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# EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING, NEW YORK

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

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NEW YORK, THURSDAY, OCTOBER 16, 1919

Vol. 52, No. 20

## DAILY TRIBUNE LEADS

### 6 DAYS AGAINST 6

During September The Chicago Tribune carried more advertising in its week-day issues alone than the total lineage of any of the other five Chicago newspapers in six days or seven. The totals, in columns, follow:

		Columns
The Chicago Tribune	(Total) - - - -	7,345.03
The Chicago Tribune	(Sunday) - - - -	2,452.31
<b>The Chicago Tribune (Daily)</b>	<b>- - - -</b>	<b>4,892.72</b>
The Daily News	(Total) - - - -	4,830.63
The Herald-Examiner	" - - - -	2,989.81
The American	" - - - -	2,006.81
The Journal	" - - - -	1,514.95
The Post	" - - - -	1,466.03

### 4 DAYS AGAINST 26

Note that (as shown by the statistics above) The Tribune printed in its four (4) Sunday issues more than half the lineage of the leading evening paper in its twenty-six (26) issues, and more than any one of the other evening papers in twenty-six (26) issues.

# The Chicago Tribune

**THE WORLD'S GREATEST NEWSPAPER**

*Circulation in Excess of 400,000 Daily and 700,000 Sunday*



# Today's Southern Spirit

Georgia is giving New York City a new publisher.

Birmingham is giving Georgia a new publisher.

We are going South to find big men—men who have done big things in a big way—men who have undertaken the impossible and made the impossible possible.

When they leave the South their places are taken by other Southerners who, having made good, are now going to make better.

It is the new Southern spirit. It is the spirit of "go to it," of "get there." It is everywhere through the South, and is indicative of the spirit that is doing things—doing big things.

Most of the people now in the saddle down South know the traditions of "the good old days," but they are merely traditions. Southern men and women of today regard the world war as a thing of the past, the Spanish-American War as ancient history, and the Civil War as tradition.

Get in line with these people. Go to them through their local daily newspapers, and local merchants. They are "big people" in every way and always welcome visitors.

		Net Paid	2,500	10,000
		Circulation	lines	lines
<b>ALABAMA</b>				
Birmingham Age-Herald	(M)	23,560	.07	.05
Birmingham Age-Herald	(S)	29,795	.08	.06
Birmingham Ledger	(E)	38,022	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	48,588	.10	.10
*Mobile News Item	(E)	10,766	.03	.03
Mobile Register	(M)	25,179	.05	.05
Mobile Register	(S)	35,048	.06	.06
Montgomery Advertiser	(M)	24,258	.05	.04
Montgomery Advertiser	(S)	24,258	.06	.05
<b>FLORIDA</b>				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jack's v'e (M&S)		30,423	.06	.06
Palatka Morning Post	(M)	1,450	.0122	.0122
Pensacola Journal	(M)	5,610	.0172	.0172
Pensacola Journal	(S)	6,687	.0172	.0172
Pensacola News	(E)	5,090	.02	.02
<b>GEORGIA</b>				
Atlanta Georgian	(E)	49,441	.08	.08
Atlanta Sunday American	(S)	92,918	.12	.12
Augusta Chronicle	(M)	12,248	.03	.03
Augusta Chronicle	(S)	10,651	.035	.035
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(E&S)	7,362	.0275	.0275
Macon Telegraph	(M)	23,450	.04	.04
Macon Telegraph	(S)	19,321	.04	.04
Savannah News	(M&S)	20,120	.04	.03
Savannah Press	(E)	16,360	.04	.04
<b>KENTUCKY</b>				
*Louisville Herald	(M)	52,456	.08	.08
*Louisville Herald	(S)	48,767	.08	.08
Paducah News Democrat	(M&S)	7,004	.0225	.018
<b>LOUISIANA</b>				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.15
New Orleans Daily States	(E)	41,994	.10	.08
New Orleans Daily States	(S)	37,675	.10	.08
*New Orleans Item	(E)	73,905	.12	.12
*New Orleans Item	(S)	87,588	.15	.15
<b>NORTH CAROLINA</b>				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,734	.025	.025
Asheville Times	(E)	10,087	.025	.02
Charlotte News	(E&S)	11,598	.03	.025
Charlotte Observer	(M)	19,217	.05	.03
Charlotte Observer	(S)	19,217	.065	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	16,955	.045	.035
Greensboro Daily News	(S)	22,468	.06	.04
Greensboro Record	(E)	3,481	.045	.035
Raleigh News and Observer	(M)	21,209	.05	.04
Raleigh News and Observer	(S)	21,209	.05	.04
Wilmington Dispatch	(E)	5,305	.02	.02
Wilmington Dispatch	(S)	5,305	.02	.02
Winston-Salem Journal	(M&S)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,600	.025	.02
<b>SOUTH CAROLINA</b>				
Anderson Mail	(E)	4,693	.0178	.0178
Charleston American	(M)	7,393	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	13,799	.03	.03
*Columbia Record	(S)	11,789	.03	.03
*Columbia State	(M)	24,614	.05	.05
*Columbia State	(S)	24,680	.05	.05
*Greenville News	(M&S)	10,376	.035	.03
Greenwood Index Journal	(E)	5,245	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	2,978		
Spartanburg Herald	(M)	4,388	.03	.05
Spartanburg Herald	(S)	5,473		
<b>TENNESSEE</b>				
*Chattanooga News	(E)	17,262	.04	.04
*Chattanooga Times	(M)	30,498	.06	.05
*Chattanooga Times	(S)	26,868	.06	.06
Knoxville Sentinel	(E)	24,022	.05	.045
*Knoxville Journal-Tribune	(M)	24,838	.05	.045
*Knoxville Journal-Tribune	(S)	24,838	.05	.045
Memphis Commercial Appeal	(M)	82,275	.14	.12
Memphis Commercial Appeal	(S)	118,148	.17	.15
Nashville Banner	(E)	13,799	.07	.07
Nashville Banner	(S)	49,590	.08	.08
Nashville Tennessean	(M)	34,349	.08	.08
Nashville Evening American	(E)	15,196	.08	.08
Sunday Tennessean & American	(S)	34,051		
<b>VIRGINIA</b>				
†Bristol Herald-Courier	(M&S)	11,094	.04	.04
Danville Register and Bee	(M&E)	10,669	.03	.03
*Newport News Times-Herald	(E)	13,067	.04	.04
*Newport News Daily Press	(S&M)	9,463	.07	.06
Norfolk Ledger-Dispatch	(E)	43,389	.07	.06
Roanoke Times	(E)	11,305	.06	.04
Roanoke World-News	(M&S)	11,288	.06	.04

Government Statements April 1st, 1919.

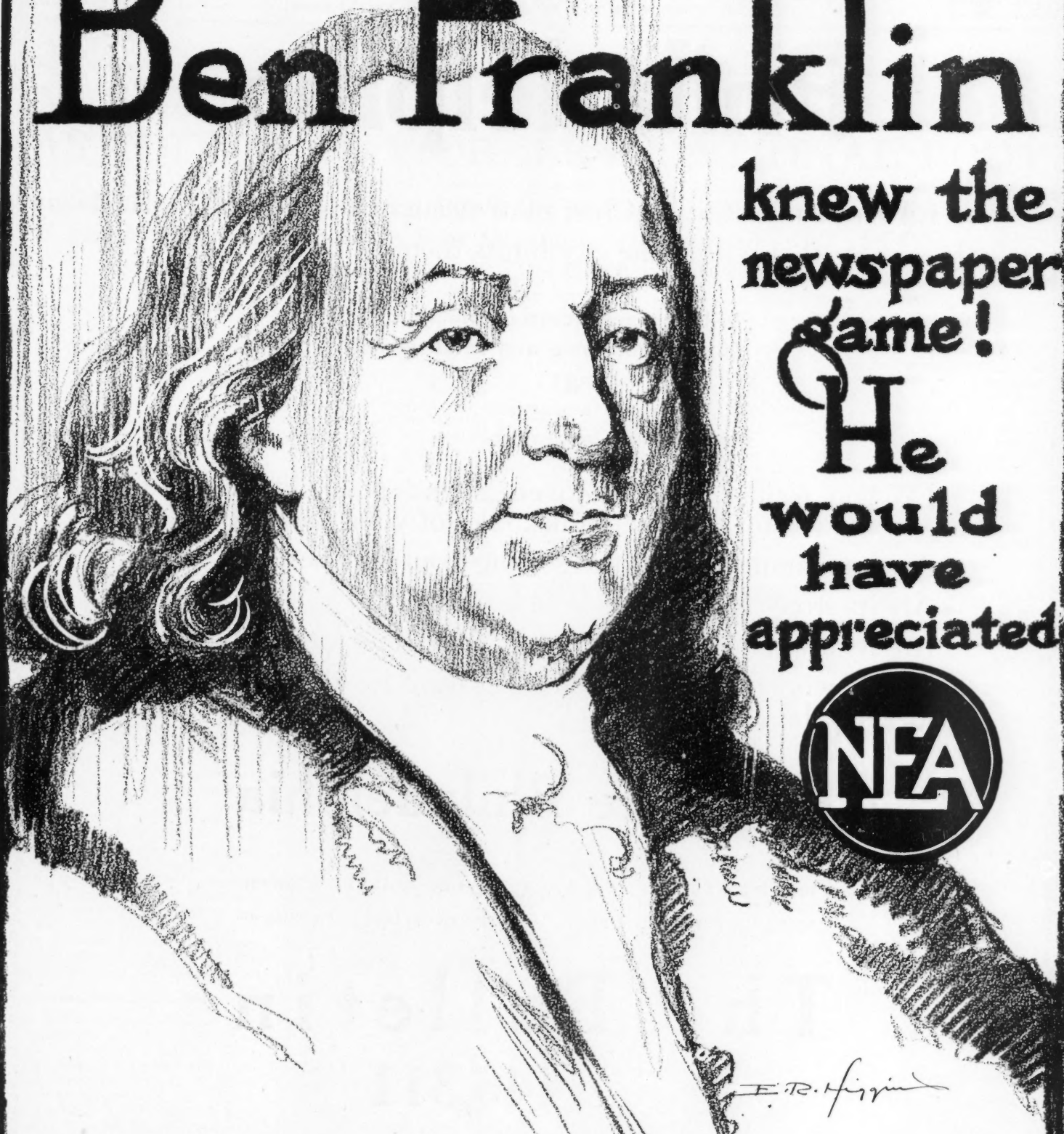
\*A. B. C. Statement, April 1st, 1919.

†Publisher's Statement, April 1st, 1919.

‡Includes Bristol, Tenn.



# Ben Franklin



knew the  
newspaper  
game!  
He  
would  
have  
appreciated



*E. R. Higgins*

WRITE OR WIRE

## Newspaper Enterprise Association

A Service - not a syndicate  
CLEVELAND, OHIO.

# Philadelphia

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports that within the city limits there are :

16,000 manufacturing places  
 48,000 wholesale and retail stores  
 392,000 dwellings  
 700,000 male workers  
 350,000 female workers

Do you realize the attractiveness and possibilities of such a compact market for large and quick sales of your commodity ?

Are its manufacturing places using your supplies ?

Are its stores distributing your goods ?

Are its dwellings being equipped with your wares ?

Are its workers and their families eating Food ; wearing Clothes or Shoes, or Hats made by you ?

## Dominate Philadelphia

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

## The Bulletin

Net paid average for  
 six months ending  
 September 30, 1919

**446,311**

Copies  
 a  
 day

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





# EDITOR & PUBLISHER



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Vol. 52

THURSDAY, OCTOBER 16, 1919

No. 20

## AMERICAN JOURNALISTS ASSOCIATION FORMS AS EDITORIAL WORKERS' NATIONAL BODY

### Founded on St. Louis Plan, which City's Chapter Takes Out First Charter---Its Officers and Members Volunteer to Bear Organization Responsibilities and Financial Needs---EDITOR & PUBLISHER'S Editorial Used

St. Louis, Oct. 15. THE American Journalists' Association was organized here last Wednesday. At the meeting of the St. Louis Association of Journalists it was decided to nationalize "The St. Louis Plan." The officers and directors of the local association will serve provisionally as such with the national association until men from other cities have been added, which will be done as soon as the progress of the organization permits. It is planned to hold a national convention in 1920.

#### Editor & Publisher's Editorial

Blank applications for charters now are in the printer's hands and will be ready for country-wide distribution next week to lists of active newspapermen whose names have been in process of collection for some time past.

Along with the charter application will be mailed a 32-page booklet containing (1) the provisional rules and regulations proposed for the new national body, (2) a detailed reprint of the St. Louis plan for the equitable protective association of newspaper editorial workers, (3) a reprint of the September 25th editorial from EDITOR & PUBLISHER, which is regarded as one of the fairest comments on the plan so far given public presentation, (4) and a letter of enthusiastic endorsement of the entire idea from Dean Williams of the University of Missouri School of Journalism, who also is president of the Press Congress of the World.

#### Three Classes of Chapters

The founders have made it as easy as possible for any eligible newspaper group to secure a charter. Only ten signatures are required and there are no attendant charges for affiliation. The association's St. Louis members have officially voted to give voluntary contributions for nationalizing purposes, consisting of one week's pay of bonuses and raises obtained by members since the organization was formed. This, it is estimated, will cover all preliminary expenses.

Charters will be granted under three forms:

(1) Associate chapters will be organized at schools of journalism, these to comprehend both the instructors and students. Students will enjoy all rights of other members

except that they will not be eligible to national association offices nor committees. Teachers will have full rights of all other members, including those of holding national offices. It is announced that the first associate chapters will shortly be established at the University of Missouri School of Journalism, of which Walter Williams is dean.

(2) Regular chapters shall consist of ten or more eligible employees of any daily or weekly bona fide newspaper, said eligibility to apply to reporters, copy readers, special writers, re-write men, editors and newspaper artists. Providing ten

charter members are not immediately available on a single newspaper, then ten or more persons on two or more newspapers in the same town may form a chapter. If ten are not available in a single town, then ten or more in neighboring communities are privileged to organize an active chapter. This last provision is intended to include the country small town men. It is further intended, that eligibility shall be extended to editorial writers and staff correspondents of trade papers and like periodicals, although no active campaign for enlisting their co-operation will be undertaken until the strictly

newspaper membership has further progressed.

(3) Local associations shall consist of two or more chapters in any city, organized by themselves for purposes of administration. St. Louis may be taken as an example of this, five chapters here now being associated together. It is agreed that there shall be only one local association in any one city. There furthermore shall be no associate members of any chapter, associate chapter or local association.

#### Only One Source of Revenue

The total revenues of the American Journalists' Association and of all its subsidiary bodies will be derived exclusively from dues, fees and assessments paid by the members themselves. This specifically eliminates all possibility of practices of the past, which have crept into and blighted efforts to associate newspaper editorial men.

National officers elected to the A. J. A. this week are as follows: Richard L. Stokes of the St. Louis Post-Dispatch, president; William G. Butler, first vice-president; George Y. Henger, second vice-president; Herman M. Hoelke, treasurer; Arthur C. Hoskins, secretary; John T. Rogers, corresponding secretary.

The executive committee consists of the foregoing, together with Edward McE. Lewis, Charles Y. Taylor and Emil Raymond.

It was voted by the local chapter to send its president, Richard L. Stokes, to Ann Arbor, Mich., on October 17 to explain the "St. Louis Plan" or organizing newspaper men to the national convention of instructors in schools of journalism and members of the Michigan Editorial Association, who will meet there at that time.

#### St. Louis Wants Convention

The School of Journalism of the University of Missouri has applied for the first charter as associate chapter.

One of the educational plans of the association is a course of lectures for its members, to which the public will be invited. Dean Williams will deliver the first lecture some time in November.

Charles F. Hatfield, secretary and manager of the St. Louis Convention and Publicity Bureau, has pledged his association to assist in every way to promote the convention of

(Continued on Page 20)



RICHARD L. STOKES  
President American Journalists' Association

## LONDON TIMES PAYS HIGH TRIBUTE TO FRANCE OF PEACE AND WAR

Issues Special Number to Commemorate First Battle of Marne—Practical Propaganda in Lord Northcliffe's Best Vein.

By HERBERT C. RIDOUT

LONDON, Sept. 30, 1919.

A NOTABLE achievement in newspaperdom and one that indicates not merely the power for international good that newspapers wield but the recognition of that fact by the great British publisher, Lord Northcliffe, was the publication of a special French number of the London Times to commemorate the fifth anniversary of the first battle of the Marne which drove back the Germans before Paris.

It was nobly conceived—a tribute to a great nation and a valuable propaganda effort for cementing a fresh l'entente cordiale.

### Praises Journalism of France for Part in War

In the fifty pages that made up this (among British papers) monumental number, were authoritative articles on every phase of the war, with a fine record of "What France did."

But of special import was the fact that it more particularly dealt with the France of peace, its place in the League of Nations, its agriculture, its wines, its cities, Paris—"the deathless city," and the world's fashion centre, French labor, architecture, shipping, industry, commerce, fine arts, literature and drama, banking, education, railways and aviation. It gave a survey of the devastated regions of the country, and told what is being done in reconstruction; told the story of the French Chamber of Commerce in London with its publicity and advisory help to traders with France.

### Tribute to French Journalists

Of immense help to British journalists was the story of the French press, its literary qualities and the power of the political journalist. It paid graceful tribute to the felicitous work of French journalists as a whole, describing them as a race of horn writers, gifted with the power of a graceful and easy expression and a turn of happy wit.

Even in the most obscure provincial sheet it is of almost daily occurrence to fall upon at least one article of undoubted style. It was pointed out that in recent years there has been a marked tendency in the press, notably in Paris, to adopt some of the features of English and American journalism, which has resulted in a process of industrial realization and in the evolution of those Paris papers which are known as the "Grande Presse."

"The Grande Presse" is as a rule much more concerned with its circulation than with its politics, although it, too, in times of political commotion, is mobilized on one side or the other.

### Political Attainment

They are the most widely read newspapers in the world, having daily circulations which exceed by many hundreds of thousands the highest figures reached by any English newspaper. This is partly due to splendidly organized systems of distribution, but the chief cause is, perhaps, to be found in the supreme hold Paris has on the mind of the whole country.

The political weight of many of the French papers was illustrated by mention of the fact that some of the men at the top in French politics started their career as journalists, and only interrupt their journalistic activity when they are actually in office. Thus, in the present cabinet are some of the best-known journalists of the country.

Clemenceau has been, throughout the whole of his long life, among the most

brilliant and ardent political writers in this country of polemic. M. Pichon, Minister for Foreign Affairs, left the editorship of the Petit Journal to join the present Government. Andre Tardieu was foreign editor of the Temps, when the war broke out, and had only just started his political career of rapid success.

The news-agency services of France are not nearly so highly developed as those of America or England, practically the whole of the press relying for its service of news upon the Agency Havas, the French Reuter. The service is by no means as extensive or as modern in its methods of news collection and distribution as is its British associate Reuter.

Indeed, it need only be mentioned that in Paris, with its scores of newspapers and news agencies, the tape machine is almost unknown, and its use practically restricted to the transmission of racing results and closing stock exchange prices to realize that in technical equipment much remains to be done. Havas, together with the rest of the French press, has been struggling with such problems under the tremendous handicap of war conditions.

### Best of Advertising

The advertising side of this special issue was interesting because it produced some of the best examples of French advertising, which, truth to tell, does not as a whole attain a very high standard.

The great Paris hotels and department stores, French mineral waters and wines, and French bankers, with the advertising agency of E. Arnaud de Masquard, 36 Rue de Colisee, Paris, and French Expansion, 23 Avenue de Messino, Paris, representing advertising interests—these were large users of space, while British advertisers like Dunlop Tyres, Swan Pen, Lucilo, Ltd. (the court dressmakers), and the Goldsmiths and Silversmiths Co., Ltd., also figured in its pages.

In all, the number was one that evoked general admiration as a remarkable production of high l'entente cordiale value.

### "SEE AMERICA FIRST" ADVERTISERS URGE

Resolution Opposes American Bankers' Association Policy—H. M. Crutcher Elected President

At the closing meeting of the A. A. C. W. Community Advertising Departmental of the New Orleans convention Harry M. Crutcher of St. Louis was elected president for the coming year. Mr. Crutcher is secretary to Mayor Kiel of St. Louis.

The following directors were also

elected: Charles F. Hatfield, St. Louis; Harry N. Burhans, Denver; Thomas J. Hill, New Orleans; Arthur Thomas, Omaha, and Ross W. Kellogg, of Ithaca, N. Y. Representative of the Departmental elected to the National Advertising Commission was Charles F. Hatfield of St. Louis.

Resolutions were adopted endorsing the work of the Bureau of Service of the United States Railroad Administration in developing a broad policy of national publicity to stimulate travel in the United States and developing the "See America First" movement; and disapproving the American Bankers' Association campaign of advertising and publicity to promote European travel as "an injustice to the communities of the United States which are spending hundreds of thousands of dollars to develop their respective communities."

The departmental noted the significant growth of the principle of municipal appropriation in behalf of community advertising."

### SHERMAN TAKES UP DUTIES ON HARTFORD TIMES



CLIFTON L. SHERMAN

THERE is nothing of the rover about Clifton L. Sherman, the new managing editor of the Hartford (Conn.) Times. Immediately on being graduated from Amherst College in 1888 he entered newspaper work and has been at it steadily ever since. In the thirty-one years spent in his chosen career he changed perhaps three times, having worked for one paper twice.

Mr. Sherman is a native of Vermont, having been born in East Dover, September 1, 1866. In the fall of 1888 he became telegraph editor of the Springfield (Mass.) Union when that paper put out an evening edition only, under the editorship of Deacon Shipley. In January, 1890, he went to the Hartford Courant as telegraph editor, and three years later was made managing editor. His service on the Courant, all told, was twenty-six years, all but three as managing editor. Mr. Sherman's period of service on that paper was interrupted, beginning in 1900, when he served for three and a half years as copy editor of the New York Sun.

He returned to Hartford in 1904 and resumed his old place on the Courant. He again resigned on August 1 of this year, and he already feels at home in his fifth job.

Mr. Sherman is a member of the Sons of the American Revolution; also of the Hartford Club and the Hartford Golf Club.

## EMPLOYS AN AIRPLANE FOR CANVASSING

Grand Rapids News Reaches Mark of 100 Per Cent. Efficiency in Delivery of Newspapers—Newsies Stimulated, Too

GRAND RAPIDS, MICH., Oct. 12.—Through a novel subscription campaign inaugurated by the Grand Rapids Press, newsboys and agents for the paper in the larger centers of western Michigan were given an opportunity to ride in an airplane and see their home town from 1,500 feet in the air. The flight was a reward for merit for the boys and was the feature of a week of 100 per cent efficiency in delivering papers by airplane over a 60-mile zone around "The Furniture City."

With the inauguration of a commercial airplane service in Grand Rapids, the Press grasped the opportunity to experiment in airship delivery and to make the experiment pay dividends in increased circulation. Lieut. Paul O. Sergent, former U. S. Air Service pilot and circulation manager of the Press, sketched out a schedule for six days of flying. Agents in the various cities where landings were to be made were notified of the airplane delivery program and given special airplane subscription blanks to be distributed among the newsboys.

### Boys Worked as Never Before

The boy in each city who turned in the greatest number of subscriptions was to have the privilege of a flight in the big Press Curtiss biplane. There followed a feverish canvassing of territory for the Press. The results were more than satisfactory.

It is rather interesting to learn that in not a single city did the parents of the winning newsboy enter objection to his flight and not an accident or a delay marred this passenger carrying or the delivery. Pilot Fish Hassell entered into the spirit of the campaign and with the intelligent co-operation of the editorial and circulation departments of the paper, was enabled to get away on time every day and made his landings on schedule or from three to five minutes ahead of time at every point.

Lieut. Sergent, with his experience as an airplane pilot, went out ahead of the plane every day, picked suitable landing fields, laid a "T" to help the pilot locate the field and arranged for automobile transfer of the papers from the plane to the headquarters of the local Press agent. A representative of the editorial department rode with the plane on every trip.

The plane dipped down close to all intermediate points and circled the town twice, once for dropping souvenir copies of the paper and once for photographs. The stunt was given publicity by spread stories on the first page every day and by the use of pictures taken from the air and at various landing fields.

Edmund W. Booth, editor and manager of the Press, was a passenger in the airplane on one of its flights.

### Fear for Ivey's Sight

KANSAS CITY, Mo., Oct. 12.—Gus Ivey, pioneer newspaper man of the Indian Territory days before Oklahoma became a state, is reported to be losing his eyesight. He has been at the Mayo brothers' sanitarium in Rochester, Minn., for treatment. Mr. Ivey has been engaged in writing a history of the Five Civilized Tribes and of the Mid-Continent oil fields for some time, but was forced to give up his work.



# FLAT RATE OF 3 TO 4 CENTS A POUND IS PLANNED FOR SECOND CLASS POSTAGE

## Congress Against "Digging Down" Into the Treasury to Meet Contemplated \$200,000,000 Wage-Increase to Postal Employees, So Making Publishers Pay Difference Is Said to Have Been Decided as Easiest Way

BY ROBERT T. BARRY  
Washington Correspondent for Editor & Publisher

WASHINGTON, Oct. 12.—There is a new turn of the wheel in the second-class mail question. This time the issue goes off on a new tangent and it gives evidence of promising important developments.

The situation is this: A joint committee of Congress is about to recommend a new scale of salaries for postal employees. If the workers get what they ask, it would mean an increase of between \$150,000,000 and \$200,000,000 annually on the post office payroll.

They are not apt to get all that they ask. They are sure to get substantial increases, so that it is a foregone conclusion that additional revenues will have to be obtained by the postal service or Congress must dig down into the Treasury to meet the deficit.

### To "Junk" the Zone System

Congress does not propose doing the latter, while the people are howling against federal expenditures and taxes.

The answer is simple. The postal employees suggest and many members of Congress agree, the additional money should come from second-class mail matter, and the plan is to junk the zone system and to establish a flat rate of 3 or 4 cents a pound.

Those publishers who have contended that they did not object to an increase in postage on a flat rate basis if the inequity of the zone system were removed will get that, but will Congress stop this side of a 4-cent rate?

Your correspondent ventures the prediction that before many more weeks have elapsed there will be a very powerful propaganda in operation to obtain the increased salaries for the postal employees and to have the newspapers and magazines pay the bill.

