY NEWS



When
the German
submarines de-
stroyed 20 New Eng-
land fishing vessels, they
struck at the vitals of a great
industry,—and FAILED!

N. E.—landing fish in
New York is in line
with readjustments
of the NEW ERA.

The fleet STILL FLOURISHES
with above 500 ships afloat. These
are piling up fares and extending their
LANDINGS even to the port of NEW
YORK.

Latest reports fix the fleet's annual landings at
about 175,000,000 pounds of fish, valued at more
than

\$8,000,000.00

Over 62% of this catch and 68% of its value
come from fish caught off the New England
coast.

New England has MANY sources of
wealth. Its income mounts higher
and higher. Savings swell, BUYING
increases,—especially of such
commodities, securities, etc., as
are advertised in the daily
newspapers.

The DAILY NEWS-
PAPERS of New
England are IN-
TENSIVE pub-
licity.

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Net Paid Circulation	2,500 lines	10,000 lines
Boston Advertiser and American(S)	327,575	.35	.35
Boston American(E)	358,544	.40	.40
Boston Globe(ME)	288,216	.30	.30
Boston Globe(S)	320,060	.35	.35
Boston Post(M)	540,606	.45	.45
Boston Post(S)	365,287	.35	.35
Boston Record(E)	50,650	.15	.15
Boston Transcript(E)	44,170	.18	.18
Fall River Herald ... (E)	8,653	.025	.025
Fitchburg Daily News (E)	6,140	.025	.025
Fitchburg Sentinel ... (E)	6,029	.025	.02015
Haverhill Gazette ... (E)	13,072	.0285	.0214
Lynn Item(E)	13,562	.050	.042
Lynn Telegram- News(E&S)	15,000	.04	.04
Lowell Courier- Citizen(ME)	17,242	.035	.035
New Bedford Standard- Mercury(ME)	25,307	.05	.05
Salem News(E)	19,443	.055	.04
Worcester Gazette ... (E)	29,625	.07	.05

MAINE—Population, 762,787.

Portland Express ... (E)	26,283	.06	.045
Portland Telegram ... (S)	21,626	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times(E)	23,146	.06	.04
Providence Bulletin ..(E)	54,208	.12	.12
Providence Journal (M*S)	34,299	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun(E)	4,252	.021	.021
Woonsocket Call- Reporter(E)	10,876	.043	.029

VERMONT—Population, 361,205.

Barre Times(E)	6,613	.017	.0143
Burlington Daily News (E)	8,750	.025	.02
Burlington Free Press(M)	11,226	.025	.025

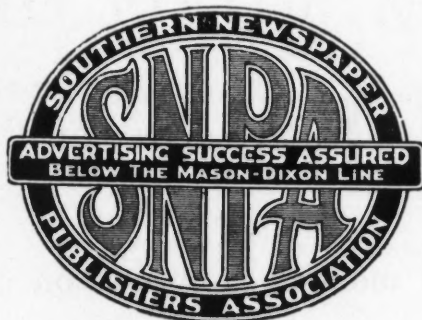
CONNECTICUT—Population, 1,114,756

Bridgeport Post- Telegram(M&E)	43,434	.0850	.07
Bridgeport Post(S)	11,092	.04	.025
Hartford Courant ... (MS)	24,745	.06	.05
Hartford Times(E)	34,759	.06	.06
New Haven Register (ES)	26,959	.06†	.045
New London Day(E)	11,064	.03	.025
New London Telegraph(M)	4,830	.0128	.0128
Waterbury Republican(MS)	12,405	.035*	.025

†Rate on 2,800 lines. *Rate on 3,500 lines.

Government Statements October 1st, 1918.

The Dotted Maps of 1910 or the Figures of 1918



IN FIGURING the value of crops produced, all too often reference is made to the last agricultural census. But remember that census was published in 1910. Those graphic charts, that show by means of dots, the production of various states, are helpful—yes, but today they are ten years old.

Miraculous are the changes which have taken place. Last year of the seven states leading in crop value, three were Southern states. Remember, too, that the South is peculiar. Our climate is different. We produce vast quantities of food in different forms from that produced in the North.

While herds of hogs are multiplying south of the Mason and Dixon line, remember that we produce, not only some of the materials for hog lard, but the vegetable fats that make compound lard. The fat produced every year in the cottonseed, soy bean and peanut crops is equivalent to more than three billion pounds of hog lard. It represents a greater fat production than that from the entire twenty-two million dairy cows in the United States.

Of course, crop charts don't show this fat production. But we produce, as a by-product, more fat than all the hogs slaughtered in a year. Figure the South's production in the number of pounds of fat and you will find she leads the world. In her cottonseed meal, peanut meal and velvet bean meal she produces as much nutriment as is contained in the average wheat crop.

The man who follows charts without knowing about these great Southern crops is simply failing to see wonderful hidden possibilities. The great wealth of the farmers of the South has meant great wealth to the cities. These conditions have been plussed by an era of tremendous industrial expansion.

Nationally known products have been far under advertised in the South. These newspapers can help to make your trademark a greater indestructible asset.

- | | | | |
|---|--|--|--|
| <p>ALABAMA.
Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning & Evening Advertiser</p> <p>ARKANSAS.
Little Rock Arkansas Gazette</p> <p>FLORIDA
Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent
Tampa Daily Times</p> <p>GEORGIA.
Albany Herald
Athens Banner
Athens Herald</p> | <p>GEORGIA—(Con't.)
Atlanta Constitution
Atlanta Georgian & Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald
Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald</p> <p>KENTUCKY
Lexington Herald
Lexington Leader
Louisville Courier-Journal & Times
Louisville Herald</p> <p>LOUISIANA
New Orleans Item
New Orleans Times-Picayune</p> <p>MISSISSIPPI
Meridian Star</p> | <p>NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel</p> <p>SOUTH CAROLINA
Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal & Carolina Spartan</p> | <p>TENNESSEE.
Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean-American</p> <p>TEXAS.
Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News</p> <p>VIRGINIA.
Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress</p> |
|---|--|--|--|

Philadelphia

is the third largest market
in the U. S. for

REFRIGERATORS

Some manufacturers are going to make "real money" from now on in selling refrigerators to Philadelphians.

There are 392,000 homes in the city limits, and the demand by them for this household utility continues from now until October.

There is a big ready sale for the more popular \$20 to \$25 kind, up to the elaborate glass, metal and tile refrigerators that run in price up to the hundreds of dollars.

The little brother of the refrigerator—the ice box—selling at retail from \$5 up, is also a remarkably good seller here.

Advertising Agents having accounts of this kind invariably choose The Bulletin for reaching the housewives of Philadelphia.

Dominate Philadelphia

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

The Bulletin

*Net Paid Average
for April*

445,920

*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. 51

NEW YORK, THURSDAY, MAY 8, 1919

No. 49

POSTMASTER GENERAL BURLESON MAKES REPLY TO EDITOR & PUBLISHER'S OPEN LETTER

Admits that Newspapers Share Only to a Small Extent in Postal "Subsidy," But Contends that Advertisements Should Be Charged for at Same Rate as Shoes or Soap—Repeats that Demand for Repeal of Present Law Is Mere "Stalling."

(BY WIRE TO EDITOR & PUBLISHER.)

WASHINGTON, D. C., May 6, 1919.

POSTMASTER-GENERAL BURLESON today issued the following statement in reply to the open letter addressed to him by EDITOR & PUBLISHER, on April 30:

The Postmaster-General thinks he has made perfectly clear his attitude with reference to the rate of postage on publications.

He is in favor of a low rate of postage on reading matter, and this carries with it, properly, a reasonable proportion of advertising as incidental to the publication. When the zone law was under consideration by Congress, he opposed any increase whatever in the postage on this class matter.

He is irreconcilably opposed, however, to the collection from other users of the mail of a stupendous subsidy to bear the expense of carrying through the mail tons of advertising matter which is the commercial product of the publishers from which they derive millions of dollars by way of profit. There is no more reason why this class of commerce should be carried at a rate below the cost of transportation, than there is that the product of any manufacturer should be so subsidized. The public is no more benefited by the temptation which an advertiser offers to the purchaser than it would be by having the commodity when purchased delivered for a transportation charge less than cost.

No Charge Against Press Generally

It is insisted by the Postmaster-General that the tax of \$72,000,000 collected from other users of the mail to pay the cost of carrying this advertising matter is nothing less than a "legalized graft" for the benefit of certain commercialized publications. The desire on the part of certain publishers to have and to hold this subsidy he regards as indefensible; and the methods employed by some of them to regain the part of this graft of which Congress has deprived them, he considers dishonorable and hurtful to the public and to the profession which these men are trying to profitably commercialize in an illegitimate manner.

The Postmaster-General has always been careful to guard against the possibility of including the press, generally within the characterization which he thinks applies to these certain publishers. He assumes that honorable members of the editors' and publishers' profession look upon a "subsidy grafter" as lawyers do upon a "shyster," doctors



HON. ALBERT S. BURLESON

upon the "quack" and merchants upon a "faker."

Unfortunately, however, this does not entirely protect editors and publishers against the insidious influences which affect statements in news columns and even editorial opinions. The EDITOR & PUBLISHER, like the rest of the public, is liable to be misled by persistent, varied and widely circulated false reports, which seemingly come from responsible sources, but are in fact but repetitions of statements made with a

sinister motive. The Postmaster-General believes that the most of the newspapers and other publications of this country want to tell the truth and will do so when convinced that it is the truth.

Newspapers Do Not Benefit

The Postmaster-General does not contend that the newspapers to any large extent benefit from this subsidy. On the contrary, he is fully aware when this legislation was under consideration, representatives of many news-

papers protested against making common cause with the few millionaire publishers benefited by this subsidy, asserting that they did not have an interest in common with them, but, alas, their cause was rejected. The truth is very many newspapers are seriously injured by it, and it is very shortsighted in the publisher of these newspapers to countenance its continuance.

The Postmaster-General quite agrees with the EDITOR & PUBLISHER as to the value of advertising. The profits of advertising are three-fold. It helps the advertiser to dispose of his wares; it stimulates the industries and business of the country and is highly remunerative to the publications which give it circulation. Advertising is a legitimate and desirable commercial enterprise. Yet, like all other commercial operations, it should pay its own operating expenses, and not be made a tax upon the public revenues. The advertiser pays the publisher well for his services, and the publisher should pay the cost involved in the performance of these services.

Believes in Lowest Possible Rate

It is of course a benefit to the prospective purchaser to be advised where he may go to make his purchases. Yet he is quite as much interested in receiving the commodity for which he has spent his money as he is in knowing where to buy. Is there any better reason why other users of the mail should be compelled to pay for the transportation through the mail of hundreds of tons of advertising matter of the publisher, than that they should be similarly taxed to pay the transportation on boots and shoes and soap and every useful commodity for which there is a public demand? Advertising is a legitimate enterprise, so is the manufacture of commodities for general consumption. Both are carried through the mail. Why should one be carried at public expense more than the other?

The Postmaster-General answers that it certainly is. Yet letters and forms of communications through the postal establishment are required to pay postage, in order that the service would be maintained. The Postmaster-General thinks that the letter postage is still too high and that the rates on printed matter not merely commercial should be kept at the lowest possible rate.

The zone system does not apply to the reading matter in newspapers and periodicals, which goes at a flat rate to any part of the United States carry-

ing with it at the same rate advertising matter not to exceed 5 per cent of its volume. It is only on paid advertising matter in excess of that amount that the zone system applies.

It is not necessary that a law should be repealed or suspended in order to correct some features of it and the Postmaster-General insists that the demand for the repeal or suspension of this law and the full restoration of the \$72,000,000 of legalized graft, pending an investigation of the complaints is in fact merely "stalling."

It is doubtful if there is a newspaper publisher or a newspaper writer in the United States who does not recognize in such a proposition a purpose merely to get rid of the law. Can it be possible that publishers who are too honorable to desire the restoration of this subsidy are nevertheless willing that the full \$72,000,000 a year should be restored to certain other publishers, merely to expedite legislation to overcome inconvenience which experience has demonstrated to be very little, if any, experienced by newspapers that are not benefited by this subsidy?

As to Parcel Post Rates

THE EDITOR & PUBLISHER asks why the Postmaster-General does not apply to the second class mails the policy applied to the parcel-post of reducing the rate of postage to increase business and augment the revenues. The answer is that the situation is not analogous. When 300,000,000 parcels were carried there was a profit of \$3,000,000, one cent on each parcel.

By reducing this profit to ½ cent a parcel the volume of business was increased to 1,100,000,000 parcels, which made the earnings of the service \$5,000,000, instead of \$3,000,000 for the lesser volume of business. In case of printed matter each publication is carried at a loss and, consequently, to increase the volume of business at the same or less rate would be to increase the loss.

Reference is made by the EDITOR & PUBLISHER to the often repeated assertion that it is the ambition of the Postmaster-General to create in the postal establishment a source of large profit to the Government, the assumption being that this assertion may be true. It is not true, however, that I have any such purpose. I am decidedly opposed to making the postal establishment a source of revenue. I do not believe that there should be a surplus in the postal revenues, but that all of the income should be expended in the betterment, extension or lowering of cost of the service. I have frequently stated this in my annual reports, in communications to Congress and personally in hearings by the Congressional committees. The postal establishment, I now repeat, should be operated solely for the public service, and under no circumstances for the purpose of building up a surplus revenue.

Editor & Publisher Submits

Some Comments on

Mr. Burleson's Statement

In his reply to the open letter addressed to him by EDITOR & PUBLISHER, Postmaster-General Burleson, while reiterating his charge that publishers receive a "subsidy" amounting to \$72,000,000 per year, constituting a tax upon other users of the mails, admits that the newspapers do not benefit to any large extent from this "subsidy."

He says that, at the time when "this legislation was under consideration, representatives of many newspapers protested against making common cause with the few millionaire publishers bene-

fited by this subsidy, asserting that they did not have an interest in common with them."

This is a concession of importance. Having made it, why does the Postmaster-General oppose the attitude of the American Newspaper Publishers' Association in calling for the suspension or repeal of a concededly unfair and cumbersome law, pending an investigation of postal costs? He does not contend that the present unbusinesslike rate law will solve the problem of wiping out this "subsidy," but that it is merely a small step in that direction.

It should be remembered, at the outset, that there is no deficiency in the revenues of the Postal Establishment. The service, as a whole, earns a surplus. As we understand the matter, the Postmaster-General contends that a cheaper rate for letter postage is impossible unless a much higher rate shall be charged for second-class matter.

Does Anybody Know?

Very well. Does the Postmaster-General know what part of the total expenses of the Postal Establishment are properly chargeable to the second-class? That fact has never been determined. The findings of the Hughes Commission shed no light upon the matter. The newspaper publishers simply ask that costs shall be ascertained—not merely as affecting the different classes of mail, but as affecting the costs of the transmission of NEWSPAPERS.

The newspapers are willing to pay their way. They do not believe that the Postal Establishment should be put upon the basis of a revenue-earning department of the Government. But neither do they seek to secure service for themselves at less than cost. What they object to is the imputation that they are grafters and subsidy-grabbers. The Postmaster-General now concedes that this charge will not hold as against them—but he supports a law which penalizes them unfairly.

Mr. Burleson goes on record as favoring a low rate of postage on reading matter; "and this carries with it," he says, "properly, a reasonable proportion of advertising as incidental to the publication." In his view, therefore, "a reasonable proportion of advertising" in a newspaper is five per cent of the total contents. Could any newspaper live on that amount of advertising? To concede that five per cent of advertising should be carried at the same rate which applies to reading matter is to admit that advertising, to that extent, is a legitimate part of a newspaper's contents, entitled to the same consideration as the text matter. Six per cent, however, is outlawed; fifty per cent is unthinkable, and should be penalized!

Washington's Broad Vision

George Washington wrote to Mathew Carey of Philadelphia, in 1788: "I entertain a high idea of the utility of periodical publications, inasmuch that I could heartily desire copies of the museum and magazines, as well as common gazettes, might be spread through every city, town and village in America. I consider such easy vehicles of knowledge more happily calculated than any other to preserve the liberty, stimulate the industry, and ameliorate the morals of an enlightened and free people."

Washington was an advertiser in the "gazettes" of his time. He considered that their publication stimulated industry. He properly linked this function in importance with other services of the press. What would he have said of a proposition to penalize the stimulation of industry through penalizing the dissemination of advertising?

In a later letter to John Jay our first President expressed his deep regret that the Postmaster General of that time (1788) should have taken restrictive measures in regard to the circulation of newspapers. "The friends of the Constitution," he wrote, "wished the public to be possessed of everything that might be printed on both sides of the question," thus depriving enemies of the Constitution of "very plausible pretexts for dealing out their scandals, and exciting jealousies by inducing a belief that the suppression of intelligence, at that critical juncture, was a wicked trick of policy, contrived by a wicked aristocratic junto."

Senator Charles Sumner, in 1870, declared that there was no reason to distinguish the Post Office, in the matter of its maintenance in the public interest, from the Army, Navy or Judiciary. He said: "Nobody suggests that now in peace our armies shall amplify their commissariat by enforced contributions; that our Navy shall redouble its economies by piracy; or that our tribunals inferior to the Supreme Court shall eke out a salary by requisitions on the suitors—to the end that each of the departments may in some measure be 'self-supporting.'"

The service of all of these departments of the Government, and of the departments created to meet later national needs, contributes to the business profit of some interests to a greater degree, possibly, than to others. But the great object is service to the nation as a whole, that the institutions of free government may be safeguarded and peaceful industry stimulated.

Real Profits Passed on to People

The Government teaches men how to make more money by farming. Experts are sent, on occasion, to instruct the farmer as to how he may make his land more productive. The farmer profits, but in less degree than does the nation.

A reasonable rate of postage on newspapers—the Government reserving to itself a monopoly of the business of carrying the mails—may aid greatly in the wide distribution of newspapers. So, to an extent, the publisher of a newspaper profits. But the real profits go to the nation and to its citizens, just as in the matter of service rendered by the Agriculture and Commerce Departments.

Advertising, Mr. Burleson, is a channel through which INFORMATION is disseminated to the people—knowledge of markets, of the products of our industries, of the business enterprises which contribute to the industrial greatness of the nation just to the degree that they are afforded communication with the people whose patronage they must seek.

If the policy of penalizing advertising should be carried to its logical end we should return to the dark ages of the world—we should have no great newspapers, we should have no national unity. With hampered and crippled newspapers we should soon be traveling China-ward as a nation.

The great clock cannot be set back, Mr. Burleson. The Republic is moving onward, forward, upward toward a closer unity of our people in thought, ideals and purposes.

Are Ads Like Shoes or Soap?

Mr. Burleson classes advertising as a purely commercial commodity, likening it to shoes and soap. He fails to see in it any informational value or service to the people. He would have the same postal rate for the advertising portions of newspapers that applies to shoes and soap. That argument hardly requires comment. It needs merely to be stated. In his answer to EDITOR & PUBLISHER, Mr. Burleson, without intent, strength-

ens our contention that the truth about postal costs should be definitely ascertained by an expert investigation, upon the findings of which may be based just and equitable postal legislation. Nothing short of this will clarify the situation. There should be no opposition to such an investigation on the part of Mr. Burleson nor of any other man who seeks the truth.

CITRUS GROWERS PLAN BIGGER ADVERTISING

Florida and California Association Won't Conduct Joint Campaign, But Will Enlarge Expenditures—Private Owners Also May Advertise

(BY TELEGRAPH TO EDITOR & PUBLISHER.)

JACKSONVILLE, Fla., May 7.—A report that a joint advertising campaign had been organized by the Citrus Growers of Florida and California was declared to be incorrect by Jefferson Thomas, who handles the advertising for the Florida growers, in a statement to EDITOR & PUBLISHER here today.

Mr. Thomas said: "No joint campaign is contemplated, but both the Florida and the California Citrus Growers' Associations are planning individual campaigns on enlarged scales.

"The splendid success of these cooperative non-profit organizations during the past season in widening markets, increasing consumer demands and securing satisfactory prices caused a rapid increase in membership.

"Privately owned speculative marketing agencies were consequently hard pressed for sufficient fruit with which to continue operations. Heretofore non-advertisers, these concerns may contemplate putting on campaigns as a means of retaining control of sufficient fruit to justify continued operation.

"At least one of these marketing firms is now endeavoring to make more extensive purchases of grove properties in Florida and California to assure it the fruit it needs. So far the effort has not been successful, according to the best reports obtainable, growers generally preferring to retain ownership and maintain their own marketing facilities."

McINTYRE HEADS NEW COMPANY

Will Be President and Managing Director of Clarke Brothers

MONTREAL, May 7.—The securities of a new pulp and paper concern will shortly be offered the Canadian public. Clarke Brothers of Bear River, N. S., who have been operating a lumber mill for some years, are now planning to build a sulphate mill. To finance the undertaking they are selling bonds which carry with them a bonus of common stock.

A. G. McIntyre of New York, who is a son-in-law of W. G. Clarke, is to be president and managing director of the new company. Mr. McIntyre was until recently special representative of the Committee on Paper of the American Newspaper Publishers' Association and president and general manager of the Publishers' Paper Company.

SIBLEY NAMED EDITOR

Appointed in Charge of Montreal Herald by New Owners

MONTREAL, May 3.—C. L. Sibley has been appointed editor of the Montreal Herald. For the past few years he has been an editorial writer on the paper and previous to that had some years' connection with the Montreal Star.

TEA ASSOCIATIONS OF U. S. WILL SPEND \$2,000,000 TO ADVERTISE THEIR PRODUCTS

Gigantic National Campaign to Be Started at Once in Newspapers to Seize Opportunity Offered by Liquor Prohibition—Funds Will Come from Foreign Exporters and Growers—Plans Decided Upon at Meeting in New York City Yesterday

"THE United States is due to go bone-dry on booze July 1, but why should any one despair? Let everybody seize upon the ideal substitute—the drink already famous for cheering without befuddling. Yes—TEA! That's the solution. Drink tea—EVERYBODY!"

Such in paraphrase is to be the idea embodied in an advertising campaign which, it is planned, shall cost \$2,000,000, sponsored by the Tea Association of the United States of America, composed of practically all the prominent tea merchants of the country. It was put definitely under way yesterday at a meeting held at the offices of the association, 108 Water street, New York City.

The meeting was attended by the members of a finance committee, recently appointed for the special purpose of raising the necessary funds for the campaign in which newspapers throughout the country will be the principal media. Funds will come principally from exporters and growers in Japan, China, India, Formosa, Ceylon, and Java, and at the meeting yesterday the committee

members were in consultation with legal counsel regarding forms of agreements to be signed by contributors to the expenses of the campaign.

In order that the soliciting of funds might progress as rapidly and with as great efficiency as possible, the finance committee was divided into groups, each of which will specialize in raising funds in a particular tea-growing country.

A chairman, representing a particular tea merchandising house in this country, was named for each group, and then other establishments were designated, which were entitled to name one additional member each for this group. The various groups are composed as follows:

Japan tea—J. F. Hartley, chairman, Carter Macy & Co., Inc.; Irwin, Harrisons & Crosfield, Inc.; Hellyer & Co.

China tea—R. L. Hecht, chairman; Irwin, Harrisons & Grosfield, Inc.; W. R. Grace & Co.; M. J. Brandenstein & Co.

India tea—H. B. Thompson, chairman; Anglo-American Direct Tea Co.; R. Bluchyndon, Ridgeways, Inc.

Formosa tea—J. H. Svenston, chairman; Jardine, Matheson & Co.; Mitsui & Co.; Robinson & Woodworth.

Ceylon tea—Thomas Dunne, chairman; Whittall & Co., Bodwell & Co., T. J. Lipton, Inc.

Java tea—(Members not chosen.) Some idea of the great scope of the campaign is gained from the following list of men well known in the tea industry and the concerns they represent, being the membership of a "Tea Promotion Counsel," which will have general supervision of the campaign:

H. P. Thompson, Anglo-American Co.; J. F. Hartley, Carter, Macy & Co., Inc.; O. W. Bowen, W. R. Grace & Co.; W. C. Arnoldi, Dodwell & Co.; R. S. Hecht, Irwin, Harrisons & Co., Inc.; J. H. Swenarton, Jardine, Matheson & Co.; E. Payne, Mitsui & Co.; H. Zanaquehe, Meiji Trading Co.; F. W. S. Dreckmeier, Nordheim & Co.; E. S. Otton, Jr., Sears Roebuck Co.; J. Graham Wright, Telley & Co., Inc.; H. C. Woodworth, Robinson & Woodworth.

P. M. Haserodt, Widlar Co.; P. S. Birch, B. Fischer & Co.; A. Alden, M.

J. Brandenstein & Co.; R. Bleechynden, C. A. Smith, Great Eastern T. & Co. Co.; D. E. Marsh, Hunt & Co.; Thomas Crane, T. J. Lipton, Inc.; Mr. Bowen, Kennedy & Co.; J. A. McGuana, Salada Tea Co.; D. S. Stix, Seeman Bros.; D. S. Davis, Purcell & Co.; W. A. W. Melville, Ridgeways, Inc.; Thomas Dunee, Whittall & Co.; C. E. Atwood, J. C. Whitney Co., and J. J. McNamara, Jones Bros. Tea Co.

Two million dollars is merely the estimate that will be spent by the Tea Association in national advertising, and does not include the large amount of money which it is believed will be spent by merchants in all parts of the country in local advertising. The association expects to have all its plans for the campaign in definite shape by the end of May.

James M. Montgomery is president of the association, H. P. Thomson is secretary and Thomas Dunne, treasurer. Mr. Montgomery is, ex-officio, a member of all the campaign committees. Charles E. Atwood, of the C. J. Whitney Company, is chairman of the promotion committee.

WORLD VETERANS DINE TONIGHT

Herbert Pulitzer to Be Guest of Honor and Speaker

The New York World's Quarter Century Association, composed of employes in all departments who have been in the service of the paper continuously for twenty-five years, will hold its annual banquet tonight at Mouquin's restaurant. The dinner always is held as close to the anniversary of Joseph Pulitzer's taking over the World—May 10—as possible, without interfering with getting out the Sunday edition.

The program is to include vaudeville by members of well-known theatrical companies and speeches by new members and Herbert Pulitzer, who has been in war service. The association now numbers 121 active members and six honorary members.

PRESS ADMITTED IN VERSAILLES

U. S. Correspondents Get Five Places Out of 40 at Peace Ceremony

PARIS, May 6.—Following the desire of President Wilson, members of the press will be admitted at the epoch-making peace treaty signing ceremony in Versailles.

Forty representatives of the press have been assigned to a place immediately behind the Germans. Five American correspondents will attend the session, and Germany, England, France, Italy and Japan will each have the same number. The remainder of the correspondents will come from the British colonies and minor powers.

Higher Wages in Cleveland

CLEVELAND, May 6.—Members of the local Typographical Union have received an increase in wages from \$27 to \$30 per week.

10% WAGE RAISE IN ST. LOUIS

Printers' New Scale Is \$38.48 and \$34.64 Weekly

(BY TELEGRAPH FROM OUR OWN CORRESPONDENT.)
ST. LOUIS, Mo., May 6.—An increase of 10 per cent in the wages of members of St. Louis Typographical Union No. 8, employed upon St. Louis newspapers, was ratified by the union yesterday. The new scale provides an advance of \$3.48 to morning newspaper employes, making their weekly wage \$38.48; and an advance of \$3.15 a week to afternoon newspaper employes, making their weekly wage \$34.64.

An agreement between the publishers and printers, made on February 17, 1917, was to have run five years, but was opened at the request of employes and now has been amended and redated to run five years from the present time.

NEW LIBEL BILL VETOED

Governor of Colorado Believed it Would Restrict Press Liberty

DENVER, Colo., May 4.—Gov. Shoup has vetoed the Andrew Libel Bill passed by the Twenty-second legislature, which provided that newspaper articles must be based upon good motives and justifiable ends. He stated that he believed its operation as a law would encroach upon the freedom of the press and that the present law regarding civil procedure in libel actions appears to be satisfactory to the courts.

Old Dramatic Critic Dead

DETROIT, May 7.—George Pomeroy Goodale, 75, dramatic critic, died here today. He was on the staff of the Detroit Free Press in continuous service for more than fifty years.

ROSSITER MAKES A CHANGE

Succeeded in the Monotype Company by Lieut. Carroll T. Harris

After ten years with the Lanston Monotype Machine Company as inspector, New York salesman and assistant manager in the New York district, Harry S. Rossiter has resigned and will go to Philadelphia to engage in sales work for the Addressograph Company in that district. His successor is Carroll T. Harris, formerly of Boston, who is just back from Army service as a lieutenant.

Mr. Rossiter had charge of the installation and operation of every exhibit of Monotype machines that has been held at A. N. P. A. Conventions and Printing Shows in New York.

PAPER BOOM STILL ON

Spanish River and North American Stocks Feature Montreal Market

MONTREAL, May 6.—Paper stocks, particularly the Spanish River and North American Pulp issues, have been creating somewhat of a furore in Montreal Exchange within the last few days. Spanish preferred, on which are due back dividends of 42 per cent, sold up to 81 on Friday and many persons were glad to take profits. It surpassed its high of 82 by a fraction on Saturday and under almost unexampled buying today it was priced up to 86.

Spanish common in the meanwhile advanced from 20 to 22½. North American Pulp, which after its break last year was left alone around 4, has been bought in large blocks and touched 7¾ today.

E. S. WELLS IS WITH DAILY NEWS

He Was Recently Referred to as Representing Chicago Tribune

IN EDITOR & PUBLISHER'S recent story of the application by Western advertising and newspapermen to the A. N. P. A. Bureau of Advertising to open Western offices immediately, E. S. Wells was referred to as representing the Chicago Tribune. Instead, Mr. Wells is in charge of foreign advertising for the Chicago Daily News and has been connected with that newspaper for 15 years.

The Daily News recently granted Mr. Wells a month's leave of absence to make a trip to the Pacific Coast in the interest of the Newspaper Representatives Association of Chicago, during which he gathered information that helped convince the Advertising Bureau Committee at its annual meeting that early extension of its activities to the West and the Pacific Coast is a necessity.

BOGART RETURNS TO BOSTON

Will Be General Manager of the American and Advertiser

John D. Bogart, formerly publisher of the Boston American and who recently returned from army service abroad with the rank of captain, has returned to Boston as general manager of the Boston American and the Boston Advertiser. E. A. Westfall continues as publisher of the American and Advertiser.

Appoints Baranger-Weaver

SAN FRANCISCO, Cal., May 1.—The Baranger-Weaver Company of this city has been appointed Pacific Coast advertising representative of the San Francisco Bulletin.

RAILROAD ADVERTISING INCREASED TO MILLION DOLLARS

Ad Experts Recognize Efficacy of Newspapers' Space by Increasing Their Appropriation to \$666,000 and Reducing Magazines'—1,000 Papers to Be Used.

UNCLE SAM thinks pretty well of newspapers, as compared with magazines, as media for resort advertising. He has decided to spend one million dollars, in all, instead of \$800,000, as first announced, in stimulating travel in the months to come over the lines controlled by the U. S. Railroad Administration, and he has just revised his estimates so that the newspapers are to have even more of the lion's share of the appropriation than he originally allotted them.

Of the million dollars which the government plans to spend in inducing its citizens to spend their vacations and other spare time at pleasure resorts and national parks, East, West, North and South, \$774,000 will be spent in both newspaper and magazine advertising, approximately \$175,000, in mail advertising, of which the bulk will be booklets sent in reply to mail inquiries, and about \$50,000 in preparing this advertising and other necessary overhead expense.

\$666,000 Will Go Into Newspaper Space

Of the \$774,000 which is appropriated for both newspaper and magazine advertising, approximately \$666,000 will be spent with the newspapers, and \$108,000 with the national magazines. This, by the way, gives \$12,000 more to the newspapers than it was at first planned they should have, and takes an equal amount away from the allotment at first given to the magazines.

This revision of estimates, and others as well, were approved at a joint meeting, May 1, at the Hotel Manhattan, in New York City, of the Passenger Traffic Committees of the United States Railroad Administration and the representatives of the seven advertising agencies which are handling the big advertising campaign of the government-operated railroads.