### Reclassification Committee

Senator Bankhead of Alabama is chairman of this joint committee on salary reclassification. Other members are Senators McKellar of Tennessee; Gay of Louisiana; Sterling of South Dakota; and Moses of New Hampshire; and Representatives Moon of Tennessee; Bell of Georgia; Rouse of Kentucky; Steenerson of Minnesota, and Maiden of Illinois.

The committee has held hearings in New York, Boston, Chicago, St. Paul and Cincinnati. It will have a hearing in Washington this week and then will go to Atlanta, Memphis and Kansas City.

The postal employees are asking for very large increases. The clerks want a new scale beginning at \$1,800 and running to \$2,400 a year according to length of service, with two additional grades for special clerks.

The carriers want the maximum

raised from \$1,400 to \$2,400. The laborers want increases. The rural carriers want an annual allowance of \$600 for equipment.

### Cost to Be \$600,000,000 Yearly

The annual expenditures of the postal service now are about \$380,000,000. If the increases requested are granted the cost of the service will be above \$600,000,000 a year. The Madden Bill, which has passed the House, gives all employees an increase of \$150 a year as a sort of war bonus until the new scale of salaries is adopted.

Members of the committee stated that in several of the cities where hearings were held, the direct question was asked witnesses as to their suggestions for securing the revenue to meet the proposed increases.

The postal employees invariably have argued in favor of higher rates on second-class matter, it was stated, although in Detroit the business men were represented as being willing to pay a 3-cent rate on letter mail in order to improve the service.

Some members of the committee hold that a return to the 3-cent letter rate is not advisable and that, furthermore, it would not provide the necessary amount of revenue.

### Favors Increased Wages

Representative Rouse of Kentucky, a defender of the zone system, declared today that he believed the postal employees of the country will urge an increase in second-class rates in order to meet the advances they expect to obtain from Congress.

"From the hearings we have held, I am convinced that the postal employees should have increases in pay," Mr. Rouse said. "This, it appears to me, is necessary if we are to maintain an efficient postal service by

keeping capable men in the post offices, and if we are to attract good men to the service.

"The Madden Bill to give postal employees \$150 a year, in the form of a bonus to put them on something like the same scale of other Federal employees, already has passed the House. If enacted into law it would add approximately \$15,000,000 to the post office payroll.

"If the increases asked by the postal employees in the permanent revision of salaries is granted it would add, in my estimation, not less than \$150,000,000 to the cost of operating the postal service.

### For Higher Second-Class Rates

"Where is this additional money to come from?"

"A great many of the postal employees believe it should come from higher postage on second-class mail matter."

In view of this situation, it is the belief of many members of the House, both Republicans and Democrats, that the Mondell Bill to repeal the zone law does not appear likely to pass, unless there is coupled with the repeal a provision for a flat rate of 3 or 4 cents a pound.

Mr. Mondell has not abandoned hope for his measure, but it is said that the pressure upon many other members has been such that they do not feel they can vote for it, even though they are cognizant of the injustices of the zone system.

### St. Regis Charging 5 Cents

The St. Regis Paper Company, of Watertown, N. Y., is charging its contract customers 5 cents a pound at the mills for news print dating from October 1.

## NEWS PRINT SHORTAGE ACUTE IN SOUTH

### S. N. P. A. Committee Recommends Raising Advertising Rates—1920 Offers Bigger Problem

LEXINGTON, Ky., Oct. 10.—The paper committee of the Southern Newspaper Publishers Association held a meeting October 7, at the call of the chairman, Charles I. Stewart, of the Lexington Herald. The other members of the committee present were Curtis B. Johnson, of the Knoxville Sentinel and Charlotte Observer; W. E. Thomas of the Roanoke Times and World News; and Walter Stouffer, of the Louisville Evening Post.

From the information before the committee it was the unanimous opinion that the abnormal demand for advertising space is primarily responsible for the present abnormal price of news print.

### Insufficient Contracts

It was the opinion also that the situation was aggravated by the fact that in making their contracts for this year's consumption publishers did not make sufficient provision for their consumption, with the result that practically all publishers have been forced into the open market to secure the necessary tonnage.

It was the view of the committee that the chief remedies for the situation from the publisher's point of view are:

First, to make contracts, if possible, for a sufficient tonnage to meet next year's demand; and since the demand for advertising space is the big factor in the increased demand for news print, and the present high prices, publishers should advance advertising rates to cover this and other increased costs.

### 1920 Looks Dark

If Southern publishers only can renew for 1920 the 1919 contracts it will be necessary for many of them to make additional contracts with other mills or depend on the open market, or find producers who will offer adequate tonnage.

The probability that mills with whom Southern publishers have dealt this year will not increase tonnage for next year sufficiently to meet the demand is the most puzzling phase of the situation for the greater proportion of the Southern publishers.

The news print committee of the Southern Association will take steps looking to some sort of co-operative effort on the part of Southern publishers to secure by contract their necessary tonnage for next year.

### Covering the "Gold Rush"

WINNIPEG, Oct. 13.—Hay Stead of the Telegram has been spending several weeks in northern Manitoba, 500 miles north of Winnipeg, covering the rush to the new gold fields.



MEMBERS of the California Circulation Managers' Association had the time of their lives at their meeting held recently. A trip to Mexico was a part of the program. The picture above was taken on the border—it is not reported how far over it they ventured. We have here, left to right: A. L. Parker, of the Los Angeles Times; E. S. Simpkins, of the San Jose Mercury; John Grey, of the San Francisco Call; W. F. D. Brown, of the Oakland Tribune; H. C. Noe, of the Los Angeles Express; H. A. Gillis, of the San Diego Sun; A. C. Crawford, of the San Francisco Examiner; George Fisher, of the San Francisco Chronicle; W. O'Farrell, of the San Diego Union; P. Mallory, of the San Francisco Bulletin.



# A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

## NORTH JERSEY CHAPTER

### Members Will Act as Hosts at Annual Convention

THE regular monthly meeting of the North Jersey Chapter of the Association of National Advertisers was held at the Downton Club, Newark, Tuesday evening, September 23, at 6:30 o'clock. Those present were: Arthur J. Palmer, Thomas A. Edison, Inc.; W. A. McDermid, the Mennen Company, George S. Fowler, Colgate & Co.; W. M. Neal, Rubberset Company; W. P. Coghlan, Klaxton Company; Paul Wing, Empire Cream Separator Company; Philip Thomson, Western Electric Company; Paul Sutcliffe, Edison Storage Battery Company; Myron D. Salisbury, Edison Storage Battery Company; Arthur A. Fisk, Prudential Insurance Company.

After an enjoyable dinner the minutes of the previous meeting were adopted as read and President Palmer called upon Mr. McDermid, president of the National Association. Mr. McDermid discussed at length the plans for the forthcoming annual meeting of the association to be held at the Laurel House, Lakewood, N. J., Wednesday, Thursday and Friday, December 3, 4 and 5, 1919.

He stated that plans were well under way for what promised to be one of the most successful annual meetings in the history of the organization, and that the North Jersey Chapter had been selected by the executive committee to act as host at the meeting.

The meeting adjourned until Tuesday, October 14, after President Palmer had requested that suggestions for the next program be submitted to him before that date.

### GEORGE FRANK LORD

ALTHOUGH, as we hope, the loss of Mr. George Frank Lord from the A. N. A., because of his resignation from the Du Pont Company, may only be temporary, we would rather not have any such loss at all.

Mr. Lord is of the race of strong men in advertising and he has a long record of experience and accomplishment. He is possessed of an enviable all-around knowledge of merchandising, having practised in every kind of field during a period of over twenty years. During his association with E. I. du Pont de Nemours & Co., the advertising department has steadily grown in importance, in scope and in personnel. Instead of only eleven persons in the department, as when Mr. Lord took charge, there are now around two hundred and the department has an equipment and, consequently, such a control over its functions, that any man with a modern advertising outlook could wish to have.

Last December Mr. Lord was elected one of the vice-presidents of the A. N. A., and, for administration purposes, was in charge of the Atlantic States section. He has been very active in promoting local chapters of the association, and the first Chapter established (that of Philadelphia) is outstanding evidence of his organizing skill and energy.

During the past ten months Mr. Lord

has journeyed to New York every other week to attend the meetings of the executive committee, in the work of which his loss will be especially felt. And he has also been serving as one of the members of the consultation committee.

Mr. Lord's future plans have not yet been announced. We hope he will soon be back in the A. N. A. as the representative of another company. Certainly the company that secures his services will be fortunate indeed.

### GEORGE L. SULLIVAN

GEORGE L. SULLIVAN is another man who has (may we hope also temporarily?) passed out of the councils of the A. N. A. and active, if not entire, association with us. He has been for the larger part of the past year chairman of the executive committee, a chairman of statesmanship, of unflinching resource and balance and humor—to say nothing of the way of adjectives of his wit and felicity of expression. The J. Walter Thompson Company is to be congratulated on its having secured George, though in the A. N. A. it will not be too easy to replace him.

My friendship with George L. Sullivan began in the early part of 1915, when we worked together—he on behalf of the advertising agents in promoting the attendance of a large New York delegation to the Chicago convention of the A. A. C. of W. But it is on such bodies as the executive committee of the A. N. A., where men work together continuously and personally for about ten hours a month throughout the year, that one comes truly to know and appreciate a man like George L. Sullivan.

There was one time in the work of the A. N. A.—a conference with the directors of the Poster Advertising Association some months ago—when George, in a scintillating speech, held the absorbed attention of men who are generally supposed to know all that is worth knowing in outdoor advertising. From the remarks I heard after the meeting, they were a little surprised to find that George probably knew, at least, just a little more than they did. And that is also a compliment to the outdoor advertising men, I hurry to say.

### FITTING THE SELLING ARGUMENT TO THE MANUFACTURER'S BUSINESS

FROM time to time there has appeared on this page references to, and somewhat sardonic depreciation of, what is a very common practice in selling advertising space—the assumption that there is such a uniformity of practice in merchandising manufactured goods that the refusal of some advertising manager to buy space in a particular publication, or class of publications, is a sure criterion of his unfitness for his position.

But things, and persons, and happenings, and mental workings, are seldom what they seem to be. What looks like "nuttness" from the outside looking in, is frequently wise judgment from the inside looking out.

Recently, two A. N. A. office men went on a trip among some members in

New England and had a somewhat merry time during one call. I say "somewhat" because really there was also regret that so much mental preparation as the conversation of advertising solicitors showed should be futile and, therefore, wasted.

Some of these solicitations were, I happen to know, the result of earnest conferences, or, at least, considerable individual thinking: To be sure, the effect of such preparation must be excellent in the mental development of individuals. But the expense of the lost motion and time to a publication seems regrettable.

Instances after instances were related in which, after the preparation of a soliciting attack with Prussian-like meticulousness, and on advance with assurance of victory, the onslaught (if anything so courteous and friendly as the visit of an advertising solicitor can be so ferociously designated) was rendered ridiculously innocuous by some such remark as, "We tried that ten years ago and wasted our money;" or "All the imperative conditions and circumstances of our production and distribution make it impossible for us to do what you propose."

And yet, without a doubt, the solicitors went away quite certain that the buyer—or, rather, non-buyer—of publication space was a monumental ass.

### AGAIN, SELL THE MARKETS!

IS it possible ever to know a manufacturer's merchandising problems and policies sufficiently well so that an advertising solicitor's "plan" will dovetail into them to a reasonably accurate extent?

Nothing is impossible, and evidence of such success is exceedingly scanty; and I would not like to answer, "Never." But the reply may safely be, "Well, scarcely ever."

What, then, can the solicitor do? Must he confine his activities to talking about his publication's circulation, or its editorial features and policy?

Or are the greatest number of successes in selling space the result of, as one man said the other day, "using up shoe leather?"

If the solicitor can do only those things, then, if I may speak from an intimate knowledge of the work of the A. N. A. office, his day is already in the late afternoon stage; although there is a system of selling merchandise that has obtained considerable results from merely showing the face and the goods; but advertising space hasn't just the tangible quality of other manufactured goods.

About a year ago, an experienced and sapient farm paper man, in a discussion on this matter, actually ventured to speculate whether the sun of the advertising solicitor had not already set, and whether, having become a bit confused, he were not mistaking the after-glow for the "rosy-fingered" dawn.

They used to say something like that about the manufacturer's salesman. Yet that gentleman is pretty much alive. But he is alive because in many instances, he has learned new and additional functions, and, in comparison

with his former state, is a super-salesman.

Sell the Markets!

That is the new work of the advertising solicitor. Get the outstanding facts concerning the nature of the manufacturer's product and of his distribution; find out therefrom where his markets are—here is room for speculation and imagination; set down the pertinent facts about those markets; establish accurately, truthfully and justly the relationship between the markets and your publication. And then prepare to be disappointed—but not so often as you probably are now.

To apply the advice given to the golfer in his novitiate,—keep your head down—to the facts. Don't keep looking up into the clouds of "we ought to get that advertising."

If the solicitor will learn to function *additionally*, there is every reason why he should continue to sell space even as goods are still sold by personal salesmen.

### GIVING FACTS, NOT ADVICE OR OPINIONS

WHILE on this subject of selling the markets by giving facts, it may be interesting to repeat what I think has been said on this page at least once—that even the A. N. A. office, the headquarters for marketing information of nearly three hundred manufacturers, and peculiarly able to talk authoritatively, does not give opinions to the members of the Association, or even advice that may be interpreted as opinion, on the merits or demerits of any publication.

We furnish facts, and much experience enables us to know pretty accurately whether a fact is a "lie and a half," as some old cynic once said. It is the business of the advertiser to judge for himself in the selection of a publication according to the facts.

Every now and then—I use a moderate phrase so as not to appear too uncharitable—a solicitor will go to the extent of almost interfering with the conduct of an advertiser's business, even telling him he does not know his own business. Of course, I don't mean only publication solicitors; there are several kinds of solicitors.

Get the facts and present them as suggested in the item above, "Again, Sell the Markets!"

### MEMBERSHIP CHANGES

PAUL WING has resigned from the Empire Cream Separator Company, Bloomfield, N. J., and J. H. Colville, the vice-president and general manager, has been appointed to serve as the company's representative in the Association.

E. D. Copeland is now advertising manager of the Gillette Safety Razor Company, succeeding J. T. Ashbrooke and represents his company in the Association.

The Whitaker-Glessner Company has appointed Selden Irwin as advertising manager, succeeding H. M. Dobson.

C. A. Palmer is now the accredited representative of the Insurance Company of North America, succeeding R. T. Gebler.

## STANDARDIZATION IS GREATEST NEED SAY ADVERTISING AGENTS

**A. A. A. A., Convening in Boston, Deplores Waste of Money Through Varied Page Sizes, Contracts and Information Forms—H. D. Smith President.**

BOSTON, Mass., Oct. 15.—The annual convention of the American Association of Advertising Agencies opened here yesterday and will come to a close this evening. In conjunction with the advertising men's gathering, the committee in charge of the A. N. P. A. Advertising Bureau, of which William F. Rogers of the Boston Transcript is Chairman, is also holding an important meeting. Tonight the agency men will be the guests of the Boston Newspaper Publishers Association at a banquet.

Business meetings, sight seeing and an entertainment in the evening to visiting members of the A. A. A. A. featured the opening day of the convention which is being held in the Copley Plaza hotel.

### Charles Defends the Farmer

At the morning session of the Executive Committee H. H. Charles, a member of that body, presented a report on food production and food costs, in which he showed, by a careful analysis of the situation, that the high cost of living is in no wise due to the farmer. Mr. Charles has made a careful study of agriculture and is at present investigating food problems and profiteering.

"The average net income of all farmers in 1918 (the latest figures available) is given as \$1,200," he said. "This represents not only the work done by the farmer himself, but the total income of his entire family."

### Guests of New England Council

At the meetings of the Executive Committee, William H. Johns of The George Batten Company, Inc., of New York, president of the association, presided and others present included Harry Dwight Smith of Fuller & Smith, Cleveland; Walter R. Hine of Frank Seaman, Inc., New York; M. P. Gould, of the M. P. Gould Company, New York; Jesse F. Matteson of Matteson, Fogarty & Jordan Company, Chicago; Stanley Resor of The J. Walter Thompson Company, New York; Bayard W. Barton of Critchfield & Co., Chicago; O. H. Blackman of The Blackman-Ross Company, New York; J. Wesley Barber of the J. W. Barber Advertising Agency, Boston; H. H. Charles of The Charles Advertising Service, New York; W. R. McLain of the McLain-Hadden-Simpers Company, Philadelphia, and William H. Rankin, of the William H. Rankin Company, Chicago.

The Executive Committee members were the guests at luncheon Tuesday noon of the New England Council of the Association, of which Maj. Patrick F. O'Keefe is chairman. The ladies accompanying the delegation were given a luncheon at the Copley Plaza and spent the afternoon for the most part in shopping tours. A dinner party was also arranged for them at the Hotel Touraine in the evening.

### Lantern Club Entertains

The entertainment in the evening was given by the Lantern Club, whose members are the Boston representatives of national magazines, at the Boston Athletic association clubhouse. Metz B. Hayes, Governor of the Lantern Club, made it clear at the start that there would be no speaking, shop talk or otherwise, and that the affair was arranged simply to give the visitors a good time.

Vaudeville, boxing bouts, motion pictures and a dinner were provided on the long program.

The dinner was started with the sing-

ing of "The Star Spangled Banner," the hall being darkened and an illuminated American flag fluttering at the end of the hall meanwhile. After that things moved rapidly to the accompaniment of the best jazz efforts of the orchestra.

About 75 members and guests were present, among them Max Delang of Zurich, of the Swiss delegation now visiting America, who thanked the assemblage for the cordial welcome he had received in this country; President William H. Johns and P. M. Hollister of New York, in his day one of the best athletes in Harvard.

Mr. Johns extended the thanks of the visiting delegates to the Lantern Club for the entertainment. The committees in charge of the affair were Tilton Bell, Leon Dutch, and Edward Roys, finance; J. D. Hooley, Walter Anderson, and R. G. Walker, entertainment; L. E. Kingman and H. W. Taylor, publicity; N. F. Foote and Irving Wheeler, dinner; and Murray Purves and Edward Steiner, transportation.

### Standardization Necessary

Measures for standardizing newspaper and magazine advertising were discussed at this morning's meeting. All the reports of committees were submitted. Stanley Resor, of New York, presented for the Agency Service Committee, a report on the constructive side of advertising with the idea of teaching the fundamentals of advertising to business men. After revision, this report will be made public.

O. H. Blackman of New York made a report on a cost finding system for advertising and Ben S. Nash of New York told of the reduction to charts of a survey of advertising markets.

Paul V. Troup of the Magazine Committee, reported that there are 72 different sizes of magazines, so that 72 plates are required if all are to be used. In as much as each original plate costs 200 times as much as a duplicate plate this represents a great item of waste.

It was estimated that agencies in the association experience a waste of \$100,000 a year due to different newspaper sizes, a loss which inevitably falls on the publisher.

### Rankin Lauds Newspapers

W. H. Rankin of Chicago urged the importance of nationalizing newspaper circulation. He emphasized the great importance of newspapers as a medium, since they reach 22,000,000 homes. He said he is preparing charts and schedules for reducing circulation to a single national quantity.

H. H. Charles of New York reported that farm papers are standardizing, and

Robert Tinsman spoke in favor of more general use of trade papers.

George C. Sherman discussed outdoor advertising and C. R. Erwin, for the Finance Committee, discussed the stabilization of credits in advertising.

B. W. Burton, chairman of the Export Committee, has finished a survey of Latin-America so that advertising may now be placed there as readily as in New York state. Surveys of England and France are under way and eventually every country with a well developed market will be covered.

The members of the Association commented upon the action of the Boston authorities in their recent police strike as a stirring illustration of Americanism.

### High Praise for Boston

James O'Shaughnessy of New York pointed out that this is the first Advertising Agencies' convention of a really national aspect and that the aim of the Association in meeting here is to get a close up view and ideas of the locality and the congested spot of manufacturing, wealth, prosperity and brains. These are the four essential things, he said, in determining advertising possibilities and in New England he felt, more than anywhere else, the possibilities are large.

"The fact that advertising makes more business for manufacturers," Mr. O'Shaughnessy said, "should result in Boston having the largest advertising volume in the country. No city in the country has more power in its papers than Boston has and the growth of the city should follow in the wake of its advertising."

"If Boston and New England manufacturers will learn to advertise in a proper way and to maintain their pace in a proper percentage, Boston will be the biggest city in the world in 25 years. That is the main reason for the convention in this city—to show the possibilities of advertising and to make the advertising budget of Boston what it ought to be."

(Continued on Page 10)

### W. N. Record a Vice-President

At a meeting of the Board of Directors of Albert Frank & Co., held Tuesday in New York, Willard N. Record, general manager of the Chicago office, was elected second vice-president. Charles J. Keller was elected manager of the service department of the Chicago branch, and Lloyd B. Myers was elected manager of the service department of the New York office. The personnel of this department has recently been enlarged by the addition of Frank R. Farnham, Waldo W. Sellew, and Jerome E. Walter. M. Robert Herman was elected manager of the sales department in the New York office.

### T. J. Barry Dies in Detroit

DETROIT, Oct. 9.—Thomas J. Barry, 62 years old, former general manager of the Free Press and for the last ten years president of the Conway Brief Company, is dead of pneumonia.

### Starts "Directory Page"

The Ottawa (Ont.) Citizen is running a "Directory Page," signed up for 52 weeks. The spaces are 20 lines deep and 2 columns wide.

### Davis Leaves Shelbyville

D. Leslie Davis has resigned as city editor of the Shelbyville (Ill.) Union to go with the Decatur Review. William Pick is now acting city editor.

## GOVERNMENT PROBES NEWSPRINT IMPORTS

**All Canadian Paper Costing 5 Cents or More Subject to Duty Tax—Customs Officials Active**

The mounting costs of news print have started the U. S. Customs officials on an inquiry as to whether or not any paper costing five cents or more a pound has come into this country from Canada without paying duty. If it has, there will be some action taken immediately against the parties participating in the importation, for the Reciprocity Act distinctly provides that only news print paper valued at less than five cents a pound may be imported into the United States duty free.

U. S. Appraisal officials have been making quiet investigation since it recently became known that publishers have been paying "spot prices" as high as five cents and five and half cents a pound for news print paper.

Of course, if the high-priced paper was manufactured in America, it does not concern the authorities, but if imported duty free it would be a violation of the Federal laws and punishable, aside from being taxable on top of the big price paid.

Officials consulted by EDITOR & PUBLISHER would not admit that they knew of a specific case that started the inquiry nor would they venture a reply to a question on whether or not it would be proper for a jobber in America to charge five cents or more for Canadian paper after it has been brought into this country free at a lower price.

But they did emphasize that it would be well for publishers who pay the high prices to make proper inquiry about where the news print comes from.

Aside from its legal status, the revenue point has other aspects, chief of which probably is: Will enforcement of the revenue laws serve to keep the price of news print manufactured in Canada and used in the United States below the five-cent mark? Or will the laws be amended to meet higher prices, as was done in 1916 when the free duty limit was raised from less than 2½ cents to less than 5 cents a pound. If not, the importing consumer will have to pay the higher price and the tax on top of it. How many can afford to do it is a question.

The dock and marine strike in New York has had its effect on the city's news print supply. In normal times paper is brought by train to the railroad yards on the outskirts of the city and floated around to piers nearest the newspaper offices, requiring the minimum trucking haul and time to deliver to the press rooms.

With the boat and dockmen on strike, the newspapers have had to truck the paper all the way from the far distant yards, a little bit at a time, and their plant reserve stocks have been hard hit. If the strike continues much longer it is considered certain that the shortage of ready rolls will make itself felt.

### A "Noon-Hour" Daily

A new daily paper, the Bulletin, has made its appearance at Fort William, Ont. It is published at the noon hour and C. M. Dickinson is the publisher.

### Wyoming Meeting Tomorrow

The Big Horn Basin Editorial Association of Wyoming will hold an editorial conference and convention at Worland, October 17 and 18.



## STANDARDIZATION GREATEST NEED

(Continued from Page 9)

The regular yearly election of officers of the American Association of Advertising Agencies, Incorporated, in executive session late this afternoon, was attended by about fifty important advertising agents.

There were some surprises. Paul E. Faust, of Mallory, Mitchell & Faust, Chicago, who was in line for the presidency and whose election had been forecast by agency men and publishers, declined to serve in that capacity, and Harry Dwight Smith of Fuller & Smith, Cleveland, was unanimously chosen as president for one year, succeeding William H. Johns of the George Batten Company, New York.

O. H. Blackman, of Blackman & Ross, New York, was elected vice-president.

Herman Groth, of the William H. Rankin Company, Chicago, was elected secretary.

### Hallman Treasurer

John P. Hallman of New York City was named treasurer.

James O'Shaughnessy was acclaimed executive secretary and general manager.

The following were chosen to the executive board for three-year terms: William H. Johns, Paul E. Faust, J. Wesley Barber of J. W. Barber Agency, Boston; W. T. Mullaly of Maclay & Mullally, New York; and Maj. Jesse L. Matteson, of Matteson, Fogarty & Jordan, Chicago.

The election of the following chairmen of divisional councils was duly confirmed: Thomas E. Basham, of Louisville, chairman of Southern Council; and W. R. McLain, chairman Philadelphia Council.

A. W. Erickson of New York was chosen a member of the executive board to fill out an unexpired term.

The executive committee received invitations to meet next time in Chicago

and Philadelphia. No action was taken, however.

### O'Shaughnessy Tireless

James O'Shaughnessy, the tireless and efficient executive secretary, told EDITOR & PUBLISHER late Wednesday night that the conference had been one of the best ever held. The members themselves were amazed, he said, at the betterments in advertising that had been brought about through co-operative spirit. The standard rate card is now in use by over 60 per cent. of the newspapers, he said. In a week or two the new standard order blank will be in general use.

Mr. O'Shaughnessy spoke of the fine spirit shown in the conference with the committee in charge of the Bureau of Advertising of the A. N. P. A. on Wednesday, when the Bureau chiefs were the guests of the agents. He stressed the cash value of good will now in evidence by newspaper men, advertisers and agents.

## PUBLISHERS ARE HOSTS TO AGENCY MEN

**Banquet Marks Close of A. A. A. A. Convention — Broader Grounds for Co-operation Outlined — Praise for Newspapers**

BOSTON, Aug. 15.—About two hundred leading advertising agency men and New England publishers attended the dinner at Young's Hotel tonight, tendered to the representatives of the American Association of Advertising Agencies and the daily newspaper publishers of New England by the Boston Daily Newspaper Publishers Association and the Bureau of Advertising of the A. N. P. A.

The menu, prepared after recipes by Charles H. Taylor, Jr., of the Boston

Globe, was nothing short of an "old-fashioned" New England gastronomic treat. Every one said so and the chairman and toastmaster gave Mr. Taylor all the credit.

The speakers were Louis M. Hammond, Boston Transcript, president of the Boston Newspaper Publishers Association; William H. Johns, Col. G. Edward Buxton, Providence Journal and Bulletin; Lieut. Commander L. E. Denfeldt, New England recruiting officer for the Navy; Harry Dwight Smith, and new president of the A. A. A. A., and genial W. A. Thomson of the Advertising Bureau.

### Thomson Toastmaster

At the head table were seated W. F. Rogers, Harry Dwight Smith, William H. Johns, Louis M. Hammond, W. A. Thomson, Col. G. Edward Buxton, Jr., Frank P. Glass, Major P. F. O'Keefe, and James O'Shaughnessy.

W. A. Thomson, as toastmaster, added considerably to his reputation as a wit and humorist.

Mr. Thomson stressed the pre-eminence of the newspaper as an advertising medium and the value of newspaper advertising to the purchaser of space. The aim of newspaper men, he said, is to make their product better. Boston, he said, lies in the heart of a territory that teems with advertising prospects, which can keep advertising men busy for a long, long time. Advertising agencies can help better the medium, he said, by giving thought to newspaper copy. Good copy is scarce, he declared, and the possibilities of black and white have been hardly touched.

Louis M. Hammond said that the constructive work of advertising agencies for newspapers was almost beyond estimate. "The publishers are not so broad minded as they should be toward the agencies," he said. "We have lost sight of the fact that the advertising agent is one of our own household. We should do all we can to till the ground—to sow the seed, and we reap the harvest to a great extent."

William H. Johns said that although members of the A. A. A. A. are keen

competitors, their competition is based on service, and agencies should be proud to win new custom on that basis. The competition, he felt, should be on such a basis that the loser of a contract would feel free to discuss with the winner just how the latter obtained it and how he lost it. "Co-operation brings all success," he said. "Co-operation is not what you get, but what you give. We are glad to say that magazines and newspapers have met us more than half way."

### Standardization Urged

He urged standardization of newspaper columns and pages as a measure of economy and efficiency. Standard rate cards, he said, are a great convenience to advertising agencies, and in return they are ready to offer standard order blanks to the publishers. Now, he said, 60 per cent. of rate cards coming to agencies are on A. A. A. A. standard forms. He expects the percentage to be 100 within a year. He said the first daily newspaper publisher of any standing to co-operate with the agents' association and adopt the standard form was E. E. Smith of the Meriden (Conn.) Record.

"Standardization of newspaper columns and pages," Mr. Johns said, "would mean a million dollars a year more foreign advertising for newspapers, now frittered away in mechanical details." Beginning January 1, 1920, he said, every agricultural paper south of Ohio will be of standard size as a result of the association's efforts.

He also urged the flat rate, to eliminate a sliding scale of discounts and consequent hard feeling between newspapers and agencies. He said that the practice of newspapers in granting the agency commission direct to advertisers is deservedly increasing.

### Appeals for Navy Aid

Discussing the Navy campaign, Mr. Johns said the thought of profit never had been considered. The aim was to show the Government the value of advertising and he stressed the importance (Continued on Page 37)



Photographed especially for Editor & Publisher.

### NEW OFFICERS OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Front row, left to right—H. H. Charles, H. D. Smith, W. R. McLain, Newcomb Cleveland.

Back row—James O'Shaughnessy, W. H. Johns, T. E. Basham, J. F. Matteson, O. H. Blackman, J. W. Barber, Stanley Resor.



# BRITISH DAILIES AROUSE PEOPLE TO NEED OF INCREASED PRODUCTION

## Impress Its Relation to Workers' General Prosperity and Happiness---Bitter Campaign Being Waged on Men Responsible for Government Expenditures---American Visitors Urged to Register with American Chamber of Commerce

By HERBERT C. RIDOUT,  
London Editor Editor & Publisher.

THE British newspapers are playing their part in the endeavor to arouse workpeople here to a sense of the country's industrial position. Facing perhaps the greatest industrial and trade crisis in the history of the country, the commercial leaders of Great Britain are bending every effort to speed up production. One of the latest developments, according to the American Chamber of Commerce in London, is a movement to bring home to the workers the dangerously critical position in which Great Britain is now placed because of her dropping output.

The big business men and commercial authorities of Great Britain know that exports are the life blood of British trade, but many a worker does not seem to grasp the connection between British exports and the price of his daily loaf of bread or his suit of clothes. He seems to fear that the demand for increased output may be a movement started by the employers to increase their own profits at his expense. He also has a tendency to feel that the less he does, the more work there is for the next man. All this talk about maintaining Great Britain's place as a world trader is a rather nebulous consideration to him, which he seems to regard more as a question of national pride than of vital necessity to him and his family.

The new spirit which is being widely urged is that employers should have "heart to heart" talks with their workpeople, and that Members of Parliament, the members of the clergy and financial experts should give their first attention to making the working man understand in his own terms the necessity for raising the country's output in all directions. The London Times is particularly active in this movement.

Another factor, which is receiving attention at the moment, is the profiteering that has been going on, and the steps which are being taken by the Government to check it. At the same time the Government itself is being severely criticised, the newspapers waging a bitter campaign that is already having its effect upon those responsible for national expenditure. The Times for instance has been running daily an important column headed "The Road to Ruin," under which the huge outlay of Government funds is subjected to examination and given wide publicity.

### Lack Advertising "Sense"

BRITISH Chambers of Commerce do good work in their way, and are always ready to respond to any call for concerted action, as, for example, during the Victory Loan "push," when their aid was asked to further the movement and they rendered service which was glowingly commented. But almost all of them are handicapped by their lack of the advertising sense, their ideas of publicity and propaganda for the towns

they represent being limited usually to the publication of a local guide book or a volume telling the commercial story of the place. None of them encourages discussion of advertising. None of them has the sense of bigness that belief in advertising brings.

What would be thought of a Chamber of Commerce in an American town that roasted the Postmaster General for inserting advertisements in a telephone directory? That is what the Chamber of one of our biggest cities did a week or two back—and it was duly sat on in consequence.

Our newspapers might well put a little ginger into their local Chambers of Commerce and point out how they could benefit not merely themselves, but the whole community by the adoption of a wider vision. But our newspapers do not altogether realize their power in this direction, although they know how swiftly abuses are remedied when the press takes a hand. At the present time these Chambers of Commerce ought to be knee-deep in solving local problems of reconstruction, feeding the press with news of their activities, and inspiring all with an admiration for their work and an incentive to greater effort. But because they lack the advertising sense there is merely silence.

### Re-construction Publicity

PERHAPS the biggest publicity "drive" to aid in reconstruction from war-production to peace, is that of Messrs. W. G. Armstrong, Wentworth & Co., Ltd, the greatest armament house in Great Britain. They practically own two or three towns in the north of England, and their works at Elswick alone employ over 10,000 hands. To effect a change-over in all their factories, from the manufacture of munitions, guns and shells, warships and aircraft, was prob-

lem of incalculable magnitude. But a far-sighted directorate, almost with the drying of the ink on the armistice, decreed that advertising on a wide scale should be employed to assist in the change. Today, that publicity scheme is in full going. Generous spaces of double and single-column width in newspapers and trade papers throughout the country, each announcing a special department upon which the house is concentrating in its reconstruction scheme. Some hundreds of thousands of dollars have been spent on this publicity and the campaign has excited widespread attention as one of the sanest endeavors to apply advertising as a mending influence.

### Cuts Out "Red Tape"

IT is doubtful whether either British or American business men realize to the full the immense service to Anglo-American commerce and relationships that is rendered by the American Chamber of Commerce in London. That it is no one-sided association is seen by the fact that it cabled New York urging that American houses should not "rush" the British market as soon as the import restrictions were removed, but should only export necessities and thus give Great Britain a chance to recover herself. This generous act was the subject of much newspaper comment and praise.

There are so many American newspaper and business men projecting visits to London that what the Chambers offers them cannot be too widely known. It urges all such visitors to put themselves on record with the Chamber immediately on arrival, so that the Chamber can help him. It points out that there is no trouble about it. He doesn't even have to go to the Chamber if it isn't convenient, although he generally finds it worth his while to do so.

All he has to do is to write or ring up

and say, "Hello, I am here, staying at such and such a place, for so many days, and would like to be kept in touch with the following subjects." The Chamber cites many instances where enquiries from British members have been on file for the very line of goods which the American was handling, or where such an enquiry has come in while the American was in town. On the other hand, there have been an unfortunate and entirely unnecessary number of "too lates."

The American Chamber in London is there primarily to put its American in touch with British markets and its British members in touch with American markets. Anglo-American trade currents centres in the Chamber, and American business men are simply furthering their own interests by registering with the American Chamber as soon as they hit town. For the Chamber cuts out "red tape," which is a thing some of our conservative Chambers cannot understand.

### OLD FRIENDS MAY MEET AGAIN

#### Morrison and Whyte Find Each Other After Many Years

WINNIPEG, Oct. 13.—Frank Morrison, secretary of the American Federation of Labor, has located an old friend of his youth who had dropped out of sight for a score of years. "Jimmy" Whyte of the news room staff of the Free Press, and Mr. Morrison "stuck" type together on the old "Telescope" at Walkerton, Ont., thirty years ago. Then they parted and heard nothing about each other until a few days ago, when Mr. Whyte received a letter from the A. F. of L. secretary asking him if he was the same Jimmy Whyte of Walkerton. He is, so the next time Mr. Morrison comes west he is going to drop up to Winnipeg.

## SIGHTSEEING WITH THE PRINCE OF WALES MUST BE SERIOUS BUSINESS! NOBODY SMILES!



Photo by Courtesy of Canadian Pacific Railway

HERE are the occupants of correspondents' car, "Carnavan," which is attached to the Prince of Wales special train on the Canadian Pacific Railway:

Left to right—Tracy Mathewson of Kinograms Film Co. (with movie camera); J. C. S. Bennett, Canadian Pacific photographer for Canadian Press; Ernest Brooks of London, Royal photographer for English papers; A. K. Dawson (kneeling) of the Publishers Photo Warner Allen (behind Griffin), London Morning Post; G. Doran, assistant to Tracy Mathewson; W. T. Massey, London Daily Telegraph; Service, New York, for U. S. papers; George Gordon, porter; G. Campbell, London Times; Fred Griffin, Toronto Star and United Press; Joseph Barnard, L'Evenement of Quebec; Everard Cotes, Reuter's Service; F. C. Aldham, Canadian Press, Ltd., and Associated Press; Steadworthy, Canadian Pacific Railway; Percival Phillips, London Daily Express; Douglas Newton, London Chronicle, and A. E. Reames, Royal North West Mounted Police.

# Why the President

By RAY STANNARD BAKER

An intensely interesting, intimate, non-partisan account of the unceasing struggle of conflicting interests that centered upon the President at Paris and which so absorbed his time and strength as to bring about his present break down.

A series of six articles approximating two thousand words each, released bi-weekly, and written by *the one man* at Paris who is in possession of *all the facts* and who can tell the story.

*"There can be no doubt that Mr. Baker was closer to the President than any other man in the Peace Conference. He was with him every day. We felt that Baker was upon better terms with the President than any other man in Paris."*

*William Allen White in Saturday Evening Post, Oct. 4th.*

Mr. Baker has written a graphic story of how Woodrow Wilson met the five great crisis of the Paris conference; he tells the inside story of each; he gives the details of the President's relations with other delegates, his methods of work and how important decisions were arrived at and how great points were attained or lost. Every article contains facts never hitherto published.

*Wire for Your Re*

**UNITED FEATURE SYNDICATE,**

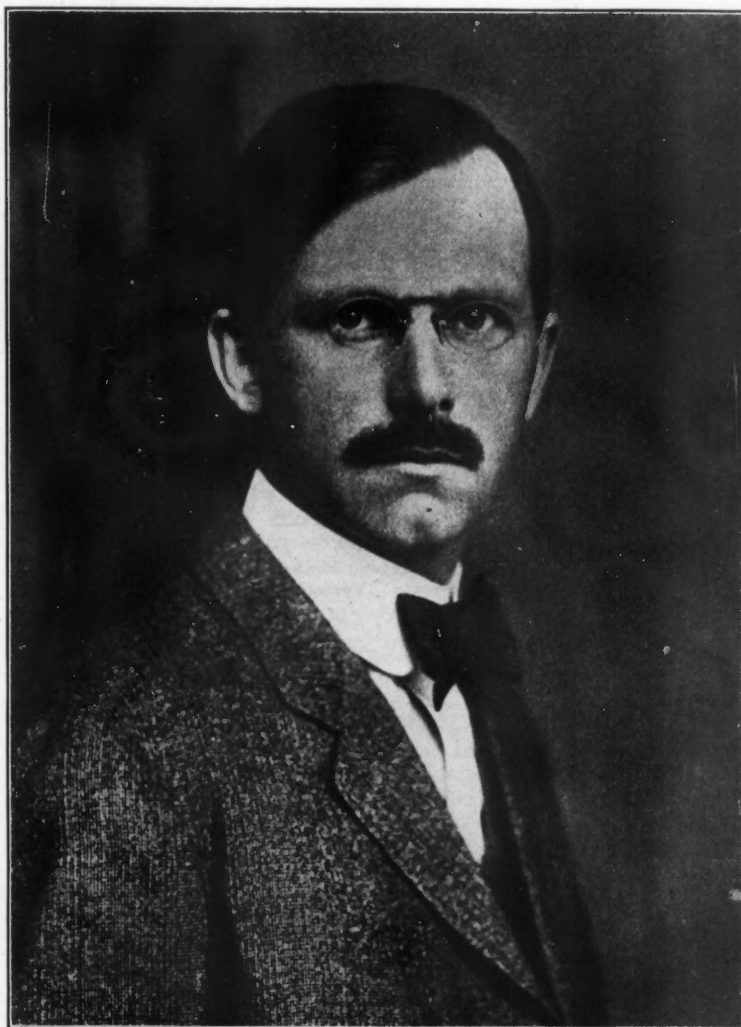


# t Collapsed

"Why the President Collapsed" has been purchased en bloc by the UNITED NEWS SERVICE, the night news-feature wire report of the United Press Associations, and among the papers which will receive the series, exclusively in their cities, via The United News wire are:

Baltimore Sun  
Pittsburg Post  
Cleveland Press  
Detroit News  
Chicago Tribune  
Milwaukee Sentinel  
St. Paul News  
Minneapolis News  
Omaha News  
Kansas City Times

Publication rights on the series for points outside of the above territory are being reserved daily by telegraph.



RAY STANNARD BAKER

*Reservation Today*

- 318 World Building, New York



## WILLIAM PHILIP SIMMS JOINS I. N. S.

Succeeds John Edwin Nevin as  
Head of Washington Bureau—  
Won Fame as War  
Correspondent

William Philip Simms, one of the most famous of American war correspondents, has been appointed manager of the Washington Bureau of the International News Service, succeeding John Edwin Nevin.

Mr. Simms, who recently returned from Europe, has assumed his new duties. Mr. Nevin, who has been in charge of the Washington Bureau for nearly four years, resigned some time ago. He says he has no immediate plans except to take a much needed rest.

Mr. Simms is probably one of the best known to the public of all American war correspondents who covered



WILLIAM PHILIP SIMMS

the world war. He graduated from the University of Georgia, Department of Law, in 1901, and one year later began his newspaper career as a member of the staff of the Atlanta Constitution.

### Notable Work Before War

Mr. Simms, who became correspondent-in-chief of the United Press at Paris in 1909, and continued in the same position until a few months ago, won fame as a foreign newspaper correspondent even before the outbreak of war. Among the big pre-war stories that he covered were the Paris floods, the general railway strike, the assassination of Gaston Calmette, the trial of Mme. Caillaux and the champagne riots.

In the spring of 1913, Simms sent a story to the United States saying war seemed inevitable and that if it came at all it would be by July, 1914. This story was considered so improbable that it was little used.

Simms was in the war from start to finish and his big achievements were many. He scored a beat on the general mobilization of the French army and in November, 1914, was officially accredited to the French Army as correspondent representing United States newspapers, one correspondent each from six neutral countries only being thus accredited.

### Many Exclusive Interviews

Simms' exclusive interviews with the leaders of France attracted world-wide attention. His interview with Prime Minister Viviani on France's entry into the war was the only one that statesman granted. He was also the first

newspaper man to obtain interviews with Premier Briand and Marshal Joffre.

Simms made repeated visits to the French front until the Spring of 1916, when he went to Russia, where he remained until fall of the same year. His work in Russia was notable for the number of exclusive stories that he sent out of that country, including interviews with the leaders. His interview with the Czar was sent over signal wires from Imperial General Headquarters at Mogilov and it is said to have been the only time such a thing was ever done.

During a visit to Italy he wrote a story forecasting that country's entrance in the war within 90 days. Italy made her declaration 89 days later.

### At Peace Conference

Upon his return from Russia Simms joined the British Army in the Field and continued with it until just prior to the signing of the armistice, when he was ordered to Paris to become in a manner a United Press Chief of Staff, directing that organization's correspondents on all fronts. He continued as chief of the Paris office of the United Press during the Peace Negotiations.

One of Mr. Simms' greatest newspaper achievements during his long stay in the French capital was attained this year when he interviewed President Poiniari. It was the only interview that has been given to an American correspondent by a French president.

Mr. Simms joined the United Press in 1908, going to it from the Cincinnati Post, which paper he joined, first as dramatic critic and later becoming city editor, in 1903, after leading the Atlanta Constitution in 1903.

## St. Joseph News-Press Men Return From War

**Virgil Jackson, Minus an Arm, Can Operate Typewriter—Saunters Works for Love of It**

ST. LOUIS, Mo., Oct. 12.—George Maywell Crowson returned from a year's service overseas, is back in his former place on the editorial staff of the News-Press. Virgil Jackson, formerly sports editor, who lost an arm in the battle of the Argonne, has returned and taken up work as a general assignment reporter. Jackson has learned to manipulate a typewriter with his remaining hand and arm.

Dewey McDonald has left newspaper work to become associated with the advertising department of a St. Joseph department store.

Joseph Hurst is now handling police, a run long covered by Arthur Burrows, who is now make-up editor.

Clarence Saunders, of the News-Press, is said to be the wealthiest man actively working on a Missouri paper. He is regularly employed as assistant telegraph editor, working for the love of the game with which he has always been associated—and in which he did not make his money.

Miss Olmeida Seitz was recently married to Luther Seip, a returned soldier. The groom's sister is also a member of the News-Press staff.

### "A. B. C." Reports Issued

CHICAGO, Oct. 14.—Audit Bureau of Circulations reports have been issued for the following newspapers: Kalamazoo (Mich.) Gazette, Sharon (Pa.) Telegraph, Streator (Ill.) Free Press and Streator (Ill.) Independent Times.

## NEWMYER APPOINTED CHAIRMAN

**Will Direct Work of S. N. P. A. Advertising Committee, Succeeding Bryan—Major Cohen Made a Member**

NEW ORLEANS, Oct. 14.—Arthur G. Newmyer, associate publisher of the New Orleans Item and southern vice-president of the Associated Advertising Clubs of the World, has been appointed chairman of the advertising committee of the Southern Newspaper Publishers' Association, to succeed Walter G. Bryan of Atlanta. Mr. Bryan, formerly publisher of the Atlanta Georgian, has gone to New York as publisher of the New York American.

Mr. Newmyer's appointment was made by J. H. Allison, president of the Southern Newspaper Publishers' association, and associate publisher of the Fort Worth Record.

Major J. S. Cohen, editor of the Atlanta Journal, has been appointed to membership on the advertising committee, in place of Mr. Bryan, to fill the vacancy left by his resignation.

### Advertised the South

The other members of this committee are Victor Hanson, publisher of the Birmingham News; W. A. Elliott, business manager of the Jacksonville Times-Union; Charles Allen, vice-president of the Montgomery Advertiser; and C. F. Gladfelter, publisher of the Louisville Herald.

Thousands of dollars are to be invested by the advertising committee of the S. N. P. A. during the coming year, in a national advertising campaign to place before the people of the United States the enormous possibilities of development throughout the South, in all lines of business.

It was five years ago that the Southern Newspaper Publishers' Association began in a small way to carry on a campaign in national trade papers and in newspapers in East, North and West, that was planned to advertise the South, and the South's newspapers.

The message that the campaign bore to the business men and advertisers of the United States was that Dixie was prosperous as never before in all her history, and was the best and least developed market for sales of meritorious products.

Only a small amount was spent in this first year of the plan. But year by year, as the foreign advertising in the South increased, and as sales and prosperity went hand in hand, the newspapers in the S. N. P. A. contributed more largely—and last year a fund of \$10,000 was contributed to help the South and the newspapers of the South.

Every cent of it was spent advantageously in a scientific advertising campaign.

### Campaign Bears Fruit

During the ten months to come, the committee plans to spend \$1,000 a month in carrying on this campaign. Last year, in addition to the advertising through trade papers and newspapers, the committee also issued a booklet called "The South in 1921." That booklet was given wide distribution among national advertisers. It gave complete information on the South and on the southern newspapers in attractively arranged and accurately compiled statistics.

A new edition of this booklet, called "Dixieland of Today" is to be issued this year.

And this five-year advertising campaign of the South and the South's newspapers, carried on conservatively,

intelligently, by experts, has borne the inevitable fruit of all intelligent advertising.

There was an instant increase in the amount of foreign advertising carried by those papers after the new policy went into effect. During the first year of the World War, when newspapers throughout the United States sustained decreases of foreign advertising to an extent of 20 per cent. or more, the Southern newspapers lost only about 2 per cent. of the foreign advertising.

In the years since then, foreign advertising has doubled in some and trebled in other sections of the country—and the greatest increase in volume has been shown in the South.

The Southern Newspaper Publishers' Association headquarters are in Chattanooga, in the News Building, in charge of Walter C. Johnson, secretary. At these headquarters is a complete file of information about the South and the newspapers of the South. The offices are regarded as a Southern newspaper clearing house. There are 168 members in the association. And those members represent every newspaper of more than 5,000 daily circulation in the Southern states.

## Teaching Better Printing and Advertising

**University of Manitoba Will Give Practical Advice for Small Town Improvement**

WINNIPEG, Oct. 12.—An extension course in better business methods for the small town, directed by the University of Manitoba, in conjunction with the Manitoba Retail Merchants' Association, has been giving good results. Competent authorities on a variety of business subjects tour the province, stopping for two or three days in each town, getting the business men together, boosting the community spirit, and discussing with them methods that will make for "Better Business."

The campaign was inaugurated last year and this winter it will be pushed on a more extensive scale. The agenda includes an extension course for the country printer and editor. His experience is sought and practical advice is given toward the solution of the problems that confront him. It is claimed that much of the advertising done by country merchants is useless on account of its poor presentation of the case, its lack of timeliness, and manner of display.

The lecturers sent out by the university and merchants are seeking to overcome this by giving the country merchant and the country printer a short course in modern advertising, showing them where their "ads" are weak and how it would be possible for better advertising to work to the advantage of both the advertiser and the publisher.

W. J. Keyes, director of printing at the Kelvin Technical High School, is in charge of the advertising and printing end of the course.

### No Ads for Radicals

Minneapolis wholesalers and jobbers have shut down on donations to radical publications and in their place substituted what they call their "Minneapolis Market Fund." All advertising propositions hereafter must be made to the secretary of the American Committee of the Civic and Commerce Association and "strictly on their merits."

# *in* circulation

*The*  
**POST-DISPATCH**  
*is the only St. Louis*  
*Newspaper to show a*

# gain

According to the sworn statements filed with the United States Government by the five St. Louis newspapers as required by an act of Congress, the Post-Dispatch is the **ONLY** St. Louis newspaper to show a **GAIN** in **PAID circulation** for the six months prior to October 1, 1919, over the corresponding statements to the Government for October 1, 1918, as proven by the following published figures:

	Post-Dispatch	Globe-Democrat	Republic	Times	Star
Oct. 1, 1919.....	184,957	161,179	76,702	*53,544	*98,545
Oct. 1, 1918.....	173,959	167,803	87,581	*87,834	*108,657
<b>GAIN.....</b>	<b>10,998</b>			(*No Sunday)	(*No Sunday)
<b>LOSS.....</b>		6,624	10,879	34,290	10,112

The average sale of the Daily and Sunday Post-Dispatch in the city of St. Louis is within only a few thousand of **double that of its nearest Daily and Sunday competitor**—the Globe-Democrat.

Largest  
Daily or  
Sunday  
Circulation  
of Any  
St. Louis  
Newspaper.

# POST-DISPATCH

*St. Louis One Big Newspaper*

**S. C. Beckwith Special Agency, Sole Representatives, Foreign Advertising**

**NEW YORK CHICAGO ST. LOUIS DETROIT KANSAS CITY**



## PROGRAM COMPLETED FOR CIRCULATORS

Papers and Discussions for Convention Next Week Will Cover Wide Range of Circulation Problems

By ALFRED W. COCKERILL  
CHAIRMAN PROGRAM COMMITTEE N. Y. S. C. M. A.

Here is the program for The New York State Circulation Managers' Association's Watertown convention, October 20-21. For the many helpful suggestions and for the co-operation of brother members the program committee hereby expresses hearty appreciation.

It is our hope that this program completely covers the field, but the success of our efforts, and of those who formally take part depends largely on members' active participation in the discussions at the convention.

Study the program now. Look up matters of interest to you and if there is some topic not on the program in which you are interested make a note of it and bring it up at the meeting for it may be of much interest to others and the interchange of ideas will help us all.

### No Dull Hours

Brother Congdon is doing everything possible to prepare a good time for us while in his city and there will be no dull hours between sessions.

You will notice that special rates are extended by the Woodruff Hotel to those who attend our convention—\$1.50 for room without bath; \$2 and up with bath.

The hotel management has assured the local committee that every attention will be given for the convenience and comfort of all who attend.