Those present who represented the United States Railroad Administration were headed by Gerret Fort, assistant director, Division of Traffic, while the chairman of the committee of advertising agents was H. E. Lesan, of the H. E. Lesan Advertising Agency of New York City.

Other agency representatives present were Messrs. Lansdowne and Gyger, of the Lesan Agency; Mr. Bull, of the Frank Presbrey Company, and Mr. Barton, of the Amsterdam Advertising Agency, both of New York City; also Major O'Laughlin and Mr. Bullis, of Lord & Thomas, and Mr. Goble, of the Stack Advertising Agency, both of Chicago; and Mr. Massengale, of the Massengale Advertising Agency of Atlanta, Ga.

All members of the agency committee were represented except the Thomas Advertising Service, of Jacksonville, Fla.

Change in Southern Plan

There was reported to have been considerable discussion of the advisability of using as much money as originally had been appropriated for magazine advertising in behalf of the Southern resorts, including those in Florida.

There are three committees of traffic officials, located at New York, Chicago, and Atlanta, respectively, and the consensus of opinion among the Southerners, and approved by others attending the meeting, was that too much money had been allotted to magazine advertising for that territory.

Finally it was agreed that the Southern committee should withdraw from the magazine schedule—having participated in the May issues—the opening of the campaign—and should take the rest

of their magazine appropriation, amounting to \$12,000, approximately, and spend it in Eastern and Western newspapers.

The explanation of this step is said to have been that most of the traffic to Southern resorts would come from an area bounded on the West by the Mississippi, on the East by the Atlantic, including the States along the Great Lakes, and that the use of magazines with a national circulation would involve too much waste.

First Ads Appeared Yesterday

The newspaper list was not completed at the meeting, but will be put in final shape by Mr. Goble, of the Stack Advertising Agency. The first newspaper advertising appeared in New York papers yesterday, and by May 15 the newspaper campaign will be nationwide.

About 1,000 newspapers will be used; none, probably, with a circulation of less than 5,000.

Eighteen magazines were given copy for their May issues, and the number will be increased next month to twenty-five.

The prevailing space used in newspaper advertising will be 125 lines on three columns. The first newspaper advertisement is general, calling attention to the fact that now that war necessity is passed, all restriction has been removed from the United States Railroad Administration from railroad travel; that the vacation season is approaching, and that the government desires to promote travel to the national parks, the seashores, the lakes, the mountains, the woods, and many places of historical interest.

The advertisement is signed by Walker D. Hines, Director General of Railroads.

After general discussion as to the advisability of reproducing this advertisement for window display in ticket offices and of preparing a poster for ticket offices announcing the opening of the national parks, those at the joint meeting, May 1, agreed to leave both matters in the hands of the advertising committee.

All copy will be as uniform as possible, the seal of the United States Railroad Administration appearing at the top and bottom of each advertisement, but the advertising appearing in different sections of the country will feature the particular resorts of those sections, respectively. The advertising of summer resorts will be continued until in July, and the advertising of winter resorts probably will begin in October and continue through January.

READERS PROTEST CUTTING OUT RURAL ROUTES

By way of vigorous protest against the action of the Post Office Department in making sweeping cuts in the rural free delivery routes of Central and Northern New York, May 1, the Syracuse Post-Standard prints a coupon which it asks readers to sign and mail to that newspaper to be forwarded to Postmaster General Burleson. The coupon reads: "To Albert Sidney Burleson,

"Postmaster-General,
"Washington, D. C.:

"I hereby strongly protest against the proposed changes in Rural Free Delivery routes by adding additional miles to present routes to bring about a saving in money for the Post Office Department, but at a sacrificing cost to residents of this territory. Weather conditions frequently prevent regular delivery service, especially during the fall and winter months, when both horse and motor vehicles are handicapped by insurmountable road conditions.

"The prompt delivery of mail is essential to the welfare of residents of R. F. D. routes and it is my firm belief that every effort should be made to improve and extend the present service rather than to eliminate or curtail present postal facilities."

J. ROSS MUNRO MADE EDITOR

Numerous Other Staff Changes on Ottawa Journal Newspapers

OTTAWA, Ont., May 6.—A number of important changes have been made in the editorial department of the Journal newspapers.

J. S. Crate, managing editor, has resigned, and is understood to be considering the purchase of a newspaper property. He has been succeeded by J. Ross Munro, until now news editor of the afternoon edition, whose desk is being taken by Alan Longstaff, at present news editor of the morning edition.

A. E. McGinley is assuming the news desk of the morning paper and Harry Blount is retaining the city desk.

Earl G. Wilson, for several years on the reportorial staff, has left the paper to become secretary of the Ottawa Housing Commission, while Fred O'Malley, another of the reporters, has gone to the Regina Post.

Pope Again Heads Golf Club

The board of directors of the New York Newspaper Golf Club has re-elected Frank T. Pope, of the Journal of Commerce, president; R. F. Foster, of The Sun, vice-president, and Charles A. Dailey, of The Sun, secretary-treasurer. Next Tuesday, the Essex County Country Club will entertain the newspaper golfers. Four prizes will be awarded in a tournament scheduled. The Essex County officials have arranged to have buses meet the golfers at the Newark tube station at 9, 10 and 11 a. m.

A. N. A. Will Meet May 22-24

The officers of the Association of National Advertisers are very busy arranging for the semi-annual meeting of the organization, which will be held in Cleveland, O., May 22-24. Secretary John Sullivan was in Washington this week on business.

BUY OUT NEWS-RECORD IN SPRINGFIELD

Register and Journal Jointly Acquire Competitive Paper and Discontinue It—Register Now an Evening Paper—Stern Is Seller

(BY TELEGRAPH TO EDITOR & PUBLISHER.)

SPRINGFIELD, Ill., May 5.—Jointly purchasing the tangible and intangible property of the Springfield News-Record for a sum not made public, the Illinois State Register and Illinois State Journal, leading downstate papers, today consummated the biggest newspaper deal of the kind in this part of the State in many years.

The News-Record, which was an afternoon paper, ceased publication today after the sale had been announced by its owner, J. David Stern. The circulation is divided among the State Journal and State Register, the Register taking the city, suburban and mailing lists, and the Journal taking the rural route circulation.

The two papers making the purchase are affiliated in no way except by the co-operation brought into play in the deal, the Register being Democratic and owned by Thomas Rees and Henry Clendenin, while the Journal is Republican and owned by Lewis H. Miner.

All machinery in the News-Record plant, as well as the office furnishings, will be divided between the two other papers as soon as an invoice is completed.

Register in Evening Field

The purchase of the News-Record by the Register and Journal followed but a week after the Register, for eighty-three years a morning paper, suddenly switched into the evening field and began spirited competition with the News-Record in the evening field, which the News-Record for four years had to itself.

The News-Record was a consolidation of two evening papers, bought by J. David Stern four years ago and placed on a firm basis until the paper had become one of the formidable journals of the State.

The purchase of the News-Record was made with startling suddenness, the paper quitting publication with the evening edition Monday after announcing the change in the noon edition.

Mr. Stern, owner of the News-Record, stated in closing up his affairs in Springfield that he soon will close a deal whereby he will take charge of a much larger paper. The members of his force, of whom he took care with bonuses during their period of unemployment, will then be associated with him in the larger field, according to their individual declarations at a banquet tonight taken as a means of bringing to an end their association.

The Journal will be represented in the national advertising field by The Charles H. Eddy Company, and the Register by Verree & Conklin.

Investigate Attack on N. Y. Call

The War, Navy and Treasury Departments have ordered an investigation into the "May Day" attacks by soldiers, sailors and Victory Loan workers on the offices of the New York Call, the Socialist newspaper. The publishers made formal complaint to Washington, saying there were no reasons whatever on their part for the trouble and asking reparation for damage done. The inquiry is already under way.

NEWSPAPERS HOLDING "WAR-TIME" CIRCULATION

U. S. GOVERNMENT FIGURES SHOW

MANY pertinent "after-the-war-affect" questions that have been in the minds of people interested in newspapers for a long time are answered in a comparative report just issued by the Federal Trade Commission on number of pages, circulation, amount of news, amount of advertising and percentages of advertising printed during the months of January, February and March, 1919.

Despite a seemingly general belief that with the close of the war, with its great reading interest, the circulations of newspapers would drop, the Federal Trade Commission finds that the net paid circulation of the morning, evening and Sunday editions of papers published in the different groups of states or in the total for all papers in the United States shows very little change during the period. The figures indicate only a slight decrease in the circulation of papers published in the states of the Southern and Middle West groups.

In its tabulation, the Trade Commission has taken the most important morning, evening and Sunday newspapers in the principal business sections of the United States.

New England includes papers published in Connecticut, Maine, Rhode Island and Vermont.

The Eastern group includes papers published in the District of Columbia, Maryland, New Jersey, New York, and Pennsylvania.

The Northern group includes papers published in Illinois, Indiana, Michigan and Ohio.

The Southern group includes papers published in Alabama, Florida, Georgia, Kentucky, Louisiana, Tennessee and Virginia.

The Middle West group includes papers published in Arkansas, Colorado, Iowa, Kansas, Minnesota, Missouri, Nebraska, Oklahoma, Texas, Utah, Wisconsin, and

The Pacific Coast group includes papers published in California, Oregon and Washington.

Pages Increase

The average number of pages in morning papers of all groups, with the exception of the Southern group, shows an increase for the three months.

In the Southern group the average number of pages indicates an increase for February over January, but the average for March is even less than for January.

The average number of pages in evening papers of the New England, East-

ern and Pacific Coast groups increased during the three months.

The Northern, Southern and Middle West groups show an increase for February over January with a slight decrease in March. The total of all evening papers in the United States increased during the period, as also average number of pages in the Sunday papers, of all groups.

The most pronounced increase occurred in the Pacific Coast groups, the average for January being 58.54 pages, and the average for March for the same papers being 79.25 pages, an increase for the period of 20.71 pages.

The average number of pages in the morning, evening and Sunday editions of papers published in the different groups of States shows considerable variation.

Papers published in the New England, the Southern and the Middle West groups have fewer pages on the average than morning, evening and Sunday papers published in the other groups of States.

Advertising and Reading

The percentage of advertising to reading matter for morning newspapers published in all the groups of States increased during the period. The per-

centage in morning newspapers published in the Eastern and Middle West groups of States decreased slightly in February, but this was more than equalized by the increase in March.

The percentage of advertising decreased slightly in the evening papers of the New England group during February, but this was more than equalized by the increase in March. The percentage of advertising to reading matter in the Sunday edition of newspapers published in all the groups of States increased during the period. The percentage decreased, however, in February for the New England and Eastern groups, but this was more than counterbalanced by the increase in March.

Generally speaking, the percentage of advertising to reading matter in all editions of newspapers published in the New England and Eastern groups is less than the percentage in papers published in the other groups of States. The highest percentage of advertising to reading matter occurs in papers published in the Northern group.

The papers used in this tabulation consumed the bulk of the tonnage of standard news produced in the United States.

The actual figures follow:

	January.			February.			March.		
	Morning.	Evening.	Sunday.	Morning.	Evening.	Sunday.	Morning.	Evening.	Sunday.
NEW ENGLAND—									
Number of publications checked.....	8	8	8	8	8	8	8	8	8
Average net paid circulation.....	99,955	94,142	159,462	98,096	94,776	161,064	99,151	93,902	162,133
Average number of pages.....	15.45	17.75	48.18	16.13	18.02	51.25	17.90	19.50	56.55
Average column inches of news.....	1,417	1,376	4,566	1,513	1,444	4,936	1,483	1,496	5,021
Average column inches of advertising....	1,043	1,411	3,138	1,058	1,411	3,248	1,259	1,584	4,178
Percentage of advertising.....	42.38	50.64	40.73	41.15	49.21	39.69	45.43	51.44	45.30
EASTERN—									
Number of publications checked.....	27	26	35	27	26	35	27	26	35
Average net paid circulation.....	106,909	147,893	149,477	106,731	139,591	150,017	107,440	141,557	151,399
Average number of pages.....	17.14	20.14	52.03	17.59	21.30	53.43	18.28	25.02	58.51
Average column inches of news.....	1,585	1,632	4,650	1,644	1,705	4,996	1,708	1,740	5,076
Average column inches of advertising....	1,252	1,715	3,584	1,258	1,835	3,836	1,448	1,973	5,011
Percentage of advertising.....	44.12	51.24	43.53	43.35	51.83	43.43	45.89	53.14	46.60
NORTHERN—									
Number of publications checked.....	6	20	11	6	20	11	6	20	11
Average net paid circulation.....	182,792	119,609	210,494	183,922	120,852	214,693	186,165	120,374	216,978
Average number of pages.....	18.43	18.50	58.97	19.35	20.31	65.53	20.11	20.21	70.59
Average column inches of news.....	1,699	1,331	4,684	1,748	1,388	5,263	1,722	1,357	5,259
Average column inches of advertising....	1,441	1,864	4,792	1,556	1,998	5,648	1,710	2,037	6,461
Percentage of advertising.....	45.88	58.34	50.57	47.09	59.02	51.76	49.82	60.01	55.13
SOUTHERN—									
Number of publications checked.....	11	10	14	11	10	14	11	10	14
Average net paid circulation.....	48,140	43,761	54,662	47,202	43,704	54,287	46,152	43,763	54,569
Average number of pages.....	13.88	15.19	46.69	14.18	15.60	49.64	13.65	15.39	57.30
Average column inches of news.....	1,198	1,295	3,792	1,144	1,275	4,021	1,111	1,219	4,253
Average column inches of advertising....	1,006	1,124	3,631	1,079	1,200	3,995	1,072	1,210	4,851
Percentage of advertising.....	45.66	46.45	48.85	48.73	48.49	49.83	49.10	49.81	53.29
MIDDLE WEST—									
Number of publications checked.....	20	28	32	20	28	32	20	28	32
Average net paid circulation.....	70,372	77,870	82,215	69,031	77,403	82,412	68,941	73,007	82,269
Average number of pages.....	13.34	16.13	40.10	13.38	16.48	44.78	14.03	15.07	47.99
Average column inches of news.....	1,164	1,237	3,623	1,190	1,241	3,812	1,176	1,320	3,955
Average column inches of advertising....	987	1,437	2,868	971	1,363	3,509	1,134	1,427	3,965
Percentage of advertising.....	45.88	53.73	44.18	44.93	52.34	47.92	49.09	51.94	50.06
PACIFIC COAST—									
Number of publications checked.....	8	8	10	8	8	10	8	8	10
Average net paid circulation.....	73,119	74,035	107,906	73,231	74,390	109,557	73,018	73,384	110,354
Average number of pages.....	17.47	18.32	58.54	18.00	19.38	74.00	18.81	21.03	79.25
Average column inches of news.....	1,488	1,580	5,590	1,509	1,544	5,956	1,542	1,682	6,056
Average column inches of advertising....	1,245	1,413	5,009	1,320	1,494	5,680	1,446	1,670	6,485
Percentage of advertising.....	46.12	47.21	48.17	47.07	49.17	49.56	48.65	49.98	52.23
TOTAL, UNITED STATES—									
Number of publications checked.....	80	100	110	80	100	110	80	100	110
Average net paid circulation.....	91,311	98,408	120,891	90,696	100,141	121,759	91,021	99,081	122,572
Average number of pages.....	15.76	17.82	48.92	16.12	18.77	53.54	16.76	19.79	58.56
Average column inches of news.....	1,421	1,403	4,326	1,441	1,435	4,637	1,455	1,469	4,748
Average column inches of advertising....	1,144	1,559	3,600	1,170	1,611	4,067	1,316	1,701	4,723
Percentage of advertising.....	44.60	52.64	45.42	44.80	52.89	46.72	47.50	53.67	49.86

CONSIDER NEW LAWS IN PENNSYLVANIA

Editorial Association Favors Some and Disapproves of Others—All Newspapers Urged to Set Ad Rate of 42 Cents an Inch Net

HARRISBURG, May 7.—The annual conventions of the Pennsylvania Associated Dailies, the Pennsylvania Editorial Association and the Pennsylvania Weekly Newspaper Association, held here today, gave special attention to pending state legislation affecting newspapers, there being a number of bills of such nature now before the law makers.

The members were also urged by their officers to increase advertising rates to at least three cents net per agate line, or 42 cents per inch, after agents' commissions are paid and cash discounts deducted.

In the legislative discussion, the following measures were enumerated as needing immediate attention:

House Bill No. 1175, is the "Sedition Bill." It was the opinion that the bill was un-American and bad in spirit. It was agreed that this bill should receive the most thoughtful consideration of every Pennsylvania newspaper man on the ground that "the Keystone State had sufficient patriotism to contribute a great proportion of men and munitions to the downfall of the Kaiser without any such legislation ever being dreamed of."

House Bill No. 279 and Senate Bill No. 659 was favored. This is the Bolard Anti-German official advertising bill. It was pointed out that it required some hard work to get this bill this far. It was on the Calendar in the Senate, passed second reading and re-committed to the Committee on Judiciary General, April 21. It was charged that German propagandists have succeeded in persuading other foreign language newspapers that they are affected by this bill and have it tied up in Committee. The opinion was that patriotic American newspaper men will see this bill defeated unless they "turn on the light."

Association officers stated eleven bills, including House Bill No. 279, have been introduced at this session to wipe out official advertisements of German propaganda newspapers. Not one of them has got past the Legislature. One said: "Patriotic English newspapers are wondering what would happen in the Reichstag if measures requiring official and legal advertisements of Germany to be published in English newspapers were presented."

House Bill No. 1076, requiring newspapers, periodicals, magazines and other publications printed or published in this Commonwealth to have printed thereon the time of going to press and providing a penalty of \$1 for each and every copy sold without this time designation, is still dormant in the Committee on Judiciary Special. It was sent there on March 25, 1919. It was declared "up to the newspaper men of Pennsylvania whether they wish it kept there." The desire to kill it seemed in favor.

House Bill No. 910, was classed as "a measure of great importance to the public and newspapers in every borough." It met with disfavor. It gives borough officials authority to let contracts for public work without public notice, in amounts up to \$300. On this bill an official said: "If Governor Sproul will

treat this bill as he did Senate Bill No. 355, subject of veto No. 12, borough contracts will still continue to be let under existing laws. Senate Bill No. 355 slid through the Legislature unnoticed and undertook to increase the power of the county commissioners and controllers of the state to let contracts for public supplies and public work without advertising, if the cost did not exceed \$100.

"Existing law requires everything costing over \$300 to be published. Under this system in some counties supplies and contracts are split up to evade the law requiring the advertisement for bids. What a power public officers would have if they were authorized to split up public contracts in \$300 chunks and let them to favored contractors without competitive bidding!

"These measures require the utmost watching at every session of the Legislature. They appear as regularly as clock work.

"One bill has already been approved and it is hoped that if it cannot be repealed at the present session it will be at the next. It permits the county commissioners of the Commonwealth to let contracts for the repair of bridges where the cost does not exceed \$500 without advertising.

House Bill No. 999 is an attempt to regulate advertisements and solicitations for employes during strikes or lock-outs or other labor disputes by requiring such advertisements to state the existence of the strike or other disputes. It would, if it became a law, make the publisher subject to a fine of \$100 or imprisonment of 30 days. The bill has been sleeping in the Committee on Manufactories since March 19.

House Bill No. 961 and Senate Bill No. 881 were approved. In the words of one prominent member: "Every English newspaperman in the state, if interested at all in his craft, should get in touch with his State Senator immediately.

"This is the bill which substitutes an English newspaper for a German newspaper to carry the advertising required under existing law for sheriffs' sales of real estate.

"The bill passed the House almost unanimously but the opponents to this measure hope to kill it in the Senate. It is up to the publishers of patriotic American newspapers of Pennsylvania to do their utmost in asking their State Senators to make this bill a permanent law in Pennsylvania for the advertising of sheriffs' sales.

"The bill has been approved as a measure re-enacting all the existing laws of Pennsylvania into one general statute regulating the advertising of sheriff's sales of real estate with the exception that it substitutes an English newspaper for those counties where the sheriffs are permitted or required under mandatory law to advertise sales in German newspapers at higher rates than paid to English newspapers publishing the same advertising."

Senate Bill No. 732, which would stop all patent medicine advertising, was also disapproved by many members.

Dunning Buys Hartford Post

NEW HAVEN, Conn., May 6.—The Hartford Post has been purchased by Stewart Dunning. He is a local man and announces that he has no other newspaper connections.

Bridgeport Post Will Build

BRIDGEPORT, Conn., May 6.—The Post Publishing Company has awarded contracts for the construction of a two-story brick fire proof office building in Middle street.

PLAN TO OUST STEEN FROM N. A. C. E.

Opposition Forces Line Up for Hot Fight at Coming Chicago Convention—Steen Will Give No Information to Trade Press

CHICAGO, May 6.—Opposing forces are lining up for "battle" at the annual convention of the National Association of City Editors, which is scheduled to be held here May 16-18, at the La Salle Hotel. It promises to be a mighty stormy session.

Hassel T. Sullivan of Indianapolis, founder of the association and leader of the forces against President Clyde P. Steen, declines to give out his program of action, but he says that the strongest men in the body are arrayed against Steen and that they do not propose that he shall retain official connection of any kind with the association.

The chief complaint against Steen is a charge that he undertook to raise a million-dollar "anti-Bolshevik" fund without proper authority and brought the N. A. C. E. into discredit. This Steen denies and he declares he will fight to the last against his enemies.

Steen recently moved his headquarters from New York to Chicago, from which point he has sent out the following letter to newspaper men all over the country—including publishers:

"Dear Sir: This is the last call for the third annual convention of the National Association of City Editors, to be held at Chicago, May 16, 17 and 18. Headquarters will be at the Hotel Morrison.

"The sessions on May 16 will be devoted to the investigation of complaints and other business matters. A committee consisting of five members will meet throughout the day, reporting its findings at the session May 17.

"The real pep of the convention will begin with the sessions on Saturday, May 17. The Chicago Association of Commerce is giving the visiting newspaper men an elaborate luncheon on the top floor of the Hotel La Salle, Saturday, May 17, at 1 o'clock p. m.

"Every person planning on attending the convention should be here by that time. A good program has been prepared by the Association of Commerce for this event. Business meetings will take place in the afternoon, and at 8 o'clock the same evening the annual banquet will be held in the banquet hall of the Hotel Morrison.

Array of Speakers

Speakers for the convention include: Thomas R. Shipp, press agent, from Washington, D. C.; Miss Carol Bird, Detroit Free Press; Congressman M. L. Davey, Kent, Ohio; H. F. Harrington, department of Journalism, University of Illinois; Hon. Frank P. Glass, president American Newspaper Publishers' Association; William Lightfoot Visscher, Chicago Press Club; Leland S. Hurd, Kokomo Dispatch, Kokomo, Ind.; Willard G. Bleyer, dean school of Journalism, University of Wisconsin; Leo Wolfsohn, Milwaukee Press Club, and many others.

"Milwaukee will send a strong delegation, and will invite the 1920 convention there.

"Plans for a reorganization to include the entire editorial room are to be taken up at the convention. Interesting exhibits will be shown, and there will not be a dull minute during the three days.

"Please sign the enclosed card designating your attendance and rush it in. More than 100 newspaper men have already signified their intention of attending this—the only authorized convention of its kind in the country.

"Whether you are a member or not, you are invited to attend. If you can't afford it, talk it over with your publisher. He can see the value of exchanging ideas, and may go half way, at least, in paying your expenses. Come on—the water's fine.

"Fraternally yours,
"National Association of City Editors.
"Clyde P. Steen, President.

"SPECIAL NOTICE.—We are making no announcements in the trade journals. This is the final announcement. Any trade journal announcements are without authority. Please send us quick a copy of your paper to our headquarters, 1424 Consumers' Building, Chicago. We want to exhibit every paper in the United States at the convention. It's a great sight!"

May Advertise "Re-Worked" Wool

A publicity campaign to combat "virgin wool" advertising will be considered by the National Wool Stock Graders' Association at a meeting in New York today. The dealers in re-worked wool feel that they have been placed in a false position by the extensive advertising of the merits of virgin wool.

BUYS \$500,000 SPACE ANNUALLY TO BOOM SUNKIST GOODS

IT was never a real secret, but now Don Francisco has given away his age. Everybody who has not met the advertising manager of the California Fruit Growers' Exchange thinks of him as a man of at least middle age; but application of a little simple mathe-



DON FRANCISCO

matics to a communication he sent recently to EDITOR & PUBLISHER shows that he is about twenty-seven years old, leaving a few months' leeway to excuse possible lack of exactness.

The "everybody" referred to judged Mr. Francisco solely by his activity and his achievements, for he's the liveliest kind of live wire, whether on the Pacific Coast or any where between those "sunkist" lands and the great port where our legions are landing after whipping the Hun.

Don Francisco started young. He contributed cartoons and sketches to a number of publications, wrote for farm papers and was correspondent for the Detroit News, the Lansing (Mich.) State Journal, the Grand Rapids Herald, and the Detroit Free Press. That work held him until 1914, though in the meantime he wrote and sketched his way through the Michigan Agricultural College. Then he took his newspaper training, his artistic ability and his agricultural knowledge to the Chicago office of the California Fruit Growers' Exchange. That was in June. He inspected fruit until September, when he went into the advertising department, of which he became manager in 1916, having reached the advanced age of twenty-four years, and moved with it from Chicago to Los Angeles.

Mr. Francisco had his own ideas about how to advertise, and the 2,000,000 pieces of silverware the exchange was giving out annually didn't fit them. Premiums stopped, surveys began, information was gathered and compiled, and real campaigns of advertising begun. Now he spends \$500,000 a year with newspapers and other mediums.

Don Francisco doesn't believe in confining his advertising knowledge to his files. He writes a lot on the subject and makes many addresses to advertising men, bringing to them his experience and his conclusions. That is why his name is known from coast to coast, and perhaps one reason why he is so remarkably successful.

Quality Service for Dominant Dailies

America's vital and aggressive newspapers—the papers that are most successfully meeting the modern 'after the war' news standards of the people—the papers that offer their readers each day a clear cut reflection of human activities around the world—interpreting great movements—defining new problems—the papers that are making each issue one of compelling interest—are receiving their news service

By
UNITED PRESS

THE EVENING SUN HOME EDITION
DALLAS, TEXAS, FRIDAY, MAY 8, 1919
Italian Delegates Start Back To Paris Tonight; Treaty To Be Submitted To Germans Thursday

FIRE DAMAGES TWO BIG NAVY OCEAN PLANES

Delegates From Irish Republic To Go To Paris

BOLSHEVISM IN RUSSIA IS NOW FACING CRISIS

'HOW'RE YOU GONNA HIT 'EM WHEN YOU CAN'T SEE 'EM?'

ALLIES PLANNING TO MAKE FUME A FREE PORT

Italy May Get City At End Of Three Years

TREATY NEARLY READY FOR FINAL ACTION

To Be Laid Before Secret Peace Session Tomorrow

Ump!

PLAN TO CUT OFF FOOD SUPPLY IF ITALY QUITS

GOOD EVENING

CONGRESS MAY MEET BY END OF MONTH

FAMILIES IN PANIC WAYNE BOMB EXPLODES

BOOKKEEPER MISSING \$26,000 GONE, TROOP LEADER SAYS

STATES IN DISAGREEMENT OVER HOURS OF LEAN

REPORT REVEALS OF AUSTRIAN AND HUNGARIAN

To Start Work of Gaps Relationship

ORLANDO ASSAILS WILSON ATTEMPTING FATTY

DISCOVERY IS CHARGED BY TOKYO LEAGUE SOCIETY

MAKE FINAL EFFORT TO SETTLE CLAIMS REGARDING FUME

ITALY'S CLAIMS AND PROBABLE RESULTS OF WITHDRAWAL FROM PEACE CONFERENCE ARE GIVEN

ORLANDO ASSAILS WILSON ATTEMPTING FATTY

REPORT REVEALS OF AUSTRIAN AND HUNGARIAN

To Start Work of Gaps Relationship

ORLANDO ASSAILS WILSON ATTEMPTING FATTY

REPORT REVEALS OF AUSTRIAN AND HUNGARIAN

To Start Work of Gaps Relationship

THE EVENING JOURNAL SECOND EDITION
DALLAS, TEXAS, FRIDAY, APRIL 26, 1919—TWELVE PAGES
ITALIAN DELEGATES MEET WITH WILSON

JAPAN THREATENS NOT TO JOIN LEAGUE IF EQUALITY IS NOT OBSERVED

MAKING FINAL EFFORT TO SETTLE CLAIMS REGARDING FUME

DISCOVERY IS CHARGED BY TOKYO LEAGUE SOCIETY

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ORLANDO ASSAILS WILSON ATTEMPTING FATTY

REPORT REVEALS OF AUSTRIAN AND HUNGARIAN

To Start Work of Gaps Relationship

The Cincinnati Post
CINCINNATI, SATURDAY, MAY 3, 1919
DEFIANCE IS BELGIAN HEROES HERE EVERY YANK URGED BY War Dogs Accompany Veterans IS TO GET ENEMY IS TO GET CHANCE

Proposals Against Enemy Terms Will Bar German Acceptance of Treaty

Handen Believes

WHY CINCINNATI MUST MORE THAN BIT

SILENT APPEAL FOR LOAN

WAR LADY BOARD TO END CAREER OF WIDE USEFULNESS

PEACE CONGRESS 'BROKEN UP' IS ITALIAN'S CLAIM

FRUME CANNOT BE GOVERNED ITALIANS DECLARE WILSON

ITALIANS THREATEN TO NEGOTIATE FOR A SEPARATE PEACE

WAR GAS PLANTS

The Evening World NEW YORK, THURSDAY, APRIL 24, 1919
FIRST OF 77TH DIVISION REACHES HOME
ITALIANS BACK IN PARIS PARLEY; STILL TALK OF BOLT, BUT DEFER IT

3,826 HEROES OF ARGONNE LAND HERE FROM AQUITANIA AFTER ROUSING WELCOME

MANY TOWNS RAISE QUOTAS FOR LOAN DRIVE SPEEDS UP

Territory Italy Has Been Awarded And That Now in Dispute at Paris Council

ORLANDO ASSAILS WILSON FOR STAND BEFORE JOINING IN MEETING OF "BIG FOUR"

Lloyd George Attempts to Avert Withdrawal and Announces Italy Will Not Leave at Once, as Planned

WORLD PEACE OFFERING SET BY FOLLOWING SIGNING OF THE TREATY

MRS. G. BORDEN'S WARD STRANGELY MISSING IN CANADA

CRIMP INTERVIEW—POLICE OFFICERS SAY HE IS NOT THE "LADY OF THE LIPS"

WAR LADY BOARD TO END CAREER OF WIDE USEFULNESS

PEACE CONGRESS 'BROKEN UP' IS ITALIAN'S CLAIM

FRUME CANNOT BE GOVERNED ITALIANS DECLARE WILSON

ITALIANS THREATEN TO NEGOTIATE FOR A SEPARATE PEACE

WAR GAS PLANTS

RACING

THE BIRMINGHAM LEDGER BIRMINGHAM, ALA., WEDNESDAY AFTERNOON, APRIL 24, 1919
BAN ON FAKE ADS DECREASES DEATH RATE, SAYS HARRIS

\$500,000 MORNING SUBSCRIPTIONS IN LOCAL LOAN DRIVE

PEACE CONGRESS 'BROKEN UP' IS ITALIAN'S CLAIM

FRUME CANNOT BE GOVERNED ITALIANS DECLARE WILSON

ITALIANS THREATEN TO NEGOTIATE FOR A SEPARATE PEACE

WAR GAS PLANTS

N. Y. WORLD MEN GIVE ANNUAL SHOW

"Uncle Tom's Cabin" Presented by All-Star Cast—Two Poems by Ruel Smith Are Features of Merry Morning's Festivities

Editors and reporters of the morning edition of the New York World enjoyed their annual theatrical entertainment and feast early last Sunday morning at the Imperial, in Brooklyn. All the actors, as usual, were members of The World staff.

The feature was "Uncle Tom's Cabin." Rothven Wallace enacted the role of "Uncle Tom," E. G. Brown was "Simon Legree," and William Van Benthuyzen was "Eliza." The play was directed by Frank Warren, musical critic, and was "put over" in a way that would have been a credit to professionals.

Harold Vivian, political reporter, was chairman and did not permit a dull minute throughout the entire session. Mr. Vivian's dinner committee published the once-a-year paper, "The Overset," which said kind things (Oh, Boy!) about most of the prominent members of the staff.

Here are two excerpts from "The Overset," both written by Ruel P. Smith, assistant night city editor:

Who I Am—and I—and I

I am the news, the story, the tip, the rumor,
The Exclusive Staff;
I lie around everywhere, in unsuspected places,
I roam in the Park; I sleep in Hesse's.

I am the Reporter, the Wild Man of Park Row;
I never sleep—I eat only on office time.
I kidnap the News-Beat,
I trap the Shy Rumor,
I drag them to the Twelfth Floor.

I am the Night City Editor,
My heart is like a skating rink floor;
My heart is as hard as Gibraltar;
My heart is as hard as a Hudson Bay Wolf's.
I eat the copy alive.

I spike it,
I throw it on the floor—in the waste basket.
But still it accumulates.

We are the Copy Readers, as gentle as grizzly bears,
Tender as alligators,
We hit the copy with axes,
With hammers,
With profanity,
With unprintable language.
We have no hearts at all—
No Consciences—
We hate everybody.

I am the Managing Editor.
I say: "Whatthehellisthisstuff? Whatthehellisthisstuff?"
"Whosentthisrotalong? Whosentthisrotalong?"
"Whatdiditpasseedthis?"
"Whatthehellisunintentionallypasseedthis?"
I am the Managing Editor.
Everybody loads this stuff onto me.

I am the Night's Over-set!
I am the Scum of the News;
I am the vermiform appendix; I am the jetsam;
I get all the stuff left out of the paper.
Nobody wants me.
Nobody has a kind word for me.
But now and then I have my Revenge!
I hide a good story away.
It gets on the first page—
OF THE OTHER PAPERS!
Then there is hell to pay!

If I Should Die Tonight

If I should die tonight,
And Old Boss Thayer should come to my cold bier,
And whisper softly in my waxy ear:
"Old man, your story surely was a bird,
"We let it run and didn't change a word,"
I say, if these words fell upon my head,
I'd know for sure that I was plumb, stone dead.

If I should die tonight,
And Old Boss Link should stand beside my bed,
And gently murmur o'er my silent head:
"Old man, the paper's open wide,
"Don't spike a thing, let every item slide!"
I say, I wouldn't give a whoop—
For I should know that I had "down the coop."
If I should die tonight,
And Old Boss Lyman laid his kindly hand
Upon my bean and said in accents bland:
"The first edition's full of Gene Young's guff;
"I'll chuck it out; bring on your city stuff;
I might rise up and give one feeble yell;
But the next moment I'd drop straight to hell!"

New York Agency Moves

Elmer Bird Wilson, Inc., New York, moved on May 1 to 68 William street.

ON HIS WAY TO BIGGER THINGS IN JOURNALISM

A RATHER successful young business man is J. David Stern, who has just sold the Springfield (Ill.) News Record to the publishers of the State Register and the State Journal for an amount of money said to be the highest ever paid for a paper in Illinois outside of Chicago.

In fact Mr. Stern started in business with an initial investment of \$2,500 in New Jersey about six years ago, and from this modest beginning, his friends say he has accumulated a capital of approximately a quarter of a million dollars.

Mr. Stern is a Philadelphian, educated in the University of Pennsylvania, college and law, and is a member of the bar. He received his first training in the newspaper business in his home city and later was with newspapers in Seattle and Providence, R. I. He purchased the New Brunswick (N. J.) Times in 1912 and sold it two years later to a syndicate of prominent local citizens.

He bought the Springfield (Ill.) News in November, 1914, and acquired the Springfield Record in the following January, consolidating the two papers to form the News-Record, which has had remarkable success.

Mr. Stern has given EDITOR & PUBLISHER no intimation of his future plans, but his ambition to publish a metropolitan daily is generally known. Undoubtedly he will be heard from in a much larger field in the near future.

Press Club Cheers Hansen on Bolshevism

He Urges Pittsburgh Newspaper Editors to Encourage Government Land Development as Remedy for Unrest

PITTSBURGH, May 5.—One of the largest gatherings of business, law and journalism representatives ever seen in western Pennsylvania heard Ole Hansen, the fighting Mayor of Seattle, bitterly denounce Bolshevism tonight at the thirty-fourth annual dinner of the Pittsburgh Press Club.

More than 600, part of whom were women, heard Mayor Hansen declare that the United States flag and the red flag could not exist on the same planet. The crowd arose to its feet in a vociferous agreement. Mayor Hansen suggested that social unrest be combated by the Government embarking upon a great career of land development, making use of the quantities of land that are at present no source of revenue.

Others speakers were L. P. E. Giffroy, official delegate of the Belgian Mission at Washington, D. C.; Capt. John L. Carney of the pigeon section of the United States Signal Corps; Earnest Henrion, chief of the Belgian Army Press Information, and Erasmus Wilson. George S. Oliver was toastmaster.

Y. M. C. A. Using Ads in Canada

MONTREAL, May 6.—Newspaper publicity is again being used in an effort to secure \$1,100,000 for the Y. M. C. A. for its post-war work. Large display advertisements containing records of what the Y. M. C. A. has done and what it plans to do are appearing in the daily papers from coast to coast. It is expected this advertising and personal solicitation in a four-day drive will secure more than the desired amount.

Utica's Dean of Reporters Is Fifty Years in Service

George Schachtel, Honored by Associates, Is Still Active and as Capable as Any Youngster

UTICA, N. Y., May 3.—Surrounded by the men and women of the Press who know him best, William Schachtel, the dean of the newspaper profession in Utica, celebrated his 50th anniversary as a scribe tonight.

Most of this half century has been spent on the Press. Mr. Schachtel is still in active service and is able to do as good work as any reporter in Utica. It was not a pretentious occasion because that would have been out of tune with the man in whose honor it was planned and executed. But it was a time of fun and reminiscence with 50 years of service as its central thought and Mr. Schachtel as its central figure.

A mysterious brown paper parcel resembling in shape, size and appearance the bombs that have been creating so much excitement, was brought in to the toastmaster, George E. Dunham. When it was opened it was found to contain Volume II of the Schach-Tail, published by the Lion's Tail, the Press local room publication that is a usual feature of all Press gatherings.

It was the camouflage edition, with an interesting camouflage cover, design by Charles W. Harper, and containing articles, versifications, quips and "wallops" on the various members of the Press force present.

Included in "The Tail" was "An Ode to Bill," written by Miss Alice M. Dickinson of the Press reportorial staff. It was as follows:

"You've seen him around, he carries a pad,
He always smiles, but I've found him sad.
For his heart's not hard, and his eyes know tears.

Though he's been at the game for 50 years,
You've seen him around, I know you've met
Not the withered oak, but the sapling yet.
He is on the job and he knows the gears,
For he's been playing the game for 50 years.
You've seen him in church; he's been in jail,
The badge of the press has been his hall.
You might have met o'er some foamy beers,
For he's been at it now for 50 years.
You've heard him promise to fix it right,
And over his specs in his den at night,
He has smoothed it out to please the ears
Of a loved one, all of these 50 years.
You'll see him around, he is with us still,
He hingers at the crest of the hill
Gazing down the slope and the goal he hears
With memories sweet of 50 years.

At the conclusion of the dinner Mr. Dunham spoke briefly of his association with Mr. Schachtel, paying tribute to him as a newspaper man and a worker and congratulating him on his golden jubilee. A beautiful big Seth Thomas mantel clock with quarter hour chimes was presented to Mr. Schachtel by his associates.

During the evening Rae B. Candee, who left the Press last week to become Utica's superintendent of recreation and playground work under the municipal commission, was presented an umbrella by his former associates.

Atlanta Printers Organize

ATLANTA, Ga., May 5.—At a result of a campaign waged in Atlanta, during the last three weeks, a branch of the United Typothetae of America has been organized. C. P. Byrd has been elected president. The membership consists of about 25 prominent printers and publishers of Atlanta.

Fire Ties Up Texas Paper

PALESTINE, Tex., May 4.—The office and equipment of the Daily Visitor was damaged by fire to such an extent last week that publication of the paper had to be suspended for about a week. Damage amounted to \$3,500, all fully covered by insurance.

A. N. P. A. Ad Bureau Plans Drive for Members

Much Extra Money Needed if Branches Are to Be Opened in Chicago and San Francisco

The Bureau of Advertising of the American Newspaper Publishers Association is busy preparing data on which to base plans for the establishment of branches in Chicago and San Francisco. It is not assured as yet that such branches will be established, although the need for them and their power for greater efficiency and accomplishment is conceded by the Ad Bureau committee and those in active charge of headquarters in New York City.

It is estimated that between \$40,000 and \$50,000 must be raised to meet the expenses of establishing branches, as the expense cannot be met with present funds or those it will obtain in the ordinary course of events through regular channels.

The present plan is to raise the money through an intensive drive for new members in the territories which would be served directly by the proposed middle western and Pacific Coast branches.

The data, which the Bureau now is preparing, will indicate in a graphic way to prospective members just how effectively they will be served, along with present members, by a branch of the Bureau, in charge of a man of broad experience and ability in landing national accounts for newspapers that heretofore have been lost through lack of co-operation among the papers and close touch with list makers.

BERGER'S PAPER LOSES

U. S. Court Upholds Burleson in Barring It from Mail

WASHINGTON, May 5.—Postmaster-General Burleson's action in excluding certain copies of the Milwaukee Leader, Victor Berger's paper, from the mails, was upheld today by the Court of Appeals here. The court held that the Leader printed a number of articles "in a spirit of hostility to our own Government and in a spirit of sympathy for the Central Powers."

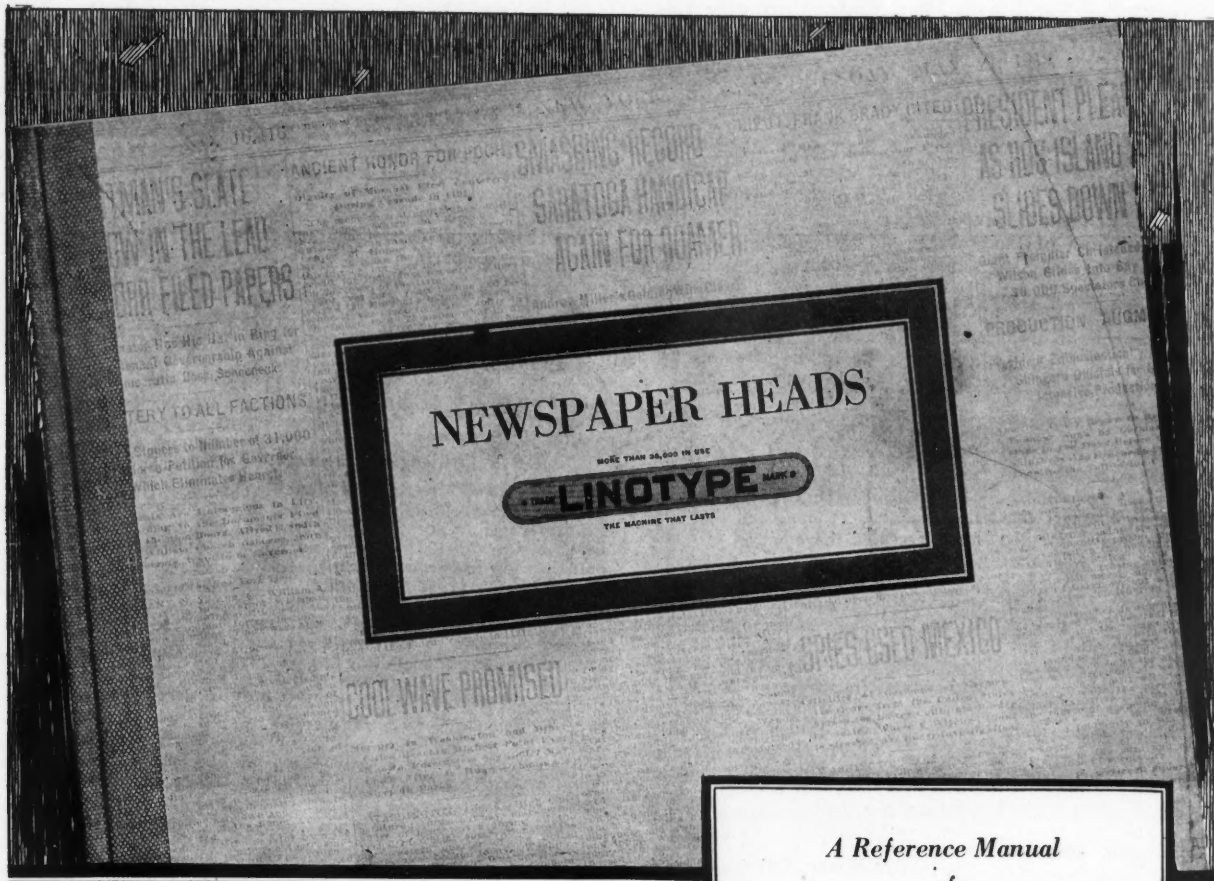
Doubt, however, was expressed by the court whether the Postmaster-General had a right to issue a blanket order denying second-class mailing privileges to the Leader in the future, adding that the statute did not grant such authority.

Berger's salary of \$625 a month, as a member of the House of Representatives, is being paid to him by the sergeant-at-arms of the House, despite the fact that he is serving time in a Federal prison for violating the Espionage Law. Berger already has been paid \$1,250 and will continue to receive salary until Congressional action is taken to prevent it.

BURNHAM MAY COME TO U. S.

Editor of London Daily Telegraph Mentioned for Ambassador

LONDON, May 4.—Lord Burnham, owner of the Daily Telegraph, is mentioned as British Ambassador in the United States to succeed Lord Reading. Lord Burnham's national work during the war has been on an extensive scale and none the less valuable because done behind the scenes. Official recognition of it has been accorded by his promotion to a Viscounty.



"I've been looking for that kind of a book for years"

Said a prominent publisher at the recent A. N. P. A. Convention.

THAT'S what you, too, are going to say—or think when you receive your copy.

"Newspaper Heads" is an authentic reference manual—the first work to visualize modern, practical newspaper typography, and, at the same time show how it may be accomplished economically.

Send for your copy without delay. Clip, Sign, and Mail the Coupon.

Mergenthaler Linotype Co., New York, U. S. A.
 CHICAGO SAN FRANCISCO NEW ORLEANS
 Canadian Linotype Limited, TORONTO

A Reference Manual
 of
NEWSPAPER
Typography

Readability is the paramount consideration in newspaper typography. "Newspaper Heads" exhibits numerous styles of good newspaper "dress" and shows the machine lay-out for each style. Every face used can be set direct from the Linotype Keyboard.

Send for your copy of this reference manual. It is a scientific and authentic guide for making your paper more attractive, more interesting, and more readable.



*Clip the Coupon;
 Sign and Mail It.*

MERGENTHALER LINOTYPE CO., New York, U. S. A.

Send me a copy of NEWSPAPER HEADS. I understand the edition is limited and assure you it will be of practical use to me.

NAME

ADDRESS

NAME OF PAPER

LEMIEUX ATTACKS THE INTEGRITY OF CANADIAN NEWSPAPERS

Sensational Parliament Debate on Ownership Publicity Law—
Hon. Mr. Rowell Defends Press, Saying There Was
No Finer Contribution to Cause of War.

OTTAWA, Ont., May 2.—A sensational attack on the integrity of the Canadian press by Hon. Rodolphe Lemieux and just as warm a defense in its behalf by Hon. N. W. Rowell marked the argument in Parliament tonight on Mr. Lemieux' proposed bill to compel the publication by all newspapers of the names of their owners and managements.

In the fact that Liberal newspapers in Ontario and elsewhere in Canada supported the Union Government and the policy of conscription at the last general election and in the history of the Montreal Herald, Mr. Lemieux found arguments in support of his proposal. He said it was a scandal that at one given date before the elections in Canada in 1917 the whole of the Liberal party's press, with a few exceptions, made a right about turn.

No Finer Contribution Than That of Press

Demanding the integrity of the press, Hon. Mr. Rowell said the almost unanimous support given the Unionists at election time was due to the fact that the newspapers were standing for the principle of conscription, in which they believed. They had shown fidelity to a high public purpose; no finer contribution had been made to the cause of the war than that of the press.

He went on to say that Liberal candidates in certain constituencies were obliged to pay to have reports of their meetings published in the newspapers, while the whole of the press was placarded with advertisements insulting the late Liberal leader and the Province of Quebec.

Brings Up Government Ads

Who paid for these advertisements? The amount expended by the Government on newspaper advertising from August 4, 1915, up to 1918, was \$2,099,048. Of this \$622,951 was spent by the Immigration Department, and over \$710,000 by the Finance Department. But he said they did not yet know half of the truth as to the amount spent.

In reply to Mr. Nicholson, who asked for specific instances, Mr. Lemieux said he had kept a collection of placards, and if Mr. Nicholson read these placards to-day he would blush with shame. He said he was making this statement fearlessly as a public man, and he expected to receive as he had received, an avalanche of attacks; however, he considered it to be his duty to do so.

In moving his resolution, Mr. Lemieux cited the Montreal Herald as an instance of a newspaper "sailing under false colors." He said that originally the Herald was the accredited organ of the English Liberals in Quebec, it had passed into Conservative hands and eventually became the property of Lord Atholstan, who published the Star as a Conservative organ and the Herald as a Conservative one to keep out business opposition. He understood it was now an independent paper, under new ownership.

"Corruption" a Mild Term

In answer to a question by Mr. Hocken, publisher of the Orange Sentinel (weekly), as to whether he thought there had been corruption, Mr. Lemieux retorted that corruption was a mild term.

Mr. Sinclair agreed with Mr. Lemieux in thinking that explanation was needed concerning some of the sudden "conversions" by newspapers at the last election, when the press was almost "solid" in its support of the Unionists, who were for compulsory military ser-

vice. He declared that a "slush fund" was available to Nova Scotia newspapers publishing Unionist propaganda in their editorial columns and that a good many accepted the money.

Mr. Hocken contended that the \$2,099,048 spent by the Government in newspaper advertising last year was money well spent. One result had been the raising of hundreds of millions in war loans. However, he said that there had been transactions in Montreal which everyone would condemn, but in his opinion the change in the attitude of the Toronto newspapers at the election was due not to any "sweetness," but to the belief that a principle was involved, and the newspapers were true to the principle.

Ad Money Well Spent

Mr. Lemieux said Sir Clifford Sifton was the owner of the Winnipeg Free Press, which supported reciprocity with the United States in 1911, while Sir Clifford himself was one of the principal instruments in the defeating of the measure.

D. D. McKenzie, leader of the Opposition, asserted that speakers on the Government side of the House were given more space than members of the Opposition. He wanted a free and untrammelled press.

Mr. Rowell replied with great vigor that many newspaper proprietors had no objection to the publication of the information desired, but that legislation calling for such publication would involve a question of property and civil rights, and so be within the jurisdiction of the provincial legislatures.

He said the Dominion Government, however, is considering whether or not newspapers should be required to furnish information to the Post Office Department and would make an announcement at a later date.

Would "Protect" Publishers

The newspaper editor, declared Mr. Lemieux, should be protected by Parliament against himself and then the schoolhouse of the public—the newspaper—would be protected. Hence, he asked the adoption of a regulation similar to that in force in the United States.

Mr. Rowell said that unquestionably under the Post Office Act, newspapers are carried by mail at a substantial cost to the country. This had been the policy of successive governments ever since Confederation. Originally they were carried absolutely free of charge, but some years ago a small charge had been made which had persisted ever since.

"The proposal of Mr. Lemieux with

regard to the publication of names of proprietors by the newspapers is not a new one," said Mr. Rowell. "It has been advocated by some publishers whom Mr. Lemieux now charges with having been bought.

"It had also received substantial support in the public press. Personally, I see no reason why these names should not be published, and it is within the power of the provincial governments to see that it was done."

He said the Dominion Government is at present considering action along these lines, and probably in a short time would make an announcement of its conclusions to the House.

In defending the Canadian press, Mr. Rowell declared:

"The member for Maisonneuve had taken it upon himself to challenge the integrity of the press, especially the press of Ontario. Mr. Lemieux would not dare to say outside of the House of Commons that one of the leading Ontario Liberal newspapers had been bought."

Rowell Challenges Lemieux

"I say," said Mr. Rowell, "that this statement is absolutely false and that no more upright press exists than that of Ontario. There has been no finer contribution to the war than that furnished by the press of Canada. During the whole war period Canadian newspapers had, at great expense, carried columns of war news for the benefit of the public."

"A public man who in the House of Commons challenges the integrity of the press of Canada, is doing little credit to himself or the House."

"Canadian newspapers have shown fidelity to high public purpose and noble national aspirations."

"The Liberal press of Ontario has been forced to break with a leader whom it would have been glad to support because it could not go back on its convictions. The Ontario Liberal newspapers had been in favor of compulsory military service and the formation of a Union Government for the purpose of winning the war. The policy of none of these papers would have been altered had the owners and editors been required by law to publish their names."

Mr. Rowell declared that he had no apologies for the money spent in advertising by the Government since he entered it. He had always taken the stand that the people must be kept fully advised of the acts of the Government. None of the advertising done by the Government had been along political lines. It had been in connection with Victory Loans, food conservation, and subjects of this kind, and the information given to the public had been useful. Also there had been no favoritism in giving advertising to the various newspapers.

Names Sir Clifford Sifton

He said the public would have as much faith in the statement that Mr. Lemieux had been bought to assume his present attitude, as that newspapers had been bought to assume theirs.

Mr. Lemieux interposed that he did not care to name editors. "But," he added, "at the time when the whole press was turning around, a prominent western journalist visited Sir Wilfrid Laurier's residence one Sunday and in my presence declared with tears in his eyes that he had to quit the paper for which he was writing."

"That paper, which was published in the West, was a very prominent paper. It had supported the Liberal party for many years, but had just been acquired by a certain organization and he was told that unless he would write against his leader and against his party he had

to quit. I will give the name of that gentleman to my honorable friend whenever it pleases him."

Mr. Hocken: "Was it at Toronto?"

Mr. Lemieux: "No."

Sir Sam Hughes: "Winnipeg?"

Mr. Lemieux: "Winnipeg? We are all intelligent men. What will the ordinary elector of the West think when it is known that Sir Clifford Sifton is the owner of the Winnipeg Free Press, and the Free Press supported reciprocity in 1911, when Sir Clifford Sifton was the principal instrument to defeat reciprocity? It is precisely for that I am advocating a change in the law."

Would Bar "Cut Price" Papers

Mr. Hocken said that he was in accord with the principle of Mr. Lemieux's resolution, which he thought was in the public interest. He would go even further. He would not allow the privilege of the mails to newspapers which were sold at less than cost of production.

Mr. Lemieux mentioned the acquisition of the control of the London Chronicle by Lord Beaverbrook and his friends as an instance of a similar state of things in Great Britain.

"Large concessions," Mr. Sinclair added, "have been made to the press and that was all the more reason why there should be publicity as to ownership."

Mr. Hocken continued that Mr. Lemieux had been challenged to name one paper in Ontario which was bought over last election. But Mr. Lemieux had not named one.

W. A. Buchanan, of Lethbridge, said that so far as his newspaper (the Lethbridge Herald), was concerned, there was no objection to publishing the list of shareholders and principal offices; and he thought the majority of newspapers in the Dominion would have no objection.

"Too Many Insinuations"

"The trouble is there have been too many insinuations about the press having been practically purchased to support conscription, and the Union Government," said Mr. Buchanan. "But advertisements do not purchase a newspaper. Otherwise, every weekly newspaper in the country would be owned by the advertisers of patent medicines."

With regard to the Lemieux resolution, the leader of the Opposition stated that Sir Sam Hughes had recently made charges similar to those of the member for Maisonneuve against Canadian newspapers, and the government had not denied them. He also stated that speakers on the government's side of the House were given more space in the newspapers than those on the Opposition.

He said: "What the country wants is a free and untrammelled press which will give the facts to the public in an unbiased manner. It is not a matter of reproach that the member for Maisonneuve has brought this resolution before the House."

"It is more important to serve the public weal than to refrain from hurting the feelings of newspapers."

Must Print Reports

ALBANY, May 6.—Governor Smith has signed the Burling Bill, amending the education law, making it necessary to publish in daily newspapers the financial reports of the boards of education in all cities.

Elected to A. N. P. A.

The Alton (Ill.) Evening Telegraph has been elected to active membership in the American Newspaper Publishers' Association.

FLORIDA'S LEADING NEWSPAPER BREAKS ALL FLORIDA RECORDS

As one of the natural consequences of Florida's unprecedented prosperity, all previous records for a single month's advertising lineage were exceeded in April, when

THE FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

Carried a Total Volume of 872,662 Agate Lines (2,968 Columns)

A GAIN OF 59%

Over the April 1918 Record

OF FOREIGN DISPLAY, the Times-Union carried 255,990 agate lines, a gain of 105,952 agate lines,

70% OVER APRIL, 1918

OF LOCAL DISPLAY, the total was 460,638 agate lines, a gain of 163,996 agate lines,

55% OVER APRIL, 1918

OF CLASSIFIED Advertising, 166,034 lines,

55% GAINED

On Sunday, April 27th, the Times-Union published over 432 columns of paid advertising, the largest REGULAR issue in its history of 54 years as the leading newspaper of Florida, which probably established a new record for regular issues in the entire South.

WHEN IT IS REMEMBERED THAT THE TIMES-UNION HAS ALWAYS BEEN FLORIDA'S LEADING NEWSPAPER, THE RECORD FOR THE FIRST FOUR MONTHS OF 1919 APPEARS AT ITS BEST:

	Space shown in agate lines		
	1918	1919	
January	550,270	632,033	15% Gain
February	651,574	667,751	2% Gain
March	646,142	830,515	13% Gain
April	546,826	872,665	59% Gain
Four Months	2,394,812	3,002,964	26% Gain

THE TIMES-UNION'S CIRCULATION IS BY FAR THE LARGEST OF ANY FLORIDA NEWSPAPER—MEMBERS OF A. B. C.

THE FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

Represented in the foreign field by
BENJAMIN & KENTNOR COMPANY

New York: 225 Fifth Avenue

Chicago: Mallery Building

KARGER PICTURES THE DIFFICULTIES OF WASHINGTON ASSIGNMENT

Veteran Correspondent Reviews Work of 20 Years at Capitol, Relating Experiences with Four Presidents—War Brought Test—Appreciation of Mr. Creel

COLUMBIA, Mo., May 6.

AN insight into the work of newspapermen in Washington, with reminiscences of the relations of the correspondents with Presidents from McKinley to Wilson, was given here to-day by Gus J. Karger, the veteran Washington correspondent of the Cincinnati Times-Star, chairman of the Standing Committee of Correspondents in the press galleries of Congress, and a former President of the National Press Club.

Mr. Karger addressed a body of Missouri editors and students of journalism at the University of Missouri, his address being one of the features of "Journalism Week" at the university. His subject was "Reporting World Affairs from Washington."

Washington Correspondent Helps Formulate Editorial Policy

The passing of the old type of Washington correspondent, the "high brow" who wrote "powerful pieces" on affairs in Rumania, while lesser lights were getting more notice with stories on new public buildings for their home towns, was described by Mr. Karger, but he insisted that the Washington correspondent of to-day must be in a large sense a medium for the formulation of the editorial policy of his paper. The relations of the newspapermen with public officials during the war drew from the speaker a tribute to the work of George Creel as chairman of the Committee on Public Information.

Mr. Karger's address, which was designed to be of interest not only to the embryo journalists of the University of Missouri but to working newspapermen who aspire to represent their papers in Washington, was in part as follows:

How Times Have Changed

"Times have changed, and the men have changed with them. Change has affected the Press Gallery as it has affected House and Senate. We are no longer exclusively interpreters of public opinion and happening. Washington, in its newspaper colony of several hundred, is composed of reporters, correspondents, newspapermen, journalists and statesmen. The difference is one of age, salary and enthusiasm. You may choose your own designation.

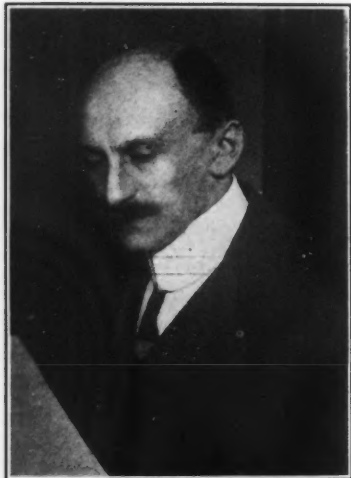
"The Washington bureaus of the great Eastern papers contend with the press associations in the field of new-gathering. They report the daily developments of every big situation. The influential papers of the Middle West expect their Washington representatives to be the interpreters of these situations and events, a task which can not be assumed by a press association, more especially in a matter of partisan or political import. They look to the Washington correspondent to help formulate as well as execute editorial policy and they pay him for what he knows as well as for what he does. And they all want the local news that originates in the capital. So there is, you will observe, room for all those members of the journalistic family already enumerated.

Ethics in Washington

"Perhaps it would interest you to hear something with reference to the organization, the written law, the ethics of this colony. To the newcomer in Washington, especially to him who comes from the Wild and Woolly West, even though that West be no farther west than Cincinnati, the atmosphere at first is muggy and oppressive. It lacks the dash and freedom of the pioneer spirit; it partakes of the

dignity, the silence, and solemnity we are accustomed to associate with occasions of ceremony. The tone of the press galleries is quiet and subdued. I tiptoed about with some fear and trepidation during the earlier days of my sojourn there.

"But, after a while, as your acquaintance is extended, as you learn the ropes of Washington, of the Departments, of



GUS J. KARGER

Congress, you begin to feel the things that are beneath the surface. And you are embraced and warmed by a spirit of comradeship and fraternity. You feel after all, that you 'belong,' that hearts are beating in friendly fashion and that hands are anxious to stretch out in assistance. Especially to the newcomer. His naive questions wake the memories of the past, but they occasion no smiles of derision. The personnel of the Washington galleries is constantly changing; those of us who remain as fixtures, help assimilate the new blood that is pumped in with every session. All these newcomers are men of experience in the home field; many of them have filled the chairs, through the managing editorship; occasionally some bright 'cub' breaks into the charmed circle. All of them are more or less anxious; all are full of the thought that they must make good.

What It Means to "Make Good"

"They must make good to their newspapers, they must make good to the public, and they must make good to the corps. All of which means that they must make good to themselves. Certain fundamental qualities are demanded, not much differing from those that dictate a successful career in any branch

of newspaper work. They must have enthusiasm, they must have ability; they must possess the nose for news. They must be intellectually honest, endowed with great capacity for work and study, and they must have minds that will broaden into understanding and hearts that recognize the underlying principles of patriotic Americanism, that beat in unison with the great national movements that make better citizens of the mass of the people. And thus to do their duty, to remain free to tell the truth and fight evil and watch what's worthy with an unbiased eye, they must devote themselves to no pursuits that will interfere with the great reason for their being there. The member of the Press Gallery must be engaged in the prosecution of no claim pending before Congress or in any department, for he might be tempted to use his own prestige or the power of his paper to force it through. He may not be employed in any department of Government, for again an abuse of influence of this character might, as in the past, create a sinecure payroll which would come from the pockets of the taxpayers. He may not engage himself with the brokers or stock exchanges of the country, for the misuse of news for stock-jobbing purposes is a thing altogether intolerable.