The program follows:

#### MONDAY MORNING, 9:00 O'CLOCK

Secretary's Headquarters, Woodruff House.  
Meeting of Board of Directors.  
President's Announcements.  
Secretary's Announcements.  
Report of Local Committee.  
General Business.

#### 10 O'CLOCK

Convention Called to Order.  
Roll Call.  
Address of Welcome.  
Reading of Minutes of Previous Meeting.  
Report of Board of Directors.  
Report of Local Committee.  
Auditing Committee's Report  
Secretary's Report.  
Report of Legislative Committee.  
Report of Membership Committee.  
Report of Special Committees.  
President's Address.  
General, Unfinished or New Business.

#### Reading and Discussion of Papers

United Co-operation necessary to insure successful distribution and how to secure same.—Daniel W. Tanner, Herald-Dispatch, Utica, N. Y.

Best methods of collecting back accounts on main subscribers discontinued by government order October 1, 1918.—G. S. England, Leader-Republican, Johnstown, N. Y.

Ways to increase mail subscriptions on a morning paper. W. C. Hixson, Post-Standard, Syracuse, N. Y.

#### For General Discussion

##### RURAL CIRCULATION

How to build and collect rural circulation without the expense of a traveling representative; what is the best scheme at the least cost?

##### FEATURES

What new features have you used this year? Should a morning paper use features same as evening and Sunday, what kind would bring results? Advertising features in other newspapers, what is the result? What other methods have you used for advertising them?

##### CITY DELIVERY

Which is the best plan? Office owned routes, salaried carriers; office owned routes, commissioned carriers; or independent carriers on carrier owned routes?

#### MONDAY AFTERNOON, 2 O'CLOCK

##### Reading and Discussion of Papers

Ways in which members of New York State Circulation Managers' Association may co-operate to promote the general welfare of their Publishers.—J. M. Annenberg, Knickerbocker-Press, Albany, N. Y.

Practical advantages of a mechanical arrangement for recording, addressing and mailing.—Everiss Kessinger, Sentinel, Rome, N. Y.

Should mail subscriptions be a lower rate than papers delivered to City subscribers?—F. A. Roberts, the Times-Union, Rochester, N. Y.

Abuses coming back into the circulation field, and what can be done to combat

them.—J. S. Levy, the Evening Mail, New York City.

#### For General Discussion

##### RETURNS

How many allow returns? How many allow discounts on bills in lieu of returns? What can we do when our competitors allow a full return privilege?

##### PREMIUMS AND CONTESTS

Do you favor the use of premiums or contests? What has been your experience? How many are using premiums? What is the value of straight circulation work as compared to scheme promotion?

##### SAMPLING

Does sampling on a morning paper bring results in out of town territory? What has been your experience on city sampling both morning and evening?

#### TUESDAY MORNING, 9:00 O'CLOCK

##### READING AND DISCUSSION OF PAPERS

A simple system for recording orders and stops for City Carrier and mail subscriptions.—C. E. Blewer, the Press, Binghamton, N. Y.

Successful methods of building rural free delivery circulation for an evening paper.—Frank A. McDuff, the Times-Union, Albany, N. Y.

The increasing costs of production, including the advancing price of Newsprint paper. What can the circulation department do to meet these problems?—M. J. Burke, the Eagle, Brooklyn, N. Y.

##### SELLING RATES

What is the average daily wholesale rate? What is the prospect of increasing wholesale rates? Is anyone considering raising the price? What are the best methods to increase subscription rates? If the New York Sunday papers increase their price would it be beneficial to the Sunday papers upstate to continue their present rate.

##### AGENTS

Is one agent best in a town or territory, or should there be more than one.

##### Miscellaneous

Getting to press on time, who has troubles?

Mail room economies, who has any new suggestions?

The mail service, has it improved?

The newsboy age limit, what has been done about it?

Plans to increase street sales on morning and evening papers.

Labor conditions, wages, etc.

Open Meeting for Questions and Answers.

Election of Officers.

Selection of Next Meeting Place.

Unfinished Business.

Meeting of Board of Directors.

##### Entertainment

A special program of entertainment has been arranged by the local committee. This will include a trip to Deferiet where delegates may observe and inspect the manufacture of newsprint paper at the plant of the St. Regis Paper Company, the finest equipped paper mill in the state. Luncheons will be tendered the members at the close of the morning sessions, when they will be addressed by prominent men of Watertown.

### Political Advertising Growing

SCRANTON, PA., Oct. 13.—Politicians in northeastern Pennsylvania are learning that advertising in the newspapers is a real effective way of winning votes. In the last primary campaign the percentage of political advertising was far in excess of previous records, and candidates' expense accounts showed that money paid for newspaper advertising was in some cases the biggest item on the list. The established rule on political advertising is "cash in advance."

### Robbed Bank with Ad Man's Auto

The automobile of W. L. Dotts, New York advertising agent, was stolen from in front of the New York Athletic Association on September 8, and when later found by the police was identified as the car that had been used by the bandits who robbed the Bronx Borough Bank. A bullet had passed through the machine.

### I. N. S. Shifts in Hartford

HARTFORD, CONN., Oct. 14.—Jack O'Connell, for six years International News Service operator here, has left the Hartford office, expecting to take up similar work in New York. E. T. Samoyden, until recently of the Washington, D. C., office, is handling the Hartford end of the I. N. S. wire.

## National Significance

Few newspaper situations in the United States compare with that in

# Erie

Pennsylvania

## The Market, 157,000

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

There one dominant medium, the Erie Times, has 50% more than the combined paid circulations of its two daily competitors and over treble the circulation of either.

Therefore an advertiser in the Erie Times is certain to dominate at small cost a big and prosperous territory.

## Erie Daily Times

(A. B. C. Member)

## Paid Circulation, 27,079

Line Rate 6c. flat. Evenings except Sunday

Too often a space buyer to guard against duplication will slight a fine market by not using enough mediums. But Erie is one of those rare exceptions. Search the country and you will find few parallels. In fact so exceptional is the combination of prosperous Erie and the dominant Times that you are justified in placing the Times in every campaign.

Your net profit percentage from Erie will be greater than in larger cities where divided newspaper competition makes the use of several mediums imperative. Are you interested?

The Erie Daily Times for EVERY National Advertiser

Representatives

### E. Katz Special Advertising Agency

Established 1888

15 E. 26th St. Harris Trust Bldg. Waldheim Bldg. Monadnock Bldg.  
New York Chicago Kansas City San Francisco



**1,885 COLUMNS**  
OF PAID ADVERTISING  
**GAINED IN SEPTEMBER**  
BY THE  
**Baltimore Sun**  
MORNING                      EVENING                      SUNDAY

The Baltimore Sun leads in all fields, Morning---Evening---Sunday—by large margins, and the three issues of The Sun again last month published more advertising than appeared in the five issues of all other Baltimore newspapers.

**THE DAILY MORNING ISSUE** gained 619 columns and carried 1,350 columns more than the second daily morning paper.

**THE SUNDAY ISSUE** gained 314 columns (4 Sundays in September, 1919, against 5 Sundays in September, 1918) and published 840 columns more than its nearest Sunday competitor.

**THE EVENING ISSUE** gained 952 columns and carried 520 columns more than the second evening paper.

The percentage of all newspaper advertising published in Baltimore in September that appeared in The Baltimore Sun was

**52.7%**

Baltimore advertisers recognize the value of home circulation in this City of Homes, and they know The Sun's exclusive carrier service delivers the kind of circulation that sells advertised goods.

### PRESS ARRANGEMENTS FORGOTTEN AT INDUSTRIAL CONFERENCE

#### Mrs. Clara Sears Taylor and "Jim" Preston Prevent Serious Complications at Last Moment—List of Accredited Correspondents

WASHINGTON, Oct. 15.

AFTER much concern as to the rights of the press at the sessions of the National Industrial Conference, arrangements have been concluded whereby the newspapermen assigned to the story are getting good service in the matter of accommodations.

Difficulties on the opening days of the conference arose from the fact that in this, as in nearly all matters where Federal departments are in the saddle, the press arrangements were about the last thing to be thought of.

#### Two Weeks' Work Accomplished in One Day

In this instance the efforts of representative Washington newspapermen during the week preceding the assembling of the conference were repaid at the eleventh hour by the selection of Mrs. Clara Sears Taylor, as director of the publicity. Mrs. Taylor did valuable work for the Department of Labor until the publicity organization was disbanded through lack of funds. Prior to that she was with the committee on public information.

Mrs. Taylor undertook to accomplish in a day a task on which she should have had at least two weeks. Her greatest work was that of issuing press tickets to the numerous applicants, and arranging for the transcripts of the proceedings, issued in mimeograph to the correspondents.

The scramble for seats at the press tables—representatives of trade journals taking all of the choice places and leaving the press associations and daily papers to take what was left—led to the ever present "Jim" Preston being summoned from the Senate Press Gallery to prevent serious bickerings.

#### Accredited Correspondents

The accredited press representatives included the following:

- Adams, Eve.....Liberator
- Alvord, Thomas G.....New York Herald
- Authier, George F.....Minneapolis Journal
- Atchison, J. C.....Daily News-Record
- Baillie, Hugh.....United Press
- Beach, Edward P.....Publicity Dept., Community Councils of National Defense
- Bell, Samuel W.....Philadelphia Public Ledger
- Belamy, Paul.....Cleveland Plain Dealer
- Boyle, John.....Wall Street Journal
- Brainerd, C. C.....Brooklyn Daily Eagle
- Boeckel, R. M.....Independent
- Brigham, William E.....Boston Ev'g Transcript
- Bronner, Milton.....Scripps Editorial Board
- Brown, George Rothwell.....Washington Post
- Brown, Sevelton.....Providence Journal
- Brown, Thomas P.....Universal News Service
- Cavling, Ole.....Scandinavian papers
- Cline, Sheldon S.....Washington Star
- Collins, Ralph A.....New York Sun
- Combs, George W.....Lynchburg News
- Couch, Ralph F.....United Press
- Crawford, W. A.....Central News
- Daley, William L.....Syracuse Journal
- Davis, John Eric.....Washington Star
- Denver, Clayton.....United States Bulletin
- Dougherty, Emmett G.....Sioux City Journal
- Early, Stephen T., Chamber of Commerce of United States
- Easton, Edward C.....Philadelphia Inquirer
- Essary, J. Fred.....Baltimore Sun
- Evans, Arthur M.....Chicago Tribune
- Fairbanks, A. D.....Troy Record
- Felser, M. L.....Iron Trade Review
- Fougnier, G. Selmer, New York Sun (London Correspondent)
- Gall, George H.....Daily News Letter
- Gardner, Gilson.....Scripps Editorial Board
- Gilbert, Clinton W., Philadelphia Evening Public Ledger
- Godwin, Stuart.....New York Sun
- Goodman, Louis L.....Detroit News
- Greenwood, E. H.....La Nation
- Groves, Charles S.....Boston Globe
- Harrison, Mrs. Marguerite E., Baltimore Sun
- Herr, H. H.....American Contractor
- Holmes, George B., International News Service
- Hunt, Harry B., Newspaper Enterprise Association
- Huntley, T. A.....Pittsburgh Post
- Johns, H. A.....Dodge Publications
- Johnson, Harold S.....Journal of Commerce
- Josin, Theodore G., Boston Evening Transcript
- Joy, Maurice.....New York Evening Mail
- Keough, F. W.....American Industries
- Kershner, I. U.....Mutual Magazine

- Latham, L. M.....Newport Herald
- Law, Harold F.....Railway Age
- Lawrence, David.....Syndicate newspapers
- Leary, John J.....New York World
- Loomis, A. M.....National Grange Monthly
- Low, Fred R.....Power
- Lucas, E. R.....Merchants Trade Journal
- Lyman, Charles A., Capper Farm Publications
- McCain, George N., Philadelphia Evening Ledger
- McDonnell, J. B.....Daily News-Record
- McGrath, Justin.....Universal News Service
- Macnamee, W. B., International News Service
- Magnusson, L.....Monthly Labor Review, U. S. Bureau of Labor Statistics
- Manly, Basil.....Scripps Economic Review
- Markham, Edgar.....St. Paul Pioneer-Press
- Marquis, J. Clyde.....Country Gentleman
- Marrinan, J. J.....Boston Herald
- Matson, Francis G.....Washington Times
- Mehren, E. J.....Engineering News Record
- Meinan, Benjamin.....Jewish Daily Forward
- Michelson, Charles.....New York World
- Moffett, L. W.....Cleveland Daily Iron Trade
- Monk, Thomas O.....Pittsburgh Press
- Morris, Mildred, International News Service
- Norton, Robert L.....Boston Post
- Noyes, Newbold.....Washington Star
- Parmelee, H. C., Chem. & Met. Engineering
- Peck, George Curtis, Republican Publicity Association
- Rechter, J. F.....Journal of Commerce
- Reid, Hugh.....The Public
- Righty, Cora.....Christian Science Monitor
- Roberts, Roy A.....Kansas City Star
- Roberts, W. C.....American Federationist
- Ross, Chas. G.....St. Louis Post-Dispatch
- Rowe, Mrs. Lily Lykes.....New York Tribune
- Rowland, H. W.....Dearborn Independent
- Ruth, Carl D.....Cleveland News
- Schuetze, Oswald F.....Leslie's Weekly
- Scott, Wm. R.....Christian Science Monitor
- Sinnott, Arthur J.....Newark Evening News
- Sinsheimer, Allen, Automotive Industries & Motor Age
- Small, Carl.....Oregon Journal
- Small, Robert T., Philadelphia Public Ledger
- Spurr, J. E., Engineering & Mining Journal
- Sterling, Donald.....Portland (Ore.) Journal
- Stevens, Harry C.....Minneapolis Journal
- Sweinhart, Henry L., Havas News Agency
- Steen, Herman.....Prairie Farmer
- Tipper, Harry.....Motor World
- Todd, Lawrence.....Fargo Courier-News
- Tucker, Glenn I.....New York World
- Turner, Mrs. V. B., Monthly Labor Review, U. S. Bureau of Labor Statistics
- Underwood, J. J.....Seattle Times
- Vernon, Leroy T.....Chicago Daily News
- Waters, George B., Newspaper Enterprise Association
- White, William Allen, Associated newspapers
- Wooten, Paul, McGraw-Hill Engineering Papers
- Wood, Lewis.....New York Times
- Wythe, George.....Associated Press
- Zachary, R. A.....Brooklyn Daily Eagle

#### Printers Compromise Demands

MADISON, Wis., Oct. 14—The local Typographical Union, which had submitted a wage scale asking increases of \$6 a week, effective October 1, has reached an agreement with the publishers of the Capital Times and the Wisconsin State Journal providing for increases of \$3 for the next six months and \$1 more for the six months thereafter. The printers have been paid at the rate of \$27 a week for day work and \$29 for night work. Their salaries have been raised 50 per cent in the last eight years.

#### Political Daily in Yonkers

YONKERS, N. Y., Oct. 12—The Democratic party here has started its own daily newspaper, the Review, for campaign purposes. It consists of four pages, tabloid, and is distributed free. Joseph A. Brady, formerly on the New York Evening World staff, is one of the

editors and a candidate for State Assemblyman.

#### Miss Dodds at Columbia School

CHEYENNE, WYO., Oct. 12.—Miss Clara R. Dodds, society editor on the Wyoming State Tribune, for the past year, is now at the School of Journalism of Columbia University, New York City, taking post graduate work. She is a graduate of the University of Nebraska journalism school. Mrs. Walter L. Larsh, wife of the Cheyenne postmaster, who was formerly society editor on the Tribune, is again filling that position.

#### Linotype Instruction at U. of O.

NORMAN, OKLA., Oct. 12.—Miss Fannie Inez Bell of Museogee has been made editor of the University of Oklahoma Magazine, and Otto Brewer of Norman business manager. A new feature in the school of journalism is the installation of linotype instruction for the students.

#### Snyder Leaves Collar Field

TROY, N. Y., Oct. 15.—George L. Snyder, advertising manager of the C. W. Ferguson Collar Company, has moved to Cincinnati to enter the service of the Monitor Stove Company.

#### P. H. McMillan Dies in Detroit

DETROIT, Oct. 4.—Philip H. McMillan, secretary-treasurer of the Detroit Free Press, died here today, aged forty-six years. He was born in Detroit, was graduated from Yale in 1894 and from the Harvard Law School in 1898. He was president of the Detroit & Cleveland Navigation Company and a director in a number of financial corporations.

#### Gill Made Editor

ELMIRA, N. Y., Oct. 13.—William C. Gill is the new managing editor of the Telegram to succeed the late John Moore. Alan Gould of the Herald staff is designated chief assistant to Mr. Gill as city editor. Before going to the Telegram Mr. Gill had been reporter and later city editor of the Advertiser, news editor of the Elmira Gazette and managing editor of the Evening Star. He is a native of Philadelphia.

#### Completes Study of Northwest

CHICAGO, Oct. 15.—F. O. G. Schindler of the copy department of Johnson, Read & Co. has recently returned from a months trip to the Pacific Northwest, devoted in part to a study of business conditions. The cities visited include Spokane, Seattle, Aberdeen, Chehalis, Portland and Salem.

More display advertising of Brooklyn retail stores appears each month in the Standard Union than elsewhere.

“Ask the man who knows.”



# How Dallas is "Sold" on "Nationally-Advertised"

A Leading Dallas Department Store recently "hung out its sign" and carried an 18-PAGE advertisement in the Dallas Times Herald, devoted entirely to nationally-advertised merchandise. For an entire week the sales force of this great store furthered the doctrine of "nationally-advertised" to shoppers of Dallas and North Texas.

Dallas, first City of Texas, is already "sold" on merchandise that is nationally advertised. Its people *believe in and buy* nationally-advertised products. They will buy *your* product if it is advertised in The Dallas Times Herald.

A real Promotion Department awaits the word to furnish trade data or any other reasonable service.



## DALLAS TIMES HERALD

REPRESENTED BY THE S. C. BECKWITH SPECIAL AGENCY

New York Chicago St. Louis Detroit Kansas City

## CANADA IS SHARING IN NEW ERA

Advertising Volume Shows No Decline, and Space Buyers, as in U. S., Show Marked Preference for Daily Newspapers

OTTAWA, ONT., Oct. 13.—While general expectations a few months ago were that the advertising "boom" would let up to a considerable extent once the majority of Canada's fighting men had been returned from over-seas and re-assimilated into civil life, this has not been the case.

New high records in lineage continue to be made by the leading papers of the country, and it is notable that this circumstance applies both to "foreign" and local advertising.

Never previously have advertising solicitors found such a ready response from their territories. The agencies have developed many important new accounts, cities experience little difficulty in putting on increase lineage. In the latter regard, it is interesting to note that special editions and "stunt" pages are contributing an important part, a close check of the Canadian press demonstrating that these are now "epidemic."

Whatever opinion may be held respecting this class of advertising, the fact remains that it is now popular with "local" space-users.

Those competent to gauge the situation believe that a let-up is not to be feared, provided the industrial situation does not become a greater factor than at present. They consider that the present situation merely marks the advent of a new era in advertising—and particularly with reference to newspaper advertising.

### Pittsburgh Writers Elect

PITTSBURGH, Oct. 12.—Emulative of the St. Louis plan, The Pittsburgh News Writers Association was formally organized at a largely attended meeting today. These officers were elected: President, George B. Carrell, Dispatch; vice-president, James J. Long, Sun; secretary-treasurer, A. S. Friedman, Sun; sergeant-at-arms, Kirk Johnston, Chronicle-Telegraph; trustee, Nicholas Martin, Tri-State News Bureau; Vincent Drayne, Post, and A. E. Mercer, Gazette-Times.

## AMERICAN JOURNALISTS ASSOCIATION FORMED

(Continued from Page 5)

the National Journalists' Association. Although the place of the convention has not yet been decided, invitation has been made by both the St. Louis



JOHN T. ROGERS  
Corresponding Secretary

Association of Journalists and the local Convention Bureau to hold the first national gathering in this city.

Some idea of what has so far been accomplished in a brief period by the St. Louis plan in the city of its origin may be gleaned from the following abbreviated statement of facts:

The first action taken locally was by the Post-Dispatch chapter, which drafted a memorial to Joseph Pulitzer, Jr., the editor, asking for a 30 per cent general increase in salaries. Mr. Pulitzer replied by distributing a cash bonus of 20 per cent, retroactive to January 1, 1919, with the promise of a second bonus on the same terms to be paid the editorial men on December 31, 1919. That amounts to a flat 20 per cent salary increase to every worker on the paper for the year 1919. It is noteworthy that in addition to the foregoing, numerous individual editorial employees applied for wage increases which, in nearly all cases, were cheerfully granted them.

The St. Louis Star chapter presented a similar memorial to general manager B. E. Bradley, who answered with a proposal of permanent wage increases ranging from \$2.50 to \$7.50 per week, and averaging \$5 per week for between twenty and thirty editorial employees.

Mr. Bradley himself figured out the individual apportioning of wage increases and



HERMAN M. HOELCKE  
Treasurer

submitted it for the approval of the chapter, which found his estimates entirely satisfactory.

About the same thing happened in the case of the St. Louis Times chapter. S. R. Stanard, the managing editor, set aside a certain sum and the staff men themselves were left to apportion it for individual distribution. The raises thus effected on the Times averaged \$5 per week per employee.

The St. Louis Republic chapter, owned by ex-U. S. Ambassador David R. Francis, drew up a memorial, pointing out what had cheerfully been done by the managements of the Post-Dispatch, The Star and the Times, and asking for measures of salary relief. That memorial was endorsed by managing edi-



CHARLES Y. TAYLOR  
Executive Committee

tor Sam Hellman and was by him presented to Mr. Francis on his return to St. Louis from Russia. Mr. Francis in turn announced that readjustments of salaries would be put into effect on the Republic on October 12.

Both Managing Editors Hellman of the Republic and Stanard of the Times are active members of their respective paper's association chapters.

The really extraordinary thing in the cases of the Star and the Times is that—for the first time in history—a managing editor has personally drawn up a schedule of salary increases and submitted it to an association of his employees for approval.

### Adjourn Canadian Hearings

(BY TELEGRAPH)

OTTAWA, ONT., Oct. 9.—The Canadian news print investigation which was to have been resumed today has been adjourned indefinitely because the Government auditor has not completed his examinations of the paper companies' books.

## THE ROCKY MOUNTAIN NEWS

### Greatest Buying Power in the Mountain States

That's the reputation of The Rocky Mountain News among people who know.

The "Greatest Buying Power" because of the class of people who are its readers.

Its readers are the people who have been, and are, responsible for the progress and prosperity of the Mountain States.

These people are readers of The Rocky Mountain News because it has always been found standing for the best interests in its community, and

Because its advertising columns as well as its editorial have been uniformly clean and untainted, it has the confidence of the real people of Denver and the Mountain States.

## The Rocky Mountain News

Largest Morning Circulation in Denver and the Mountain States

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

### The Shaffer Group

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

## THE ROCKY MOUNTAIN NEWS

## The West Virginian

The Evening Newspaper  
Published at Fairmont, West Virginia  
announces the appointment of

**ROBERT E. WARD**

5 South Wabash Avenue, Chicago  
225 Fifth Avenue, New York

as

National Advertising Representative  
Member of A. B. C.



# Signs Infallible

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THERE are numerous ways in which prosperity manifests itself in a community. The building of new and better homes, the laying out of parks and places of amusements, the erection of public libraries and the establishment of civic centers are all unfailing signs of a financially thriving community. These are not only concomitant with, but are the surest indicators of prosperity.

Bridgeport has all the ear-marks of prosperity. Its extensive building developments, effected by the Bridgeport Housing Company, under the direction of the Bridgeport Chamber of Commerce, resulted in the erection of a large number of well-built apartment and unit houses, both within the city limits and outside in the cities of Fairfield and Stratford.

Bridgeport's standard of living is continually rising. Employers and employes are making money and are spending it in Bridgeport.

You, *Mr. Advertiser*, can reach this great purchasing power by advertising in the

## Bridgeport Post

*(Evening and Sunday Morning)*

AND

## Bridgeport Telegram

*(Morning Except Sunday)*

*Connecticut's Largest Circulation*

Only Bridgeport Publishers Member Audit Bureau of Circulations.

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I. A. KLEIN  
Metropolitan Tower  
New York City

*Foreign Representatives*

JOHN GLASS  
Peoples Gas Building  
Chicago

## CHILE OFFERS FIELD TO ADVERTISERS

**Wonderful Opportunity Awaits Enterprising American Business Firms, Says a Government Investigator—**

WASHINGTON, Oct. 13.—There is an opportunity in Chile to put to good use America's unrivaled power in advertising.

Trade Commissioner J. W. Sanger, investigator of the advertising situation in Latin-America for the Bureau of Foreign and Domestic Commerce, Department of Commerce, states in a report issued today that in Chile alone of the west coast countries, the dealers and importers are beginning to realize the economic function of advertising.

"At present, Chile is passing through a transition period as regards both advertising and merchandising," says the report. "It has not wholly broken away from the old method whereby a small group of strong importing commission houses practically controlled the entire business of the country. These importers used advertising in only a perfunctory way, depending more upon their acquaintance with the trade and their ability to extend credit suitable to the buyer.

"They have buying offices established in all the important buying centers, particularly in Europe, and the consumer found them willing and eager to extend credit on anything from a plow or typewriter to the entire equipment for a factory.

### Smaller Merchants Awakening

"Having been established for generations and having filled a want that was met in no other way, they came to occupy a place of marked influence. To day, however, the smaller merchants are coming more and more to buy direct from the factories, placing their orders with the salesmen who make regular visits or with American houses that have established branch agencies."

Whereas, formerly the dealers were sceptical of the wisdom of the huge appropriations made by American manufacturers for domestic advertising, there is now among them, especially among the importers of such lines as automobiles, an enthusiastic acceptance of advertising as a means of reducing selling expense.

The report makes the point that the significance of the advertising situation for the United States lies not so much in the fact that other countries have not used advertising as in the possibilities of developing abroad a power in the domestic use of which we are unrivaled.

In a non-manufacturing country like Chile, with a high ratio of per capita imports and an excellent average of literacy among its virile and aggressive population, advertising deserves a place as a sales-promoting force of far more importance than it holds at present.

Possibilities in Peru and Bolivia are also considered in the report, but are held not to be so promising as in Chile.