Cannot Serve Two Masters

"Nor may he be employed by those having legislation before Congress, for a man can not serve two masters; he can not be a newspaperman and a lobbyist at once; he can not serve a special interest, and yet be true to all the people. For the Washington correspondent to-day is more truly the representative of the people than the Representative or Senator. Perhaps I am putting it on a high plane; but I put it as I find it; and the obligation assumed by every correspondent who seeks admission to the Congressional Press Galleries specifically commits him to absolute aloofness from any and all of these pursuits that might impair his public usefulness. If he has any other occupation or employment, he must state it;

and if it should be found to conflict with the duties of a Washington correspondent, the Standing Committee of Correspondents, in charge of admissions to the galleries, and otherwise charged with the conduct of its affairs under the rules prescribed by the Speaker of the House and the Rules Committee of the Senate, will not hesitate to deny him said admission, until the disability in question shall have been removed.

High Standards Enforced

"We in Washington are jealous of the prestige of the profession—if profession you care to call it. But, whether it be trade or calling, or profession, we want it recognized as an honorable one, as honorable as the trade of the man who works with his hands to make life more comfortable for others; as honorable as the profession of the doctor or the lawyer, or even the minister of the gospel. Occasionally a black sheep gets in with the flock. Occasionally some newspaperman's name is connected with a scandal or near-scandal being investigated by a Committee of Congress. Usually, his connection with the case is harmless even though it bring to him and to us a notoriety not desired. Once in a while someone has transgressed, has violated the established ethics of the profession. And exposure either brings him back to the paths of rectitude and virtue, or it results in divorce from the galleries. And you'd be surprised how little there has been of it, in the last twenty years, particularly when you contemplate the temptations and opportunities.

"It is important that the material to enter into the make-up of the galleries should be thus scanned and sifted. It is important, because the prestige attaching to such membership is an open sesame to officialdom, is regarded as a guaranty of good behavior and of character, and lays the foundation for the relationship established between the press and the Nation's high officials. Upon that foundation the individual must build. He may destroy it, if he so wills. Through his own force and

(Continued on page 36.)

"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.

<p>STEEL</p> <p>Manufacturers' Learning Lessons Taught by War</p>	<p>Traveling!</p> <p>No Expenses—No Worry</p>
<p>COCHRAN, HARPER & CO.</p> <p>100 N. W. St. N. W.</p>	<p>HURLEY & HURLEY</p> <p>100 N. W. St. N. W.</p>
<p>WILLIAMS & WILSON</p> <p>100 N. W. St. N. W.</p>	<p>WILLIAMS & WILSON</p> <p>100 N. W. St. N. W.</p>
<p>WILLIAMS & WILSON</p> <p>100 N. W. St. N. W.</p>	<p>WILLIAMS & WILSON</p> <p>100 N. W. St. N. W.</p>

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.

Bigger and Better Than Ever!

DES MOINES

Sunday Register

The ONLY Associated Press Sunday Newspaper
in Des Moines and Central Iowa

April, 1919, Average

70,698

Net Paid
Non-returnable
Responsive
Established
Circulation

	Total Net Paid Average	In City of Des Moines
Jan. 1919	67,967	26,193
Feb. 1919	67,827	26,508
Mar. 1919	70,186	28,320
April 1919	70,698	26,680

Member Audit Bureau of Circulations

37% Increase in Sunday Register Advertising in April

Big gains in local, national and classified advertising.

	Local Merchants	National	Classified	Total
April, 1919 . . .	130,732 lines	39,368 lines	54,600 lines	224,700 lines
April, 1918 . . .	100,758 lines	22,428 lines	40,502 lines	163,688 lines
	29,974 (Gain)	16,940 (Gain)	14,098 (Gain)	61,012 Gain

New York
I. A. Klein
Metropolitan Tower

Chicago
John Glass
Peoples Gas Bldg.

MANY NEW BRITISH PAPERS START WHEN PAPER RESTRICTIONS GO

Marked Activity in All Branches of Publishing—Daily Mail Wins Important Libel Decision—Writers Rejoice Over Closing of Press Censorship Bureau

BY HERBERT C. RIDOUT,

LONDON EDITOR, EDITOR & PUBLISHER.

LONDON, April 30—Prompt to take advantage of the cancellation of the paper restrictions, British publishers during the past few weeks have shown extraordinary activities in the production of new papers.

The new Daily Herald has already been referred to.

Benn Brothers, Ltd., who own a large number of class and trade papers, have issued a new twelve-cent weekly called Ways and Means dealing with the industrial and political problems of the day; it is edited by Ernest J. P. Benn and is highly authoritative in tone. A curious feature is that it seems to have little or no concern as to whether or not it carries advertisements.

A New Departure in Journalism

The Children's Newspaper, a real departure in journalism from the Amalgamated Press, will take a chapter to itself in the description of its unique character.

George Newnes, Ltd., have issued a new four-cent weekly of excellent literary style called John o' London's Weekly. "John o' London" is the pen name of Mr. Wilfred Whitten, a litterateur steeped in London lore. The same house will issue in May a new high-class monthly called Our Homes.

C. Arthur Pearson, Ltd., are represented by a new weekly of country interest, Farming News, which, if it attains the success of their Smallholder, of somewhat similar character, will be a valuable property. Odhams, Ltd., promise a new high-class monthly called Home and Garden, and are credited with other designs.

The old daily, the Standard, is spoken of for early revival, and much is heard of another Sunday paper, the Sunday Mercury, shortly to appear.

Trade and class papers among the recent births are about too numerous to mention, though reference may be made to an ambitious twelve-cent monthly called English, the purpose of which is to inculcate a better knowledge of the English language (32, Theobalds Road, London, W. C. 1); the Anglo-French Review, whose title explains itself; and, most important of all, perhaps, the Times Trade Supplement, a remarkable publication from the office of the Times, dealing with commerce and industry and likely to play a prominent part in the development of British trade overseas.

Daily Mail Wins Libel Case

One of the most interesting law cases for some years has been that of Le Bas vs. the Daily Mail in the London courts. Sir Hedley Le Bas, who is principal of the Caxton Publishing Company, was very much to the fore in the early days of the war and rendered valuable service to Great Britain with his publicity efforts in the matter of voluntary re-entraining in connection with the Prince of Wales's Fund and on behalf of the National War Savings Committee.

In 1917, however, Sir Hedley Le Bas conceived it his duty to criticise the Government of that time, including Mr. Lloyd George. He had no newspaper of his own, so used a news-agency which he had started to disseminate his views to the press.

Newspapers, however, would not print the articles supplied, and to secure publicity, Sir Hedley Le Bas arranged with a firm of advertising agents to issue the articles as advertisements, with the result that they duly appeared in numerous provincial papers and were paid for as advertisements.

The Daily Mail criticised this method of propaganda very severely, characterizing it as "mean and loathsome"—hence the libel action. The verdict of a British jury was in favor of the Daily Mail.

It was generally felt that no other verdict could have been given, since the integrity of both journalism and advertising were in the balance and consequently no surprise was felt at the result.

Press Bureau Closing Down

As from April 30, the Press Bureau of London ceases to exist. Its epitaph could be written by thousands of British journalists who have suffered at its hands, and it is to be feared that it would be written in somewhat bitter language. Monumental as were the difficulties under which the Press Bureau labored, and ever suave and courteous but firm as were the controllers of its destinies, there were many incidents where the British press felt that it was considered to be less than trustworthy, judged by Press Bureau Standards.

The Press Bureau's historic mutilation of the Kipling line, "the captains and the kings depart," from the Daily News war correspondent's despatch, because as matter of fact no crowned heads were present, was perhaps the best joke a troubled and hard-driven profession enjoyed in wartime.

Its suppressions were numerous and many of them notorious. It imposed silence concerning the loss of H. M. S. Audacious for over three years, although the news was printed in American papers and was common talk in all well-informed circles, while the Germans are said to have known it less than a month later.

So with many other items of news, while German lies, as in the Baralong case, were left unreported and unrefuted. It is believed that the date selected for the closing of the Press Bureau was fixed as being a safe date by which the conclusions of the Peace Conference will have been arrived at, in case any contingency should arise for the Press Bureau to exercise its functions.

Haig as Tame Reporter

The entire British press is unanimous in condemnation of the Press Bureau, and it is felt that much better and more equitable results would have been secured by other methods. Sir F. E. Smith was the first head of the Bureau, succeeded by Sir E. T. Cook in 1915, the latter having administered the censorship to the end.

Gen. Sir William Furse, speaking at the dinner of the British National Advertising Society, said that at the front, army men looked more than once with

suspicion at any comrade who was connected with advertising and told a good and original war story.

When Sir Douglas Haig took to mentioning for the first time divisions which had covered themselves with conspicuous glory, the padre of one of those divisions—the 9th—got into conversation with the padre of another, who said, "Oh, you belong to the 9th, do you? I see you have got a pretty good Press, have you not?"

The other padre, a little nettled, replied, "Yes, we have a very good Press."

"How do you manage it; have you a tame reporter?" asked the first padre.

"Yes, we have a tame reporter," answered the second.

"Really; but he must go about with you from one part of the line to another."

"Oh, yes."

"That is splendid. Who is he?"

"Oh, well," was the answer, "he's a fellow called Haig."

With an audience consisting of advertising men and journalists—bodies who live by publicity—this illustration of the effect of Sir Douglas Haig's recognition of the need for publicity was, as might have been expected, received with tremendous applause.

Big Newspaper Amalgamation

April has seen the consummation of a very big amalgamation of important British weekly newspaper interests. The business of the late Horace Cox, which included the valuable properties of the Field and The Queen, as well as an important printing connection, has been purchased by the proprietors of Land and Water.

This latter publication has, during the war, established a unique reputation for its analytical war criticisms of military strategy by Hilaire Belloc and of naval warfare by Arthur H. Pollen and for its publication of the Louis Raemakers' cartoons.

J. Murray Allison was the guiding spirit in those developments. It is a curious coincidence that while Land and Water was itself originally an offshoot of the Field, the wheel has come full circle so that Land and Water has become the parent of its foster-mother.

"No Returns" Abolished

The prohibition by the British paper controller of the issue of newspapers on terms of sale or return has been cancelled, thanks largely to the criticisms and activities of the London Daily Express, which devoted columns for some weeks to the injustice and anomaly of the situation. Strangely enough, news venders are proceeding with some caution and up to now there is little evidence of the same prodigality and profusion in the displays of papers, save, perhaps, on the railway bookstalls.

Trade Union Hours

The new agreement between newspapers and the Master Printers' Federation of Great Britain provides for a newspaper office working week of 48 hours (day) and 45 hours (night).

Holidays on the usual bank holidays

are to be paid for at ordinary time rates, when there is not a publication of a daily paper by the office; in the event of such publication another day must be substituted.

Employees of six months' standing are to be granted one week's holiday per annum on ordinary pay.

Irish Publisher's Jubilee

R. H. H. Baird, managing director of the Belfast Telegraph and allied newspapers, celebrated on March 31, the attainment of fifty years' active connection with the house and entertained his fellow directors, the editorial staff and chiefs of departments at a banquet in Belfast.

Scripps N. Y. Offices Move

The New York office of the Scripps-McRae newspapers have moved to the Marbridge Building, 47 West 34th street.

Newspaper Publishers:

Extract from letter received from
RUTHRAUFF & RYAN, INC.
(Prominent N. Y. Advertising Agency)

"We have considerable trouble in obtaining checking copies, principally because of slip-ups in the Post Office Department. I believe most of the newspapers mail copies but you would be surprised at the percentage of papers that do not reach us, and under our system it is absolutely necessary that we check advertisements before we can pay a bill."

The "S & M" Insured Agency Delivery Service answers every requirement of N. Y. Advertising Agencies.

Learn the facts about "S & M" Services and you will understand why our list of users is steadily increasing.

SCHWORM-MANDEL, INC.

450 Fourth Ave., New York City

MEN WANTED

Experienced newspaper men are desired by southern newspapers. Men seeking employment in any branch of the newspaper work are requested to communicate with W. C. Johnson, Sec'y. Southern Newspaper Pub. Assn., Chattanooga, Tennessee.

In writing give references, experience and such other information as might be required in considering application.

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

BOLSHEVISM—IN PRACTICE

MARIA BOTCHKAREVA,

Leader of the Famous Women's Battalion of Death, in the Fascinating and Dramatic Story of Her Career Tells From Her Personal Experience What Red Rule Really Means To Russia, and Its Toll of Terror and Misery.

This great story will be released as a weekly feature in thirteen installments. In it Botchkareva tells a complete story from personal observation, of the tremendous sacrifices of Russia in the war, of the treason of high officers, of the scandals and official inefficiency which sapped the strength of the Russian army.

She then tells of the Revolution and its effect at the front, of the inability of the Russian Moujik to grasp the real meaning of freedom after generations of oppression and of the rise of Radicalism and Bolshevism.

One of the most thrilling passages in her story is that in which she faces Lenine and Trotsky in their headquarters and defies them. "You are ruining Russia," she shrieks, as they smile.

MARIA BOTCHKAREVA is one of the most romantic characters developed by the war. Her story is not a war story but a great romance of a woman's life, in intimate detail. Born into the poverty of the peasant she has become, through the fire of battle, a world figure. Exile, soldier, officer, she is representative of the real Russia and her disclosures of conditions in her unhappy country to President Wilson undoubtedly influenced his Russian policy, and, through him, the Peace Conference.

The late Col. Roosevelt, after an interview with her, said, "She is a remarkable woman. Seldom have I enjoyed an afternoon so much." He directed that \$1000 of his Nobel Peace Prize money be placed to her credit.

Marie Botchkareva's story is a frank and fearless exposition of what life meant to the Russian peasant, especially his women. In it she rips aside the veil which every woman keeps between her soul and the world. Her disclosures of Russian life lead to an easier understanding of what has happened and is happening in that country.

She tells of her early life, of how she was permitted by grace of the Czar to enlist in the Russian army at the outbreak of the war, how she fought side by side with men in the trenches, was wounded and decorated for her heroism, and—finally of the revolution and its outgrowth—Bolshevism.

The red terror which holds unfortunate Russia in its grip is vividly described by Botchkareva, who herself narrowly escaped death at the hands of a firing squad.

Newspapers which have seen sample proofs of this series declare it one of the greatest and most timely features which has been offered for newspaper publication in years.

The following papers already have contracted for the story:

The Boston Post
The Chicago Daily News
The Philadelphia Ledger
The Cincinnati Enquirer
The Washington Herald

The Syracuse Herald
The Rochester Herald
The Buffalo Enquirer
The Seattle Times—and many others.

RELEASED SUNDAY, MAY 18

Supplied in full-page mats, profusely and beautifully illustrated, or in proof form with mats of illustrations. If your territory is still open, your best chance to secure this series is to **WIRE YOUR ORDER**

THE McCLURE NEWSPAPER SYNDICATE

373 Fourth Avenue

New York City

URGES NEWSPAPERS TO PLAY FAIR TO ADVERTISING AGENCIES

Jason Rogers Believes That a Standard Should Be Adopted
Assuring a Profit to Agents Who Develop National Accounts
—Says Costs of Local Business Are Underestimated.

I HAVE read with much interest the statement of Frank T. Carroll of the Indianapolis News, produced by my contribution to EDITOR AND PUBLISHER on March 29, regarding the relations between newspapers and advertising agents," said Jason Rogers to a representative of EDITOR & PUBLISHER. Mr. Rogers continued:

"Mr. Carroll's viewpoint, while more extended than that of many newspaper advertising men, would seem to indicate that he is still just out of range of the big searchlight pointing the way to vastly increased business for all newspapers.

No Justification for Higher Foreign Rate

"Apparently he thinks that the advertising he sells to a man in Chicago is different in value from that which he sells to an Indianapolis merchant, for there is no other justification of a low local rate with higher foreign rate.

"Many of our newspapers still figure that it costs them more money to handle foreign advertising than local because they 'pay' a commission on it, and wholly ignore the heavy expense of maintaining and stimulating local business through solicitors and service departments, the cost of making cuts, layouts, proofs, etc.

Doesn't Get the Idea

"Mr. Carroll, through lack of specific and detailed information regarding newspaper practices in many cities—such as I have accumulated during the past year from advertising agents and newspaper publishers—jumps at conclusions entirely at variance with real conditions, and fails to grasp the big idea I am urging.

"It does not matter so much whether some few of our newspapers act fairly toward the agent, who works up and develops an account, as that all newspapers adopt some standard rule which will permit our friends, the agents, to do a profitable business with the newspapers as a whole.

"I could show Mr. Carroll many cases where newspapers object to allowing commission on business placed and paid for by agencies on the foreign card regardless of the nature of the advertising, and a still larger group which refuse to allow commission on foreign advertising because it happens to carry a local dealer's name.

"Mr. Carroll's statement that 'the majority of publishers are perfectly willing to allow commission on the 50 per cent. paid for by the agent' under 50-50 arrangements, is not borne out by the records, and even so, it would not be fair to the agent who has prepared all the copy, probably made the cuts, and worked up the business.

Trotting Out the Skeleton

"His statement that in every large city there are service agencies which receive no commission, but which make a service charge on top of local card basis, brings the skeleton and tragedy of the business of newspaper advertising, foreign and local, out of the cuboard.

"His further statement that 'street cars have been able to get a fair share of national business without allowing any commission, and the outdoor people allow commission to but few agencies,' indicates the spirit of fear that permeates the hearts of too many of our newspaper publishers.

"I differ with Mr. Carroll in his statement that 'the real trouble lies jointly between the manufacturer, the general advertiser and the newspaper,' for I believe that the newspapers stand in their own light when they fail to recognize the powerful selling force produced by the agents who work on a contingent basis.

"Individual service departments by individual newspapers may be as effective as it is possible to make them, but aside from purely individual achievement, they have done mighty little toward inducing any advertiser to switch from the magazines to the newspapers as a national medium.

"No service department maintained by any single newspaper, until magnified as many times as there are important trading centers in the United States, can ever render as effective service to an advertiser as can a well organized service agency.

Room for Service Bureaus

"As an information gathering adjunct, functioning through service agents instead of in conflict and opposition to them, newspaper service bureaus could be utilized to greatest possible advantage for the development of more business for all newspapers.

"The absurd pretense on the part of certain so-called leading newspapers, which claim to 'cover' territory far removed from local newspaper usefulness, is doing much to injure the cause of newspaper advertising, just as the pretense by the magazines that they 'cover' the United States is injuring their cause.

"Basic and broad experience proves that it costs the average service agency from 11½ to 12 per cent. of every dollar spent in advertising to do business, and yet many newspapers feel that a 10 per cent. allowance for commission should keep the agents happy and hustling, especially for them.

"Mr. Carroll's statement that 'most of the New York newspapers will allow commission to anyone who calls himself an agency, regardless of the actual source of the business; is in line with his other conclusions regarding a new and broader relation, which apparently has not reached him yet.

Advertising as a Commodity

"Our New York newspapers sell advertising as a commodity. In the case of The Globe we sell our space at the same rates under the same conditions for like service, local and foreign. We allow agent's commission only to recognized advertising agents of sound financial standing, but do quote the net rate to any advertiser using upward of 50,000 lines in a year.

"Many advertising managers of news-

papers are 'hyped' regarding so-called service department stunts, but in the end I am confident that they will find that they have cost them much more than would be fair and reasonable compensation to the advertising agent.

"Many newspapers get a lower net rate for their advertising by having different local and foreign rates than if they had one rate for all and allowed commission on all general advertising.

Puts a Damper on Activity

"Investigation indicates that our newspapers, by considering commission to agents as an expense, build up a ghost which they seek to dodge, and in dodging they cut off fully three-quarters of the energetic activity for the stimulation of new business by agents, who simply cannot afford to do business with us at a loss.

"By entering all advertising on our books at the net rate, and allowing anywhere from 8 to 12 per cent. of the net to cover the expense of our advertising departments, including special representation, trade paper advertising, and such, we would view the proposition the same way that any manufacturer does.

"The very lowest fee an advertising agent can afford to do business on is 15 per cent. on the net, which is the way most of them do it. It is unbusinesslike for us to force them to ask the advertiser to pay a higher price than our rate.

"The allowance of a one or two per-

cent. cash discount enables the agent to get his money promptly from his clients and to pay his bills on the due date. In our experience this brings in 90 per cent. of our monthly bills on the 15th of each month.

"The cash discount performs another valuable feature: it enables the agent to protect himself regarding credit risks. If a concern fails to take advantage of a 2 per cent. discount, the agent can be on his guard.

"If logical argument had greater influence in the equation, I believe that foreign rates would be lower than local, instead of the reverse, on account of the greater difficulty involved in producing results per dollar invested in advertising.

"To me, at least, it seems utterly illogical for our newspapers to permit local stores to place foreign advertising through the use of large contract space, while doing everything in their power to make it more expensive and difficult for the same firms to deal directly with us through dependable advertising agents.

"One by one the newspapers of the country will see the light and fall into line for better service and larger business, until some day, not far off, they will all come with a rush for the added revenue it means to them, and many of them will then declare that they are 'pioneers' in the movement."

ARTISTS WANTED

For COMIC Features

THE New York Herald

Will Accept Strong Comic Series for the

SUNDAY HERALD

Artists Will Please Submit Colored Sketches
to the Sunday Editor,

NEW YORK HERALD

HERALD SQUARE, NEW YORK, N. Y.

And NOW It's The Evening World In New York

That The EVENING WORLD occupies its own distinctive field as the best "home" newspaper in the Rich Metropolis is now generally conceded and recognized by National Advertisers who have their fingers on the pulse of business possibilities.

The fact that The EVENING WORLD Gained 325,724 lines of paid advertising for the months of January, February and March over the same period last year, attracted considerable attention in advertising circles. It is a gain to be proud of.

BUT During the month of April *alone* The New York EVENING WORLD Gained 308,263 lines of paid advertising—almost as much as the past 3 months—*making a total gain of 633,987 lines since January first, over the same period last year.*

KEEP YOUR EYE

ON THE EVENING

WORLD

1,138,914
490,896

That's the April Record

The Birmingham News in April printed 1,138,914 lines of paid advertising—a gain of 490,896 lines (76%) over the corresponding month of last year.

In March The News achieved the distinction of printing more than a million lines of advertising in a single month, for the first time in its history. As there was no record available up to that time of any other Southern newspaper having passed the million mark, The News assumed that it had gone over the top alone. Complete March returns, however, revealed at least four other Southern newspapers with similar performances to their credit—the Memphis Commercial Appeal, The Atlanta Journal, The New Orleans Times-Picay-

**72% Gain In
Local Display**

The Birmingham News in April printed 720,972 lines of Local Display. This was—

A gain of 301,280 lines over April, 1918, or 72 per cent.

An excess of 48,356 lines over both the other papers combined.

More than double the amount carried by either

The News' gain was more than double the combined gains of the other two newspapers.

The News in April printed 105,994 lines of Classified Advertising, a gain of 32,956 lines over April, 1918, or 45 per cent.

This volume was made up of 13,030 separate and distinct advertisements—a gain of 5,537 over April, 1918, and an excess of 1,814 over both the other newspapers combined.

	<u>The Age-Herald</u>		<u>THE</u>
	1919	1918	1919
Local	340,718	291,354	720,9
Classified	89,992	64,624	105,9
Foreign	184,240	110,026	311,9
Total	614,950	466,004	1,138,9
	Gain 148,946		GAIN

The News in April broke every previous advertising record in its history—in total advertising, local, foreign and classified and in gains under each of these headings. The gains were: Total Advertising 76%, Local 72%, Foreign 101%, Classified 45%. The News again carried more total advertising, more local advertising, and more foreign advertising than both of the other two Birmingham newspapers combined, sustaining by increased margins its consistent performance of many months past in this respect. In local advertising it more than doubled each of them. Its gain in total advertising exceeded the combined gains of both by 224,056 lines, or 84%.

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

The Birmingham

Member Audit Bureau

The South's Greatest

Lines Total Lines Gained of The Birmingham News

une and The Houston Chronicle. In making this acknowledgment, The News salutes these worthy contenders and is pleased to share honors with such exclusive and brilliant company in the knowledge that "there is glory enough for all."

The News' April total exceeded its March total by 83,678 lines, and its April gain surpassed that for March by 79,340 lines. The latter comparison gains significance from the fact that, according to the Statistical Department of The New York Evening Post, The Birmingham News in March stood sixth among American newspapers in point of gain scored for the month.

<u>THE NEWS</u>		<u>The Ledger</u>	
1919	1918	1919	1918
720,972	419,692	331,898	231,840
105,994	73,038	58,464	43,246
311,948	155,288	105,294	102,676
<u>1,338,914</u>	<u>648,018</u>	<u>495,656</u>	<u>377,762</u>
GAIN 490,896		Gain 117,894	

**101% Gain In
Foreign Advertising**

The News in April printed 311,948 lines of Foreign Advertising. This was—
A gain of 156,660 lines over April, 1918, or 101 per cent. An excess of 22,414 lines over both the other papers combined.

Nearly three times the volume printed by the other afternoon newspaper.

The News' gain was more than double the combined gains of the other two newspapers.

Practically every national advertising campaign coming into the Birmingham territory in April used The News.

More than a score of the largest national accounts, representing the widest diversity of lines, used The News exclusively to cover this great industrial district.

The News in April printed 13,030 separate and distinct classified advertisements—1814 more than both of the other two Birmingham newspapers combined.

Just how substantial and well sustained is this wonderful growth and supremacy of The News is best proved by the fact that for the first four months of 1919 it has gained 1,322,230 lines of advertising over the corresponding period of last year. Its total advertising for this period was 3,806,950 lines, an excess of 84,518 lines over the combined totals of both of the other newspapers, and its gain for the four months was more than double the combined gains of the other two.

Bureau of Circulations

Birmingham News
Greatest Newspaper

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

ABOLISHES CENSORSHIP IN CANADA

Patriotic Support Given Government by Press Is "Beyond All Praise, and Meant Sacrifice," Says Chief Press Censor in Closing Work

TORONTO, May 3.—In a statement issued this week to the editors and publishers in Canada, Ernest J. Chambers, chief press censor, announces the discontinuance of the censoring of press news in Canada.

The provisions of the War Measures Act remain in force, but responsibility for seeing that they are complied with will rest upon the publishers. The office of the Chief Press Censor at Ottawa will be maintained for the present for the purpose of exercising supervision over foreign language publications printed in Canada.

Mr. Chambers concludes with an expression of appreciation on behalf of himself and staff for the loyal and patriotic support received by the press, and adds:

Sacrifices by Press

"Although the Canadian press censorship has been conducted throughout with due regard for the peculiarly British principle of the liberty of the press, and, although restraint upon the fullest possible discussion of legitimate political issues and public topics has been carefully avoided, the exigencies of the public service during the war occasionally necessitated the issue of requests from this office, the necessity for which editors and publishers could not have possibly understood at the time, yet the requests issued from this office were, with few negligible exceptions, complied with with a spirit which is beyond all praise.

"Although the press censorship staff has throughout considered it its duty to prevent interference with the flow of safe, legitimate, useful news and has, in fact, used every effort to assist newspapermen in obtaining and transmitting information of which the public had a right to be in possession, the press censorship in its capacity of intermediary between those directly responsible for the actual prosecution of the war and the press, has required the press and the publication trades generally to make sacrifices which they could not have been reasonably expected to assume under normal conditions.

"As one who spent the best years of his life in active newspaper work in Canada, I am proud to bear testimony to the fact that these sacrifices were made with a readiness worthy of the free press of a country whose sons have given such a splendid example of service and sacrifice in the naval and military services.

A Final Tribute

"I hope upon some future occasion to have the opportunity to enumerate some of the important contributions of the patriotic press of Canada to the hard won victory over Prussianism, but I feel impelled to say here that I have been assured by very high naval and military authorities that the splendid co-operation of the Canadian press and particularly the incessant care bestowed upon the strict observance of censorship rules regarding the movements of troop trains and transports had been an indispensable contribution to the success accomplished in the safe transportation of troops and war supplies to Europe.

"All that has been accomplished by the Canadian press in maintaining impenetrable veils of secrecy about the

movements of vast amounts of bullion in Canada, the mobilization in and the transportation through Canada of Allied Reservists and Asiatic auxiliaries, the production, storage and shipment of munitions of war, the measures taken for the detection and circumvention of enemy agents, the whereabouts of Canadian troops in the various theatres of war, etc., will probably never be known.

"Moreover, the practical value of the steadying influence of the press, exercised at all critical and trying periods of the war with uniform good judgment to the great advantage of popular morale can never be appraised, but it, as well as the other many invaluable contributions of the press of Canada to the successful prosecution of the war, will eventually, I hope, be as thoroughly recognized by the public it serves as the loyal and courteous co-operation of patriotic newspaper men and the publishing trades generally is gratefully remembered by those in the press censorship service have conscientiously and sympathetically striven to assist them in realizing their desire to make the press of Canada as keen and useful a weapon of war as possible."

Indianapolis News Chief Goes to Europe

Will Visit Grave of One Soldier-Son and Greet Another in Hospital—To Also Study Conditions

INDIANAPOLIS, May 4.—Hilton U. Brown, general manager of the Indianapolis News, has sailed for Europe on a trip which will be the climax to the sacrifice he made in the war. He will visit the grave of his son, Lieut. Hilton U. Brown, Jr., who was killed in action in the Argonne, and will visit also another son, Lieut. Paul Brown, who is in a hospital at Coblenz, after having been severely gassed while in action.

The two Brown boys, both officers in the same regiment of artillery, were together in the battle in which Hilton was killed. A German shell exploded near him. His brother, Paul, waited for him to return from his position, and it was several hours before he learned of the death.

Paul will be in the hospital at Coblenz for some time to enable the physicians and surgeons to remove the evidences of burns.

Mr. Brown will also make a study of present-day economic and industrial conditions in the war-ridden countries. He said to EDITOR & PUBLISHER that he wished to see things as they are today and study conditions as they now exist instead of basing future opinions on what they were in the past. He goes to Europe accredited as a correspondent for the Indianapolis News and he will be gone four or five months.

Frye Has New Paper Enterprise

HARRINGTON, Me., May 6.—E. M. Frye, a well-known pulpwood operator and formerly treasurer and general manager of the Frye Pulpwood Company, has purchased the Harrington property of the Pejepsco Paper Company, and taken over the paper company operation in Harrington and vicinity, operating the business under his own name.

Waite Going Back to "Coast"

Edgar A. Waite, formerly manager of the San Francisco Bureau of the Universal Service and later "late" man in the New York office, has resigned and is returning to the Pacific Coast.

HE WAS TIME-KEEPER— NOW AD MANAGER

Altogether, a remarkable young business man is P. L. Deutch, of Chicago, assistant secretary, assistant treasurer, and active director of both sales and advertising of the Brunswick-Balke-Coller Company, who is now a few



P. L. DEUTCH.

months shy of being 33 years old—being of the third generation of the Brunswick family, a grandson of J. M. Brunswick, who founded the business in 1845.

After Mr. Deutch had graduated from

high school and business college, he took a job as timekeeper in the Chicago factory of the company and served successively in every department of it, becoming superintendent of the big plant in 1910, when he was only 24 years old.

Many of the ideas that he put into effect at the Chicago plant then are in use today in all the plants of the company, scattered over the United States and Canada, including a cost system. One of the jobs that he held during his apprenticeship was that of cost clerk and estimator.

In 1904, Mr. Deutch was promoted to the general offices, where he served first as assistant advertising manager, and then as advertising manager, and assistant general manager, becoming a director in 1913. He is famed among his associates for great executive ability and a knowledge of men and how to handle them. One of them writes:

"Furthermore, he is the best-loved executive with whom I have come in contact. I have yet to find a man who does not like him or who will say anything derogatory about him. To me, this speaks volumes, for a man who has made a success so early in life usually makes enemies as well as friends."

Mr. Deutch is married and has one child. He is a member of several Chicago clubs, including the Advertising Association. His hobby is golf and driving a Marmon.

Again, Church Ads Pay

ABILENE, Kan., May 6.—Rev. W. D. Zeigler, pastor of the Abilene Lutheran Church, ran a half page advertisement in local papers the day before Easter, the first time local churches have advertised their services, and was so pleased with the results that he contemplates a permanent campaign.

First

In April The New York Times published 1,499,585 agate lines of advertisements, a greater volume than was ever published in one month by any New York newspaper.

In four months of 1919 The New York Times published 5,394,555 agate lines of advertisements, a gain over the corresponding period of 1918 of 1,076,141 lines, a greater volume and a greater gain than any other New York newspaper.

A LEAGUE OF NATIONS

Must be Reinforced by

A LEAGUE OF NEWSPAPERS

THE League of Nations will stand or fall—will bring with it the Age of Brotherhood or, through its failure to meet the great tests awaiting it, turn back the clock of time a hundred years—as **THE PRESS OF THE ALLIED NATIONS MAY DECREE!**

For the League of Nations is to represent mankind's major adventure in Altruism. Civilization is on trial in this momentous enterprise. The free peoples of

the world are to entrust to this **SHIP OF STATES** the priceless cargoes of their hopes and ideals.

This **SHIP OF STATES** must voyage through strange seas, avoiding perils which will threaten disaster at every stage of the long course. There will be the distrust of peoples in the integrity of her commanding officers, sinister doubts as to the seaworthiness of the great vessel.

The newspapers of the Allied nations must support the adventure with their united strength—or be content to record the wrecking of this **SHIP OF STATES** on the shoals of insularism and pettiness. Press solidarity is the world's greatest need.

The International Number of EDITOR & PUBLISHER

THURSDAY, MAY 22, 1919

Will constitute the first organized effort on the part of any newspaper to bring into being a **FELLOWSHIP OF THE PRESS OF THE ALLIED NATIONS**.

Through its columns the newspapermen of our neighbor nations will greet their fellows of the American press.

This **INTERNATIONAL NUMBER** will serve as a promoter of better acquaintance, better mutual understanding, increased co-ordination of effort, a sense of kinship of ideals and purposes between the newspapers of all free countries.

It will give to us more than a hint of foreign markets, of the new trade opportunities brought to American advertisers through the new partnership of peoples.

EDITOR & PUBLISHER'S INTERNATIONAL NUMBER will be a memorable landmark in the progress of trade journalism.

NEWSPAPERS OF AMERICA may use its advertising columns for the transmission of their messages to advertisers of the Allied nations who are seeking light on the possibilities of selling campaigns in America.

ADVERTISING AGENCIES OF AMERICA may use its advertising columns as a channel of communication with hundreds of prospective clients—"prospects" impossible to reach through any other method.

GREAT NEWSPAPERS and **LEADING ADVERTIS-**

ING AGENTS of other countries have already reserved large space in this number for the purpose of attracting attention to the trade possibilities of their markets for American manufacturers and advertisers.

YOUR NEWSPAPER should be **ADVERTISED** in this **INTERNATIONAL NUMBER** of **EDITOR & PUBLISHER**—Advertised impressively, so that the overseas manufacturers who are to come into our market with their products may **KNOW THAT YOUR NEWSPAPER IS REPRESENTATIVE AND VITAL**.

The time is brief. **RESERVATIONS** of space should be made immediately. To fail to be represented in this number would be to fail to become identified with the first great movement toward an enlarged international trade.

More than ten thousand copies of the **INTERNATIONAL NUMBER** will be printed—and copies will reach a great majority of foreign advertisers who are now looking for information about the American markets. The issue will be kept on file in all U. S. Consulates abroad. It will be a **SALESMAN** for American newspaper advertising in every allied country.

Indications point to a splendid volume of advertising by leading American newspapers. No other issue of **EDITOR & PUBLISHER** has ever aroused so wide and deep an interest. **WIRE NOW** for space reservations.

EDITOR & PUBLISHER, 1117 World Building, New York

ANDERSON PURCHASES GREENSBORO RECORD

Al Fairbrother Retires from 40 Years of Active Service to Regain Health by Travel After Issuing Remarkable Edition

GREENSBORO, N. C., May 2.—The Greensboro Daily Record, an afternoon newspaper, has been sold to Parker Anderson of Washington and Wilmington, and Julian Price and R. C. Kelly of Greensboro. The price was in excess of \$40,000.

Al Fairbrother and his wife, who has been his professional associate for many years, were the sole owners of the paper and the transfer marks his retirement from the ranks of publishers. After 40 years of active newspaper service he plans to have a long trip, probably abroad, to regain his health.

Three years ago he took over the Record when it was at a low ebb in a business way and was without adequate equipment. In the short time elapsing he has completely resuscitated the property and it is now on a firm, paying basis.

The New Owners

Parker Anderson is well known in North Carolina as a newspaper man. He is now owner and editor of the Wilmington Dispatch, the afternoon paper at the port city in this state, an enterprising and successful journal. For a number of years he has served state papers with Washington correspondence, and through his associations there developed a wide political experience.

Julian Price is president of the Jefferson Standard Life Insurance Company, of this city. He is a business man of capacity and progressiveness.

Mr. Kelly is associated with A. L. Brooks and C. L. Sapp in the practice of law.

A Big Edition

Just before selling the Record, Al Fairbrother issued an edition to celebrate the completion of his third year of ownership. This edition consisted of 112 pages, totaling 784 columns, of which 543½ were advertising. It was published April 15 and was especially unique in that it exceeded in size and advertising contents the 75th Anniversary Edition of the Chicago Journal, which appeared a week later. The Journal's record, which excited wide attention at the time, was 96 pages, totaling 672 columns, of which 353 were advertising.

Editors Given Study Course in Newspaper Work

University of Minnesota Conducts Third Annual Feature with Success—Discuss National Advertising

ST. PAUL, Minn., May 3.—Prof. W. P. Kirkwood, head of the school of journalism of the University of Minnesota, gave the third annual short course for editors at the College of Agriculture of the university last week. It was well attended by newspaper men of the State.

J. L. Frazier, associate editor of the Inland Printer, gave a lecture on "Fundamentals of Typography." M. J. McGowan of the Appleton (Minn.) Press talked on "Real Cost-finding for Country Print Shops Based on Actual Minnesota Experience." The same topic was used for a lecture by W. H. Bridgman of the extension staff of the University of Wisconsin.

Dean L. D. Coffman of the College

of Education, University of Minnesota, spoke on the possibilities of the press as an educational agent.

National advertising for country newspapers was the subject for discussion at one session, lectures being given by George F. Hobart of the Audit Bureau of Circulation, Chicago, and Mac Martin of Minneapolis.

A feature of the convention was an elaborate dinner, every article on the menu being of Minnesota production.

MAY RESCIND R. F. D. ECONOMY ORDER

Mr. Burleson Willing to Restore Old Service in Northern New York if People Demand It—Says Saving Is Not First Consideration

Postmaster-General Burleson's order dropping about forty R. F. D. carriers in northern New York, and adding their routes to those of other carriers, through which it was planned to save \$50,000 a year to the Post Office Department, has aroused a storm of protest in that section.

County Farm Bureau associations are planning to take early action to restore the service to the old basis.

The Syracuse Post-Standard's Washington correspondent has interviewed Mr. Burleson and explained to him the extent of the opposition that has developed to his newest economy plan. "If," said Mr. Burleson, "central and northern New York people can show that we are not serving more people and serving them better, by the changes in rural routes we have made, the order will not stand."

Mr. Burleson assured the Post-Standard's correspondent that the farmers never read their mail until the evening, anyhow, so that the matter of a little delay in getting it to them was of no importance. Reminded that the primary purpose of the rural service was to keep the farmer in close touch with the city, and that the curtailment of the service forced through the new policy took away from a large number of rural people the advantages of that contact, Mr. Burleson still contended that the new policy served the greatest number and scaled down the expense.

"They say I am trying for a big postal surplus," said Mr. Burleson. "They know that isn't true. I want to save the people's money, of course. If I can practice intelligent economy I wouldn't be true to my oath of office if I did not. If I can give them good service at less cost I am sworn to do it. But I'm not the tight-fisted old penny-pincher they say I am."

"I am not a resident of that district. The people who investigated and recommended the changes ought to know. They reported to me that the new routes as laid out could be covered and I assumed that they could be."

"If the routes are not satisfactory and can't be covered, we'll go back to the old ones. The new order will not stand. If it isn't better service we don't want it, no matter how much it saves. That is the main idea—good service. The people must have that at any cost. And I want to give it to them."

Technical Men Meet Today

The regular monthly meeting of the Technical Publicity Association of New York will be held today with Frank A. Parsons and Gilbert P. Farrar as speakers.

NOW FOR

Playtime

IN

New Jersey

Seaward come the thousands and tens of thousands from all over the inland cities and states for their summer sojourn at the wonderful shores of the Atlantic, bordering many miles of New Jersey—America's greatest playground.

Every day, every week, from now till August, the crowds of visitors will grow greater—and day by day the crowds will change—some coming, some going, all spending some of their summer vacation in this great State—not only of seashores, but of mountains, lakes, rivers as well.

These people are on pleasure bent and with pockets bulging with money to spend.

You can't reach these folks with their home papers while far away from home, but you can reach them through

New Jersey Newspapers

	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,360	.0225
Atlantic City Press (M) Union (E).....	14,793	.0350
Elizabeth Journal (E) (A.B.C.).....	17,528	.04
Hackensack Record	5,072	.0178
Hudson Observer (Hoboken)	43,400	.07
Passaic Herald (E)	8,535	.0357
Passaic News (E)	8,009	.0215
Paterson Press-Guardian (E)	12,500	.03
Perth Amboy Evening News (E).....	8,025	.0214
Plainfield Courier-News (E)	7,495	.0215

PAPERS MUST BEAR FULL RESPONSIBILITY

Those Who Fail to Recognize Modern Standards of Honest Advertising Will Be Outlawed, Louis Wiley of New York Times Says

"The responsibility of a newspaper in connection with the presentation of advertisements which tell the truth without exaggeration is as great as the obligation which governs the publication of news," said Louis Wiley, business manager of the New York Times, in a talk to the Junior Advertising Club of New York City, May 2.

"Newspapers nowadays have a responsibility toward the public which editors, publishers, and advertising managers recognize. Public support is withheld from a newspaper which persists in printing as news that which is untrue or distorted or exaggerated and full approval is not given to newspapers publishing advertisements in which the truth is not presented.

"Advertisements are news. They present the facts of business, describe new products, new goods, announce a decrease or an increase of price—all of which is of interest to different groups, each containing thousands of persons.

Protecting the Buyer

"There was a time when a newspaper would print almost any advertisement offered for publication. Probably there are some newspapers which do it now, but not many. No newspaper, however, has a right to print an advertisement which makes statements intended to deceive those who are inexperienced, lacking in education or discernment, or from which persons may draw an erroneous inference.

"The Federal Government is influential in setting the mark for truthful advertising. Exploitations of the Liberty loans in newspapers were most successful, and this advertising has been characterized by truth as well as by force.

"A writer recently stated that before the war the professional spirit in business was increasing. Business men were more thoroughly visualizing their business in its social relations, becoming progressive, holding, that in addition to making profits, their business should make some ultimate contribution toward increasing the efficiency of production—the justice of the distribution and the sanity of the consumption of American wealth.

New Standards of Business

"Business men were erecting standards of business ethics as the result of seeing that the complicated inter-dependents of modern life make it possible for business men to commit all the old sins by new methods that are indirect and impersonal.

"Now that the war is over, business and industry are facing a problem of restlessness, and business leadership is challenged to make a fresh and constructive approach to the problem of industrial relations. As the whole tendency of the deepest thought of today is to a different relationship between labor problems and those of capital, so a deeper moral sense is demanded in the relation of advertisers toward the public.

"When the ideal, which is surely coming, has been reached, advertisements will tell the truth without exaggeration or deception, without attempts to mislead, without questionable copy in the effort to obtain sales."

April was the greatest month in the history of the

Boston Evening American

*Greatest in Advertising Revenue
Greatest in Circulation Revenue*

This record during the fourth month of this year was a fitting climax to the gains made during the first three months. These gains in display advertising lineage were as follows:

January - gain	84,548	lines
February " "	65,091	" "
March - " "	29,541	" "
April - - " "	95,859	" "
Total <small>year to date</small> gain	275,039	lines <small>or 30%</small>

*Greatest Evening Homegoing
Circulation in New England*

DEPARTMENT STORES are keen judges of newspaper values. In Boston this is strikingly demonstrated by the lineage records for the first four months of 1919 of the ten big department stores using space in evening newspapers.

American	410,615	lines
Traveler	338,840	" "
Globe	239,181	" "
Transcript	165,702	" "

NOVEL POINTS RAISED IN PAPER SUIT

Williamsport Sun Case Brings Up Unusual Legal Questions—Charges it Was Made to Suffer by Clerical Error in News Print Contract

A legal controversy having unusual features, one of which is that it is being waged in the New York courts although the principals are both Pennsylvania corporations, is that between the D. L. Ward Company of Philadelphia, dealer in news print paper, and the Williamsport Evening Sun, published by the Sun & News Publishing Company. Another party to the proceedings is J. P. McKinney, a special representative, with offices at 334 Fifth avenue, New York City. The basis of the controversy is a claim for \$6,680 by the Ward Company for news print supplied the Williamsport newspaper.

It is represented by the Sun & News Publishing Company that the Ward Company during the year 1915 was supplying it with news print under a contract expiring January 1, 1916, but that shortly before October, 1915, there was an agreement to make a new contract for a better grade of paper covering the remainder of 1915 and the whole of 1916.

Although it had been the alleged practice to specify in the contract the quantity or tonnage of the paper to be delivered, the specification of tonnage had not been strictly adhered to by the Ward Company, the Sun contends, but sufficient paper always had been delivered to meet the requirements of the Sun, regardless of the tonnage specified.

Claims a Clerical Error

In arranging the new contract, tonnage was discussed as a matter not requiring careful consideration, according to the Sun's story, and it was left to the Ward Company to specify a reasonable quantity to cover the requirements of the Sun, based on previous requirements.

"In drawing the new contract," reads a statement on behalf of the Sun, "a clerk for the Ward Company, in error, specified the same tonnage for the fifteen months' period as had been specified in the old contract for the twelve months' period, thereby reducing the amount of tonnage by at least 25 per cent., besides allowing nothing for probable increase in the Sun's business.

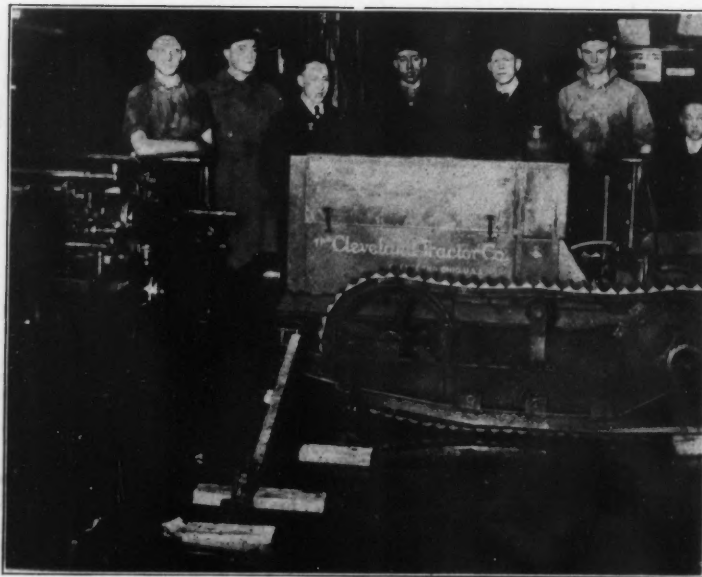
"In view of the understanding on the part of the Sun that its requirements would be supplied during the time covered by the contract, irrespective of the tonnage specified, based on the previous dealings and also conversation to that effect when the making of the new contract was discussed, the contract was signed by the Sun without discovering the error in inserting an insufficient tonnage.

Charged an Increased Rate

"Later, the Ward Company notified the Sun that the specified tonnage had been or was about to be exhausted and that any further supply under the contract would be at an increased rate. The Sun protested in vain against any raise during the term of the contract, and, pending an adjustment of the dispute, withheld payment for deliveries at the higher price."

Preferring to bring suit in New York rather than Pennsylvania for the money so withheld, and inasmuch as the New York courts decline jurisdiction of controversies between foreign corporations over matters which arise in their own states, the Ward Company made an assignment or transfer of its claim to Miriam Bromberger, said by the Sun to

PRINTING THE RECORD-EAGLE BY TRACTOR POWER



WHEN the most terrific storm that Traverse City, Mich., ever saw recently robbed all industries of power, the publishers of the Record-Eagle hooked on a battery of 2½ hp. gasoline engines, and though their vibration shook the plaster from the walls, the linotypes worked as usual. The next big problem was the Duplex eight-page press. No gasoline engine of sufficient size was available to operate this. The publishers thought of farm tractors, and soon a caterpillar machine was ambling down the main street. It climbed into the back door of the pressroom, twisted itself around in position to take the big belt of the Duplex, and in twelve minutes was snorting along merrily, while the press operated one-third faster than normal. Readers got their papers that night, and the next night half an hour earlier than schedule time.

be an employe in the office of Rudolph Marks, attorney, and a resident of New York City.

Through her attorney, Rudolph Marks, Miss Bromberger sued the Sun in New York on the Ward Company's claim and without getting service on the Sun other than by publication, served attachment processes on the Sun's foreign advertisers in the state of New York, preventing them from paying their accounts to the Sun.

Ad Accounts Held Up

To prevent, if it could, a repetition of such tactics, the Sun decided to change its method of handling its foreign advertising and in February, 1918, made a new arrangement with J. P. McKinney, a special representative in New York and Chicago, under which Mr. McKinney is alleged to have purchased and paid for a large quantity of white space in the Sun for resale on his own account to general advertisers.

Thereupon the attorney for Miss Bromberger caused service of the attachment to be made on Mr. McKinney, also, and the latter was subjected to a long and searching examination in an attempt to disprove a denial by him that he was indebted in any way to the Sun.

A new action then was brought against Mr. McKinney in the name of "Bromberger and the Sheriff of the County of New York," having for its object apparently a decision that Mr. McKinney's new arrangement with the Sun was made for the purpose of hindering, delaying and defrauding the Sun's creditors.

The version of the controversy here given is, in the main, based upon representations made on behalf of the Sun, and a general denial of its accuracy was made by Mr. Marks, attorney for the Ward Company, who declined, however, to make specific criticism of it

"All I care to say is that it is incorrect and will be proven so in court," he added to EDITOR & PUBLISHER. No time has been set for hearing the case.

S. N. P. A. WANTS MORE MEMBERS

Membership Doubled in Two Years, But Others Ought to Join

CHATTANOOGA, Tenn., May 5.—As the result of campaigns conducted during the past two years, the membership of the Southern Newspaper Publishers' Association has been doubled, according to Secretary-Treasurer Walter C. Johnson, of the Chattanooga News, who says: "However, there remains at least 30 daily papers in the territory of the association which ought to be listed as members.

"Invitations have been extended the publishers of these papers, not only by the officers of the association but publisher members in their own State. In the hope that they will in time awaken to an appreciation of what the association means to them, another invitation is being extended. The secretary has given the names to members in their respective States with request that an effort be made to secure their application before the July meeting."

Waco Ad Club Revived

WACO, Tex., May 4.—The Waco Advertising League has been reorganized, with officers as follows: L. L. Smith, president; Louis Crow and E. A. Miller, vice-presidents; E. A. Harrell, secretary; E. A. White, treasurer. It will join the A. A. C. W. Waco advertisers had one of the liveliest ad clubs in Texas before the war, but so many of the members enlisted for service that the organization was forced to disband.



The Times Building.

This was going some. But listen! In April The Times carried 1,441,244 lines of paid advertising, being 96,782 lines more than the total of the other two newspapers combined. This was 353,598 lines more than The Times' own record for April, 1918. Also, this was the largest month for regular advertising in the history of The Times. The Times' net paid circulation for April, 1919, was 70,890 copies daily at three cents and 94,790 copies Sunday at seven cents in town and ten cents out of town.

Times Printing Company of Seattle

Times Building, Times Square

JOSEPH BLETHEN, President C. B. BLETHEN, Editor-in-Chief

NATIONAL REPRESENTATIVES

EASTERN AND CENTRAL

New York, World Bldg. St. Louis, Post-Dispatch Bldg.
Chicago, Tribune Bldg. Detroit, Ford Bldg.

Kansas City, Mo., Bryant Bldg.
The S. C. Beckwith Special Agency

Pacific Coast

San Francisco, 742 Market Street R. J. Bidwell Company

[Members A. B. C.]

In APRIL 1919 The Seattle Daily and Sunday Times

Busted clear out of bounds.

First off, it raised its size from seven to eight columns. Next, it purchased six additional Mergenthaler typesetting machines, thus enlarging its already splendid printing plant to 31 machines. Then, it ordered from R. Hoe & Co. an additional all steel octuple press. It now has in operation three octuples, one sextuple multi-color press, and one quad press.

FEDERAL OWNERSHIP OF WIRES URGED

Commercial Telegraphers Propose to Inject Issue Into 1920 Political Campaign—Fear Attacks on Burleson Have Made Policy Unpopular

WASHINGTON, May 6.—Commercial telegraphers are concerned over the fact that criticism of Postmaster General Burleson has found expression in attacks upon Government ownership and operation of the telegraph lines.

S. J. Small, a former international president of the Commercial Telegraphers' Union, in a statement here, charged that the newspapers have carried their political partisanship to such lengths that they are coupling the issue of Government control of the wires with that of a league of nations.

Although the operators have a grievance against Mr. Burleson which threatens to result in a national strike, Mr. Small declared the bulk of them favor federal ownership of the telegraph lines, and that steps already have been taken for the organization of a propaganda campaign in behalf of permanent Government control. State organizations are to be formed, he said, and speakers put into the field "with a view to crystalizing public opinion, and, if necessary, carry the issue into the 1920 campaign."

"All through this period of uncertainty and speculation as to what effect governmental supervision of the wire systems might have on the future of commercial telegraphers," Mr. Small said, "we have given sympathy and support to that group of newspaper correspondents whose instructions from their editors was to overlook nothing that could be 'worked' into an anti-administration news item.

Say They Were Misrepresented

"As a result of our sympathetic attitude towards this unfair method of moulding public opinion, the country has concluded that the telegraphers themselves are opposed to Government supervision of the wire systems.

"Quite the contrary view is nearer correct. A great majority of the telegraphers favor absolute Government ownership of the telegraphs.

"Much criticism directed against the Post Office Department's wire administration is justifiable and much of it is not.

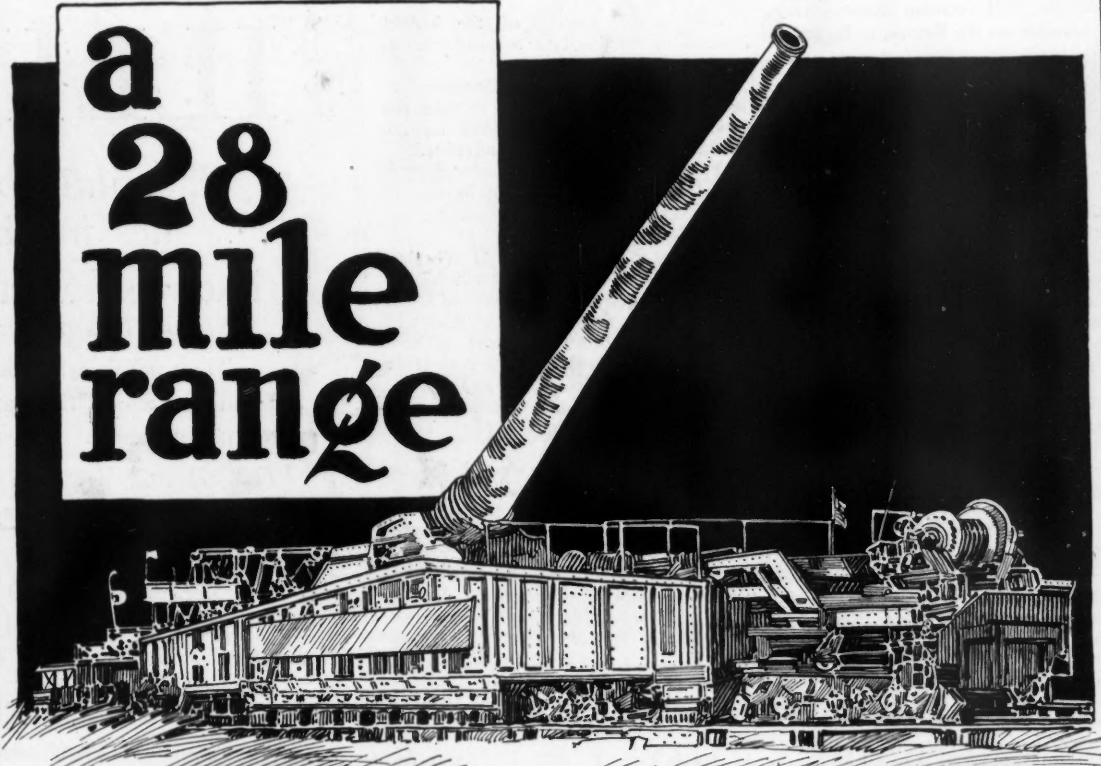
"The recent story of the censoring by the Postmaster General of the New York World's telegrams is a sample of misleading information given to the reading public.

"If a censorship of newspaper matter exists, why has not treasonable matter sent over the wires in reference to the President's war policies, been held up, and libelous accusations against Cabinet officers and others, reflecting on their honesty and integrity, been questioned?

"The telegraphers are deeply interested in the outcome of this political fight. The business interests and the wire workers are the sufferers, and from the present indications, the politicians will gain no advantage; for, instead of setting back Government ownership a decade, as the antis claim, it has accelerated action by those favoring governmental operation to the extent that the foundation for a nationwide organization to press for Government ownership has been laid and an energetic campaign of education will soon be under way.

"There will be no let up until success is achieved."

a
28
mile
range



Money Makes Interest,

Advertising Makes Money.

Engravings Make

Advertising,

Money And

Interest.

We Make

The

Engravings

COMPLETE

FACTORY

**Liberty
Loan**

The Manhattan Photo Eng. Co.

251 William St., New York

URGE CONGRESS TO ACT TO AID BUSINESS

U. S. Chamber of Commerce Hopes Wilson Will Convene Extraordinary Session on His Return, to Hasten Business Readjustment

ST. LOUIS, Mo., May 3.—An expression of hope that President Wilson immediately upon his return from Paris will assemble Congress in extraordinary session for the formulation of the legislation necessary to safeguard the social and business structure of the country is contained in one of the 22 resolutions adopted at the closing session of the Chamber of Commerce of the United States. It was the seventh annual meeting of the Chamber, and more than 1,500 delegates attended the sessions from April 28 to May 1, inclusive.

The resolution which directed attention to readjustment problems began with the statement that:

Revision of Trade Laws

"Problems of the greatest importance in the country's domestic readjustment from war to peace await the attention of our Government. They require for their solution executive consideration and maturely developed legislation. While many of these problems are now receiving private study, which should continue and be intensified in order that we may be prepared to co-operate intelligently with the Government, still the final responsibility before the country in these matters rests with the constituted federal authorities."

Following is a synopsis of other resolutions as adopted:

Revision of federal laws on business, so that business may at all times know their powers, rights and limitations.

Support of the Victory Liberty Loan to further demonstrate the unity, strength and vigor of the republic.

Prompt re-employment of soldiers, sailors and marines upon their discharge from the army.

The right of individualistic effort in business is upheld, and it is held essential that the Government should scrupulously refrain from entering any of the fields of transportation, communication, industry and commerce which can be successfully conducted by private enterprise.

Stimulation and development of the nation's foreign trade is held vital to the country's prosperity, and the solution of its economic and industrial problems.

To Stimulate Trade

Immediate resumption of construction activities is urged, that the housing and other construction needs of the nation may be provided for and that labor may find employment, and the federal Government is especially urged to proceed with public work wherever possible.

The public utilities committee of the Chamber is urged to study the problem of public utilities and to report a basis upon which the utilities can render effective public service.

Immediate return of telegraph and telephone wires to private operation is demanded, together with legislation that will permit their merger, if desired.

Speedy completion of river improvements already authorized is urged, and Congress is asked to provide for a comprehensive system of waterways.

Appointment of a federal highway commission is suggested, and the con-

tinuance of federal aid of state road projects, where those projects are for permanent, hard-surfaced roads, is asked.

Demands are made for the conservation of water power.

Immediate adoption of the budget system of congressional expenditures is demanded.

Reorganization of the Chamber into seven different departments is approved and plans for a national home for the Chamber in Washington is advanced.

The question of the railroad and merchant marine problems will be left to a referendum.

New Officers

The successor to Harry A. Wheeler, as president of the Chamber will be left to a committee composed of Mr. Wheeler and four directors, who will choose four other directors. These honorary vice-presidents were elected: Charles Nagel, St. Louis; John H. Fahey, Boston; R. H. Rhett, Charleston, S. C., and A. B. Farquhar, York, Pa.

The following were elected to the board of directors: Frank H. Johnston, New Britain, Conn.; Lewis E. Pierson, New York; Henry M. Victor, Charlotte, N. C.; P. H. Gadsen, Charleston, S. C.; Frank Kell, Wichita Falls, Tex.; Clarence H. Howard, St. Louis; Max W. Babb, Milwaukee, Wis.; Geo. H. Barboud, Detroit; Chas. C. George, Omaha; J. E. Chilberg, Seattle; A. E. Carlton, Colorado Springs, Colo.; Frederick J. Koster, San Francisco.

GILLETT FOR REFORM IN POSTAL AFFAIRS

"We Will Do Everything in Our Power to Help Publishers," Next Speaker of House of Representatives Declares in Albany

ALBANY, N. Y., May 6.—At a banquet of Republican officials in this city, Frederick Gillett of Massachusetts, who has been chosen speaker of the next House of Representatives, promised that one of the first measures he would endeavor to send through the House when it resumed with a Republican majority, would be aimed at the postal department.

"We will straighten out matters in this department and instill efficiency if it can be done by law-making," said Mr. Gillett, a former newspaper editor himself.

"I have received hundreds of communications all relating to the department of the Postmaster General and we will do everything in our power to obtain relief for the publishers of the country, already pestered by enough troubles."

William Barnes, publisher of the Albany Evening Journal, attacked the system of the Postmaster General in handling of the mails and the telegraph and telephone lines, and declared a united effort ought to be made by daily newspapers to obtain better service through the mails.

More Official War Films

WASHINGTON, May 5.—The tremendous accumulation of official war film, taken by the U. S. Signal Corps during and subsequent to the war, is now being released by the War Department on the same principle that official newspapers are distributed to the press. The films are shown at the projection room of the International Film Service, 729 Seventh avenue, New York, at stated intervals, and copies are furnished on a cost basis.

Advertise it in

ILLINOIS

The philosopher's stone lies in advertising

ILLINOIS NEWSPAPERS are to the West, what New York Newspapers are to the East.

They cover a tremendous territory outside of the state in which they are published, and exert a potential influence.

The selected list here represented, which seeks your advertising patronage has a circulation of 1,809,956.

This circulation covers in Illinois 242 cities and reaches the owners of 251,872 farms and the active workers on the farms.

As goes Illinois in buying, so goes the West.

If you would reach in Illinois alone 6,317,735 people; if you would send a daily message about your business proposition to these millions, telling them what you have to offer, and the special advantages of your offer, these newspapers will carry it un-
failingly.

Illinois newspapers are decidedly the BEST MEDIUMS for getting Illinois business.

No other publications in this respect can compete with them in influence and productiveness.

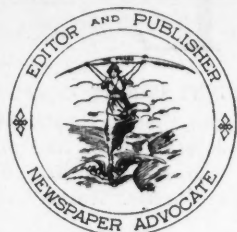
THEY HAVE MADE THOUSANDS OF ADVERTISERS RICH, AND IF YOU WILL EMULATE THE EXAMPLE OF THESE ADVERTISERS, USE SPACE REGULARLY, THEY WILL MAKE YOU RICH.