## INTERNATIONAL ADVERTISING

### Arrangement Between Rankin and Higham Completed

By the association arrangement (noted in EDITOR & PUBLISHER last week) between the William H. Rankin Company of Chicago and Charles F. Higham, Ltd., of London, the Rankin Company will solicit accounts for Higham, and Mr. Higham will solicit new business for the Rankin Company in Great Britain. The arrangement was

consummated through mutual friends and especially Messrs. Byoir and Hart of New York, who have been the personal representatives of Mr. Higham in this country. Mr. Higham already represents two of the customers of the William H. Rankin Company, namely, Wilson & Co., the Chicago packers, and the B. F. Goodrich Rubber Company of Akron, Ohio.

Mr. Higham, who is a member of Parliament, is an American who, after long association with an Eastern advertising agency, went abroad many years ago.

## FORT SMITH STRIKE TIES UP PAPERS

**Printers Demand Wages of \$48-\$51 and Refuse Arbitration— Publishers May Adopt "Open Shop"**

(BY TELEGRAPH)

FORT SMITH, ARK., Oct. 15.—All newspapers in this city are still completely tied up by a strike of union printers, which began October 4. Job shops are likewise affected. Up to the present time the employing printers and publishers have made no effort to operate. Arbitration of the new wage scale presented by the union was refused by the union and there have been no negotiations since the calling of the strike. The maximum demand of the new scale is \$51 for foreman and \$48 for machinist operators on morning papers, time and half for overtime and double time after four hours. Most of the printers have sought employment in other cities, while the few who remain are getting out a small daily paper without telegraph, which is called "The Fair Daily" and is devoted mainly to presenting arguments in defense of the union's strike action.

Many business men are demanding that the newspapers resume publication on the "open shop" basis, if the printers do not return to work immediately.

### Hardy Moves to Kansas City

Kansas City, Mo., Oct. 7.—The C. R. Cook Paint Manufacturing Company has appointed Paul W. Hardy of New York as manager of its advertising department. Mr. Hardy was formerly assistant advertising manager of Valentine & Co.

### Mrs. Rose Welcomed Home

CHICAGO, Oct. 14.—The Woman's Advertising Club gave a dinner to Mrs. Florence C. Rose of Evanston, Ill. The guest of honor recently returned from France, where she had been engaged in canteen work for two years.

### Airing a Grievance

MUSCATINE, IA., Oct. 15.—Norman Baker recently had a grievance against the Journal, so he hired a hall to air it. In their paper the Journal publishers commended Mr. Baker for thus voicing his opinions in public rather than doing so in private.

## DISPUTE OVER UNION OF NEWSBOYS

**Attempt Being Made to Form New Seattle Body to Protect Bona-Fide "Newsie," Exploited by Older Men**

SEATTLE, WASH., Oct. 14.—Unanimous request for the revocation of the charter of the Seattle Newsboys' Union on the ground that the organization has come under the control of older men presuming to "own" downtown street corners and exploiting the smaller boys, who actually sell the papers, was made this week by the Seattle Central Labor Council to the American Federation of Labor. The case is of interest because it involves the age-old circulation problem of "corner ownership."

The labor council refused to sanction the agreement which the Newsboys' Union signed with the Seattle Times, Post-Intelligencer and Star, declaring it was not expressive of the will of the majority of the union members. Those alleged to be in control of the union have declared a boycott against the Seattle Union-Record, organized labor's daily paper here, refusing to permit the sale of the paper on "their corners."

The agreement signed by the union with the Times, Post-Intelligencer and Star has been declared void by the labor council.

An attempt will be made to organize a new newsboys' union in Seattle to give full protection to the so-called bona fide newsboys.

### Myers Admitted to Bar

SCRANTON, PA., Oct. 12.—Jerome I. Myers, formerly a local newspaper man, was recently admitted to the practice of law in the courts of Lackawanna County, Pa. Mr. Myers was graduated from the Dickinson Law School at Carlisle, Pa.

### Raising Fund for Hospital

HARTFORD, CONN., Oct. 13.—M. C. Manternach, president of the Manternach Company, has been appointed advertising and publicity director of the drive to obtain a \$500,000 fund for the Hartford Hospital.

### Elliott Now a Teacher

WINNIPEG, Oct. 8.—J. Courtland Elliott, formerly a member of the Kingston (Ont.) Whig, has been appointed assistant professor of political economy in the University of Saskatchewan at Saskatoon.

### Tisch With Robb Motors

Detroit, Oct. 8.—A. L. Tisch, advertising manager of the Paige-Detroit Motor Car Company, has resigned to become a member of the executive staff of the Robb Motor Company, Chicago.

### Parks Goes to "Bay City"

ST. PAUL, MINN., Oct. 14.—J. J. Parks, late of the local staff of the Daily News, has taken a place at the

copy desk of the San Francisco Chronicle. While in St. Paul, Mr. Parks was adjutant of the local post of the American Legion.

### Astor Acquires Another Paper

LONDON, Oct. 14.—The Daily Financial Times and the Drapers' Record have been purchased by Major Waldorf Astor, M. P., for a price said to exceed \$2,000,000. Major Astor is the principal owner of the Sunday Observer and is the son of Lord William Waldorf Astor.

### Wanamaker Buys Famous Yacht

Vincent Astor has sold his yacht, Noma, reputed to be the fastest private steam yacht in the world, to Rodman Wanamaker, executor of the James Gordon Bennett estate. The purchase price was not made public.

### Reynolds Recovering Slowly

Stanley M. Reynolds, correspondent of the Baltimore Sun, who was a member of President Wilson's party and was injured in the same accident that killed Ben F. Allen of the Cleveland Plain-Dealer, is making satisfactory progress toward recovery. Physicians, however, say it will be several weeks before he can leave the Good Samaritan Hospital in Portland, Ore.

### Drawing for Mail Syndicate

Harry J. Tuthill, late cartoonist of the St. Louis Star and the Post-Dispatch, will join the forces of the New York Evening Mail Syndicate, October 27th.

Robert F. R. Huntsman, publisher of the Brooklyn Standard-Union, is confined to his home by illness.

## Keeping Up With The Times

### A FACT A WEEK

What is a good slogan to express the position of The Times as an advertising medium in the Washington field?

The sworn and audited circulation figures of the Washington newspapers show that no single one covers anything like the entire field. Also, that no combination of two papers which excludes The Times covers the field.

Would an effective slogan be "Don't leave the Washington job half done," or "You can't cover Washington without The Times?"

**The Washington Times,**  
WASHINGTON, D. C.

## ADVERTISING SECURED

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

J. L. LeBERTHON

2 RECTOR STREET

NEW YORK CITY



## NEWS IN BRIEF of the NEWSPAPER AND ADVERTISING WORLD

Leonard Webster, an advertising man employed by the Omaha World-Herald, has been arrested for alleged complicity in the lynching of Will Brown, negro, the burning of the Court House and attempted lynching of Mayor Smith on September 28, and according to the police he has confessed.

C. V. Van Anda, managing editor of the New York Times, has been granted a temporary injunction restraining a real estate operator from ejecting him from his apartment where he has lived for many years, because of a disagreement over rental.

Marcus Garvey, editor of the Negro World, New York, was shot and seriously wounded while in his office Tuesday afternoon, by George Tyler, a business associate.

Jack Veiock, sporting editor of the International News Service, who was taken suddenly ill while covering the World Series at Chicago, is confined to his home in New York as the result of an attack of pleurisy which followed a heavy cold.

Cornelius Vanderbilt, Jr., of the New York Herald staff, has returned to New York after a trip to the Pacific Northwest, where he interviewed the Prince of Wales and former Mayor Ole Hanson, of Seattle, for his paper.

Speaking about activity in real estate, half a dozen prominent New York newspaper men have purchased dwellings during the last few months—Roy W. Howard, president of the United Press, bought a beautiful place in Pelham; Frederick Roy Martin of the Associated Press, a home in Bronxville; W. W. Hawkins, general manager of the United Press, a home in South Yonkers; Howard Davis, business manager the Tribune, a place at Pelham; and James Wright Brown, president of EDITOR & PUBLISHER, the house in Yonkers, N. Y., where his family have been living for the last six years.

A. H. Belo & Co., publishers of the Dallas News and Journal, and Galveston Daily News, at banquets tendered their employes in Dallas on October 1 and in Galveston on October 2, announced a free insurance plan for recognizing faithful employes' service. For employes who have been with the company six months, the amount of the policy will be \$300 and it increases until for 21 years or longer the policy will be \$2,500. In addition the company will pay a cash bonus of 10 per cent. of the preceding three months' salaries to each employe. All editions of the Belo newspapers now carry a copyright line.

At the annual convention of the American Electric Railway Association, at Atlantic City, N. J., organization of a section composed of street railway publicity and public relations men was effected with these officers: Chairman, Leake Carraway, Virginia Railway & Power Company; vice-chairman, Luke Grant, Chicago Elevated Railway; executive committee, the above officers and W. P. Strandborg, Portland (Ore.) Railway, Light & Power Company; Dwight Burroughs, Baltimore United Railways; E. R. Kelsey, Toledo Railways; J. W. Colton, Connecticut Company, and A. D. B. Van Sandt, Detroit United Railways.

The Charleston (W. Va.) Gazette has been elected to active membership in the American Newspaper Publishers Association.

J. W. Schuler has resigned from the Seranton Times to become circulation manager of the Charleston (W. Va.) Mail.

The McGraw-Hill Publishing Company, New York, has purchased the Journal of Electricity. It will continue to be published from San Francisco.

Secret Service men and detectives guard the courtroom where Gust Alonen and Carl Pivio are being tried on a charge of criminal anarchy before Supreme Court Justice Weeks, New York, in connection with publications in The Class Struggle, a Finnish magazine. The unusual precautions are an aftermath of the distribution through the city of a circular "Arm Yourselves."

Acting on the advice of Mr. and Mrs. W. C. D'Arcy, there has been substituted a silver service for the loving cup selected at the recent A. A. C. W. Convention for presentation to Arthur Newmyer, associate publisher of the New Orleans Item. A suitable inscription was prepared by Mr. D'Arcy and is being cut on the service together with the Truth emblem of the Advertising Clubs.

Secretary Walter C. Johnson has arranged a meeting of the legislative committee of the Southern Newspaper Publishers' Association to take place in Nashville about October 20.

Dan F. Miller has resigned as news editor of EDITOR & PUBLISHER to take charge of financial advertising for Troy & Co., an investment securities firm located in the Flatiron Building, New York.

New Paris offices of the United Press have been opened at 32 Rue Louis le Grand. Henry Wood is manager.

The annual election of the St. Louis Advertising Club will take place October 28, the following two slates having been prepared: (1) C. E. Storer, Louis H. Budke, A. W. Pauley, G. F. Gottschalk and S. S. Hewitt. (2) R. Fullerton Place, E. A. Wright, George Barnes, P. M. Fahrendorff and A. J. Gaines.

William McCollum, dean of newspapermen in Wilkes-Barre, Pa., has practically decided to become a candidate for city councilman. The office pays \$3,000 a year.

At a banquet given by employees of the Wilkes-Barre (Pa.) Times-Leader as a welcome home from France to Col. Ernest G. Smith, general manager, the publishers announced their decision to place a profit sharing plan in operation. First checks will be given out at Christmas. The arrangement will benefit every employe of a year's service. Wage advances are also to be given certain employes. For the first year it is estimated the bonus will be paid on a basis of 5 per cent.

Audit Bureau of Circulations reports have been issued on the Regina (Sask.) Morning Leader and the Regina Daily Post.

Advertising promulgated by the Banker's Trust Company, Seattle, designed to encourage American travel in war-ridden lands of Europe, was condemned in resolutions adopted by the Washington Hotel Men's Association on the ground that tourist travel at home should be urged.

Members of the Scranton Advertising Club have launched a new slogan for their city. It is "Wear a Flower." The idea was proposed at a recent meeting of the club by T. J. Duffy, advertising manager of the Republican, and has already been endorsed by the Kiwanis and the Rotary Clubs. The club also decided to hold its next conference in Wilkes-Barre, where it is hoped to organize a branch to be known as the "Federated Advertising Association of Northeastern Pennsylvania."

With the famous bell back on the job after an absence of many years, the St. Paul Town Criers (Advertising Men's Club) held its first meeting of the 1919-1920 season with more than seventy-five in attendance. Elliott C. Hensel, president, announced a membership of 170, with two associate members. Regular meetings will be held Wednesday evenings, besides noonday luncheons and educational features. F. G. Stutz has resigned as chairman of the vigilance committee and Charles Buckbee was named in his place.

The Jewish Times, a weekly printed in English edited by Rabbi C. A. Rubenstein, has appeared in Baltimore. It is the first Jewish paper in Baltimore since the failure of the Jewish Comment about two years ago.

The Houston (Tex.) Sunday Chronicle's publication of over 1,500 classified advertisements is believed to have made a record for South Texas. The Chronicle was also the first paper in Houston to reach the 1,200, 1,300, 1,400 marks.

Altnow-Singleton-Held, Inc., is a new advertising agency corporation in Seattle, Wash. F. R. Singleton is president, J. F. Held vice-president and George G. Altnow secretary-treasurer.

The Cross of Chevalier of the Order of Leopold was bestowed upon James T. Williams, Jr., of the Boston Evening Transcript, during the visit to Boston of the King and Queen of the Belgians. The decoration is in recognition of "devoted services rendered the Belgian cause during the war."

The Yonkers (N. Y.) Chamber of Commerce has started a drive to raise \$10,000 for advertising the advantages of residing in the city. The campaign is under the supervision of Harry F. Storm and E. C. Abbot, two New York advertising men. Space will be taken in the real estate sections of most New York Newspapers.

Madrid newspapermen are attempting to form a union, and, it is said, will demand a minimum monthly salary of 300 pesetas (\$57.90 normal exchange.) They threaten to strike if this rate is refused.

Cisco (Tex.) is to have a morning paper backed by local capitalists, who have taken over the old Roundup plant and will add new equipment.

A resolution thanking the newspapers of the country for the fine spirit of cooperation they have shown in keeping the news of the nation-wide campaign of the Episcopal Church before the public was adopted by the Episcopal Board of Missions at a special session in Detroit in connection with the general convention of the church.

Recent changes on the Burlington (Vt.) Daily News include the appointments of Louis Fenner Dow as managing editor, succeeding A. B. Grimes; Robert H. Washburne as state editor; Ralph H. Marden, city editor; and Francis F. Kellogg, assistant city editor.

D. M. Smith, former mechanical superintendent of the Kansas City Journal and previously with the Topeka Capital as foreman, has taken charge of the composing room of the Fort Smith (Ark.) Southwest American.

"The newspaper is far more than a medium of publicity," said Mrs. Louise F. Brand, director of publicity for the Wisconsin Anti-Tuberculosis Association, in an address on "Social Publicity" at the Institute for Social Service in Milwaukee. "It is an organized social force, in many instances the pioneer socializing agency in the community outside of the school and the church. It is an educator with a vast enrollment of pupils. No other agency does so comprehensive a work, for there is seldom a project for civic betterment which does not have the newspaper as one of its influential backers."

The Minneapolis Tribune has inaugurated a service department, one of the features of which is a new publication called the Tribune Merchandiser devoted to the interests of national advertisers and retail merchants. Willis L. Williams, formerly advertising manager of the St. Paul Dispatch and head of the St. Paul Pioneer Press, Dispatch Service department, is manager, with Thomas A. Boright, of the Tribune's editorial department, as assistant.

P. W. Hardy, late assistant advertising manager of Valentine & Co., New York, has been appointed advertising manager of the Cook Paint & Varnish Company, (formerly the C. R. Cook Paint Company), Kansas City, Mo. An extension of the advertising program is planned to cover both Middle and Southwestern newspapers, periodicals and trade papers.

The New England Sun is a new paper in Bridgeport, Conn., owned by Italian stockholders. Alfred Stewart O'Brien, for years with the Bridgeport Sunday Herald, is the editor.

"Tillie Altartra," queen of all Holstein cows, was the guest of honor of the Portland (Ore.) Ad Club recently at luncheons. Miss Margery Dana, daughter of Marshal N. Dana, president of the club, crowned Queen Tillie with a wreath of flowers which she promptly ate. Then Mayor Baker donned a milk maid's costume and milked Tillie while all applauded.

There are rumors that a new morning paper is to be established in Winnipeg, Man., in the near future. Liberal politicians in eastern Canada are said to be interested.

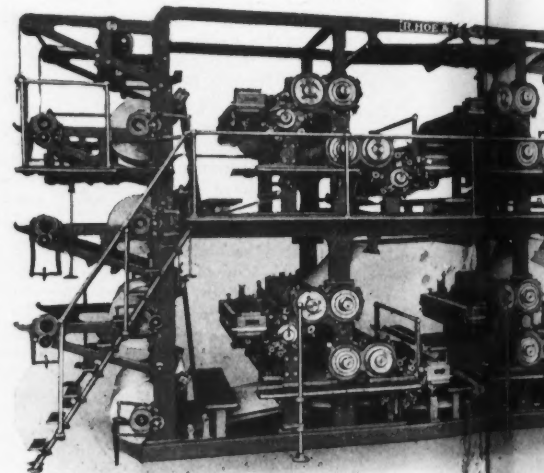
# WHEN A PUBLISHER

about all that is best in printing machinery, he is satisfied that the machines are not only standard, but occupy a

## HOE PRESSES ARE USED BY THE GREAT NEWSPAPER AND MAGAZINE INDUSTRY

*HOE Superspeed and High-Speed Presses Have Recently*

Philadelphia Bulletin .....	6	Decuples
Philadelphia Bulletin .....	1	Octuple
Baltimore Sun .....	3	Decuples
Pittsburgh Post .....	3	Octuples
Pittsburgh Post .....	1	Quadruple
Boston Post .....	2	Octuples
Boston Globe .....	2	Sextuples
Cleveland Plain Dealer .....	2	Octuples
Toronto Telegram .....	2	Octuples
Toronto Globe .....	1	Octuple
Binghamton Sun .....	1	Sextuple
Columbus Dispatch .....	1	Octuple
Bronx Home News .....	1	Sextuple
Chester Times .....	1	Quadruple
Cleveland News-Leader .....	1	Decuple
Cleveland News-Leader .....	2	Octuple Decks
Halifax Herald .....	1	Quadruple
Hamilton Spectator .....	1	Decuple
Hartford Times .....	1	Octuple
Indianapolis News .....	1	Sextuple
Indianapolis Star .....	1	Sextuple
Jacksonville Times-Union .....	1	Sextuple
Long Island Star .....	1	Quadruple
Los Angeles Times-Mirror .....	1	Octuple
New Orleans Times-Picayune .....	1	Octuple



HOE Superspeed Four-Section or Octuple Press installed for the SAN FRANCISCO CHRONICLE

ACTUAL RUNNING SPEED  
80,000 papers per hour of 4 to 16 pages 40,000  
20,000 papers per hour of 36 pages

Hoe Rotary Presses now in course of construction or being installed aggregate the largest amount of business in the Printing Press Industry and indisputable evidence of their superiority is shown in the following list of presses installed in the last few months:

*From the Viewpoint of Speed, Net Output, Ease of Operation*

# R. HOE & CO.

504-520 Grand Street,

7 Water St., BOSTON,

544-546 South Clark St., CHICAGO, ILL.

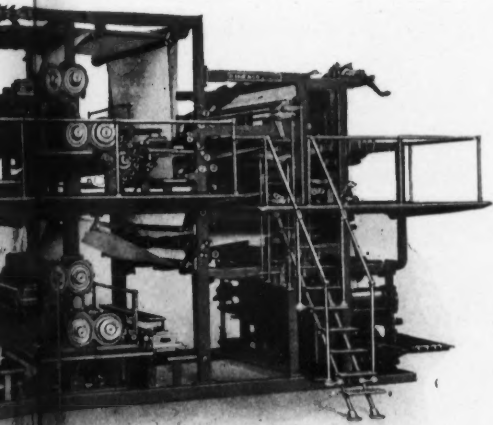


# PUBLISHER THINKS

is surely thinking of *Hoe Machinery*, for Hoe  
 upy a position of *Indisputable Supremacy*.

GREAT MAJORITY OF THE PROMINENT  
 NE PUBLISHERS IN AMERICA.

*Recently Been Purchased by the Following Newspapers:*



- New York Sun .....1 Octuple
- New York Sun .....1 Sextuple
- New York Times .....1 Sextuple
- New York Tribune .....1 Sextuple
- Pontiac Press-Gazette .....1 Sextuple
- Portland Journal .....1 Octuple
- Richmond Times-Dispatch .....1 Octuple
- Richmond Times-Dispatch .....1 Sextuple
- Rochester Democrat & Chronicle .....1 Sextuple
- San Francisco Chronicle .....1 Octuple
- Seattle Times .....1 Octuple
- Spokane Spokesman-Review .....1 Sextuple
- Springfield Republican .....1 Octuple
- Wilmington Journal .....1 Sextuple
- London Daily Mail .....2 Octuples
- London Daily Mirror .....6 Sextuples
- E. Hulton & Co., Ltd. ....2 Octuples
- News of the World .....2 Quadruples
- Pictorial Newspaper Co. ....2 Sextuples
- Birmingham Gazette .....4 Sextuples
- Sheffield Independent .....4 Sextuples
- Paris Daily Mail .....2 Sextuples
- Paris Daily Mail .....1 Quadruple
- Copenhagen Politiken .....2 Sextuples

Besides Many Smaller Machines and Additions

Octuple Press with two extra Formers just  
 FRANCISCO CHRONICLE.

ING SPEED CAPACITY  
 40,000 papers per hour of 18 to 32 pages  
 er hour of 36 to 64 pages

aggregate over *four hundred 16-page sections*, an absolute record for all  
 evidence that *Hoe Presses Constitute the Best Investment*  
*Base in Running and Economy of Operation.*

# E & CO.,

Street, NEW YORK  
 , BOSTON, MASS.

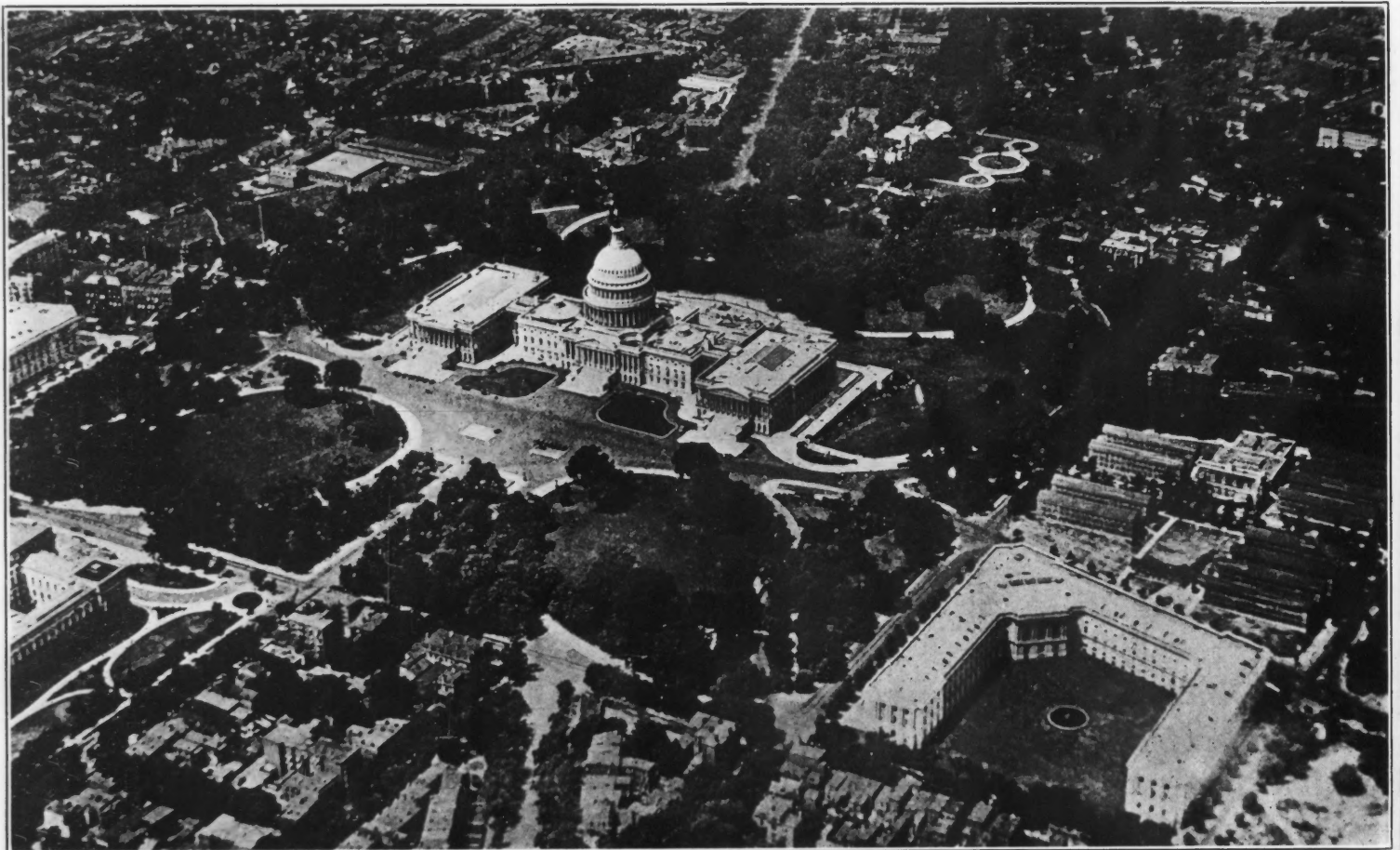
109-112 Borough Rd., LONDON, S. E. 1., ENG.

# EDITOR & PUBLISHER'S Space-Buyers' Chart and Market Survey of the CITY OF WASHINGTON

PAGES 26 TO 32 INCLUSIVE

## WASHINGTON OFFERS ATTRACTIVE MARKET FOR NATIONALLY ADVERTISED GOODS

Capital of the Nation, Political Nerve-Center of the World, this Regal City Has  
Its Share of Industrial Enterprises and Supports an  
Army of Wage-Earners



(Photo copyrighted by Underwood & Underwood)

### AS THE CAPITAL CITY APPEARS TO AN AVIATOR

Remarkable View of Washington Made by a "Birdman." The Capitol Is Rarely Pictured so impressively. The Senate Office Building Is Shown in the Right Foreground

**W**ASHINGTON is unique among the world's capitals. It was created by mandate to serve as the capital of a new federation of states—to stand as the symbol and enduring sign to the world of a nation founded on the rule of the people.