It is the courageous in battle who lead to victory and attain renown.

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,021	.04	.04
Bloomington Pantagraph (M)	16,870	.035	.035
Champaign Daily Gazette (E)	4,338	.0129	.0129
Chicago American (E)	326,998	.40	.40
*Chicago Herald-Examiner (M).....	305,230	.32	.28
*Chicago Herald-Examiner (S).....	542,216	.53	.46
Chicago Daily News (E)	373,112	.43	.43
Chicago Journal (E)	112,668	.24	.21
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	13,966	.0325	.03
Elgin Courier (E)	8,193	.02	.02
Moline Dispatch (E)	10,213	.03	.03
Peoria Star (E)	22,738	.045	.04
Quincy Journal (E)	*8,591	.025	.025
Rockford Register-Gazette (E)	12,514	.03	.03
Sterling Daily Gazette (E)	5,195	.017	.017

Total Circulation 1,834,658. Rate per line, \$2.1749.

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



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.—Newspapers of Western Kentucky are much concerned over the Child Labor Law passed by the last session of Congress, which states that no boys under sixteen years of age shall be employed. Do you believe that this will be construed to apply to carrier boys on salary who deliver papers for publishers?

Leigh Harris, Pres., Henderson (Ky.), Publishing Co.

A.—The act referred to is the section of the revenue act, approved February 24, 1919, imposing a tax of 10 per cent. on firms employing child labor, this tax being supplemental to all other taxes such firms are required to pay. The tax was imposed in order to take the place of the child labor act which was held unconstitutional by the Supreme Court of the United States. A North Carolina judge has held the tax unconstitutional, but final decision as to its validity has not been given.

The provision reads:

Section 1200. That every person (other than a bona fide boys' or girls' canning club recognized by the Agricultural Department of a State and of the United States) operating (a) any mine or quarry situated in the United States in which children under the age of sixteen years have been employed or permitted to work during any portion of the taxable year; or (b) any mill, cannery, workshop, factory, or manufacturing establishment situated in the United States in which children under the age of fourteen years have been employed or permitted to work, or children between the ages of fourteen and sixteen years have been employed or permitted to work more than eight hours in any day or more than six days in any week, or after the hour of seven o'clock post meridian, or before the hour of six o'clock ante meridian, during any portion of the taxable year, shall pay for each taxable year, in addition to all other taxes imposed by law, an excise tax equivalent to 10 per centum of the entire net profits received or accrued for such year from the sale or disposition of the product of such mine, quarry, mill, cannery, workshop, or manufacturing establishment.

There are a large number of administrative features, but they do not alter the fundamental provisions above stated. It appears clear that the act does not prohibit the employment of boys above fourteen and under sixteen years as carriers, if indeed, there is any relation between delivery of papers and a mill, workshop or manufacturing plant, the provision expressly being directed against hard physical labor.

Q.—Is it worth while for an afternoon newspaper to develop classified advertising? Of course this business is profitable to a morning paper—but can it be handled satisfactorily by an afternoon paper issuing more than one edition?

L. McD.

A.—Two of the greatest classified mediums in the country are afternoon papers—the Chicago Daily News and the St. Louis Post-Dispatch. The matter of handling classified in an afternoon paper is merely one of detail. "The classified is a never-failing stream of silver, running into the newspaper's cash drawers," according to a successful manager, who added: "The volume of classified is governed somewhat by the law of averages. It varies but little, after it has been developed to its utmost possibilities. It reflects the intimate lives of the people, and ties up the paper to real service."

Q.—Are members of the Associated Press restricted to the use of that news service?

A. H. H.

A.—No. The New London Day has just added the service of the United Press. There are many newspapers subscribing to more than one press service. The Houston Chronicle, in addition to the A. P. service, has a special Sunday service from both the U. P. and I. N. S.

Q.—Could you give us the names of several daily papers publishing house organs?

H. A. Graybell,

Windsor (Ont.) Star.

A.—There are scores of them. Among the most prominent are: New York World; Tribune; Philadelphia Public Ledger; St. Louis Globe-Democrat; Atlanta Georgian; Nashville Tennessean; Providence Journal and Bulletin, etc.

Q.—Is the National City Editors' Association taken seriously by the working newspapermen of the country?

L. C. R.,

Cleveland.

A.—The organization has made an inauspicious start. After the proposed reorganization, expected to result from the action of the convention at Chicago May 16, the friends of the movement believe that good results may be achieved. The various organizations of circulators, advertising managers, etc., are useful and prospering. There is no valid reason why associations of city editors should not thrive.

BANK AD MAN HONORED

M. E. Holderness Made Vice-President After Success with Newspapers

St. Louis, Mo., May 5.—For perhaps the first time, the manager of advertising and publicity of a bank has been dignified with the title of vice-president. This honor has come to M. E. Holderness of the Third National Bank, who heretofore has been assistant cashier.

As one of the organizers of the Financial Advertisers Association, a division of the Associated Advertising

Clubs of the World, and its first president, Holderness is well known. He also is manager of the Savings Department of the bank, and largely through advertising—newspaper advertising for the most part—17,000 open accounts, with deposits of \$5,000,000, are now on its books.

Made Air Publicity Officer

Capt. Charles J. Glidden, U. S. A., has been appointed general publicity officer of the U. S. Air Service. His office will be at 104 Broad street, New York.

Iowa

Only 25% fewer autos than the state with five times its population!

And that means a great deal in the scheme of national advertising.

Iowa people CAN come to the CITY to buy!

WHERE the large percentage of population is opulent country folks, as it is in Iowa, the cities stock more heavily and get larger orders than would otherwise rule.

See how the motor vehicles affect the situation to the advantage of national advertisers. A traffic count of 87 stations in 32 counties, one-third of the state, for seven consecutive days revealed

An average traffic of 300 vehicles per day, 82% motor driven, 18% horse drawn, and only 6.5 tourists.

Your advertising for the year in all of the English language dailies in the state, would cost you only about the price of a postage stamp per habitant family.

It needs no argument to prove such advertising to be the most thoro and economical.

Try the pick!

	Circulation	Rate for 5,000 Lines
Boone News-Republican(E)	3,795	.0121
Burlington Hawkeye(M)	11,385	.025
Burlington Hawkeye(S)	12,648	.025
Clinton Herald(E)	7,827	.02
Council Bluffs Nonpareil(E & S)	16,645	.03
Davenport Times(E)	25,927	.05
Des Moines Capital(E)	64,552	.08
Des Moines Register and Tribune... (M & E)	118,180	.14
Des Moines Sunday Register.....(S)	68,861	.12
Dubuque Telegraph-Herald.....(M & E)	16,033	.04
Dubuque Telegraph-Herald(S)	16,103	.04
Fort Dodge Messenger and Chronicle....(E)	9,711	.025
After July 1st, 1919, rate 3c. per line.		
Marshalltown Times-Republican(E)	14,000	.0215
Mason City Globe-Gazette-Times.....(E)	9,428	.03
Muscatine Journal and New-Tribune.....(E)	8,298	.02
Ottawama Courier(E)	13,530	.025
Sioux City Tribune(E)	51,342	.08
Waterloo Evening Courier.....(E)	14,898	.03

Government Statements, 6 months' period, Oct. 1st, 1918.

EDITORIAL

THE SHIP OF STATES

THE League of Nations, for whose formal launching the world awaits, will constitute the new SHIP OF STATES, flagship of civilization's navy. The plans for the great vessel, the materials for its construction, have been slowly developed and assembled through the long years of democracy's fight for its rightful place in the hearts and minds of men.

The great ship is coming into being. It must be manned by the world's best navigators and a trusted crew. Its flag will be symbolic of brotherhood. It will carry a cargo of human hopes.

If it shall escape the dangers of an uncharted course it must have back of it the loyalty and the fighting allegiance of all who love liberty.

The League of Nations must be made an enduring thing through the support of a League of Newspapers.

That is the settled conviction of far-seeing men who know how to appraise the perils confronting the great adventure.

Before we can have a League of Newspapers we must bring about a real fellowship of the press in the free nations.

We must develop acquaintanceship, understanding, appreciation. We must establish as a reality that kinship of the free press of the world which common ideals and purposes justifies.

In its INTERNATIONAL NUMBER, to be issued May 22, EDITOR & PUBLISHER will contribute the first organized effort to assure press solidarity. Overseas newspapers have responded most generously to the call for earnest cooperation in this task, and American newspapers and newspapermen have expressed the deepest interest in the success of the enterprise.

The preparation of this number has entailed long and arduous work. But it is work in a cause so great as to take hold of the enthusiasms of men and to drag upon them for the best that they can give.

THE R. F. D. SERVICE

MR. BURLERSON has ordered drastic curtailment of the R. F. D. service in northern New York. By merging routes, so that a carrier having a twenty-five mile trip could add five or ten miles to it every day, he figured a substantial saving to the department.

The fact that in northern New York—especially in wintry weather—the old routes were too long to assure good service did not influence the Department. The old expedient of saving expense through requiring one man to do the work of two was adopted. The people of that section are protesting vigorously, and the Syracuse Post-Standard is leading a determined fight to have the new order set aside. Mr. BurlerSON promises to do that if it can be shown to him that the economy policy is crippling the service.

Publishers throughout the country should be on guard against a further extension of this attack on the efficiency of the rural mail system. It may be tried out in other sections.

The R. F. D. has been, of course, an expensive innovation—judged by its immediate cost in money. But it is paying handsome profits in spite of that—profits that may not be computed in dollars. For it has linked the farmer up to the life of his community, kept him in touch with the cities nearest to his home and kept him practically as well posted on the events of the world as his city neighbor. It has robbed farm life of much of its isolation.

As an enterprise in national service, the R. F. D. has made good, and its rapid extension is an obvious national need.

JAMES SCHERMERHORN has raised the price of his Detroit Times from one to three cents a copy. He has changed the dress of the paper, but has not thus far increased the size of issue. Believing that a larger proportion of a newspaper's revenues should come from its sales, he contends that the new price policy will permit him to exercise a still stricter censorship over the advertising columns and to make of the "Better Times" a newspaper of strong appeal to all Detroiters who hold high civic ideals.



"THE CHILDREN'S NEWSPAPER"

LORD NORTHCLIFFE has successfully launched a weekly newspaper for children, and believes that he has thus responded to a real need of the times. Magazines for the little ones are hardly a novelty—and we have experimented here with "Current Events," a newspaper planned to be a sort of school text-book.

But it may be said that this new British venture, whose purpose is to present the story of the world week by week in the simplest language—yet with vision and with an appeal to the child-mind—is at least a highly interesting adventure in publishing.

It is reported that the Children's Newspaper will contain no advertising. This, we believe, is a mistake. To omit advertising is to neglect a very vital part of the world's story. It is to make an incomplete newspaper—one lacking in rounded interest. Of course the advertising carried in such a publication should be subject to the same tests of fitness that are applied to news matter. Meeting these requirements, the ads should contribute immensely to the interest of such a newspaper.

Children of today read the ads. They acquire through such reading their first knowledge of commodity values, their first glimpses of business life and their strongest impressions of business ethics. It is idle to pretend that these things should be denied the child until it has reached the age when the problems of business must be faced. For, if a youngster cannot find advertising in a newspaper which is designed to interest the youthful mind, and to portray for him the world's life, then the ads will be found elsewhere—and the appeal of the children's newspaper will be correspondingly weakened.

If Lord Northcliffe's enterprise shall win a measure of real success—as appears likely after a few weeks of trial—we may expect to see, in due time, a daily newspaper for children. Such an undertaking should appeal strongly to many American publishers.

WILLIAM A. THOMSON, director of the Bureau of Advertising, expresses to EDITOR & PUBLISHER his warm appreciation of the manner in which the affairs of the bureau were covered in this journal on the occasion of the annual convention of the A. N. P. A. "Excellent as EDITOR & PUBLISHER has been," he writes, "I am sure the newspaper fraternity will appreciate, as I do, the great forward strides it has taken in the past few months. I have heard enough comments on all sides to justify the belief that this feeling is pretty general."

EDITOR & PUBLISHER'S forecast of a volume of national advertising for the newspapers during this year totaling \$130,000,000 is accepted by agency men and other authorities as a modest one. We shall not object in the least if this shall prove the fact.

THE wisest of newspapermakers know that advertising sells advertising—and they cash in on that knowledge.

May 8, 1919. Volume 51, No. 49.
EDITOR & PUBLISHER
 Published weekly by
 THE EDITOR & PUBLISHER CO.
 1117 World Building, 63 Park Row, New York.
 James Wright Brown, publisher; Marlen E. Pew,
 editor; W. D. Showalter, managing editor and John F.
 Redmond, News.
 London: H. C. Ridout.
 Paris: F. B. Grundy.
 Toronto: W. A. Craick.
 Chicago: D. F. Cass.
 San Francisco: Geo. R. De Vere.
 Boston: M. J. Staples.
 Washington: Robert T. Barry.
 10 cents a copy; \$3 a year; foreign postage, \$1.00;
 Canadian, 50c.

THE PENNY PRICE

THE Bridgeport (Conn.) Evening Herald, a new daily, has reduced its price to one cent. This, of course, does not indicate any general trend toward the old price of newspapers. It is an isolated instance.

The penny price is economically impossible under present conditions. There are no indications just now of any decrease in the costs of publishing. In fact, costs have continued to mount—particularly labor costs.

The general adoption of the two-cent price by newspapers formerly sold at one cent served to rescue the press, in no small measure, from deterioration as to quality of product. It has been demonstrated that the people do not want cheapened newspapers. They have supported the advance in price without complaint, recognizing that even newspapers cannot continue indefinitely to sell a product for less than the cost of raw materials.

It may be that we shall never again have penny newspapers on any large scale. While commodity prices must reach lower levels in due time, wages are not likely to follow suit. The war period has established a new standard of earnings, in some instances perhaps an artificial standard. Yet the fact remains that the people in general profit through the bettered living conditions of the wage earner, and these conditions are not to be made impossible in the future through drastic curtailment of wages.

Revolutions, we are often assured, never go backward. There has been a real revolution in our economic life, and its fruits will not be abandoned. It is not to labor unionism that we must look for the preservation of a liberal wage to American workmen. The people themselves, irrespective of class, will see to it that we do not return to a state of class poverty.

A majority of the daily newspapers of the State of New York, outside the metropolitan centers, sell for three cents. That price is fair and fully justified. The people have accepted it and as a result are getting a higher measure of value in their newspapers than ever before.

IN a certain middle western state there has been, for some time, a circulation "war" in progress between publishers in the capital city. It has grown to the status of no-quarter competition. EDITOR & PUBLISHER has had knowledge of some of the details of this situation for some months and has been convinced that the interests of all the publishers of that state called for an amicable ending of the strife. This view has been shared by the friends of the beligerents, who have succeeded in initiating conciliation measures which promise to result in an armistice and eventual peace understandings. The incident is yet another of the rapidly multiplying "signs of the times."

OUR Canadian friends are inaugurating another great campaign for "advertising advertising." These neighbors of ours have a way of setting the pace for us in dealing with advertising problems in a big way. Here in the states we are advertising our advertising, of course; but we have yet to undertake nation-wide campaigns of that sort on the same scale of adequacy adopted by our friends of the Northland.

FRANCE is growing restive under the continued censorship. Our sister Republic has an admirable way of throwing antiquated policies into the discard, however, and it may be expected that she will not tolerate much longer a censorship which is not in the national interest. Like all real democracies France will adhere, on grim occasion, to iron-clad rules—but she does not permit these to outlive their usefulness.

SOME time somebody will figure out how much it costs the newspapers to support the army of press agents scattered throughout the land. For the newspapers pay all expenses connected with this industry—and some of them seem to relish it.

PERSONALS

IN THE EDITORIAL ROOM

Oswald Garrison Villard, editor of the Nation, is home from Europe, where has been engaged in peace work.

James O'Donnell Bennett, former overseas correspondent for the Chicago Tribune, and before the paper's dramatic critic, now is gathering new journalistic laurels with the daily news features, signed "Eyewitness."

William R. O'Connor, president of Newswriters Union No. 1, has been elected secretary of the Boston Central Labor Union.

Robert A. Warfel, for a number of years assistant city editor of the Columbus (Ohio) State Journal, has become publicity manager of the Chamber of Commerce.

Miss Belle Elkan has become managing editor of Judicious Advertising, issued by Lord & Thomas, Chicago.

Charles Lederer, veteran New York and Chicago newspaper cartoonist and author of some of the first cartoons which ever appeared in the Chicago Tribune, now is in Red Cross service in Chicago.

Lieut. Gene Morgan has received his army discharge and reassociated himself with the local staff of the Chicago Daily News.

Lieut. Claire I. Weikert, of St. Paul, intelligence officer with the 9th Infantry in France, is editor of the 9th Infantry Cootie, a regimental newspaper in the Army of Occupation.

William Moon, who has been serving as warrant boatswain in the Naval Reserve, has returned to the city staff of the St. Paul Pioneer Press.

W. C. Schoenfeld, formerly managing editor of the Madison (Wis.) Democrat and legislative correspondent of the Milwaukee Sentinel, is dangerously ill at Madison.

Ralph E. Dyar, publicity man for the Spokane (Wash.) Spokesman-Review, has received word that his play, "Look and Listen," will be staged in Atlantic City during the week of May 19, by A. H. Woods, the New York producer.

Miss Mary Blackburn, society editor of the Shenandoah (Ia.) World, and Clifford Kenworthy, have been married.

Prof. Jose A. deLavelle, special Peruvian commercial delegate to the United States, has been appointed to represent the New York Sun's Latin-American section in his country. He is a nephew of Preside Pardo of Peru.

C. S. Woodruff, photographer for the Portland (Ore.) Journal, has invented a new type of airplane. He tried it out with himself as passenger, and is now nursing a broken rib and severe bruises. But he has not lost confidence in his invention.

Lieut. James V. Linik, formerly of the St. Louis Republic, has returned to this country after having served in France with the 109th Machine Gun Battalion.

Raymond Martin has resumed his duties as assistant city editor of the Albany (N. Y.) Argus after a year and a half absence with the army in France.

Miss Dorothy Craigie, reported for the Albany (N. Y.) Knickerbocker Press, accompanied Dorothy Dalton, the movie actress, in an airplane flight over Albany last week.

Christopher Cunningham has resumed his duties on the reportorial staff of the Albany (N. Y.) Knickerbocker Press. He returned last week from service with the Marine Corps at Quantico, Va.

They Run a Newspaper at 12 and 10 Years



J. F. PRUETT

J. G. PRUETT, JR.

GEORGIA'S youngest editor and his business manager are J. F. Pruett, better known as Joe, aged 12, and his brother, J. G. Pruett, Jr., called Garnett, aged 10. They compose the entire staff and operating force of the Lee County Journal, which is the official organ of Lee County and the city of Leesburg.

"Father owns the paper," said Joe. "He had a man named Matthews running it and he left town. There was nobody to get out the paper. Father said, 'How about you boys running it?' We said, 'All right.' So we run it."

Joe does the editing and writes the editorials, and Garnett gets the advertising. Garnett explained that he goes to the stores and finds out what they

are selling, then writes the ads and tells them that this is about what they want, and it is.

In acknowledging a pleasant editorial in the Albany Herald, complimenting the youthful editorial and business staff of its contemporary, Joe unburdened himself of the trenchant dictum that "if everybody would pay their subscriptions to the Lee County Journal I would make a very nice paper of it."

WITH THE AD FOLKS

E. T. Tomlinson, Jr., has been elected vice-president of Doremus & Co., New York.

Carl McNaught is a new addition to the copy staff of J. J. Gibbons, Ltd., Toronto.

Benjamin H. Fearing has been appointed advertising manager of the Hurley Machine Company, Chicago.

W. Frank McClure has been appointed advertising manager of the Fort Dearborn National Bank, Chicago.

Fred H. Agan is now advertising manager of Sidney Blumenthal & Co., New York.

W. Lee Henry is the new advertising manager of the Ellis-Jones Drug Company, Memphis, Tenn.

Dr. Robert P. Fischelis has been appointed chief of a new technical department established by the Matos Advertising Agency, Philadelphia. He has resigned as chief chemist of the H. K. Mulford Company, but will continue as professor of commercial pharmacy at the Philadelphia College of Pharmacy.

Lieut. A. W. Duckstein is again with the Picard Co., New York, after service in France during which he won the Distinguished Service Cross.

O. Schwartz, recently with the Holsum Products Company, is now with the promotion department of the Osterreider Agency, Chicago.

Don Stuart Momand has resigned as vice-president of the American Association of Foreign Language Newspapers, Inc., to become manager of the International Consolidated Chemical Com-

pany, New York. He will continue as a member of the board of directors.

E. J. Finneran has been appointed to the soliciting staff of the Gardner Agency, St. Louis. He has been with newspapers in Chicago, Kansas City and other cities.

William D. Lindley has resigned as assistant advertising manager of the

Western Electric Company to take charge of the newly organized Manufacturers' Publicity Bureau in Chicago.

George A. Brown, for nearly eight years assistant advertising manager and traveling representative for the Religious Press Association, Philadelphia, has resigned to act as Philadelphia manager for the Purchasing Agent, New York.

Charles J. Heale, who has been assistant advertising manager of Hardware Age, is now business manager of Sheet Metal, New York.

John W. Turnbull, who recently returned from overseas service with the 27th Division, has resumed his duties with the Franklin P. Alcorn Special Agency, New York.

Capt. Louis Graham has rejoined the Philip Kobbe Agency staff in New York after service with the Army engineers.

George H. Buckwald has succeeded C. L. Reeley as advertising manager of the Glidden Company, Cleveland. Mr. Reeley becomes advertising manager of the Oldfield Tire Company, Cleveland.

C. J. Egan, assistant to M. P. Linn, general manager of the St. Louis Republic, is chief instructor in advertising in St. Louis University School of Commerce and Finance.

J. E. Weber has been promoted to be advertising manager of the Weber Implement and Automobile Company, St. Louis, succeeding W. Milton Koenig, who has gone with the St. Louis Giue Company.

G. Elmo Holke, formerly assistant secretary of the National Automobile Dealers' Association, has been appointed assistant advertising manager of the Traffic Motor Truck Corporation.

Bert M. Donaldson, an active member of the Des Moines Ad Club, has been promoted from Iowa sales manager of the National Cash Register Company to district sales manager to cover Iowa, Nebraska, North Dakota, South Dakota, Minnesota and Wisconsin.

Edward I. Wade, late of the International Harvester Company and Armour & Co., has joined the copy staff of the Glen Buck Agency, Chicago.

Howard C. Caldwell, formerly assistant advertising manager of the Haynes Automobile Company, has joined the copy staff of the Sidener-Van Riper Agency, Indianapolis. He has been an ensign in the Navy.

The Pueblo Chieftain
Has Renewed Its Contract
For the Haskin
Service For One Year

ALBANY TYPOS BROKE THEIR AGREEMENT

Caused Suspension of Albany Papers for Four Days—Unique Plan of Using Photo-Engraving of Typewriting to Announce Strike

ALBANY, N. Y., May 5.—After keeping this city in a condition of business paralysis for four days and causing a loss of between \$12,000 and \$15,000 in advertising to newspaper publishers, the 300 printers on the five Albany papers returned to work today. This morning editions of the Knickerbocker Press and the Argus were the first Albany newspapers published since midnight Wednesday, when the printers on the morning papers walked out.

The strike was ordered ended by the secretary of the International Typographical Union and the differences over wages and hours were ordered submitted to an arbitration committee. The findings of this committee will be retroactive to May 1, the day on which the old contract between the printers and publishers lapsed. The printers asked \$6 a week increase.

Free-Lance Papers Failed

The publication record of several of the papers, dating without a break for more than a century, was overthrown.

A twentieth-century city without its own newspapers, presenting such a sight as Albany did during the last four days, was a thing residents and business had come to think impossible.

New York, Troy and Schenectady newspapers, even without the local news, were barred from exceeding the agreed numbers of copies to be shipped into the city and small papers published by free-lances in the emergency were failures.

Business houses reported huge losses, the Victory Loan Committee pleaded with the printers and publishers to come to their aid before the campaign was a failure, and when the word went out that the printers were back at work, Police Chief Hyatt for the first time in four days recalled the reserves that he had ordered to patrol all districts of the city because of the lack of papers.

The strikers left their work quietly and did no demonstrating.

When the printers walked out in the midst of their work, the editors were hard put to arrive at a plan for giving the city the information that a strike existed.

A Resourceful Editor

Amos Moscrip, managing editor of the Knickerbocker Press, hit on the plan of using a four-column photo-engraving of a typewritten page, as a part of the front page of the two papers. Stereotypers locked up the forms, and the papers appeared without a stick of type set by any men other than the union members, yet with a statement of the publishers' views of the strike, and their stand. The photo-engraved statement was headed:

"Albany Printers Violate Arbitration Agreement at Midnight, and Walk Out of Offices of the Argus and the Knickerbocker Press."

Parts of the statement follow:

"In violation of the Laws of the Albany Typographical Union No. 4, and the laws of the International Typographical Union, and of a contract between the publishers of the Albany newspapers who are members of the American Newspaper Publishers' Association and the International Typograph-

ical Union, which provides for the settlement of all differences by arbitration, the printers of the Knickerbocker Press walked out of its composing room at 12 o'clock last night, and the printers formerly in the employ of the Argus struck also.

"For weeks communications have passed between the Albany publishers and the local union, and meetings have been held in attempts to reach an amicable agreement as to a new scale of wages and a new contract.

"The Albany publishers appealed to M. G. Scott, president of the International Typographical Union to comply with the terms of the arbitration contract and instruct the local printers in the organization to do the same. This Mr. Scott agreed to do.

"Despite the contract for arbitration and Mr. Scott's assurance of its observance, the printers strike."

Staff Men on the Job

Then followed a quotation from the arbitration agreement, and a copy of a telegram the publishers claimed was received by the head of the local union from Mr. Scott, instructing them that the strike was "illegal" and declaring that the executive council disavowed such action and ordered the men to remain at work pending the termination of the controversy.

The strike hit the Times-Union and the Journal, afternoon newspapers, on the heaviest advertising day of the week, Thursday. Pages of advertising set in advance had to be discarded when the printers failed to appear Thursday morning.

City editors on all of the newspapers were ordered to have their staff men follow their regular routine work, and the telegraph editors prepared copy all day Thursday, Friday and Saturday, believing that the strike might end at any time.

Soon there was a conflict with the New York, Troy and Schenectady newspapers, which attempted to flood the Albany market with their papers, but these newspapers were warned by the Albany papers of the agreement as to the numbers of newspapers that could be shipped into the city, and soon newspapers of any description were at a premium. New York papers were bringing as high as 15 and 20 cents late at night and in the middle of the day, and on Sunday 25 cents was an average price.

Emergency News Issued

Local newspapermen tried to take advantage of the scarcity of papers by getting out makeshift affairs of two and four pages, and some reported heavy sales. All carried some advertising, but it is believed rates in almost all cases were kept so low that there was little profit for the emergency publishers in this department.

A noteworthy newspaper which attempted daily publication was the Emergency News, published by Harry Cohan, circulation manager of the Argus. He placed the Edward F. McGowan Agency in charge of the advertising, and as a result carried more than all the other papers together. The paper was gotten out on a job press with a small capacity. The demand far exceeded the supply, and the paper was selling well above the two-cent price printed on its front page.

The Bulletin, a single sheet of reproduced typewritten news, was issued by the Victory Liberty Loan Committee and distributed by letter carriers.

The Building Trades Journal, in sympathy with the printers and with building trades workers who also struck May Day, was also published.

ADVERTISEMENT NO. 13

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other

National Advertisers

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Arthur Booth,
Beech Nut Packing Co.,
Canajoharie, New York

Advertising Dept.,
Art Metal Construction Co.,
Jamestown, New York

W. A. McDermid,
G. Mennen Chemical Co.,
Newark, New Jersey

Johnson & Johnson,
New Brunswick, New Jersey

Chas. F. H. Johnson,
Rowl & Johnson,
Passaic, New Jersey

George E. Long,
Jersey City, N. J.

Mutual Benefit Life,
Newark, New Jersey

F. J. Barnes,
Shepard Electric Crane and Hoist
Co.,
Montour Falls, New York

John F. O'Connell,
United Shoe Machinery Corpora-
tion,
Boston, Mass.

H. M. Dana,
Paine Furniture Co.,
Boston, Mass.

T. G. Blakelock,
U. S. Light & Heat Corp.,
Niagara Falls, New York

L. F. Critchell,
Guaranty Trust
New York City

Jerome B. Hadsell,
Dr. Kilmer Co.,
Binghamton, New York

H. E. Woodward,
Int. Druggists Chemists,
Binghamton, New York

H. H. Clark,
C. Kenyon & Co., Inc.,
Brooklyn, New York

C. L. Sorgey,
Berry Bros., Varnish Mfrs.,
Detroit, Mich.

Northwestern Knitting Co.,
Minneapolis, Minnesota

Electric Storage Battery Co.,
Alleghany & 19th St.,
Philadelphia, Pennsylvania

A. T. Hugg,
Shepard Steel Products
Detroit, Michigan

B. F. Forsythe,
Pan Motor Co.,
St. Cloud, Minnesota

Motion Picture Adv. Co.,
New York City

A. F. Smith,
718 Mutual Life Bldg.,
Philadelphia, Pennsylvania

Frank N. Sim
Detroit, Michigan

F. L. Tisch,
Paige-Detroit Motor Co.,
Detroit, Michigan

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWS-PAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

MEETING SEASON HERE FOR CANADA PRESS

University of Saskatchewan Will Give Short Course in Journalism—Ontario Session in Toronto C. P. A. Prepares for Convention

TORONTO, May 3.—Two unique features are to be introduced at the approaching annual meeting of the Saskatchewan Division of the Canadian Press Association. One is a newspaper contest, tentative plans for which are now being worked out by the Executive of the Division; the other a short course in journalism for editors to be held at the University of Saskatchewan during the convention, which takes place in Saskatoon from May 28th to 31st.

One of the chief speakers at the short course will be Prof. Kirkwood of the University of Minnesota, editor of publications at the College of Agriculture and the organizer of the short course in journalism held in Minnesota.

Another speaker will be Hon. C. A. Dunning, Provincial Treasurer of Saskatchewan and Minister of Agriculture, who, before becoming a member of the Saskatchewan government, was general manager of the Saskatchewan Co-operative Elevator Company. He will speak on "Co-operation as Applied to the Newspaper Business."

Publishers Confer

A well attended conference of publishers of small city dailies from various parts of the province of Ontario was held here this week. This was the second gathering of the kind and was informal. W. B. Burgoyne, St. Catharines Standard, occupied the chair and various matters of interest to the publishers present were discussed.

The special committee of the Daily Section of the Canadian Press Association charged with the task of arranging an "Advertising Advertising" campaign, has made substantial progress and it is understood the campaign will be conducted through one of the recognized advertising agents.

Plans for the forthcoming annual meeting of the Canadian Press Association, to be held here on June 5th and 6th, are progressing satisfactorily.

Among the features of the meetings will be a series of conferences between the various sections of the association and representatives of the Association of Advertising Agents. Several notable speakers have been invited to take part in the program on editorial night, and among the acceptances is one from J. W. Dafoe, editor of the Winnipeg Free Press, who represented the Canadian Associated Press during the peace conference at Paris.

WINS FOR FATHER'S PAPER

Miss Grace Dolan Triumphs as Attorney for Albany Argus

ALBANY, N. Y., May 2.—Miss Grace Dolan, one of the four Albany women lawyers, has scored a triumph in her first case, that of the Argus Company against Mrs. Helen Breslin. Miss Dolan, who is a daughter of Michael V. Dolan, treasurer of the Argus Company, conducted the case throughout.

The Breslin case involved the publication in a book printed by the Argus Company of the photograph and biography of the husband of Mrs. Breslin. The action was based on an alleged breach of promise, and according to the decision by Justice Hinman, when he

ruled in favor of the Argus Company, the verdict of a jury at last term, which non-suited the Argus Company, was contrary to law and against the evidence.

Miss Dolan immediately moved for a new trial, and her arguments were taken under consideration and briefs filed with the court, which granted the motion.

OREGON EDITORS FORM NEW ASSOCIATION

Ally Themselves with Journalism Department of State University to Solve Problems Co-operatively—Will Work Out Cost Systems

EUGENE, Ore., May 3.—Oregon editors and publishers have allied themselves with the journalism department of the University of Oregon through the formation of the Oregon Newspaper Conference. It succeeds the Willamette Valley Editorial Association, which has just held its annual session here. Hereafter, under the new name, the editors will meet each year at the university. The association is no longer confined to the Willamette Valley, but includes the entire state in its membership.

The recent session was in fact the first real newspaper conference that has been held in Oregon. The programs were worked out by the school of journalism for the purpose of taking up subjects of vital interest and getting definite results. The entire first day was devoted to advertising, with the topic discussed from many angles.

"Never before," declared Lloyd Riches, secretary of the State Editorial Association, "has the small daily and the weekly been in such favor with national advertisers, who formerly were partial to the magazines. The publisher's greatest drawback in too many instances is a lack of business sense."

Ad Rates Too Low

The subject of advertising rates was taken up by several speakers, with a consensus of opinion that the charges by the smaller dailies are too low. Steps to put in effect more adequate rates were recommended.

The second day of the conference was given over to a consideration of job work. A considerable number of the publishers admitted that they were losing money on part of their job work, but were unable to tell exactly where. A system of cost-finding worked out by the school of journalism was recommended for use by all.

The editors, 150 in number, were guests of the Eugene Chamber of Commerce at a banquet. Another pleasant feature of the convention was the publication by the university seniors of a humorous paper under the title, "Gibes and Scribes."

The conference voted to hold its annual session in January, beginning next year. The following officers were elected: President, S. C. Morton, St. Helens Mist; vice-president, C. W. Robley, Oregon City Courier; secretary-treasurer, Elbert Bede, Cottage Grove Sentinel; chairman of program committee, Eric W. Allen, dean of the school of journalism, University of Oregon.

Press Will See Ocean Flight

Passes for authorized press representatives are being issued at headquarters of the 3rd Naval District, 280 Broadway, New York, by the Navy Department, for the press privileges attending the trans-Atlantic flight, arrangements for writers and photographers to be made at Rockaway.



You must spread out, take up vacant soil in business just as farmers do in Indiana. That is one of the secrets of success.

IN crops and stock raising, Indiana is among the foremost States of the country.

Unlike States depending solely on commercial pursuits, Indiana, during the entire war period has been steadily forging ahead through the constant employment of her natural resources.

This means that the prevailing period of re-adjustment is unknown in this great State of natural wealth.

For years there has been an abnormal demand for Indiana's products.

The demand has been met at war prices.

Consequently there is now a larger and freer circulation of money in Indiana than ever before, and all people in all walks of life have available cash at their disposal.

As a result, Indiana offers to-day exceptional opportunities through this list of her dominating newspapers, to national advertisers seeking new outlets for their wares and new trade connections with Indiana's progressive merchants.

In any advertising campaign, Indiana must be considered as an important factor, pretty certain to return results in excess of the most sanguine anticipation.

There is always something bigger to be done to-day than there was yesterday.

	Circulation	5,000-line rate
Anderson Herald	(E) 5,797	.0125
Elkhart Truth	(E) 8,205	.0215
Evansville Courier	(M) *23,893	.04
Evansville Courier	(S) *20,987	.04
Fort Wayne Journal-Gazette.....	(M) 29,000	.05
Fort Wayne Journal-Gazette.....	(S) 24,000	.05
Frankfort Times	(M) 5,025	.015
Indianapolis News	(E) 123,437	.15
Indianapolis Star	(M) 99,065	.11
Indianapolis Star	(S) 113,129	.14
Kokomo Dispatch	(M) 4,889	.0179
Lafayette Courier	(E) 8,435	.02
Lafayette Journal	(M) 10,476	.02143
Logansport Pharos-Reporter	(E) 6,335	.015
Muncie Press	(E) 9,646	.01786
Muncie Star	(M) 26,203	.0425
Muncie Star	(S) 16,006	.0425
Richmond Item	(M) 8,221	.02
Richmond Palladium.....	(E) 11,093	.03
South Bend Tribune	(E) 17,138	.035
Terre Haute Star	(M) 26,212	.04
Terre Haute Star	(S) 18,388	.04
Terre Haute Tribune	(E) 25,412	.04
Terre Haute Tribune	(S) 18,870	.04
Vincennes Capital	(E) 3,210	.01071
Total Daily Circulation and Rate.....	448,914	.70440
Total Sunday Circulation and Rate....	209,108	.3525

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

DESCRIBES DIFFICULTIES COVERING WASHINGTON

(Continued from page 16.)

personality the superstructure will be reared. The personal equation in Washington work, as well as in every other branch of newspaper work, is of prime importance. So also is the character of the publication represented.

"A newspaper firmly established as an instrument of fair dealing, assists its Washington representative in obtaining entree and in gaining the confidence of the men who do things. He secures, without effort, the confidence of those members of the House who are familiar with the character of his paper, of the Senators representing his State; perhaps a neighboring State or two. He is provided, at once, a nucleus from which information radiates and which he is at liberty to disseminate in proper manner. Daily personal contact begets intimate confidences, and these confidences, unwelcome though they may be from the immediate professional point of view, he must regard punctiliously and with a high sense of honor. He must do so, even at his own peril, at the peril of being "scooped," some day, on the very information which has long been in his keeping, information that may leak out through some other source. I speak with somewhat bruised and battered feelings on this particular point.

Keeping Faith with Public Men

"Having served Mr. Taft, during his campaign for the Presidency, in the capacity of press representative, it was natural that relations should continue during his term of office, and that in his personal dealings he should disregard the rules of caution which ordinarily might have prevailed. As a consequence, free communication continued, and often I found myself in the possession of information invaluable from a newspaperman's point of view. But I was not at liberty to make professional use of the information, and time and time again I got no better than an even break, when the news did come out, and on numerous occasions I tasted the dregs of bitter disappointment when one of my more fortunate colleagues was able to get the information from some other source and place it, free from all obligation and restriction, before the reading public in advance of all rivals. I would say, in this connection, that my experience is in no sense an unusual one. Every Washington correspondent has his own circle of confidential friends in public life. He must command their confidence. He dare not betray it, as a matter of policy, if no loftier motive should be applied. For a confidence once betrayed is never fully re-established, and a permanent disadvantage would result from a temporary success achieved by unethical means.

"We report 'world' affairs from Washington only in a measure that they center here. In the halcyon days, when

the reading public was but little concerned with the affairs of foreign nations, and when foreign nations seemed to know and care but little about us, world affairs were discussed only by the most high-browed of our Washington correspondents, by those who were regarded as holding membership in the Brain Trust. They wrote thoughtful stories, gravely discussing the issues that might be negotiated by our minister to Rumania, when aside from the exclusive circle for which they were writing no one had a very definite idea as to just where Rumania might be.

"The 'world affairs' we were presumed to report revolved more naturally about the probability of getting a \$40,000 appropriation for a public building in the home town. The recommendation of the Senators from the State for the nomination of a collector of internal revenue overshadowed in importance the most thoughtful and learned discussion of the relations between Austria-Hungary and the Balkan States.

World War Changes

"The coming of the World War changed all this. I do not mean to say that even with a world afire a good local story lost importance. Editors know perfectly well that a Washington story with a local end to it stirs enthusiasm to-day as no other story could. But with the war came the awakening of the American people to the bearing of world currents on the future and well-being of our country. Public interest quickened, and news from Washington, illuminating the line-up of the peoples of the globe, was demanded in the interest of a reading public that instinctively recognized the need of clear thinking based on dependable information. The embassies and legations, heretofore visited only by a few of the correspondents, who had specialized in foreign affairs—world affairs, if you please—became the rendezvous of large numbers of Washington newspapermen, in search of such crumbs of information as might be vouchsafed them.

"It was an assignment of educational character and one not well calculated to bring immediate results. The average diplomat is in dread of the press of the country to which he is assigned. He fears to impart his confidence, for his training has taught him to evade and to spar. He does not know the uses of publicity, and he fears that what he does say may be distorted or misinterpreted. He would rather say nothing, at all times; and only under the stress of great necessity does he yield to the demand for public information. Few of the members of the diplomatic corps stationed in Washington were ready to take advantage of the opportunities offered them. They dreaded complications here and at home.

"Perhaps the first to seize the opportunity was Count von Bernstorff, the Ambassador from Germany. He was an exceedingly shrewd individual, of pleasant personality, quick to see. The trouble was—as subsequent developments and exposures have clearly dem-

onstrated—that he used the instrument thus afforded for purposes of propaganda, rather than for those of legitimate publicity; and much of the information that came from him assumed a sinister importance when subjected to the test of careful analysis, study and light from without. The Ambassador from Great Britain, Lord Reading, first introduced the custom of receiving in a body on fixed days those correspondents who were desirous of attending the seances. And I am prepared to testify that even in those trying days when Great Britain's army stood with its back to the wall, he never faltered, never deceived, never minimized, and never sought unduly to color the news or to unbalance the soundness of American opinion.

Correspondent Faced New Conditions

"Congress, naturally, in those days preceding and following our entrance into the field of war, became a prolific center of world important information. The work of Congress is not all performed on the floor. The operations of important committees must be watched as well as the debates on the floor of House and Senate. Always the center of American interest, the President and his cabinet had to be more thoroughly 'covered' than ever in the past. Huge organizations were born in Washington over night, organizations such as the Council of National Defense, the Food and Fuel Administrations, etc., and the public had to be kept in touch with their performances as thoroughly as possible. A correspondent's work in Washington became confusing in its multiplicities.

"The city was crowded with new men, occupying suddenly high and important public position. It was a matter of extreme difficulty to keep track of them, even to establish their identities. Departments, like the War and Navy Departments, expanded tenfold in the twinkling of an eye. The old landmarks were destroyed and the new channels had not been charted. The Department directly concerned with the military affairs of the country naturally leaning to secrecy, fearing the result of frankness of statement on the public's mental attitude, hid away behind an almost impenetrable wall of silence. It seemed like a veritable state of chaos, the air full of rumors, sources of information unavailable, accuracy almost out of the question.

"Then came George Creel and his Committee on Public Information. Its other members were members of the cabinet; but in spite of their importance in the national scheme of creation, they cut but little figure in the Committee on Public Information. George Creel, whether you like it or whether you don't, was the Committee. He enjoyed the close confidence of the President, and in matters of news his policy prevailed. His relations with the newspaper correspondents were inauspiciously established. Regulations putting into effect a reasonable system of voluntary censorship on the part of the American press had been formulated by him. At the time there was agitation for the establishment of a rigid censorship by law of Congress. At a meeting of the Washington corps of correspondents, called to discuss the regulations proposed by him, Mr. Creel gave assurance that approval of these regulations would make unnecessary the passage of a censorship law. He was presumed to be speaking for the administration, to reflect the views of the President. But on the morning of the very day that the correspondents were to meet again to give the approval in question, President Wilson sent a letter to Congress, emphatically asserting the need for enactment of drastic censorship legislation. (It was the one thing he did not get.) From that particular experience George Creel never recovered, in spite of the good he subsequently accomplished.

"The plan he pursued was a successful one. His first care was to batter down the tendencies of those high officials who seemed to think it well to

(Continued on page 38.)

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.

THE 1918 RECORD OF The Indianapolis News

ADVERTISING
Display.....29,047.40 columns
Classified..... 8,114.85 columns
Total.....37,162.25
Daily average columns, 118.72.

CIRCULATION
Total net paid daily
average.....123,816
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

50% GAIN

in Foreign Display was made by

The Plain Dealer

FIRST NEWSPAPER,

CLEVELAND—SIXTH CITY

March 1919 over March 1918

(150 x 280)



The Detroit News

Advertising increase the first 3 months of 1919 exceeded the combined increases of all competitors by 262,962 lines, or over 25%.
Members Audit Bureau of Circulation

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



BUFFALO NEWS

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

CAN HAVE SERVICE DEPARTMENT EVEN IN SMALL PAPERS

Commensurate With Size, It Can Be as Efficient in Its Field as Big Establishment Maintained by Great Publication, Says Expert.

By JAMES MANSFIELD CLEARY
OF THE CHICAGO TRIBUNE SERVICE BUREAU

EDITOR & PUBLISHER asks me for a discussion of the Chicago Tribune department which, under the head of "The Business Survey," includes merchandising service, retail merchants service bureau, the Co-Operator, and Tribune publicity. This sounds formidable. In fact, newspaper publishers and advertising managers have been, to my mind, too much impressed with the extensive, elaborate, expensive character of this department of the Chicago Tribune.

Until I am weary of it, I have heard newspaper men remark, "Oh, of course, the service departments of the Chicago Tribune are very wonderful. We wish that we could do the same things in our town, but we are not big enough to attempt it."

Should Do the Best They Can

I wish to take advantage of this opportunity to tell publishers and advertising managers that they are fooling themselves, bluffing themselves, injuring themselves by this attitude. If these men are sincere admirers of what the Chicago Tribune is doing, they should undertake to do what they can instead of doing nothing, because they cannot do all.

There are some fundamental, primary activities of the Business Survey of the Chicago Tribune which any publisher, no matter how small or poor, can emulate. He can do them as well for his section and his paper as the Chicago Tribune does for the Chicago territory and itself. The smaller the paper, the smaller the expense—thus is the situation equalized.

The first service the publisher should perform for the advertiser is that of showing him precisely what circulation he has and where that circulation is. This means going beyond the government statement and beyond an A. B. C. report. The A. B. C. report may even carry a list of all towns which receive more than 25 papers, but this does not give the advertiser a true picture of the circulation.

Has All Data Ready

The Chicago Tribune shows its circulation in the city by giving the number of Tribunes, number of families, and average incomes in each district. The last of these three items is the only one which any publisher should ever claim to be beyond his powers.

The Chicago Tribune is prepared to furnish an advertiser with its out-of-town circulation by zones—40, 100, 200 and 300 miles from Chicago—by States, by cities or by counties. The tabulation by counties has been reduced to graphic form in maps which show daily and Sunday circulation in the Chicago territory, one dot on the map representing fifty subscribers, and each dot being placed as close as possible to the actual

location of the subscribers it represents. This "Dot Map," as we call it at the Tribune, has proven to be wonderfully effective as a salesman of Tribune advertising, particularly to national advertisers.

National advertisers are, as a rule, interested in covering not only the city of publication of a newspaper, but as large a zone as possible around that city. If the newspapers of the United States all had dot maps of their circulation such as that used by the Tribune, it would be a simple matter to sell almost any national advertiser on the superiority of newspapers as compared with magazines for national advertising. These maps would show him precisely how he could cover the entire United States—not merely a list of cities—by newspaper advertising.

Merchandising Service

An explanation of how simple it is to make one of these dot maps may be of interest. We first throw the circulation of the Chicago Tribune into counties, which is the most fundamental and important basis for the analysis circulation. We then take an outline map of our territory and write in pencil over each county or group of counties the number of dots necessary to represent Tribune circulation in that county or group of counties. A silverprint is then made of this map and the artist draws in simply the State outlines. He then puts one dot where he sees the figure "1," ten dots where he sees the figure "10," and one hundred and seven dots

where he sees "107." The silverprint is then washed off, eliminating the pencil marks, county boundaries and all other irrelevant material, leaving simply State outlines and the dots as shown in the accompanying illustration.

The most important feature to emphasize in connection with Chicago Tribune Merchandising Service and the feature most generally misunderstood is this: Chicago Tribune Merchandising Service does not consist in selling goods for any advertiser, but in knowledge of the market and advice for advertisers.

A flagrant abuse of newspaper co-operation which is too common, consists in asking the newspaper to sell certain merchandise as a necessary pre-requisite to the placing of advertising. The advertising manager who submits to this and believes that he is giving the advertiser merchandising service is deceiving himself. If he would spend the same time and energy in accumulating information and knowledge such as we capitalize on the Chicago Tribune, he would soon find himself able to duplicate for his paper and community the service which we render and do it without any large appropriation having been made by his publication for the merchandising service department.

Chicago Tribune Merchandising Service consists first of all in appreciation by Tribune solicitors of the function of advertising as one of many factors in distribution of merchandise.

Knows Its Market

It consists secondly in a thorough understanding by Tribune solicitors of the local machinery of merchandise distribution through jobbers, department stores and retailers—their attitude toward advertised lines, their customary trade discounts, profits, free deals, etc.

It consists in the third place of lists of dealers arranged by districts and routed for the convenience of manufacturers' salesmen.

It consists in the fourth place of an accumulation of experience on the part of Chicago Tribune solicitors in advising the manufacturer, his representative or an agency as to the best method of organizing a sales crew and using them to cover the Chicago territory. This involves preparation of a portfolio showing the non-cancellable schedule of advertising to be

run. It involves drilling specialty salesmen in selling the product by convincing the retailer that the advertising will move it from his shelves.

Chicago Tribune Merchandising Service consists finally in a knowledge of the Chicago market—population, buying power, accessibility, general desirability.

Chicago Tribune Merchandising Service is greatly aided by an attitude of co-operation on the part of retailers fostered by many successful Tribune campaigns, and by publication of The Co-Operator, a small trade paper published by the Tribune to render disinterested service to retailers.

It is obvious that most of the above involves merely the education of a newspaper's own selling force—an education which any man engaged in selling foreign advertising for any newspaper can in a large measure secure for himself.

Should Know Zones

It is seldom that a newspaper solicitor has definite knowledge of the zone covered by the jobbers in his city, yet this is an elementary merchandising fact which he could secure at any time by means of a few hours' effort and which could be utilized to great advantage in the sale of foreign advertising.

The efficiency of the Merchandising Service Department of the Chicago Tribune is due largely to the fact that every one of the fifteen Tribune men engaged in selling foreign advertising is a graduate of the department, fully equipped to do himself everything that the department does and in effect is a whole merchandising service department himself for every advertiser on whom he calls.

No newspaper is so small or poor that the man or men in charge of foreign advertising cannot thus make themselves merchandising experts as they go about their daily work.

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

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 ELLIS SERVICE
Swarthmore, Pa.

Offering Two Weekly Features
1. A "Different" Sunday School Lesson
2. The Religious Rambler

✠ ✠ ✠ ✠ ✠ ✠

THE INTERNATIONAL NEWS BUREAU, Inc.

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

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers. IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

The True News

FIRST

Always—Accurately

International News Service
World Bldg. New York

NEWSPAPER Feature Service

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

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

DESCRIBES DIFFICULTIES COVERING WASHINGTON

(Continued from page 36.)

carry on the war on a confidential basis, to tell the public little or nothing; nothing either of success or failure. For George Creel, whatever ground there may be for the attacks on him, stood for free speech and a free press. Having achieved his aim among the bureaucrats, he set about to organize, and every important bureau of every government department—including those huge bureaus which sprang up like mushrooms and grew to the size of tropic plants—had assigned to it a representative of the Committee on Public Information, who gathered the news of that bureau, despatched it to a central head, and made it available for the information of the press and public.

The Work of the Press Agents

"The plan was not a perfect one, but as good as could be devised under the circumstances. No press association or newspaper bureau, in those first feverish months, could have reorganized on a basis sufficiently expansive to cover every possible source of news.

"With the quality of what is known as 'canned news' editors are more or less familiar. Canned news is the product of the publicity agents of the various departments, and although it frequently contains the seeds of news, on the whole it presents nothing more valuable than features indicating the scope of departmental activity, policy and ambition. It lends itself, occasionally, to the preparation of a news feature story. It comes to the offices of the Washington correspondents by the pound and by the bale. As far as I can see, it serves no great purpose, although it is conducted at great expense, and all but a fraction of it could well be dispensed with. For what the correspondents of Washington particularly desire is not 'canned dope,' but information at the source, at an unbiased source, if it is possible to find one.

A Story of President McKinley

"Presidents of the United States have recognized this demand during the years in which I have been associated with the work. President McKinley was a remarkably approachable man, easy to talk to, and willing to discuss public affairs with those correspondents whom he knew personally and in whose judgment and experience he had confidence. He was, in other respects, a patron of the profession. The boys who traveled with him back in the late nineties still recall with pleasure the answer he made to those who were willing and anxious to open Biltmore to his visit, but who preferred that he should come alone, that its classic precincts might not be profaned by the tread of common feet. If the newspaper men accompanying me are not welcome, neither am I, was his response, and the welcome at once became all-inclusive and effusive. But the

opportunity to extend the welcome was never afforded; the newspaper members of President McKinley's party preferred to remain away.

"President Roosevelt of all the Presidents best understood the uses of publicity. He had a genius for it. He had his favorites among the reporters, but he played fair with all. Those whom he knew and liked had free access to his sanctum in the White House proper, and later to the executive offices in the little building in the White House grounds, built at his suggestion. Frequently he called the whole corps to confer with him, to discuss with them the policies on which he had decided, or to get their views with regard to the feasibility of some of his numerous projects, while they were yet in a formative stage. Frequently he would send for some of his newspaper friends and have them present in a little room in the executive buildings while he was being shaved by his colored barber, an operation that threatened mayhem to the shaved and heart failure to the barber; for Col. Roosevelt's mind was at work, and his tongue was wagging, and he could be just as emphatic with a face full of lather and a distracted barber skip-stepping about, as though that were quite the conventional way of doing business. Many a Rooseveltian policy went out in the form of a trial balloon, flown by the Washington correspondents at his inspiration. The manner of its reception dictated its subsequent form.

A President Can't Think Out Loud

"President Taft also established close and cordial relations with the members of the Press. There were fixed days for meetings and correspondents having a special inquiry to submit were admitted at almost any time. His frankness, always, was most appealing and no Washington newspaper man has ever sought to indict him on the score of evasion or deception.

"Our relations with President Wilson have not been as close as those with other Presidents in the recent past. It was announced, after his first election, on his behalf, that 'pitiless publicity' would be a slogan of the Administration. I don't know whether the suggestion emanated from him, or whether it was the creation of others. It was quite impossible that he should live up to the expectations thus aroused. It is not always well that a President of the United States should think out loud, for the human mind is subject to many changes before tentative opinion crystallizes into fixed conviction, before theory hardens into policy. At first Mr. Wilson received the Washington correspondents on certain days and good-humoredly accepted their efforts at respectful heckling. But even before the United States went into the war, when the international situation had become critical, and when even an unanswered question might have been productive of mischief, Mr. Wilson suspended the practice, which has not been resumed. His attitude toward members of the

press of Washington, although personally gracious and even cordial, is professionally distant; and it is now a piece of rare good fortune to receive a news communication from the President of the United States."

STRIKING AD FOR THE SOUTH

An Immense Telegram Directed to "The Advertising Manager"

One of the unique pieces of advertising prepared for the campaign of advertising of the Southern Newspaper Publishers' Association is an immense reproduction of a Western Union telegram, which is directed to the "Advertising Manager, Nationally Used Products, United States." It contains, in addition to the names of the publications co-operating in the campaign, the oval slogan design of the S. N. P. A. and the following message:

"Last year the Southern States produced enormous crops—the greatest in history. The value of the cotton, cereals and other staples raised exceeded six billion dollars—more than the subscriptions of all the people in the United States to the Fourth Liberty Loan. Besides these billions, the South received hundreds of millions every month last year for erecting cantonments, making war munitions and building ships. Shipbuilding is still a tremendous industry in the South. No section of the country is enjoying such prosperity as is seen in the South today. The people are not only rich, but responsive. It's the ideal territory for a "try-out" or a permanent advertising campaign. You can get a big share of this ready patronage by advertising your products in Southern newspapers 'this very now.' A test will tell. This is 1919's biggest message to you."

2-Cent Postage Returns July 1

WASHINGTON, May 2.—Postmaster have been instructed to call public attention to the fact that on July 1, next, the first-class postage rates in effect prior to November 2, 1917, will be restored. Effective on July 1, letters and other first-class matter will be subject to the old postage rate of 2 cents an ounce or fraction thereof, and postal or post cards 1 cent each.

The Pittsburg Dispatch

with proper conditions seldom, if ever, fails in its duty to its advertisers.

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

New Orleans States

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

44,968 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

ATTACK THE "OFFICIAL RECORD"

Some Commoners Declare It of "No Value to Canadians"

OTTAWA, May 7.—The cost of publishing the Canadian Official Record, weekly publication of the Canadian Department of Public Information, from October 1, 1918, to date, has been \$18,747. Information to this effect was given in the House of Commons, in reply to queries by members, some of whom declared that the publication was "of no value whatever to the Canadian people."

Hon. N. W. Rowell, president of the Privy Council, declared that the criticisms were of little importance, as compared with the endorsement the Record had received from newspaper and other sources. The weekly issue amounts to 20,308 English copies, and 50,424 French copies. Cost of printing is \$810 weekly, and that of salaries, \$140. M. E. Nichols, former manager of the now defunct Montreal Daily Mail, is Director of Public Information.

EDITORS' UNION CALLS STRIKE

La Prensa of Buenos Aires Tied Up for Discharging Members

BUENOS AIRES, April 30.—A strike of the editorial staff of La Prensa today prevented the publishing of that newspaper. La Prensa had discharged one editor and an employee of the business office who were among the organizers of the new Union of Journalists, which has demanded their reinstatement.

The Union of Journalists, which is supported by the Graphic Federation, including the printers, pressmen and others, called a strike. There is a probability that the strike will spread to other newspapers which discharged editors and reporters who belong to the union.

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

Covering Indiana

The Muncie Star has approximately three times the circulation of any other paper in Muncie.

The Terre Haute Star has a greater circulation than any other paper in Terre Haute.

The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper. (The Daily Star has a circulation of approximately 90,000.)

These three papers, comprising The Star League, offer the most effective and economical method of covering the Indiana market.

Combination rate (of 17 cents daily) and (20 cents Sunday) is allowed, provided the advertiser uses equal run of copy within twelve months.

Special Representatives

Kelly-Smith Co. John Glass
Marbridge Bldg., Peoples Gas Bldg.
New York City Chicago

R. J. Bidwell Co.
742 Market Street, San Francisco

Beloit News

There is not a city in the middle west where a paper so thoroughly dominates the field. There is no richer territory to cover in the middle west than the Beloit field.

G. LOGAN PAYNE COMPANY
Manager, Foreign Advertising
Chicago, New York, Boston,
Detroit

New London, Conn.

—Has increased in Wealth fully 75% during the last two years.
—Has increased in purchasing power at least 100%.

The New London Telegraph

is the only morning newspaper covering this field.

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

TIPS FOR THE AD MANAGERS

JOSEPH A. RICHARDS, Inc., 9 E. 40th st., New York. Has secured accounts of Gem Cutlery Company, New York, and Parsons Paper Company, Holyoke, Mass.

SWANSDOWN KNITTING COMPANY, Hudson, N. Y. Will use a large list of newspapers to advertise "Thermo" Knitted Sport Coats.

BAKER AGENCY, 184 Bay st., Toronto. Has secured Canadian advertising account of the Cleveland Tractor Company and Christy's, Ltd., London, hat manufacturers.

NORRIS PATTERSON AGENCY, 10 E. Adelaide st., Toronto. Will handle advertising of the new "Cosgrave Brand Vinegar," made by the Cosgrove Brewing Company, Toronto.

RUTHRAUFF & RYAN, 404 4th ave., New York. Will hereafter handle the mail-order account of L. W. Sweet & Co., dealers in diamonds, watches and jewelry.

CRITCHFIELD & Co., Brooks Bldg., Chicago. Has started an extensive advertising campaign for the Hamm Brewing Company, St. Paul, Minn., on a new non-alcoholic drink called "Exelso."

WOODWARDS, Inc., 900 S. Michigan ave., Chicago. Starting a consumer campaign in metropolitan newspapers for the Oshkosh Overall Company, Oshkosh, Wis.

CRAMER-KRASSELL AGENCY, 354 Milwaukee street, Milwaukee, Wis., has obtained account of the Black Cat Textiles Company, Kenosha, Wis., and is preparing a big national campaign on "Black Cat" hosiery.

WAGSTAFF SERVICE, Forsythe Building, Atlanta, Ga. Asking newspaper rates on 200-inch copy for an unnamed client, campaign to cover several Southern states.

GEORGE S. DE ROUVILLE AGENCY, Albany, N. Y. Placing 2-col., 15-inch weekly indefinite contracts with newspapers throughout the East for the W. S. Drumm Machine Company.

MURRAY-HOWE COMPANY, 30 E. 42nd street, New York, has been appointed advertising agent for the Lee Tire Company, 30 E. 42nd street, and will handle every detail of advertising and sales promotion work.

STREET & FINNEY, 171 Madison Ave., New York. Has secured advertising account of E. B. & B. W. Fleisher, Philadelphia, manufacturer of knitting yarns.

F. WALLIS ARMSTRONG AGENCY, North American Bldg., Philadelphia. Placing orders with newspapers for Popular Science Monthly.

ASSOCIATED ADVERTISING AGENCY, 1777 Broadway, New York City. Placing orders with some New York City newspapers for Rex Metal Products Company.

N. W. AYER & SON, 300 Chestnut street, Philadelphia, placing orders with newspapers that have rotogravure sections for Vanity Fair Silk Mills.

GEORGE BATTEN COMPANY, Fourth

Avenue Bldg., New York City. Placing orders with newspapers for McCall Publishing Company.

BRANDT ADVERTISING COMPANY, 8 S. Dearborn street, Chicago. Placing orders with some large Sunday newspapers for Commonwealth Company.

BRENTANO & KORNBLUM ADVERTISING SERVICE, Evansville, Ind. Placing orders with some Western newspapers for Sterling-Products Company.

CALKINS & HOLDEN, 250 Fifth avenue, New York City. Again placing orders with newspapers for H. J. Heinz Company.

D'ARCY ADVERTISING COMPANY, International Life Bldg., St. Louis. Again making contracts with newspapers for Coca-Cola Company.

DAUCHY COMPANY, 9 Murray street, New York City. Reported will make up a newspaper list during June for Hiscox Chemical Company.

DORLAND ADVERTISING AGENCY, 366 Fifth avenue, New York City. Placing orders with newspapers for Musher & Company.

GEORGE W. EDWARDS & Co., 328 Chestnut street, Philadelphia. Placed orders with some large Eastern newspapers for U. S. Shipping Board.

ERWIN & WASEY COMPANY, 58 E. Washington street, Chicago. Reported will make up their newspaper list during June for National Motor Car Vehicle Company. Will place the advertising for Duplicator Manufacturing Company.

FEDERAL ADVERTISING AGENCY, 6 E. 39th street, New York City. Placing orders with some newspapers that have rotogravure sections for New York Mackintosh Company. Places the advertising for American Jersey Cattle Club.

GARDINER & WELLS, 150 Madison avenue, New York City. Making contracts with some Eastern newspapers for Kelly Springfield Tire Company.

L. S. GOLDSMITH, 244 Fifth avenue, New York City. Again placing orders with newspapers for Goodall Worsted Company.

HALL & EMORY AGENCY, Gasco Bldg., Portland, Ore. Placing orders with newspapers for Wittenberg King Company.

HENRI, HURST & McDONALD, Peoples Gas Bldg., Chicago. Making contracts with newspapers for Ford Roofing Products Company.

HOYT SERVICE, 120 W. 32nd street, New York City. Placing special copy with some New York City newspapers for Beason Falls Rubber Shoe Company.

LORD & THOMAS, Detroit and Maller's Bldg., Chicago. Placing orders with newspapers in cities where Ideal Power Lawn Mower Company have branches for Ideal Power Lawn Mower Company.

J. P. MULLER & Co., 220 West 42nd street, New York City. Again placing orders with newspapers for Times Square Auto Company.

NATIONAL ADVERTISER ADVERTISING AGENCY, 243 W. 47th street, New York City. Again placing copy with news-

papers for Emergency Laboratories. Copy to run from May 6 to November 28, 1919.

PECK'S ADVERTISING & DISTRIBUTING AGENCY, 347 Fifth avenue, New York City. Making contracts with newspapers for D. Auerbach & Sons.