Washington was predestined to grow as the republic grew—to expand as the nation expanded, registering always the tides of life in the new world. It has fulfilled that destiny. It has reflected the measure of our political and economic progress. It has taken its place

among the great capitals of the world—a city of regal beauty, a city in which is centered the hopes of free peoples.

We are all accustomed to think of Washington in these aspects—to cherish it as the custodian of our liberties, to feel a solemn pride in the vital part it

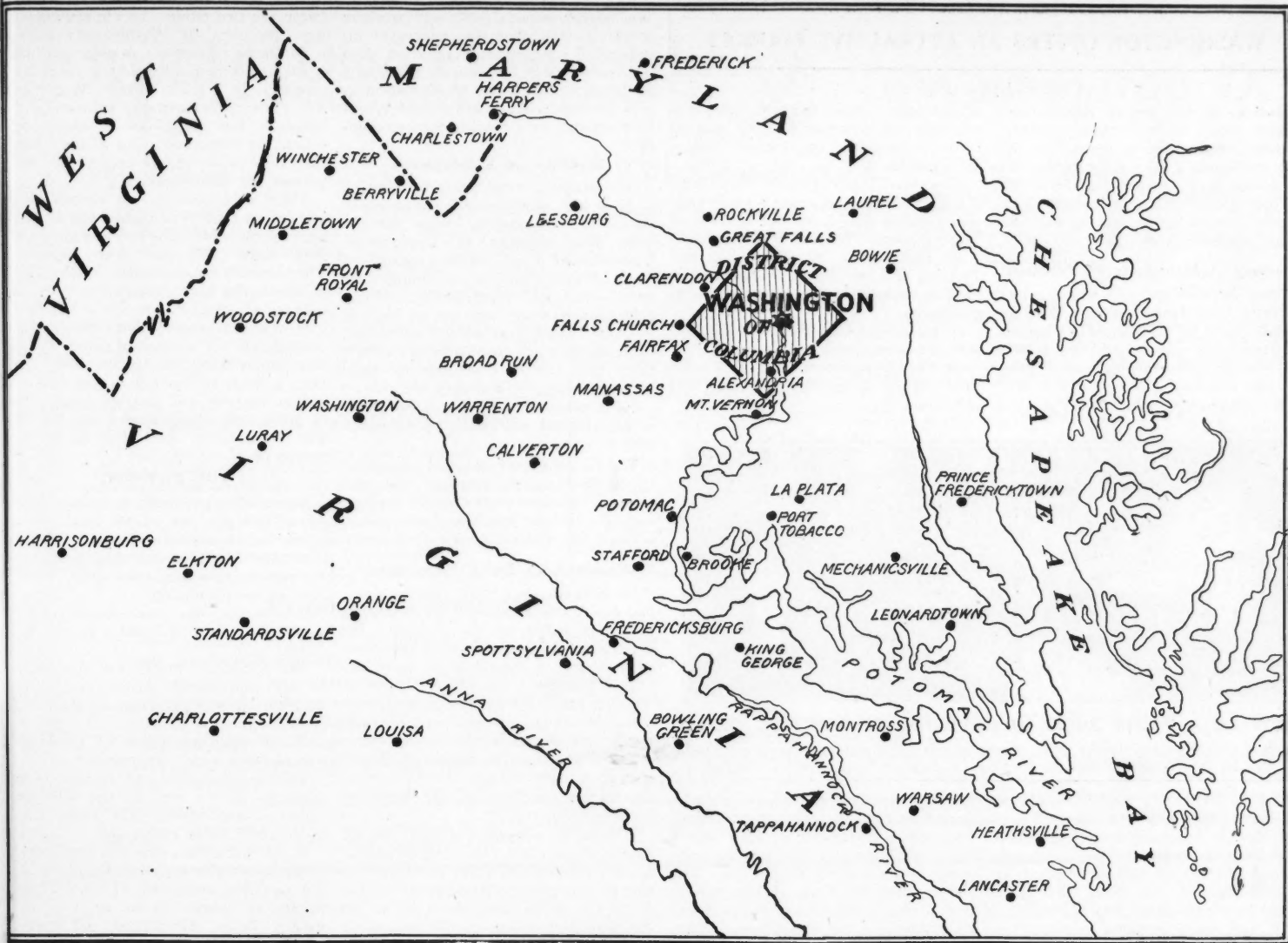
has recently played in the grimest drama of history.

But we are not accustomed to thinking of Washington as a city with industries whose activities afford employment to hosts of men and women and

(Continued on Page 27)

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MAP SHOWING RETAIL TRADING TERRITORY OF THE CITY OF WASHINGTON

**WASHINGTON OFFERS ATTRACTIVE MARKET**

(Continued from Page 26)

those products add materially to the wealth of the nation.

Yet Washington has its industrial life and plays its part in the creation of new wealth. It has a large population of wage earners, aside from those employed in Government work, and these men and women are sharing fully in the fruits of our present era of prosperity.

The city—which is coextensive with the District of Columbia, named in honor of the great discoverer—contains 37 square miles, of which 60 square miles present land surface.

The present population of Washington is estimated at 450,000, as compared with 331,000 shown by the 1910 census. The city outranks any one of perhaps half dozen states in the number of its inhabitants. Its present density of population is 7,500 inhabitants to the square mile.

**Washington's Largest Industry**

The United States Government, with its many departments, is of course Washington's largest industry. It is estimated that there are at present in Washington about 75,000 war workers. These represent every part of the country, and include executives, specialists, skilled workers of every kind. They help to make the city national.

Records of leading hotels show that an average of 9,000 people a day visit Washington. Generally speaking these

are people of means. They buy goods at Washington stores—for the average American likes to take back home with him something which he has purchased in the capital city.

Washington stores have, in a very real sense, a sort of national distribution. They have customers from Alaska and from Porto Rico, from Maine and Texas—in addition to the normal volume of local trade.

In considering Washington as a market the manufacturer, or the space-buyer, must take into consideration many factors which do not enter into the situation in other cities. He is dealing here with a complex population, entirely urban and suburban, and in part cosmopolitan; with thousands of people who live in this splendid city because they have the means to choose their mode and place of living and deliberately elect to abide near the great nerve-center of the nation; with other thousands who are employed in the conduct of the affairs of the Government, and to whom Washington means "the home town," with all that is meant by the term, and with still other thousands who find here, in the private industries, their best opportunities for earning a living and the best surroundings in which to live.

**Attracts People of Wealth**

To illustrate the diversity of interests of the population—the city boasts a greater number of schools and seminaries for girls and young women than are found in any other American city. This may seem to be a fact of merely incidental interest to advertisers. But it must be considered that these young

women are, in almost every instance, from homes of wealth. They come to the center of American culture from every part of the land. One may be the daughter, the niece or the cousin of a congressman; another a banker's daughter from the far West. All are women of culture, and naturally customers of Washington stores and shops, buying without stint everything appealing to the feminine taste.

Washington is the home of thousands of people of great wealth, the center of the official life of the nation, having a society on a par in every particular with that of the most exclusive capitals of the old world. Diplomatic life in Washington is a factor of great importance in the general social scheme of things. Here the courts of the world view with each other in the magnificence of their representation and of the social functions which they sponsor. Thus Washington assumes a special importance as a market for high class merchandise, appealing to people of exacting tastes and requirements.

**Value of Manufactured Products**

But if the wealthy classes of the capital city afford an exceptional market opportunity for high grade products, what may be said of the wage-earning classes? A glance at the statistics of manufacture for the city will afford a clue.

The latest figures of the Department of Commerce cover the calendar year of 1914; but, as these relate to private industries, which have of course shown a normal growth in the intervening time, they will throw valuable light on the industrial importance of the city.

The manufactured products in 1914—and these mean only the products of privately owned industries, not Government enterprises—amounted to \$28,978,241. The average number of wage earners employed in these private industries was 8,877. The number of establishments was 514; the total number of persons engaged, including salaried employees, was 11,323. The amount of capital invested was \$40,810,200. Salaries and wages paid totaled \$8,605,693. The value added to the cost of raw materials by manufacture in that year was \$16,739,118. This was the sum of created wealth due to the privately owned manufacturing industries of the city.

It is an interesting fact that printing and publishing stands first among the private industries of Washington. If the gigantic printing and publishing operations of the Government were to be included this industry would take on large proportions. Without considering the Government's great plants, the value of the products of the printing and publishing industry of Washington for 1914 was \$6,241,578, and the number of employees engaged was 1,671. The value added by manufacture was \$4,593,389. The number of establishments was 156.

The dominant private industry of the city, therefore, includes nearly a third of the total establishments engaged in manufacture, and the value of products represented 21.5 per cent. of the total for all industries. Included under this classification are newspaper and job offices, book publishers and binders, steel and copper plate engravers, etc.

(Continued on Page 28)

## WASHINGTON OFFERS AN ATTRACTIVE MARKET

(Continued from Page 27)

Ranking second among Washington's private industries are bakery products, 58 establishments being devoted to this line, employing 1,161 wage earners, with an annual product valued at \$3,916,169. Foundry and machine shop products totaled in value \$1,230,244, and 562 people were employed in these lines.

### Variety of Manufactured Products

Other lines of industry whose annual products were valued from a million dollars down the scale to \$300,000 were: Confectionery, patent medicines, lumber and planing mill products, coffee roasting and grinding, copper, tin and sheet iron work, marble and stone work.

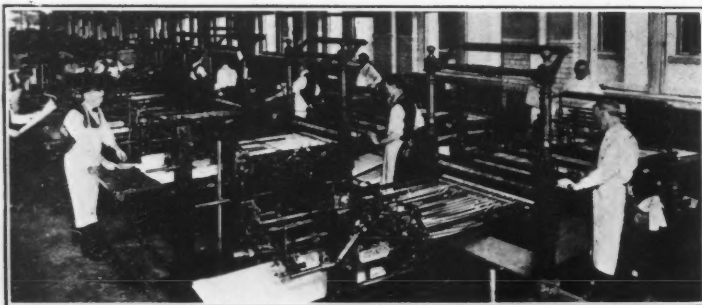
establishments whose products were exclusively for governmental use, and no statistics as to the value of the output are available.

However, 11,639 persons were employed in these industries, of whom 1,025 were officials and clerks and 10,614 were wage earners.

In the Bureau of Engraving and Printing and establishments operated in various departments, 4,146 persons were employed.

In the Naval Gun Factory 3,239 persons were employed.

In the Government Printing Office 4,051 persons were employed. In other industries, 202.



**VIEW OF A PRESS ROOM IN GOVERNMENT PRINTING OFFICE**

Uncle Sam's Printery Is the Most Complete Establishment of the Kind in the World. In Normal Times the Employees Number About Four Thousand.

One hundred and ninety-five plants, which the Department of Commerce does not classify separately, and in which 4,246 wage earners were employed, yielded an annual product valued at \$12,897,497. Of this total, the value added by manufacture was \$7,246,015.

Of the wage earners employed in these private industries, nearly nine-tenths were males.

Washington industries, even before the advent of the national child labor law, never employed children under sixteen in any considerable numbers. In 1914 but 43 children were employed.

### The Basis of Home Life

The buying power of wage earners is naturally affected by the stability of their employment, and in this respect Washington industries rank very high. Very slight fluctuation in the average number of employees month by month is shown. In the month of December, 1914, the peak of demand for labor during that year, 9,227 wage earners were regularly employed; in March, the low tide of labor demand for the year was reached, when 8,658 were employed. The other ten months of the year showed but slight variation in the number of employees.

These figures would indicate that the great majority of Washington wage earners have steady employment throughout the year—and this is the only basis upon which home life prospers and the ability to buy is assured.

As elsewhere, during the last ten years, there has been in Washington a marked trend toward the shortening of the working day. In 1914, 4,839 wage earners worked eight hours or less each day.

### The Government as a Manufacturer

The larger industrial establishments of Washington, of course, are under corporate ownership. The tendency toward expansion always leads to such control.

The Federal Government, in 1914, conducted 11 distinctive manufacturing es-

Washington about 75,000 war workers would indicate that this enormous increase of governmental activities during the war was not entirely transitory, but must be taken into consideration as a major factor in any analysis of Washington today as a market for merchandise.

### Stability of Employment

Governmental employees, forming so large a part of the wage-earning population of Washington, enjoy for the most part stability of employment. Those under Civil Service regulations have lifetime positions, assuming their own fitness and dependability. While salaries and wages are not as high as in some branches of private enterprise, these workers are enabled to order their lives very much according to their tastes and desires, and they are able to buy the things they need quite as freely as professional and salaried people anywhere.

The Government has aimed, of course, to regulate the earnings of this vast army of workers according to the prevailing economic conditions, taking into account the increased costs of living.

### Washington's Daily Newspapers

Washington has four daily newspapers. These rank with the best metropolitan dailies of the country. Indeed, it is said, not more than two thousand copies of outside newspapers are sold in Washington each day. This estimate is made by an executive of one of the Washington newspapers. Even if the figures should be ultra-conservative it is evident that the people of Washington, outside certain official circles, depend for the news of the day upon their own newspapers.

It must be remembered that, like all metropolitan cities, Washington dominates a considerable trade territory outside its own geographical limits. To the north this trade territory is somewhat circumscribed owing to the proximity of Baltimore, yet it is safe to assume that there is here an "even break" be-

tween the two cities. To the south and west the zone of Washington's trade is far more extensive. A large part of populous north-east Virginia is naturally tributary, in a trade way, to Washington. The capital newspapers reach and influence this trade, as a matter of course, so that advertising in them has the usual wide appeal carried by important city newspapers.

There is a general—but erroneous—impression that Washington has a vast negro population. The census figures of 1910 show 28.5 per cent. negroes. There are certain sections of the city in which the negro population runs as high as 41 per cent, but this is the natural result of segregation. Many colored people, of a distinctly high class, are employed by the Government. In fact, a large proportion of the Washington negroes are salaried employees or prosperous wage earners, and not by any means to be overlooked as buying prospects.

### Vital Statistics

Native whites of native parentage constitute 50.4 per cent. of the total population, while native whites of foreign parentage represent only 13.6 per cent. Foreign born whites total but 7.4 per cent. of the population.

Washington has more women than men. There are 91.3 males to 100 females.

The illiterates—those over ten years of age who cannot write—constituted, in 1910, but 4.9 per cent. of the total population.

Of the male population of Washington 53.8 per cent. are married.

The largest number of foreign born residents of the city, of the different countries represented, are Irish, who numbered 5,343 in 1910.

In the last census year the number of dwellings in the city was 58,513, while the families numbered 71,339. These figures, of course, do not apply to the greatly larger Washington of today, but do afford evidence that the capital is distinctly a city of homes.



(Copyright by Underwood & Underwood)

### LOOKING UP PENNSYLVANIA AVENUE TO THE CAPITOL

On the left are the Hotels Willard and Raleigh and on the right the Southern Railway Building, and the tower of the Post Office Department. The Exhibit of Motor Cars, Parked and in Action, Is Impressive





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



PART 1

# Washington, D. C.

### Population

1910 Census .....	331,069
A. B. C. (date, Sept., 1919) City.....	415,000
A. B. C. City and Suburban.....	550,000
Chamber of Commerce Estimate, City.....	401,681
Chamber of Commerce, City and Suburban	525,000

Native Whites..... 64%	Industrial Workers. 15%
Negroes ..... 28.5%	English Reading... 90%
Foreign Born..... 7.5%	Home Owners..... 55%

### Suburban and Farm Residents

Floriculture, truck growing and dairying are the chief agricultural industries. The area of farms is declining as the city grows. Practically everything grown in the District of Columbia is consumed in Washington.

Many suburban homes are show places, not run for profit. Residents of Georgetown and the adjacent country in Virginia trade in Washington.

### City Classed as

Political and residential. Seat of government of the United States.

### Banks

Savings .....	24	Resources	\$24,862,000
Trust Companies.....	6	Resources	73,057,000
National .....	14	Resources	112,668,000

There are no state banks in the District of Columbia. There are 44 banks, the total resources are \$210,587,000 on June 30, 1919, an increase of \$27,114,000 since June 29, 1918.

### Schools

Public Grade.....	191	No. Pupils.....	46,663
High .....	8	No. Pupils.....	7,337
Catholic Schools.....	16	No. Pupils.....	3,915

There are more seminaries in Washington than in any other city in the United States.

The historical advantages, together with the social advantages, attract students from all over the country. There are 143 miscellaneous schools.

### Location

On Potomac River, 38 miles from Baltimore, 136 miles from Philadelphia, 226 miles from New York. Seven railroads—Richmond, Fredericksburg and Potomac; Washington and Southern; Chesapeake and Ohio; Baltimore and Ohio; Pennsylvania; Washington and Old Dominion; Southern.

### Theatres

65 Moving Picture Theatres, 2 Vaudeville and Moving Pictures, 4 Legitimate Theatres, 2 Burlesque. Largest, 2,700 seats; average, 1,200 seats.

### Churches

Episcopal, 47; Methodist Episcopal, 35; Roman Catholic, 27; Baptist, 27; Lutheran; Evangelical, 17; Methodist Protestant, 8; Methodist Episcopal South, 8; Disciples of Christ, 8; Seventh Day Advent, 5; Hebrew, 5; Congregational, 4; Christian Science, 4; Presbyterian, 12; Universalists, 2; Unitarian, 1.

### Principal Industries

Being the seat of government, Washington is the home of some 15,000 government employees.

There are 514 manufacturing establishments, employing 11,323 operatives, and with an annual payroll of \$8,605,693. The value of their output is \$28,978,241.

Ice, pottery, brick and clay products, flour, structural iron work, castings, lumber and planing mill products are the principal products.

### Special Information

There are 69,245 square miles or 44,800 acres of land in the District of Columbia, and 8 square miles of water.

Washington is the best shaded city in the world, there being 12,000 more trees in Washington than in Paris.

There are 87 hotels in Washington, and the tourist travel is from all over the world.

It is safe to estimate that at all times there are fully 75,000 temporary residents in Washington.

**Note:** This information was obtained from The Haskins Service, Board of Trade, Chamber of Commerce, Merchants and Manufacturers' Association and other sources.

## Should You Want to Know More About Washington

- The number of dealers who handle a similar product.
- The proportionate demand for competitive articles.
- Suggestions for covering local dealers.
- Plans of local co-operation.

The TRADE-AID Department of The Washington TIMES offers co-operation of a calibre that

- The representative of Palmolive Soap says is "the best ever."
- The Troco Nut Butter people say "goes further and accomplishes more."
- George C. Krusen, proprietor of The Josephine Le Fevre Co., says is "the greatest he ever saw."
- The Corn Products Co. representative says is "splendid."
- The C. F. Blanke Tea & Coffee Co. representative says is "just what we wanted."
- And the Royal Baking Powder people say "your co-operation is very much appreciated."

The Washington TIMES was one of the very first newspapers to realize the value of co-operation and establish a TRADE-AID Department. Like most beginnings, the TRADE-AID Department of the Washington "TIMES" was small, and at first had more to learn than to impart. But the work of The TIMES TRADE-AID Department has grown with the years that have passed; from it have "graduated" an assistant publisher, several advertising managers of "nationally known" products, and a couple of

heads of advertising agencies. Each of these men played a part in the building of this Department of The TIMES; and each left behind unerasable evidence of his value that has stood as sign posts to success for those who followed in this work of co-operation. Best of all, one of the mainstays of this Department throughout its years of service is with it to-day and, to quote a big national advertiser, "presides over a department prepared to give a fellow the kind of co-operation to fit his particular needs instead of one plan for everything."

# The Heart of the Nation

is Washington, D. C., the Capital of the United States

Presidents of the United States are inaugurated here

National Judgments are rendered here

National laws are enacted here

Washington's prosperous population of over 400,000 represents the most genuinely cosmopolitan citizenry of the United States—representative of every state, with home ties binding to each community in the country.

It is the logical city in which to inaugurate a national advertising campaign, for the voice of the Washington public finds attentive ears in every city and hamlet throughout the United States.

There is undeniable prestige attached to Washington's indorsement. The way to enter the Washington market is easy—simple—economical.

One medium—The Washington Star—not only covers the entire field, but its news and advertising columns are read with confidence by its readers.

**Sell Washington and you will soon have the United States for a customer.**

## The Evening Star

With Sunday Morning Edition

The Evening Star

**102,235**

**Facts About Circulation**

(Taken from the last American Audit Bureau of Circulations statement for the six months ending March 31, 1919)

The Sunday Star

**82,577**

The circulation of The Evening Star is believed to be between two and one-half and three times that of the corresponding edition of its afternoon contemporary.

The circulation of The Sunday Star is more than ten thousand greater in Washington than its nearest competitor.

The Star is received in nine out of ten homes in Washington and is read by the entire family.

It is read by all classes—cabinet officers, Supreme Court judges, senators, congressmen, bankers, executives, clerks, laborers.

In fact, practically everybody in Washington who reads at all reads The Star—*Washington has The Star habit.*

### Facts About Advertising

The Evening Star stood Number Five among all the daily and Sunday newspapers of the United States for the volume of advertising carried for the six months ending June 30, 1919.

It frequently prints more local advertising than all three of the other Washington papers combined.

It does not print any advertising containing fraudulent or misleading statements.

**New York Office:**

**Dan A. Carroll,  
Tribune Building.**

Let our statistical department investigate for you the possibilities of the Washington market as applied to your specific line. We are ready to co-operate with deserving products. Write direct to the Advertising Manager of The Evening Star, Washington, D. C., or through our New York or Chicago office.

**Chicago Office:**

**J. E. Lutz,  
First National Bank Building**





**EDITOR & PUBLISHER**  
SPACE BUYERS CHART



PART 2

**Washington, D. C.**

**Wholesale Houses**

Beef and Provision Dealers	10
Tobacconists	11
Confectioners	11
Druggists	4
Flour Dealers	5
Fruit Dealers	6
Grocers	7
Commission Merchants	29

The wholesale business is confined largely to Washington and adjacent territory. Considerable trade is conducted with the adjacent towns of Virginia, but not much north of Washington.

**Retail Section**

Pennsylvania Avenue is the principal retail street of Washington, but side streets as well as parallel streets contain large establishments.

The trading area is almost solid for over a mile west and north from the Capitol, and is closely built up.

Many suburban and neighborhood stores all over the city do a thriving business and carry merchandise into all parts of the city.

**Residential Features**

Washington has many fine residences, many of them historical. The modern houses are pretentious, fully in keeping with the social prominence of the city.

A great many boarding houses are maintained throughout the city.

The northwest section of Washington is the fashionable district.

**Trading Area**

The immediate trading area of Washington, particularly as to retail business, includes the most aristocratic, the oldest and richest part of the country. Mt. Vernon, Fairfax, Culpeper, Fredericksburg, Manassas, Spotsylvania, Stafford, Calverton, Leesburg, Alexandria, Winchester, King George and other small towns shop in Washington.

Every state, territory and possession in the United States have Senators and representatives in Washington.

Every civilized recognized nation in the world has representatives in Washington.

The Washington hotels have on an average of some 9,000 guests every day, and tourists from all over the world visit Washington.

These conditions make Washington an unique and far-reaching market.

The social activities of Washington make it a splendid market for high grade merchandise of all kinds.

**Retail Outlet for Nationally Advertised Product**

Automobile (Passenger) Agencies	72	Delicatessen	103	Garages	156	Millinery	89
Automobile (Truck) Agencies	33	Dressmakers	61	Grocers	927	Opticians	40
Automobile (Tire) Agencies	50	Druggists	297	Hardware	93	Photographers	27
Automobile (Parts) Agencies	142	Dry Goods	98	Hats and Caps	38	Pianos	73
Bakers	88	Department Stores	7	Jewelers	116	Plumbers	102
Cigar Stores	1,727	Electrical Supplies	68	Ladies' Tailors	73	Restaurants and Lunch Rooms	698
Cloaks and Suits	17	Florists	70	Meat Markets	356	Shoe Dealers	84
Clothiers	99	Furniture and Carpets	93	Men's Furnishings	81	Sporting Goods	15
Confectioners	193	Furriers	31	Merchant Tailors	300	Stationers	83

**Morning Newspapers**  
Post Herald.

**Evening Newspapers**  
Star. Times.

**Sunday Newspapers**  
Herald. Post. Star. Times.

**Weeklies**  
24 Weekly—1 Semi-Monthly. 50 Monthly Publications.

**THE WASHINGTON HERALD**

The Only Newspaper in Washington Whose Circulation Has Increased Since the Armistice Was Signed

*The Largest Percentage of Home Served Circulation*

Nearly 1,000,000 Lines of Advertising Gained in Nine Months of 1919

More Than 40,000 Circulation And Growing Steadily Every Day

RATES — 10c Open — 5,000 Lines 9c — 10,000 Lines 8c

THE ONLY PAPER IN WASHINGTON THAT HAS MAINTAINED ITS PENNY PRICE

## JEWELERS CONSIDER BIG ADVERTISING

Plan Outlined Before National Associations Calls for Purchasing \$300,000 Space Within Three Years to Link Retailers

"Advertising that will keep before the minds of the masses, the beauty and permanent value of jewelry, the sentiment that lives with the jewels, is the best means to build a greater prosperity upon the present promising foundations," declared Harry Freund, manager of the National Jewelers' Publicity Association, in speaking before the American National Retail Jewelers' Association.

Mr. Freund proposed starting at once a \$300,000 campaign of national advertising providing for the expenditure of this money in direct advertising in daily newspapers, weekly publications and the media of national circulation. The campaign will cover the entire country for a period of three years. The object will be to prove the intrinsic worth and lasting value of jewelry, watches, diamonds and silverware, and to direct the reader of this advertising to his or her local jeweler to make the purchase.

### Retailer Most Important Link

"For the financial success of the nation-wide educational advertising campaign the whole industry must be organized quickly, for we have to rely on the industry to back up this movement with all its strength," urged Mr. Freund. "The retail jeweler is the most important link in the chain of this national advertising, for he is brought in personal contact with the ultimate purchaser.

"Co-operative or group advertising has proven the biggest and greatest factor in selling the service of the products of leading industries to the American people; some of the united business interests that have launched advertising campaigns on a co-operative basis are:

"The National Florists Association, \$300,000; National Dairy Council, \$750,000; California Fruit Growers, \$400,000; coffee growers, \$250,000 a year for a period of four years; custom tailors, \$250,000; Southern Pine Association, \$300,000; Irish Linen Industry, \$650,000; Society of Electrical Development, \$200,000.

"American toy manufacturers have started a big national advertising campaign, as have the athletic goods manufacturers, the raisin growers, walnut growers, Florida citrus association, cranberry growers and paint and varnish manufacturers.

"Important group advertising campaigns have also been initiated in the automotive industry.

### Value of Advertising Proved

"These associations of business men have proved that advertising an industry, as a unit, advances the prosperity of every individual firm in that industry. The phenomenal increase in trade which the California Fruit Growers developed through their advertising in the interest of 'Sunkist' oranges, furnishes a fine illustration of the wonderful advantages of co-operative advertising.

"Paid advertising," says Roger W. Babson, director of the educational service department of the U. S. Department of Labor, "is a cure for all the ills real or imagined prevailing in the business world during this critical period of reconstruction. Prosperity ultimately depends upon the consumer. My advice to the merchant is this: for your own interest, and the good of the country, increase the advertising appropriation you have made this year. Let

us make our present prosperity permanent by advertising."

"That last line is the keynote of the whole present situation in your business; for the proposed national publicity campaign of \$300,000 for the jewelry and allied industries is—prosperity insurance. With your co-operation and support it will eventually make the American people regard the purchase of jewelry, watches, diamonds and silverware as a necessity and living essentials."

## American Firm Sets Records with Cabled Advertisement

552-Word Message Carries Fur Auction Announcement to Japan Advertiser

A record breaking advertisement for the Orient was carried in the Japan Advertiser of September 5, according to the publishers, on the last page for that day, 14-inches deep and 2-columns wide.

One of the most unusual things about this advertisement was the fact that it was placed by an American firm, Funsten Bros. & Co., of St. Louis. The text matter and instructions for display and space were cabled from St. Louis to Tokyo in a single message of 552 words, which is believed to be the longest commercial message ever sent under the Pacific. The cost per word was 2.26 Yen.

The regular rate of the Japan Advertiser for the space occupied is 70 Yen, but the cable tolls added brought the cost to 1538.32 Yen. The advertisement was an announcement of an auction fur sale held in St. Louis from September 10 to September 20, inclusive.

Harry G. Jacobs resigned as secretary-treasurer and manager of Motorcycle and Bicycle Illustrated to become sales manager for the bicycle and motorcycle division of the Kokomo Rubber Company, Kokomo, Ind.

## WIDE-WIDE-WORLD STILL GIBBS' TERRITORY

IT has been remarked, many times, that if there was any branch of the art of advertising as it relates to results that E. D. Gibbs is not thoroughly acquainted with, the man who announces it is going to have the time of his life "showing" those who dwell in the world of "Truth." That will no doubt explain the new happy feeling in the Goodrich organization.



E. D. GIBBS

Mr. Gibbs is not a one-country man. He helped to prove the National Cash Register to be an international necessity. If you have ever heard of the National Cash Register you already know something about Mr. Gibbs. During the twelve years he was advertising director of that company his messages of higher business efficiency were carried into every country in the world. His activities included direction of the second largest printing plant in the country owned by a private corporation and one publication with a distribution 1,200,000 a month.

Mr. Gibbs' reputation as a lecturer and writer on topics of advertising and merchandising is international and other advertising men have heaped many honors on him, including the presidency of the Associated Advertising Clubs of the World, presidency of the Sphinx Club of New York, and also of the New York Sales Managers Club. He is a charter member of the Sphinx Club of London.

Following his resignation from the National Cash Register Company, Mr. Gibbs was associated with Robert Patterson as advertising and sales coun-

selors, with offices in Chicago. Later, he was with the Bush Terminal Company, and resigned from his position there to join the Goodrich Company.

In his new position, as advertising director of the Goodrich organization, Mr. Gibbs relieves W. O. Rutherford, second vice-president in charge of sales, of his advertising duties, but he will continue to lend time to spread the good humor which helped win him fame.

## PRINTED WORD BUILDS GOOD WILL

W. F. Shean, Scranton Dealer, Explains Importance of This Often-Unappreciated Service in Ad Club Address.

SCRANTON, PA., Oct. 12.—An important factor in advertising, often overlooked, is its power to increase good will, W. F. Shean, president of the Scranton Commercial Association and manager of the Thomas F. Leonard Company, hardware dealers, declared in an address before the Scranton Advertising Club.

"The average merchant estimates the good will of his business to be at least 5 per cent of the total volume of his annual sales," he said. "If he undertakes an advertising campaign and is satisfied that by advertising he has increased his business, say 20 per cent, I think he should be justified in estimating the value of his advertising at 2½ per cent plus the increased value of his good will.

### Illustrating Its Value

"For example, a \$100,000 business is worth \$5,000 in good will. If it be increased by advertising to \$120,000 that additional \$20,000 business at 2½ cost \$500.00. But it is worth \$500.00 plus \$1,000 for increased good will.

"There are other items of value in advertising to the merchant which usually escape attention. It is customary to post cut out copy of advertisements in all departments, the preparing and making of such copies for a year would be no small items of expense if as in the jobbing trade they were prepaid by department heads, typewritten and distributed.

### "Prince of Pinch-Hitters"

"My belief in advertising has been greatly strengthened by a careful study of the various items of cost in conducting business. Interest on investment, rent, light and heat, delivery service, insurance and most other help and expenses, other than the buying, sales force and advertising are what might be called inert forces when we wish to produce sales. Sales are the vital force of a store.

"We can ginger up the advertising and the sales people and buyers, but the balance of the overhead expense cannot respond to our efforts to produce sales, and the prince of all for a pinch hitter is the advertising, because it is the most promising and amounts to but two and one-half per cent of the volume of sales."

### Mayor Gets \$8,000 Damages

YOUNGSTOWN, OHIO, Oct. 14.—C. S. Westover, mayor of Alliance, was awarded a verdict of \$8,000 damages against the Review Publishing Company of Alliance. An appeal will be taken by the publishing company, it is understood.

### Davis Moves to Denver

CHEYENNE, WYO., Oct. 13.—Meredith Davis, formerly editor of the State Leader, is now copy editor on the Denver Post.



WHERE THE GREAT GUNS OF THE DREADNOUGHTS ARE MADE  
Glimpse of the United States Naval Gun Factory at Washington, Employing Thousands of Skilled Workers



# PENNSYLVANIA

## —the Market

Pennsylvania has 147 cities of over 5,000 population. Collectively they have 4,669,074 people. Nearly 55 per cent. of the population of the state—8,522,017.

26 wholesale and 3,519 retail druggists.

133 wholesale and 3,013 retail dry goods stores.

105 wholesale and 4,590 retail shoe dealers.

148 wholesale and 2,878 retail hardware dealers.

228 wholesale and 24,420 retail grocery dealers.

398 sporting goods dealers.

457 department stores.

2,854 auto and accessory dealers.

3,169 garages and repair shops.

32,159 tobacconists.

Pretty good territory—pretty good sources of distribution. Hard to beat anywhere. Intensive cultivation of this territory—co-operation with local dealers and local daily newspapers will open big trade for merchandise of all kinds.

These daily newspapers co-operate.

		2,500	10,000
	Circulation	lines	lines
Allentown Call (M).....	22,175	.04	.04
*Altoona Mirror (E).....	23,676	.05	.05
Altoona Times (M).....	14,940	.025	.025
Bethlehem Globe (E).....	6,766	.025	.025
*Chester Times & Republican (M & E)	14,177	.05	.04
Connellsville Courier (E).....	6,888	.015	.025
*Easton Express (E).....	11,096	.02	.02
Easton Free Press (E).....	15,455	.0285	.0285
Erie Herald (E).....	8,632	.02	.02
Erie Herald (S).....	8,491	.02	.02
Harrisburg Telegraph (E).....	28,910	.045	.045
Johnstown Democrat (M).....	9,841	.03	.025
Johnstown Leader (E).....	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M & E).....	22,018	.05	.05
Lebanon Daily News.....	8,349	.0179	.0179
New Castle News (E).....	13,411	.025	.025
Oil City Derrick (M).....	6,135	.023	.018
Philadelphia Record (M).....	123,277	.25	.25
Philadelphia Record (S).....	133,680	.25	.25
Pittsburgh Dispatch (M).....	54,810	.12	.08
Pittsburgh Dispatch (S).....		.19	.14
Pottsville Republican (E).....	10,797	.04	.03
Scranton Republican (M).....	27,130	.08	.07
Scranton Times (E).....	36,861	.08	.07
West Chester Local News (E).....	11,926	.03	.03
Wilkes-Barre Times-Leader (E)....	19,376	.05	.035
*Williamsport Sun (E).....	16,110	.05	.035
York Gazette (M).....	14,555	.03	.03
<b>Total</b> .....	<b>678,331</b>	<b>1.6423</b>	<b>1.4518</b>

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

# EDITORIAL

## PRESERVING OUR INHERITANCE

THAT "Government of the people, by the people and for the people shall not perish from the earth" has again become the direct and personal concern of all who are loyal to the democratic ideal.

When its adherents and beneficiaries cease to safeguard it from the assaults of its enemies, democracy—as a governmental system and a social ideal—ceases to properly function.

When the will of law-defying minorities—such as the I. W. W.—can be enforced in sinister disregard of the rights of majorities, and the industrial life of the country paralyzed, little or greatly, it is time for plain speaking.

The marine workers, organized as a branch of the I. W. W., tie up the commerce of the harbor of New York. That their arbitrary action means the endangering of the food supply of six millions of people does not interest these strikers. They issue a statement attacking organized labor and its leaders and calling for "one big union" to replace all existing craft unions. They see in this plan a promise of autocratic power for their own leaders—power which would menace the life of the people far more gravely than would the triumph of political autocracy. For this hoped-for power would carry with it no responsibility—only the weapon of force, to be exercised at the sweet will of some "leader" of the Foster type, who has played so great a role in the steel strike.

This man Foster, however, followed what he conceived to be a more clever policy for the attainment of radical ends. He chose to work from within the unions, introducing into their ranks a vociferous element opposed to all law and forms of law, and advocating crime as a legitimate weapon in labor fights.

The labor unions as a whole are sound and sane. They represent patriotic American citizenship. The rank and file of their members believe in arbitration, in the integrity of contracts, in law and order, in Lincoln's immortal definition of democracy. It becomes highly important for them to purge their ranks of Bolsheviks, I. W. W. followers and of all those who disregard human rights and the principle of liberty under law. The poison of the Soviet madness has infected some of their members, as has been clearly shown by recent events. The remedy must be found, and quickly, if the patriotic workers of America would aid in protecting our free institutions from those who would destroy them.

Americans as a whole believe in our labor unions, and support in a moral way every legitimate effort they make to better working and wage conditions. It is up to the unions themselves to steer a clear-cut course in the present period of unrest and radical activity—to stand, as they have always stood, for free government and the rights of man.

## HOW ADVERTISING HELPED

A STORY carrying a timely point is related in the Howland Homily, an interesting little house organ issued for advertisers by Howland and Howland, publishers' representatives, of New York.

A candy manufacturer (and retailer) tells how he succeeded in keeping his profits intact, in this period of increasing costs, without increasing the selling price of his candies.

He figured that increased production and sales would solve the matter. So he proceeded to increase his output, with little additional overhead, and to open branch stores. For the first time he advertised adequately, using all of the daily papers in his city. His sales kept pace with his larger production, and volume of sales enabled him to earn satisfactory profits. He thus demonstrated once more the economic status of advertising—how, by speeding up volume and quickening turnovers of capital, profits are earned on very small per-sale margins.

THAT newspaper which carries a large volume of classified is, actually, "the voice of the people."



## S. S. CARVALHO'S SUGGESTIONS

IN his timely and helpful analysis of the grave newsprint problem with which publishers are now face to face, S. S. Carvalho, through last week's EDITOR & PUBLISHER, offered (1) the disturbing facts of the present situation and (2) some concrete suggestions to publishers as to how to best meet the crisis.

He shows how the squeeze predicted for the late fall began in September and is growing more serious every day. The prices prevailing to-day for spot paper, he shows, are practically prohibitive—yet publishers, with a great volume of advertising to print, must secure additional supplies somehow, or cripple their operations.

Among the constructive suggestions made by Mr. Carvalho perhaps that of most urgent importance is for the increase of the selling price of daily papers to three cents and of Sunday papers to ten cents.

He also points out that paper will have to be saved by condensing the reading matter from ten to twenty-five per cent. Much rewriting will have to be done. This method of condensation does not contemplate the exclusion of any vital news but the telling of news without waste of words or non-essential details. Men on the news staffs must be trained to "cut to the bone," while retaining the vital spark of every story. The waste basket, Mr. Carvalho believes, should play a more important role in editorial rooms.

He urges "no returns, free papers or samples." And he remarks that some metropolitan papers still take returns.

Mr. Carvalho believes that publishers should, at once, put into effect every possible paper economy—not only because of the present shortage of supply, but because the outlook for 1920, as he views it, is dubious indeed. Manufacturers will make only tentative contracts, leaving the matter of price to be determined each quarter and the matter of supply to be controlled by output and demand. The publisher will be able to buy such quantities of paper as the manufacturer decides that he can sell to him. Contract prices, he thinks, at the beginning of the year, will range from \$4 to \$4.10, with increases for each succeeding quarter.

Drastic curtailment of consumption, he points out, would automatically reduce the price of paper.

Higher rates for advertising, Mr. Carvalho states, are imperative. This may reduce the volume of space used, but not the revenues—so that this policy would be in the nature of newsprint conservation.

Through this clear-cut analysis of the present situation and of logical remedies, Mr. Carvalho has rendered a valuable service to American publishers.

RELATIONS between advertising agencies and newspapers are growing better all the time—due to the better recognition of mutual interests.

October 16, 1919. Volume 52, No. 20.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

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

James Wright Brown, publisher;

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

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

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: H. C. Bernstein.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

## THE "LIFE" OF AN ADVERTISEMENT

THE periodicals and magazines, through their promotion work in selling their advertising space, place strong emphasis on one argument, and have found it effective with many national advertisers who neglect to subject it to common-sense analysis. It is one of those arguments which carries an impressive face-value, but which loses its force under examination.

This argument is to the effect that the "life" of an advertisement in a daily newspaper is but one day, while the life of the same advertisement in a weekly periodical is one week, and in a monthly magazine it is lengthened out to a full month. This assumes, of course, that an advertisement in a weekly has seven times as many chances of being read as in a daily; and that an ad in a monthly has four times as many chances of being read as it would have had in a weekly, and thirty times as many as it would have had in a single issue of a daily.

This proposition, to win any sort of credence, must be based upon the assumption that the average reader devotes seven times as much time to reading his weekly periodical and thirty times as much to reading his magazine as he devotes to reading his daily newspaper. The mere statement of the thing is sufficient answer to it.

The daily newspaper deals with the world of realities—and trade and merchandising are very much realities. Just as the newspaper presents the "spot news" of the world, so it presents the "spot news" of the stores and of products and commodities. When a product is advertised in a newspaper the reader not only considers the selling argument presented, but he learns just where, in his own city, the product may be purchased. Magazines and periodicals of general circulation cannot render either to the manufacturer or to the consumer this vital part of advertising service. They cannot link the local dealer with the national advertising. The newspapers can and do, thus giving the advertising in their columns that immediate service-value to readers which accounts for its superior effectiveness.

Most of the periodicals and magazines of large circulation deal, in their contents, with the world of unrealities—with the puppet folks of the novelists and the poets. The cultural value of magazine and periodical literature is not under debate. But when it is urged that the appeal of advertising, presented in conjunction with literary material, is on a par with the appeal of advertising when it is presented in conjunction with—actually as a part of—the news of the day, the contention is wholly unsound.

If we should follow this line of magazine logic as to the longer "life" of advertisements, then the ideal advertising medium would be a publication issued annually!

THE British Institute of Journalists has asked the associations of newspaper proprietors to grant to them a minimum wage double that prevailing before the war. They believe that such an increase would account for the difference between the purchasing power of money then and now. The British journalists are undertaking negotiations with publishers and hope to come to an amicable agreement. There is no mention made of any recourse to coercive measures. This is quite in line with the new spirit which is finding only too infrequent expression among organized workers. It exists, however, and will grow.

JOHN SULLIVAN, whose weekly page of A. N. A. News and Views was resumed in last week's EDITOR & PUBLISHER, emphasizes anew the fact that buyers of advertising are growing more and more competent for that task. He quotes President McDermid as saying to a group of special representatives recently that salesmen for newspaper advertising space should have something more to offer than "that bromidic package, the circulation."



**PERSONALS**

**DAN R. HANNA**, proprietor of the Cleveland News-Leader, has purchased for his son and daughter-in-law, Mr. and Mrs. Mark A. Hanna 2nd, a 170-acre country estate at Briarcliffe, N. Y., which includes a lake and house of English design and furnishings.

**EDITORIAL PERSONALS**

William Noakes has resigned as telegraph editor of the Regina (Sask.) Leader to become night editor of the Canadian Press, Limited, at Winnipeg. He was presented with a silver tea set and a purse of gold by his conferees on the Leader.

David Erwin, for two years overseas with the infantry, has joined the reportorial staff of the Seattle Times.

Lloyd S. Graham, who left newspaper work in Buffalo to become publicity man for the Buffalo Y. M. C. A., and later was publicity director for the eastern department of that organization, has been appointed its publicity director for the state of Virginia.

Miss Margaret Crehan, feature writer on the Seattle Times, was married this week in Seattle to Stacey Jones, formerly of the Post-Intelligencer and more recently of the Detroit News. The bridegroom recently returned from overseas. Mr. Jones will return to Detroit to resume work with the News.

Lieut. Clinton A. Burton, a newspaper man of Fort Wayne, Ind., has been appointed secretary to John H. Stevens, president of the Trans-Siberian railway commission and will accompany the commission to Siberia and central Europe.

William Arns, late of the advertising force of the St. Paul Dispatch-Pioneer Press, is now with the Des Moines Capital.

Frank G. Macomber, formerly managing editor of the Hartford Sunday Globe, has purchased an interest in Nyser's Photographic Studio, there.

A. D. Manning, former managing editor of the Butler (Pa.) Citizen and later with the Butler Eagle, is now on the Fort Smith (Ark.) Southwest American.

Capt. Walter L. Haight, a Racine (Wis.) newspaper man, will write a history of the accomplishments of the county during the war. Capt. Haight formerly was with the Milwaukee Free Press and the Milwaukee Sentinel, as well as on newspapers in Chicago and Butte, Mont.

N. E. McDonald, formerly reporter on the Bridgeport (Conn.) Standard-Telegram, is now with the Providence (R. I.) Daily News.

George H. Archer, police reporter of the Milwaukee Journal, was married recently at Chicago to Miss Lilian Elizabeth Artingstall. Mr. Archer for years was marine and labor reporter of the Milwaukee Wisconsin News. He recently returned from service in the army.

Joseph H. Shea, reporter on the Bridgeport (Conn.) Post, is recuperating at the Hartford hospital following an operation on his throat.

Joseph Connelly, for some time reporter with the Bridgeport (Conn.) Standard-American and with the Standard-Telegram later, is temporarily out of the newspaper business.

C. R. West has left the Minneapolis Tribune to go into the moving picture

business and is succeeded as day city editor by Downsley Clark, formerly assistant night city editor. Miss Sally Spensley has left the reportorial force to devote her entire time to fiction writing.

Harry M. Grayson, sporting editor of the Portland Oregonian, and Miss Jessie Harriet Gullifer have been married; also Charles P. Ford, Oregonian copy reader, and Miss Ethel Mills. Both Mr. Grayson and Mr. Ford recently returned from service.

Miss Lucile Messner, an Oregon girl who has been attached to the reconstruction division of the United States army, is editor of "Tenshun 21," an eight-page weekly published at the Army General Hospital 21, Denver, Colo.

Philip A. Adler, who has been with La Crosse (Wis.) papers, has been added to the reportorial staff of the St. Paul Daily News.

Robert Johnson, city editor of the Wilkes-Barre (Pa.) Record, has been chosen chairman of the Luzerne County Republican publicity committee, while William Loftus of the News is secretary of the Democratic City Committee.

Lieut. John Cummings has returned to the Philadelphia Record staff.

Wallace Depew, formerly a reporter on the Scranton (Pa.) Republican and now a sergeant in the army, recently re-enlisted for a second term. He is in recruiting service.

Robert G. Mitchell, city editor of the South Norwalk (Conn.) Evening Sentinel, has been re-elected tax collector, and William O. McLean, formerly with the Norwalk Hour, was defeated in his run for councilman in the Second Ward, in the recent city elections.

**IN THE BUSINESS OFFICE**

John De Wild has left the advertising department of the Minneapolis Tribune to become manager of the Northwest Commercial Bulletin's new service department. He is succeeded on the "placing" desk by Charles Rostad, formerly in charge of foreign advertising.

A. V. Napier, for past twenty years active in the Kansas newspaper field, is the new business manager of the Santa Ana (Cal.) Register. Since 1911 Mr. Napier had been with the Iola (Kan.) Register as business head.

Will F. Hessian, advertising solicitor of the Portland (Ore.) Journal, has just returned from service. He enlisted as a private and returned as a first lieutenant.

**WITH THE AD FOLKS**

Philip F. Broughton, formerly with N. W. Ayer & Son, Philadelphia, has joined the Manternach Advertising Agency staff in Hartford, Conn., as an account representative.

Otis H. Adams, formerly sales promotion manager of the Connecticut Telephone & Electric Company at Meriden, has become associated with the Greenleaf Company in Boston, handling plans and promotion. In the past he has also been with the National Cash Register Company, the General Motors Corporation, and the Martin V. Kelley Company.

J. Clark Thompson and Gordon Smith have organized the firm of Thompson & Smith, advertising counsellors, in the Security Building, Los Angeles.

Paul F. Wiggin has been appointed advertising manager of the Emerson Phonograph Company, New York.

Edward Hall Putnam of the Wales Advertising Company, New York, is the

**DISPOSITION LANDS ARM-STRONG BACK ON COAST**

**DISPOSITION**, medium" is tucked away somewhere in a big book of facts that contains the name of C. L. Armstrong, advertising man of varied experience, and that may explain why he has been placed in charge of the department of plans and merchandise of the Izzard Company, of Seattle—not the statement but the disposition.



C. L. ARMSTRONG

His disposition is backed by blue eyes and curly hair and he is married. Mr. Armstrong's work has called him from coast to coast and to defend his principles he went overseas. For a time he was connected with the Bates Advertising Agency, at Boston; afterward he free lanced in Montreal and Toronto; then, with R. A. Hutchison, he founded the Hutcharm Company, of Vancouver, Victoria, Seattle and Calgary—it was afterwards Hutcharm, Ltd. He had charge of all copy, plans and merchandising for that organization.

From 1915 to 1917, Mr. Armstrong was with a Scottish Unit of the Canadian Expeditionary Force, joining as a private and winning a commission. He was invalidated out of the service with a pension as a result of disabilities incurred during the first Battle of the Somme in 1917. Upon his return from "over there" he was made publicity commissioner for the city of Victoria, and resigned to join the copy department of Mallory, Mitchell & Faust, Chicago. Before leaving to acquire an interest in the Izzard Company he was associate copy director.

He is aged 34, back on "the coast" and happy.

author and illustrator of "Watty & Co.," a book for boys and for yachtsmen.

Claude C. Smith and George Wallace have joined the Seelye & Brown Advertising Agency staff, Detroit. Mr. Smith, who was formerly connected with the Campbell-Ewald Company, will supervise space buying and have charge of

research work. Mr. Wallace, who has been connected with banking and investment organizations, will take supervision of financial advertising and assist in analytical and development work. Both men also will act as account managers.

Vinton M. Pace, advertising manager of Gimbel Brothers, Milwaukee, in a recent address before the advertisers' division of the Milwaukee Association of Commerce, declared: "The American public has learned that an advertisement may be relied upon, and it is up to the advertisers to retain this confidence in advertisements by fair dealing."

Arthur Liebes, advertising manager in the United States for a group of newspapers in South America and for El Mundo, of Havana, was the speaker at a recent luncheon of the Milwaukee Association of Commerce. Mr. Liebes brought a personal message from Mario G. Menocal, president of Cuba, telling of the desire of the Cubans to do an increasing business with the United States.

S. W. MacLewec, Earl R. Obern and Miss N. M. Davidson have joined the copy staff of the K. Leroy Hamman Advertising Service, Oakland, Cal.

Paul W. Shafer and Phil L. Nicar have organized the advertising firm of Shafer & Nicar, Kalamazoo, Mich. Mr. Shafer has been with the Battle Creek Moon-Journal and the Elkhart Review, while Mr. Nicar is from the South Bend Tribune.

Charles E. Boyd is the new secretary of the Detroit Better Business Bureau, succeeding H. C. Dart, who is now associated with the Paige-Detroit Motor Car Company.

Frank E. Russell, copy writer at the Manternach Advertising Agency, Hartford, Conn., has left to become advertising manager of the Universal Auto Company. Mr. Russell was at one time chief copy writer in the service department of the Cutler publications.

B. W. Heimer has returned to the Wylie B. Jones Agency, Binghamton, N. Y., in his old position as space buyer, after almost two years' war service in the Army.

Charles J. Babcock and F. R. Feland have been elected directors of the George Batten Company, New York.

**The Superior Telegram has signed a contract for the Haskin Service for one year**



Questions on Astronomy and other sciences do not puzzle Frederic J. Haskin because he operates from Washington and government storehouses of information are open to him.

He answers such questions for the readers of the newspapers he serves.

## COUNTRY NEWSPAPERS ARE LOSERS BY CONCEALING OWN VALUES

**Adoption of Standard Rate Card Would Enable Agencies to Include Many More in National Campaigns, Says Secretary of A. A. A. A.**

THE Navy's paid-advertising campaign for recruits which is now under way—the biggest newspaper campaign, in scope, in history—is going to be the means of a better understanding between the country newspapers of the United States and the advertising agencies.

This is the belief of James O'Shaughnessy, secretary of the American Association of Advertising Agencies, which, as "The Advertising Agencies Corporation," is conducting the campaign for the Navy.

### "Papers Themselves Are to Blame"

"If country newspapers don't get all the advertising that is coming to them hereafter, it is their own fault," said Mr. O'Shaughnessy. "We receive a good many complaints at the main office of the A. A. A. A. from small-town papers that believe they are being neglected when a big campaign is put on, but the real explanation of this usually is that such papers have kept their existence a secret.