PETERSON & DEAN ADVERTISING AGENCY, Grand Rapids. Placing orders with newspapers for National Association of Refrigerator Manufacturers.

JOSEPH RICHARDS COMPANY, 9 E. 40th street, New York City. Placing orders with newspapers for Richmond Radiator Company.

ROBERTS & MACAVINCHE, 30 N. Dearborn street, Chicago. Placing the advertising for Perfection Tire & Rubber Company.

WILLIAM G. ST. CLAIR COMPANY, Witherspoon Bldg., Philadelphia. Placing orders with some large city newspapers for Wichita Motor Corporation.

SPAFFORD ADVERTISING COMPANY, 10 Post Office Square, Boston. Placing orders with some large city newspapers for Hotel Arlington.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York City. Placing orders with newspapers for R. F. Simmons Company.

WOOD, PUTNAM & WOOD COMPANY, 111 Devonshire street, Boston. Again placing orders with newspapers for Royal Worcester Corset Company.

Editor Wolff Resigns

BERNE, May 3.—Theodor Wolff, editor-in-chief of the Tageblatt, has announced his intention of resigning from the executive committee of the German Democratic Party. The difference is said to have reached a crisis when Herr Wolff threw his support to the demand that busts and portraits of the former Emperor be removed from the schools.

Newspapers Guide Soldiers

WASHINGTON, May 1.—Co-operation by newspapers is declared to have been largely responsible for the application to the Federal Board for Vocational Education of 4,725 disabled soldiers, sailors and marines, who had returned to civil life, in an official statement just issued.

Frank D'Anza has been named advertising manager of the La. Gazette di Albany, an Italian daily recently organized in Albany, N. Y.

Plenty of Fun is Planned for Pacific Ad Meet

Most of It Is Gastronomical, Including Barbecue, Breakfast, Banquet and Swell Dance

PORTLAND, Ore., May 6.—Headquarters for the convention board of the Pacific Coast Advertising Men's Association, which will meet here June 8, 9 and 10, have been opened in the rooms of the Portland Press Club. R. E. Lambert has been employed as executive secretary and is in charge.

Although the program is still tentative, it is probable that the sessions will be divided into eight or nine departments, including advertising agencies, advertising clubs, church advertising, community advertising, motion picture advertising, outdoor advertising, newspaper advertising, retail merchandising and food merchandising. Speakers of note from all parts of the United States will attend.

The committee in charge is planning to provide plenty of amusements, including a barbecue on the Columbia River highway, an exhibition of advertising products, a breakfast, the annual banquet and a grill dance. The convention dates were arranged so that the visitors might remain over for the Portland Rose Festival, which is to be held June 11, 12 and 13.

Name New Ad Representatives

The New Brunswick (N. J.) Home News and Sunday Times have appointed Payne, Burns & Smith, Inc., New York and Boston, as their Eastern advertising representatives, and the G. Logan Payne Company of Chicago and Detroit as Western representative.

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.

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

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Clarksburg Telegram

West Virginia's Leading Newspaper

MARCH ADVERTISING

561,260 agate lines

A gain of 16.9% over high record of March, 1918.

Rate, 2c. to Feb. 1, 1920; 2½c. line thereafter.

Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P.

Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue New York City

The Pittsburg Press
Has the **LARGEST**

Daily and Sunday **CIRCULATION** IN PITTSBURG

Member A. B. C.

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

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**

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

TRYING A CORK PRESS BLANKET

Invention of Cochran and Young Is Unique in Many Ways

R. Hoe & Co. reports that a tryout of a new composition cork press blanket will soon be made by newspapers in New York, Philadelphia and Chicago. It is the invention of Albert W. Cochran and Fred M. Youngs, of Portland, Ore., patented by them May 22, 1917, and called the "Monocork Press Blanket." It is made of ground cork and oxidized oils rolled on fabric foundation with coated non-offset facing. This blanket is in one piece of thickness approximating the thickness of both felt and rubber now used.

This blanket was developed on the Portland Oregonian, where it has been in steady use for over two years.

The Hoe Company says: "It is a surface printer, giving a clean sharp print, on both letter press and half-tones. The comeback of the cork blanket is one of the most important features, as it does not beat down, returns to the original plane at every revolution, eliminating paper breaks."

W. N. U. MAKES DENVER CHANGES

Wadsworth Will Travel; Succeeded by Goodwin from Omaha

DENVER, Colo., May 3.—C. F. Wadsworth, for several years manager of the Western branch of the Western Newspaper Union here, has left for Chicago to assume a new work launched by the directing heads. He will travel from locality to locality, endeavoring to restore former active customers to the service. Mr. Wadsworth will start in New York State.

He is succeeded in charge of the Denver branch by J. A. Goodwin, who has been head of the Omaha local office. Mr. Goodwin resigns as president of the Colorado Editorial association, to which office he was elected a few weeks ago. The presidential duties devolve upon S. A. Crary, publisher of the Lamar Daily News, who is now vice-president.

STAND BY PULP WOOD EMBARGO.

Canadian Press and Paper Manufacturers Discuss Dodge's Views

MONTREAL, May 5.—A discussion is going on in the Canadian newspapers on the remarks made by President P. T. Dodge, of the International Paper Company, at the recent annual meeting of that corporation, attacking the policy of Canadian Provinces in putting embargoes on the export of pulp wood cut from Crown lands. He pointed out that as a result of such legislation, passed in 1919, the production of news print in Canada had grown from 161,000 tons to 738,000 tons per annum, while the sales of Canadian news print in the United States had increased 2,600 per cent in the same period.

The Canadian press, as well as Canadian paper-makers, are opposed to any change in the law, and it is extremely unlikely that any of the Provincial Gov-

ernments will pass legislation that would in any way interfere with the present progress of the pulp and paper industry in Canada. They point out that the removal of the American duty on news has as much to do with the increased sale of paper in the United States as the embargo had.

Wichita Eagle Boosted Loan with a "Sky Extra"

Edition of 20,000 Copies Thrown from Aeroplanes and High Buildings as Part of Air Circus

WICHITA, Kan., May 2.—An extra edition of the Wichita Eagle was issued yesterday in co-operation with the State chairman of the Victory Loan Drive. It was called "The Sky Extra," and appeared while the "flying circus" was in the city. Twenty thousand copies were printed. The aviators took up a portion of the papers and dropped them in their flight over the town. The balance was thrown into the air from the tall business buildings in the downtown sections, while the streets were filled with people watching the planes.

The original idea was to have the planes carry all the papers, but because the "flying circus" was equipped with scout planes, instead of bombing planes, this plan had to be abandoned on account of the weight. The papers thrown from the roofs were handled by Boy Scouts as the aeroplanes swooped over the structures, making the effect very realistic.

Lieut. Sullivan, assistant executive of the "flying circus," declared that the "Sky Extra" was the best piece of Victory Loan literature he had seen thus far on his entire trip. Many copies found their way into homes as souvenirs of the Victory Loan Drive.

Might Have Been a Chicago

MILWAUKEE, Wis., May 3.—"The best advertisement is one in which clever phrases are given less attention than a simple, true statement about what the advertiser has to sell," Henry Schott, secretary and director of sales and advertising of Montgomery, Ward & Co., Chicago, said in an address at a luncheon of the advertising division of the Milwaukee Association of Commerce. Mr. Schott said that if early Milwaukeeans had realized the advantages of the city, and had told the world about them, that city now would be as large as Chicago.

Banquet to Editor Howard

OKLAHOMA CITY, May 2.—Twenty-five members of the editorial staff of the Oklahoma Publishing Company attended a banquet on April 27 in honor of Bart B. Howard, chief editorial writer of the Daily Oklahoma, who has accepted a position as associate editor of the St. Louis-Post Dispatch. Walter M. Harrison, managing editor, presided. C. W. Boggs, business manager, presented Mr. Howard with a beautiful watch on behalf of the staff.

EQUIPMENT FOR SALE

For Sale

One of the best equipped newspaper and job printing propositions (including linotype) in the South for \$8,000. Located in southeast Georgia town, official paper and no competition. Correspondence invited from parties who mean business. Address Publisher, Box 93, Metter, Georgia.

NEW INCORPORATIONS

NEW YORK.—Charles F. Seidell, advertising; \$9,000; C. F. Seidell, W. S. Mill'nen, W. F. Baxter; 15 Broad street.

Chelco Printing Company; \$50,000; H. M. Watters, W. E. Tufts, J. S. Guerin, New Brighton, N. Y.

Union Alliance Corporation, wood pulp and paper; \$100,000; L. F. Mentz, J. S. Regan, R. T. Woodruff, 267 West 92d street.

Ace Paper Stock Company; \$20,000; A. Pockriss, P. Gallipolo, N. J. Guariglia, 63 Crosby street.

Screen Star* Publicity Corporation; \$10,000; M. Kaskin, H. and J. Cohn, 1579 Broadway.

Art Window Advertising Company; \$10,000; J. Krakoff, W. E. Hillman, W. F. Beatty, 1342 Bushwick avenue, Brooklyn.

Alliance Printing Corporation; \$50,000; E. E. Raff, F. J. Pireth, B. Rabinowitz, 110 West 32d street.

McHugh Paper Company; \$5,000; J. J. McHugh, M. & J. Laitsman, 462 Broadway.

Paper Pulp Underwriters; \$10,000; E. C. Hull, M. T. Harrington, J. Culp of Buffalo.

National Pencil Company; capital, \$10,000; J. Lubowsky, N. Semer, C. M. Baum, 31 West 117th street.

Car Advertising Company; capital increased from \$5,000 to \$120,000.

Ashley Press; \$10,000. R. G. Campbell, M. Mutchler, F. B. Ashley, 183 Amsterdam avenue.

Jenkins-Carlsen Printing Company; \$10,000; W. C. Jenkins, S. S. and D. A. Carlsen.

Mullen, Guinnane & Ludwig, printing and publishing; \$15,000; L. H. Ludwig, J. H. Guinnane, Jr., H. J. Mullen.

Empire Syndicate, printing and publishing; \$100,000; E. D. R. and E. V. Browne, N. V. Rothenberg, 35 Nassau street.

F. Whiting, printing and engraving; active capital, \$10,000; J. S. Breen, C. H. and F. Whiting, 603 West 140th street.

BUFFALO, N. Y. Buffalo Gravure Company; \$20,000; W. J. Connors, Jr., F. W. Hyman, J. Hermann, 263 9th avenue.

Dover, Del. Stanford Advertising Agency; \$50,000; Frank Jackson, Charles H. Jones, W. I. N. Lofland.

RANDOLPH, N. Y.—Randolph Publishing Company, dissolved.

PHILADELPHIA.—Lucas Advertising Agency (Wilmington corporation); capital increased from \$25,000 to \$50,000.

WILMINGTON, Del.—Keystone Rural Press; \$150,000; T. L. Croteau, P. B. Drew, M. M. Clancey.

Printing Plan's and Business BOUGHT AND SOLD

Printers' Outfitters American Typefounders' Products

Printers and Bookbinders Machinery of Every Description CONNER, FENDLER & CO. 96 Beekman St., New York City

FOR 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 1/4 page size at 4,500 per hour. A good press at a reasonable price.

Walter Scott & Company PLAINFIELD, NEW JERSEY

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

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

Take It To

POWERS

Open 24 Hours out of 24 The Fastest Engravers on Earth

Powers Photo Engraving Co. 154 Nassau St., Tribune Bldg. New York City

To Read and Act On

That discarded proof-press, which is rusting in your composing room, is needed by some fellow—advertise it for sale in EDITOR & PUBLISHER classified columns.

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.

Springfield, Illinois, News-Record Staff Open for Positions

FELLOW PUBLISHER:—I am inserting this advertisement in appreciation of one of the most efficient and loyal forces which ever built up a good newspaper. The suspension of the Springfield (Ill.) News-Record has placed a number of excellent newspaper men, from business, editorial and circulation departments, open for new positions. These men have been identified with the most successful paper in its field, which has suspended publication because the publisher felt that his staff and himself were capable of greater success in a larger field. Please let me know of any additional men whom you need, and I shall be glad to suggest members of my staff, whom I consider best fitted for your tasks, and place you in touch with them.

Yours very truly,
J. DAVID STERN,
Publisher.

SITUATIONS WANTED

Reporter and Desk Man

Six years' experience; best assignments; discharged soldier; easy, punchy writer; now employed in Southern city; desires position on afternoon sheet. Address A-713, care of Editor & Publisher.

Desk Man

Thoroughly experienced desk man on city or telegraph desk wants position on leading newspaper in Texas or Oklahoma; best references; now employed in Texas. Address A-709, care of Editor & Publisher.

Advertising Man

Advertising man, can write copy, lay out ads and sell. Released through consolidation. Can come at once. Reference—J. D. Stern, publisher Springfield (Ill.) News-Record. Address G. Q. Burkett, 209 S. Collega St., Springfield, Ill.

Editorial Writer

Editorial writer, or special correspondent, well versed in politics and public affairs. Excellently educated. Knows how to use the English language. No offer from a democratic publication will be considered. Address A-708, care of Editor & Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Advertising Man

Border Cities' Star (Windsor, Ontario) has opening for man able to take charge and increase local advertising. Population 50,000. Big opportunity for man willing to show what he is worth. Address, Manager.

Advertising Manager Wanted

There is a position awaiting an advertising man who is creative, knowing the national advertising game. Must be Protestant church member and one who wishes a first-class opportunity to win his spurs. Please note, we are not looking for a "solicitor," or "copy chaser," or "salary grabber." Every opportunity and co-operative assistance will be given the right man. Abundant field. Address, with full information about yourself, National Publisher, care Editor and Publisher.

Advertising Man

WANTED—A live, experienced, and ambitious advertising man of average education and good character. Prefer man having had experience on daily paper in the middle West in a city of over 10,000. Situation is with a large metropolitan paper, with good opportunities for live man. Address A-715, care of Editor and Publisher.

Managing Editor

WANTED—Managing Editor not over 35 years old, college education preferred, for afternoon New England paper in territory of about 175,000 population with an opportunity to acquire a stock interest if successful. Enclose clippings of recent work and statement of experience, education and salary expected. Address A-716, care of Editor and Publisher.

Can You Sell Space In a Big Way to the Big Buyers?

I control 1 Weekly, Circulation 80,017; 1 Weekly, Circulation 18,690; 1 Weekly, Circulation 22,458; 1 Weekly, Circulation 19,270; 1 Monthly, Circulation 11,186; 1 Monthly, Circulation 3,313. Together with sixteen other publications with a combined circulation of 318,000 per issue. These publications carry very little advertising, and yet, are excellent—the best mediums for certain classes of national copy. I want a man who can put over a big deal on commission and get renewal commissions besides, thus building a steady income. This is a job for a real space salesman who can go up against the big ones. Unless you tell me all about yourself (in confidence), do not write. Address, Periodical Owner, care Editor and Publisher.

BUSINESS OPPORTUNITY

Opportunity

WANTED—To sell my 25% interest in the Engineering Publishing Co., publishers of "Municipal and County Engineering," at Indianapolis, Ind. Capital stock \$100,000, but will sell my interest for \$5,000 cash. Purchaser can also obtain controlling interest at reasonable figure. Chas. A. Dickens, 732 Stowell Ave., Milwaukee, Wis.

FOR SALE

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

For Sale

Daily and weekly newspaper in town of 11,000 in Indiana. Chief owner and manager interested in aeroplane invention, to which he desires to give entire attention. His salary plus profits for past three years are: 1916, \$5,113.21; 1917, \$5,252.68; 1918, \$6,960.92. Profits five months fiscal year plus chief owner's salary, \$4,300. These are not paper profits, but actual cash, as under our system we count cash only as business. Comparison by months of business done in last three years indicates present fiscal year should show profits (including chief owner's salary) of \$10,000. Print and job stock on hand plus absolutely good advertising and job work accounts will run \$5,000 or more. Sale price \$30,000, all cash. If you haven't the \$30,000, do not answer. No brokers. Address A-712, care of Editor & Publisher.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY:

The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, May 14th, at eleven o'clock, at the general offices of the Company, Pulitzer Building, suite 1116, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

THE EDITOR AND PUBLISHER COMPANY,

JAMES WRIGHT BROWN,
President.
FENTON DOWLING,
Secretary.

New York, April 19, 1919.

WOMEN IN PUBLICITY WORK

Organize Bureau in Interests of National Woman's Party

WASHINGTON, May 6.—The National Capital, which boasts of many kinds of publicity organizations, now has a women's publicity bureau, organized to handle national and local press campaigns of interest to women.

The members of the bureau are women and their entire staff—is composed of women writers. Mrs. Florence Brewer Boeckel, Mrs. Eleanor Taylor Marsh and Mrs. Alice Gram Hidden, are in charge. In addition to handling local publicity campaigns, this bureau does the publicity for two national organizations, the National Woman's Party and the National Organization for Public Health Nursing.

Fleishman Leaves Baltimore Sun

BALTIMORE, Md., May 2.—After eight years' service with the editorial department of the Sun, Jerome H. Fleishman has resigned to become secretary of the Needle Trades Association of Maryland. Mr. Fleishman was secretary to Charles H. Grasty when the latter was general manager of the Sun. He has also written "Little Talks by the Want Ad Man" in the interest of classified advertising, and talks "To the Young Man in Business," all of which have been widely syndicated and published.

Capper Changes a Name

TOPEKA, Kan., May 6.—Capper's Farmer is to be the new name for Missouri Valley Farmer. It is the monthly addition of the Capper Farm Press. The Missouri Valley Farmer was first published in 1890 and was purchased by Sen. Arthur Capper in 1893. A unique feature of its editorial direction is that Henry Hatch, the editor, is a practical and successful farmer, and edits the paper from his farm.

ROCKY Mountain or Pacific Coast daily or weekly wanted which can be bought with a first payment of \$5,000, balance deferred.

Proposition S. Q.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue, New York

Substantial Evidence

Our office walls are lined with more than twenty autographed photographs of principals we have represented in important newspaper consolidations and transfers in the past ten years. Many of these men are National figures in the publishing field and they are sending us business whenever the opportunity offers.

Harwell & Cannon

Newspaper and Magazine Properties
Times Building, New York, N. Y.

N. Y. Bills Favor Increase of Legal Notice Rates

Legislature Kills Measure that Would Have Limited the Working Hours of Newspaper Women

ALBANY, N. Y., May 6.—An increase in the amount paid daily newspapers in second-class cities for the publication of legal notices, advertisements and the session laws, publication of which is required by law, is contained in the Fearon Bill, passed at the last session of the state legislature. The bill is before Governor Smith for signature and backers of the measure say there is no chance of the signature being withheld.

The bill makes the legal payment for such publication eight cents an agate line for papers in second-class cities, and is an amendment to the civil code.

Notices to Creditors

Another Fearon measure passed by the legislature, which also amends the civil code to the effect that notices to creditors of estates of deceased must be published alternate weeks until published twenty-six times, is also before the Governor for signature.

The Walton Bill, passed by the last session of the legislature, provides that daily newspapers in counties containing second-class cities shall receive one dollar per folio on the first insertion and 75 cents per folio on subsequent insertions for legal notices other than session laws.

This is a material increase in the amount paid newspapers for this service, and is expected to result, throughout the state, in increased revenues to the extent of several hundred thousand dollars per year to daily newspapers.

Committee Aids Women

The Dowling Bill, which was aimed at women working in newspaper offices, and prohibiting women from working after 10 o'clock at night and before 7 o'clock in the morning, was killed by the assembly codes committee just before adjournment of the state legislature. The law as it now stands does not limit the hours that women engaged in morning newspaper work, either as linotype operators or reporters, may work.

Business Manager

Have just severed my connection with leading eastern daily. Am open for an offer as business or assistant manager. I can save you money through economy and can get maximum of production out of a minimum of labor. I am familiar with both ends of a newspaper and capable of handling any amount of help. My human system contains honesty, executive ability, progressiveness, constructiveness, ambition, energy, mixed with efficiency and some brains. References by the yard. Age 38 and married. Can come at once. Address A-714, care of Editor & Publisher.

Business Manager

The business manager of a live daily and job office has also oversight of advertising and circulation departments. Open for similar position in city up to 50,000. In present position six years, in town of over 30,000. Gilt edge references as to character, habits and ability. In reply give particulars of plant, business and salary you would pay. Address Manager, in care of Editor & Publisher, and Publisher.

Assistant Managing Editor

Big league telegraph, news and make-up editor wants to connect as assistant to managing editor on paper of over 50,000 circulation. Composing room expert. Good executive. Best references from present employers. Nothing under \$50. Address A-710, care of Editor & Publisher.

Young Newspaperwoman

A young newspaperwoman with experience in society and general reporting in a city of 50,000 wishes a position in eastern or middle western city. Has had experience in advertising and social service as well as newspaper work. Interested in living, reading and writing. Will make good in any department of reporter work. Address A-711, care of Editor & Publisher.

Experienced Writer

Experienced writer, and author of one published book and several monographs, desires position as literary editor, or assistant to a literary or dramatic editor. He was educated in Harvard college, and is well trained in newspaper work and corresponding. He has traveled in Europe, Mexico, Canadian provinces and in nearly all of the United States. He has also been engaged in politics and is just completing his third successive term as member of a State Legislature. He has a deep knowledge of international literature, and is acquainted with the fields of various publishing houses. He wishes to devote all of his time to the kind of work for which he is applying. Salary reasonable. Address A-707, care of Editor & Publisher.

LONDON HAS PAPER FOR CHILDREN

Lord Northcliffe Starts What Is Believed to Be First of Its Kind in World—Has Already Found Place for Itself

BY HERBERT C. RIDOUT
LONDON EDITOR, EDITOR & PUBLISHER.

LONDON, April 29.—Announced as "Something new under the sun," a genuine newspaper for children has made its appearance in Great Britain, and judging by the reception accorded it both by newsstands and booksellers it would seem to have found a place in the newspaper literature of the country.

The world owes this really new idea to the genius of Lord Northcliffe, who already provides substantial periodical fare for every age in the British Isles.

It is called the Children's Newspaper. "The League of Nations is born," said a preliminary announcement. "The children of the nations must build it up. Here is an instrument ready for their hands—the first children's newspaper."

Its origin is interesting. Some years ago, Lord Northcliffe conceived the idea of a children's encyclopædia, which appeared in monthly parts, and at its conclusion found the interest in it so strong that he decided to continue its form as a monthly children's magazine. First as a separate supplement and when war broke out as an integral part of the monthly, was issued a miniature newspaper of magazine size called "The Little Paper."

Settled Down to Success

This has now grown into the Children's Newspaper, a weekly strictly in newspaper form, edited by Arthur Mee (was also responsible for the encyclopædia and monthly), and is sold at three cents.

The first number was issued on March 21, but the writer has waited until now to see how it has found its level with its fourth number.

Inquiries show that newsstands who take a dozen copies of any one Sunday paper are ordering the same number of the Children's Newspaper, a certain indication that it has settled down into a success.

In size it is like EDITOR & PUBLISHER, but an inch deeper in length of page. It has twelve pages, eleven devoted to letter-press and illustrations and the twelfth to news photographs, just as are the English dailies for adults.

A specimen issue gives the story of the Marconi wireless telephone, details of the Atlantic flight preparations, a pen portrait of a leading politician, astronomical notes, Peace Conference criticisms, news of the latest movies, a leading article, nature notes, inside news of Germany's plight, a serial, and many miscellaneous news items. It contains no advertisements.

It is in very truth a unique production. And what it actually gives in

news is thoroughly in accord with the high ideals its publishers promise for it.

Its purpose is to train the child-mind in the things that matter. It will tell the story of the world today for the men and women of tomorrow. It will explain in plain language what is happening in all countries. Its purpose will be to spread the good news of mankind, to bear glad tidings.

Help in the March of Man

It will make known those discoveries and inventions and achievements that help on the march of man. It will tell what people are doing and saying and thinking. There is no adventure anywhere so wonderful as the march of the world from day to day, and the boy who reads "Robinson Crusoe," the girl who loves "Alice in Wonderland," will never be dull while they have in their hands the Children's Newspaper, with its tale of the great adventure of the Earth and the sixteen hundred million people living on it.

And, says its editor, "the Children's Newspaper will be filled with good things, and it will have a merry heart. It will dream and dream and have a vision and it will see afar off the gates of heaven towards which we move. But it will be cheerful on the journey there, it will lift up its heart and be glad. It will have more room for laughter than for tears."

Assuredly the Children's Newspaper is a happy inspiration, and, seeing how it is welcomed by English children, one wonders only why so excellent a paper has been so long in coming.

Asher C. Hinds Started Out as a Newspaper Man

Dead Parliamentarian Worked on Maine Newspaper Thirty Years Ago, Was Also a Congressman

WASHINGTON, D. C., May 2.—Asher C. Hinds, former Congressman and noted parliamentarian, who died here today, began his notable career as a newspaper man. He started as a member of the staff of the Portland (Me.) Daily Advertiser on graduation from Colby College in 1883, and from 1885 to 1889 was with the Portland Press as legislative correspondent.

Mr. Hinds was born 56 years ago in Benton, Me. Following his newspaper work in 1890, when Thomas B. Reed became Speaker of the House of Representatives in Washington, he appointed Mr. Hines as Speaker's clerk, which post he held until March 4, 1891, when the Republican party went out of power. Then he went back to the Press.

In 1895 Mr. Reed again became Speaker, and Mr. Hinds was appointed clerk at the Speaker's table, a position which he held for six years. He was then elected Congressman from the First Maine District and served until 1917.

Mr. Hinds became known as a leading world parliamentarian and was constantly consulted by Congressmen on precedents.

Obituary Notes

WALLACE W. PAGE, who is said to have originated the famous "Sunny Jim" advertising trade-mark of the cereal called "Force," died in Geneva, N. Y., April 29. He was president of the National Wire Wheel Works and secretary of the Geneva Cutlery Corporation. He was 38 years old.

ALBERT D. SLOCUM, editor of the Homestead (Pa.) Daily Messenger, died last week, aged forty-nine years.

MRS. NANCY J. SPENCER, widow of J. O. Spencer of the New York Herald, died May 3 in New York.

FRANK D. ROCK, mechanical superintendent of the Hoboken (N. J.) Observer, died May 4 in Brooklyn, N. Y. At one time he was with the Brooklyn Eagle.

JAQUES MAYER of New York, head of the European Mergenthaler Linotype Company, died suddenly in Berlin, Germany, May 5. For many years he was a prominent figure in the American colony in Berlin.

MRS. KATHERINE KNAPP BROCKBANK, wife of Henry Brockbank, a Milwaukee advertising manager, died suddenly last week, aged 46 years.

SAMUEL R. ROBB, aged 53, veteran newspaperman of Vancouver, B. C., recently died at his home in that city, after a prolonged illness. He went to the Pacific Coast following the Canadian Northwest Rebellion, in which he took part, and had been in newspaper work in Vancouver for nearly 30 years.

JULIAN DE NARFON, well-known French writer and journalist, died in Paris, May 4.

MRS. MARY L. WHEELER, wife of Charles N. Wheeler, who recently was London correspondent for the Chicago Tribune, died in St. Joseph's Hospital, Joliet, Ill., on April 27. She is survived by her husband and five sons, one of whom, Marshall B. Wheeler, is a reporter for the Joliet Herald-News.

MRS. JANE MARY BEATTY, mother of Miss Bessie Beatty, editor of McCall's Magazine, died in New York, May 2, aged 56 years.

MRS. JESSE CROSWY, wife of the Associated Press correspondent at Rio Janeiro, Brazil, died May 2, at Las Vegas, N. M.

CHARLES M. WHEELER, New England advertising representative of the New York World, died May 1 in Brooklyn, N. Y., following a paralytic stroke. He was 60 years old.

WALTER B. SCOTT, for many years connected with the Brooklyn Standard Union, died April 26, aged 75 years.

WILLIAM K. GRAFF, for more than 20 years on the business staff of the New York American, died April 30 in Mt. Vernon, aged 63 years.

WILLIAM SLEICHER, a brother of John A. Sleicher, editor of Judge and Leslie's Weekly, died at Warwick, N. Y., April 30.

LOUIS F. MAINZER, publisher of the South Amboy (N. J.) Argus, died April 30, aged 79 years.

R. R. R. LEITCH, for eight years circulation manager of the Edmonton (Alta.) Journal, died April 26 of pneumonia, following influenza, aged 29 years. He was vice-president of the Western Canada Circulation Managers' Association and had worked on newspapers in San Antonio, Tex., and in California. Mrs. Leitch is also critically ill with influenza.

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CANADIAN MARKETS

New York fashions are adopted in Canada, in very much the same way as British Columbia or Winnipeg weather gradually sweeps toward Ontario or Quebec.

Canadians eat United States breakfast foods and are only slightly more conservative in their preference for tea instead of coffee.

Canadian newspapers are published on the accepted United States model. The bulk of foreign and even British news dispatches reach the Dominion through The Associated Press from American correspondents overseas and naturally bring with them a United States atmosphere and interpretation.

The people of Canada read United States magazines and United States novels.

The Sunday schools in Canada distribute United States leaflets to their scholars and the teachers use

United States lesson helps with illustrations drawn from United States sources.

Canadians buy United States goods of all kinds to the tune of hundreds of millions of dollars annually.

The people of the two countries intermarry. Atlantic City and Palm Beach are holiday meccas for the well-to-do of both the Republic and the Dominion.

Canadian banks keep a large volume of surplus funds on deposit at call in New York.

The most enterprising manufacturing establishments in the Dominion are probably the branches of United States companies. They are welcomed, but they are none the less an Americanizing influence.

Canadian cobalt, nickel and gold mines are developed by United States capital.

And by the same token American Advertisers will find a ready and sympathetic market for American merchandise.

The way to reach the HOME buyers is to advertise in the following HOME newspapers, which will give a personal introduction through local institutions in which Canadians have confidence and pride.

PROVINCE OF ONTARIO							
Population 2,523,274							
Lines				Lines			
	Circulation	2,500	10,000		Circulation	2,500	10,000
Border Cities Star (Windsor)	10,373	.03	.03	Kingston British Whig	(E) 6,237	.02	.015
*Brantford Expositor	(E) 10,200	.025	.025	London Free Press	(MN&E) 39,973	.07	.06
*Brockville Recorder-Times	(E) 4,300	.025	.015	Peterborough Examiner	(E) 5,800	.017	.0128
*Chatham Daily News	(E) 2,419	.01	.0071	St. Catharines Standard	(E) 8,004	.025	.015
*Galt Reporter	(E) 3,999	.0157	.01	Toronto Globe	(M) 87,112	.15	.11
Guelph Mercury	(E) 3,315	.015	.01	Toronto Star	(E) 85,077	.14	.11
Hamilton Spectator	(E) 30,357	.0550	.05	Toronto Star	(S) 65,763	.105	.09
*Hamilton Times	(E) 14,000	.035	.03	Toronto World	(M) 41,214	.095	.06
				Toronto World	(S) 89,614	.11	.08
PROVINCE OF QUEBEC							
Population 2,002,731—English 397,392							
French 1,605,339							
Lines				Lines			
	Circulation	2,500	10,000		Circulation	2,500	10,000
Montreal Gazette (3c.-\$8 yr.).....	(M) 36,973	.085	.07	Montreal Star	(E) 110,820	.12	.1050
Montreal La Presse (2c. per copy)..	(E) 154,905	.12	.10	Quebec Le Soleil	(E) 35,275	.06	.06

The New York Globe

America's Oldest Daily Newspaper—
Established in 1793 by Noah Webster

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MEMBER A. B. C.

Advertising Rates the Same for Local and General Advertising for Like Service—Agents' Commission 15 Per Cent. with 2 Per Cent. Cash Discount.

The Globe carries a larger volume of advertising from the leading retail shops of New York than any other newspaper. Figures showing names of firms and their use of space for several years on request.

Such data provide conclusive proof of a newspaper's pulling power. Firms spending enormous sums one day for results the following day make it their business to know results.

The New York Globe

JASON ROGERS, Publisher