"There are thousands of dollars at A. A. A. A. headquarters right now that would be invested in country newspapers if only they would enable this office to get acquainted with them.

"What I mean is that in order to include them in a campaign, we should first have certain data and facts regarding them and so far, they have been remiss in not supplying this.

### Hard to Convince Them

"Why don't all the small-town newspapers adopt the standard rate card and so enable all the agencies to sell their space for them, intelligently? It is a difficult task to get them to do this obviously practical thing. Recently, I circularized all of them, and spent seven cents to tell each one all about the standard rate card, but most of them were not interested.

"One letter I got recently was from the editor of a Texas weekly, asking why he never got any advertising from members of our association. He enclosed a rate card on which there were just three pieces of information—the name of his paper, the name of the town where it was printed, and his transient advertising rate.

"I wrote back that this information was not enough to enable an advertising agency to make intelligent use of his columns, and I told him what additional data was needed. This letter must have offended him for he hasn't answered it."

### The Navy Campaign

Mr. O'Shaughnessy said the Navy's campaign is progressing favorably and there are many indications that it will be a big success. It started September 24 and will continue until the latter part of November.

The number of daily papers being used is 2,166, and the number of country weekly papers, 5,240. This includes every local daily and weekly paper over 1,000 circulation, printed in the English language in the United States. The total circulation of all publications used in the campaign is more than 35,000,000. Forty-one tons of electrotypes were supplied these papers. Never before have so many newspapers been used in a single schedule.

dent Tietsort appointed the following executive committee: H. J. Schmidt, Nashville; W. M. Evans, Belleville; Fred Owens, Murphysboro; S. P. Preston, Gillespie.

### Wants to Hear from Navy Men

Men actively engaged in newspaper work who were in the United States Naval Reserve, during the war, are asked to send their names and present business connections to Lieut.-Commander Wells Hawks, U. S. N. R. F., Navy Recruiting Bureau, 318 West Thirty-ninth street, New York City.

### Into the Waste Basket

PORTLAND, ME., Oct. 14.—The Sunday Telegram in its "They Say" column remarks "that the newspapers are still receiving bales of publicity stuff sent out by the war bureaus, and the bulk of it goes into the waste basket."

### Beckman Moves to Cincinnati

CINCINNATI, Oct. 12.—James W. Beckman has joined the advertising staff of the Monitor Stove Company. He is from the New York Globe's editorial staff.

### PLANS AERO DELIVERY

#### Express Service to Distribute in Neighboring Countries Proposed

Government subsidies for fast airplane mail service to neighboring countries for the purpose of enabling German newspaper publishers to land their morning papers in the principal cities and towns of Holland, Czechoslovakia, Latvia, Lithuania, Poland, Hungary and the Scandinavian countries on the day of publication is a form of propaganda strongly recommended by a writer in the Berlin Vossische Zeitung of July 12.

He takes Holland as an example of the need of this service, and points out that the Dutch are well supplied with English and French papers, frequently forwarded by airplane. Some German publishers are making an attempt to compete in quick deliveries by using their own planes, but the writer insists that they cannot keep this up and that the only remedy is a special airplane newspaper mail service at low rates.

### Error Costs Paper \$250 Damages

MONTREAL, Oct. 12.—P. Girardin has been awarded \$250 damages and costs in a libel action against La Patrie Publishing Company. In August, 1917, a report published in La Patrie alleged that Girardin had been arrested in a fight and was one of a gang of bandits who terrorized the population. The allegations were in error and Girardin sued for \$10,000 damages.

### E. H. Putnam Writes a Book

Edward Hall Putnam, of the Wales Advertising Company, New York, is the author and illustrator of "Watty & Co.," a book for boys and for yachtsmen of all ages, just published by the Macmillan Company, New York. The book is a human narrative of the experiences of three Exeter boys, who dared the joys and rigors of life on an island off the northern coast of Maine.

### Tietsort Elected President

EAST ST. LOUIS, ILL., Oct. 12.—W. B. Tietsort, editor of the Medora Messenger, was elected president of the Southern Illinois Editorial Association at the annual convention in East St. Louis. Other officers are: Vice-President, John C. Fisher, Cairo Citizen; secretary, A. J. Hollman, Millstadt; treasurer, Bert Hill, Southern Illinois Herald, Carbondale. Presi-

### Loud Will Teach Journalism

MILWAUKEE, WIS., Oct. 8.—Grover C. Loud has been made instructor in journalism at Marquette University. Mr. Loud is a graduate of Harvard University and has worked on Boston and New York newspapers and the Associated Press. He taught at Dartmouth and Brown and was professor of journalism at the University of Kansas.

### Brenham to Have New Daily

BRENNHAM, TEX., Oct. 12.—The Messenger, a weekly, has been taken over by Henry Mueller, William I. Tucker and Henry Tucker, who will start a morning daily about October 1. The weekly will be continued also. The editor is William J. Tucker, who recently returned from army service.

### Mrs. Murphy a Candidate

SCRANTON, PA., Oct. 12.—Mrs. Thomas Murphy, wife of the Times city editor, has been nominated for school director on the Democratic ticket. The election takes place on November 4.



## A Modern King Canute

The people who lived in the good days of the wise King Canute thought he had the power to make the ocean recede at a mere word of command. Today the Bell Telephone Company finds itself in a position not unlike that of the ancient king. Its mere word will not hold back an ocean of expense.

Rigid economy and the most modern methods of operation have made it possible for the Bell Company to keep its rates at a far lower level than that of the commodities which it must use in construction and upkeep. But it has felt the

rising tide of costs just as certainly as has every business and every family.

The one source of revenue of the Bell Company is the price you pay for service. If this price fails to cover fair wages and necessary materials, then both you and your telephone company must suffer.

For one year the Bell Company was under Government control. The Government analyzed methods and costs; and established the present rates as just. All the Bell Company asks is a rate sufficient to provide satisfactory service to every subscriber.



**American Telephone and Telegraph Company**  
And Associated Companies

**One Policy One System Universal Service**



**WESTERN OFFICE FOR  
A. N. P. A. AD BUREAU**

**Immediate Opening Authorized by  
Committee in Charge—Meet-  
ing and Conference with  
A. A. A. in Boston**

Boston, Oct. 15.—Today's meeting of the committee in charge of the A. N. P. A. Bureau of Advertising was well attended. W. F. Rogers, Boston Transcript, chairman, presided. There were present: William Findlay, Toronto Globe; John B. Woodward, Chicago Daily News; David B. Plum, Troy Record; Louis Wiley, New York Times; M. D. Hunton, New York; Col. G. Edward Buxton, Providence Journal; Frank P. Glass, of the Birmingham News, president A. N. P. A.; L. B. Palmer, general manager of the A. N. P. A.; William A. Thomson, director of the Bureau, and his associate, Thomas H. Moore.

The present financial condition of the Bureau was a cause for rejoicing. It was unanimously voted to open a Chicago office of the Bureau and Director Thomson was authorized to secure a good location and appoint a Western representative.

The questions of standard rate card and order blank, agency commission and other vital subjects, were very freely discussed.

**PUBLISHERS ARE HOSTS  
TO AGENCY MEN**

(Continued from Page 10)

of success, in order that the Government may soon become the greatest advertiser in the country.

Lieut.-Commander L. E. Denfeldt, of the Navy Recruiting Service here, said that the Navy's condition is critical for lack of men and that advertising is vital because so few men know the Navy's advantages. He urged the active interest and co-operation of all publishers in making it plain to the people that the Navy is a big vocational school, that an able ambitious young man may learn a good trade in short time while seeing the world. "The Navy needs young men to man your battleships and destroyers," he said, and he made it clear that the eyes of official Washington are on this campaign.

Col. G. Edward Buxton, Jr., treasurer of the Providence Journal and Bulletin, who served in the 82nd Division during the war, said that there are now few requests received by his paper for "thinly disguised advertising masquerading as news." Printing such matter, he said, injures the prestige of a newspaper, and once prestige and public confidence are gone a newspaper is about as valuable as a dodger thrown over the back fence.

**Buxton Tells of Heroes**

All publishers, he said, prefer standardization in the interest of efficiency, good will and greater profit. The acid test of a newspaper, he said, is service and value.

Col. Buxton told, at the request of the toastmaster, of the unconquerable spirit of American boys in the battles of the Argonne and of the exploits of Sergeant York and other heroes of his division. It was a thrilling and inspiring talk. It was announced by the toastmaster that the Colonel has just completed a history of the 82nd Division.

Harry Dwight Smith was the last speaker. He stressed the commercial value of the real "get together" spirit

and bespoke a better understanding for the good of advertising.

The famous menu was as follows:

- Cape Cod Oysters
- Cocktail Sauce
- Boston Clam Chowder
- Mixed Sea Grill
- New England Succotash a la Creole
- Toasted Johnny Cake
- Old Fashioned Pumpkin Pie
- Coffee

Among those present were:

- H. E. Ayres, H. W. Allen, Otis H. Adams, Chas. K. H. Bunting, J. Wesley Barber, Harold F. Barber, John D. Bogart, James Wright Brown, George F. Booth, W. A. Brownrigg, G. Edward Buxton, Jr., W. G. Bryan, O. H. Blackman, Frank B. Baldwin, Russell Bacon.
- H. H. Charles, Cleaveland A. Chandler, H. Wesley Curtis, A. P. Cristy, S. A. Conover.
- William H. Duncan, Timothy F. Dwyer, B. H. Dingley, John A. Davis, G. R. Dunham, J. J. Devine.
- Fred W. Enwright.
- William Findley, S. M. Fisher.
- M. P. Gould, A. E. Greenleaf.
- M. D. Hunton, Arthur E. Holbs, Henry B. Humphrey, Irving W. Humphrey, Chas. H. Hastings, Frank C. Hoyt, Walter R. Hine, J. P. Hallman, Wm. E. Hall, Elmer S. Horton, Edward Hooker, Thos. A. Haggerty, A. B. Hall, F. W. Hartford.
- William H. Johns, F. E. Johnson, Frederick Jordan.
- Henry Knott.
- Charles Lansdown, J. M. Linton.
- Julius Mathews, A. O. Miller, Robert F. Marden, E. A. Machen, J. A. Muehling, M. MacMartin, H. Marks, John J. Morgan, James T. Murray, V. P. Maloney, Thomas H. Moore.
- Fleming Newbold.
- Robert L. O'Brien, P. F. O'Keefe, James O'Shaughnessy.
- E. W. Preston, Chester J. Pike, Joseph H. Powers, Chalmers E. Pancoast, Lincoln B. Palmer, David B. Plum, J. D. Plummer, Charles Presbrey.
- John R. Rathom, Stanley Reesor, William M. Rose, J. W. Richards, William F. Rogers, Phillip Ritter, Phillip Ritter, Jr., H. C. Rice, A. H. Rogers.
- Walter B. Snow, Carl E. Shumway, E. E. Smith, Franklin P. Shumway, W. C. Sampson, R. E. Sckels, Arthur F. Sachtleben, F. E. Sands.
- C. H. Tobey, Charles H. Taylor, Jr., William A. Thomson.
- Mr. Veth.
- Louis Wiley, E. A. Westfall, Allen H. Wood, F. C. Wholley, James Albert Wales, C. H. White, Robert L. Wright, John B. Woodward.

**NEW DAILY FOR NORFOLK**

**News, Democratic, Will Soon Appear  
in Morning Field**

NORFOLK, VA., Oct. 13.—This city is to have a new morning paper as soon as an application for a charter, which has been made by the Norfolk News Publishing Corporation, has been granted by the state corporation commission. The paper, it is understood, is to be Democratic. It will enter the morning field now occupied by the Virginia-Pilot, which is also Democratic.

In the application for charter, W. R. Wilson, formerly associated with the New York Times, is named as president; H. M. Huppell, of Norfolk, who was head of the Red Cross work there during the war, is vice-president, and B. Gray Tunstall, the city treasurer, is secretary and treasurer. Minimum capital is \$100,000; maximum, \$500,000.

**S. N. P. A. Meeting on October 21**

Chattanooga, Tenn., Oct. 15.—A meeting of the executive committee of the Southern Newspaper Publishers' Association has been called to meet at the Hermitage Hotel, in Nashville, on October 21. The legislative committee, as well as the newsprint committee and the advertising committee, will probably meet at the same time. A number of matters of importance will be up for consideration.

**Van Burne and Tims Promoted**

New Orleans, Oct. 15.—J. A. Van Burne has been appointed business manager of the Times-Picayune, succeeding John L. Ebaugh, resigned, and John F. Tims, Jr., becomes advertising manager in Mr. Van Burne's place.

# ILLINOIS

While Illinois, as a state, stands first in valuation of its field crops, and has the highest valuation of farm lands of any state in the Union,

Illinois is the greatest market for the selling of farm products in the world.

The wheat, oats, corn, meat and butter of the United States find their greatest market in Illinois.

Producers from all over the country send or take their products to Illinois to sell.

Consumers from all over the country go to Illinois to buy.

The greatest wholesale dry goods house in the world is in Illinois.

The greatest retail store in the world is in Illinois.

Illinois daily newspapers as listed below, cover this great state, and cooperate with manufacturers in creating and maintaining sales.

They localize national advertising.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.045	.045
Bloomington Pantagraph (M).....	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E).....	326,998	.40	.40
*Chicago Herald-Examiner (M)....	289,094	.38	.31
*Chicago Herald-Examiner (S)....	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E).....	116,807	.22	.18
Chicago Post (E).....	55,477	.25	.12
Danville Commercial News (E)....	15,086	.03	.03
*Elgin Courier (E).....	8,173	.025	.025
Moline Dispatch (E).....	10,113	.03	.03
Peoria Star (E).....	22,738	.045	.04
*Quincy Journal (E).....	8,342	.025	.025
Rockford Register-Gazette (E)....	13,477	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, \$2,330.4.

Government Statement, April 1st, 1919.

† Government Statement, October 1st, 1919.

**CORPUS CHRISTI PAPER  
BACK IN FORM**

**Part of the Caller's Plant Was  
Wrecked, But It Only Missed  
Two Issues—Hedges  
City Editor**

While the first floor of its new building was practically wrecked and the large press was under water for ten hours during the tropical storm that swept the Texas Gulf coast in September, the Corpus Christi Caller only missed two issues. However, for the first few days after the storm the paper appeared only as a one sheet broadside.

The broadsides carried all the latest news and lists of the storm casualties and were read eagerly by the Caller's many subscribers. The only days on which the Caller missed were September 15, the day immediately following the storm, and Sunday, September 21.

The business office of the Caller was wrecked by the storm and the loss in furniture, files, records and white paper was very large. Owing to the fact that the city plants were practically destroyed, the Caller was without light, gas and power for two weeks.

On September 22, publication of the Caller as four-page daily began in the plant of the Record at Kingsville, forty miles from Corpus Christi and continued until September 30, when publication was resumed in the home plant. More than six hundred lives were lost in the storm at Corpus Christi and the property loss is reported to have been in excess of \$20,000,000.

The Caller, now back to its old form of service, reports the following changes in its staff since the storm: Frank H. Hedges, formerly with the Miami (Okla.) Record has been appointed city editor, and Walter F. Doney has been appointed classified advertising manager, succeeding Frank H. Scott, resigned.

**TO FIND ADVERTISING JOBS**

**S. DeWitt Clough Will Aid Discharged Soldiers and Sailors**

CHICAGO, Oct. 14.—The Advertising Post of the American Legion has appointed an employment committee, of which S. DeWitt Clough, 4757 Ravenswood avenue, is chairman. The object of this committee is to fill, so far as possible, vacancies in advertising jobs, with service men, having the proper qualifications and experience to fill these positions. The Government Employment Bureau for Returned Soldiers and Sailors has had few openings for high class advertising men. There is a need for a clearing home in Chicago, which will bring together employers and advertising men seeking positions, and the employment committee of the American Legion will try to fill it.

**Col. W. D. Mann 80 Years Old**

HAGUE, N. Y., Oct. 12.—Col. William D'Alton Mann, who has had been in editorial work since 1867 and owner and editor of Town Topics since 1891, has just celebrated his eightieth birthday anniversary at Sauterer's Rest, his summer home here, following his return from Detroit where he attended the annual reunion of the Custer Cavalry Brigade.

**"Western Reserve" Has Ad Course**

CLEVELAND, O., Oct. 15.—The Western Reserve University opened an advertising course September 24. The course is conducted by the Cleveland Advertising Club, the faculty includ-

ing Charles W. Mears, C. H. Handerson, and L. E. Honeywell. Mr. Mears is president of the club and advertising manager for the "Winton Six." University students taking this course will receive credit toward degrees. Classes meet Mondays and Wednesday evenings in the quarters of the Cleveland Ad Club, Hotel Stalter. Men and women are eligible.

**Helped Capture Bandits**

ST. PAUL, MINN., Oct. 15.—Vincent O. Law, a reporter for the Pioneer Press, accompanied a squad of detectives in their pursuit of bandits who had just robbed two banks, and took part in the gun fight which resulted in the capture of the criminals. Mr. Law wrote a spirited account of the battle for his paper, saying it reminded him of the occasions when he faced the Germans in France.

**Will Teach Journalism**

The College of the City of New York has established a course in journalism at the Brooklyn branch of the college, in charge of Herbert L. Bridgeman, business manager of the Brooklyn Standard-Union, H. V. Kaltenborn, assistant managing editor of the Brooklyn Eagle, and Dr. Frederick B. Robinson, dean of the recently organized School of Business and Civic Administration.

**Show Service in Ads**

St. Louis, Oct. 4.—The Star of this city and the Chicago Evening American have been running large daily advertisements, emphasizing advertising as a time-saving service to readers. "Without advertising, you would have to visit a score of places, weighing and choosing, and then not being sure you had made the right selection at the most economical price," says the Star in a piece of current copy.

**Ad Clubs Among Students**

DES MOINES, IA., Oct. 13.—The Advertising Club is investigating the possibility of establishing Junior Ad Clubs in the local high schools. A committee consisting of Ed. Hopkins, of Successful Farming; E. P. Schwartz, of the Register and Tribune, and Paul M. Talbot, of Corn Belt Farming, has been appointed to look into the matter.

**Paper Has Tractor Show**

DECATUR, ILL., Oct. 15.—The Herald scored a big success recently with a farm power show it staged near this city, more than 2,000 farmers being present.

Besides exhibits of other farm machinery, there was a demonstration of plowing by eight makes of tractors.

**K. of C. Paper Sold**

CEDAR RAPIDS, IA., Oct. 14.—The Caravel, State organ for the Knights of Columbus, formerly published by A. F. O'Hern, business manager of the Davenport Times, has been taken over by Joseph McCormick of Cedar Rapids.

**J. L. Cochrane Is Ill**

CLEVELAND, O., Oct. 10.—John L. Cochrane, a newspaper man well known here and in Washington and who has been handling the publicity of the United States Bureau of Mines has suffered a stroke of apoplexy.

**By Highways and  
Byways of 75,000  
miles Wisconsin's  
Country-side is as-  
sured of its DAILY  
newspaper!**

Agricultural Wisconsin is the rich foundation of Wisconsin's Urban wealth, **POSITIVE ASSURANCE** of Cumulative success in the territory for **ANY** worth-while specialties that will concentrate their advertising effort and use the Dailies liberally.

*Every day advertising* in the English language Dailies of Wisconsin will cost to exceed **3 cents per habitant family only** by as much as you can expand, and **THAT** means **312 days at that!**

Of course you can put a whole year into five pages, or spread the space over every day, several inches each time; or go as you please as **BIG** as you like and as **MUCH** as you can afford.

Try it in these papers. You cannot beat it.

**Papers**

Papers	Circulation	Rate for 5,000 lines
†Appleton Daily Post (E).....	5,010	.0143
Beloit News (E).....	6,593	.025
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
†Fond du Lac Commonwealth (E)...	6,017	.025
†Green Bay Press Gazette (E).....	11,011	.025
Kenosha News (E).....	5,221	.0129
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisc., State Journal (E)...	†14,689	.035
Madison, Wisc., State Journal (S)...	†10,891	.03
Milwaukee, Wisconsin News (E)...	*70,248	.012
Milwaukee Journal (E).....	113,830	.14
Milwaukee Journal (S).....	93,830	.14
Milwaukee Sentinel (M&E).....	81,752	.11
Milwaukee Sentinel (S).....	67,162	.11
Racine Journal News (E).....	7,666	.03
Sheboygan Press (E).....	6,693	.0214
Superior Telegram (E).....	15,152	.035
Wausau Record-Herald (E).....	5,353	.01785

Government Statements, April 1, 1919.

\*Publishers' Statement, October 1st, 1919.

†A. B. C. Statement, April 1, 1919.



**NEWSPAPERS PROVE NOTE SELLERS**

**An Electric Railway & Light Company Finds Easiest Way of Selling \$2,850,000 Notes to Public.**

MILWAUKEE, Wis., Oct. 15.—The Milwaukee Electric Railway & Light Company has sold \$2,850,000 worth of notes by means of newspaper advertising.

The advertising cost \$51,525.62 and office and other expenses amounted to \$22,246.11, making the total cost \$73,771.83. The company hitherto has marketed its securities through banks.

A desire to have the public take a financial interest in the company, so as to diminish the hostility that is the common lot of public utility concerns, was the principal reason for selling through the newspapers.

The experiment was such a success, it is held by financial experts here, that it may be undertaken by public utilities in other cities—especially if enterprising newspaper advertising managers call the attention of officials of companies to the possibilities of the method.

The total amount of the note issue was \$3,600,000. The other \$750,000 worth was sold early in the campaign by means of a small field force, by circulars and by the sale of \$400,000 worth to a Milwaukee bank.

There were 5,458 buyers, of whom 3,690 were residents of Milwaukee, 1,608 residents of other places in Wisconsin and 160 residents of other states. The number of women buyers was 1,394. The notes will mature in five years, and bear 7 per cent interest.

**HELPING ADVERTISERS**

**South Bend Publishers Issue Special Information Paper for Them**

SOUTH BEND, IND., Oct. 15.—The News-Times, Jr., a monthly publication issued by the advertising department of the News-Times for the benefit of advertisers, has made its appearance. The News-Times, Jr., is a small four-page paper, printed on heavy book paper and will be mailed regularly without charge to all business houses in the city which use newspaper advertising space, whether it be large or small.

It is the plan of the publishers of this small newspaper to co-operate with the advertiser in every way possible for the purpose of making his advertising space just as profitable as possible.

The paper will contain helpful data of all kinds.

**TWO LEAVE BRIDGEPORT**

**Members of Newswriters' Association Plans Dance for October 27**

BRIDGEPORT, Oct. 12.—Arthur J. Good, for some time city editor of the Times and recently returned from France, has gone with the Boston Journal.

Ira S. French, formerly of the Standard Telegram, left last week for Providence, R. I.

The Newswriters' Equity Association is planning a dance.

**IN POLITICAL QUANDARY**

**Publisher Must Stand for or Against Sun in Montrose Campaign**

SCRANTON, PA., Oct. 14.—An interesting situation has developed in Montrose, Pa., where the Independent Republican was recently purchased by Dr E. R.

Gardner. In the last political campaign Dr. Gardner's son, who ran for a county office, was beaten for the Republican nomination, yet was a victor on the Democratic side. As a result Dr. Gardner's newspaper, always a steadfast supporter of Republican candidates in the future, now faces a problem of opposing the candidacy of its owner's son, or withhold its support from the regular Republican nominee.

**Form New Bureau in St. Louis**

ST. LOUIS, Oct. 12.—The Mid-West News Bureau, covering the territory in and surrounding St. Louis, is a new organization launched by a group of local newspaper men. The concern will have offices in a downtown office building and will announce its plans and organization details within the next few weeks.

**Editors in Libel Suit**

Ferruccio Corradetti, of New York City, publisher of the official bulletin of the Italian Musical League, has been arrested in connection with a civil action for \$25,000, brought by Alfredo Salmaggi, editor of Music and Musicians, who charged libel. The publisher was released on bail.

**Georgia Soldiers Have Monthly**

ATLANTA, GA., Oct. 12.—Application has been made for a charter for a monthly magazine to be printed here, known as the Georgia Legionnaire. It will be the official organ of the American Legion in this state. The first issue will appear sometime this month.

**Oldshue in Hungary**

PITTSBURGH, Oct. 14.—Valentine J. Oldshue, former city editor of the Gazette-Times, who has been engaged in war activities overseas since 1915, is now at the head of the first Red Cross relief expedition that has entered Hungary. His charge consists of thirty-five cars filled with food and clothing for a new central Red Cross base.

**Walters Agency Adds to Staff**

MILWAUKEE, Wis., Oct. 12.—The Walters Company announces the appointments of Norbert C. Beerend as production manager and Charles M. Somers to its general staff. Mr. Beerend until recently was advertising manager of the Badger Manufacturing Corporation, Milwaukee.

**Lamphere Moves to Louisville**

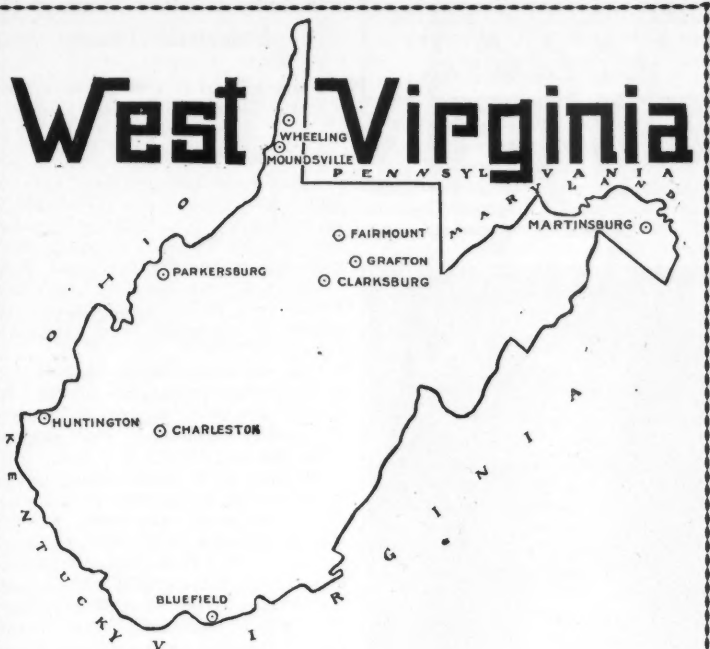
LOUISVILLE, KY., Oct. 13.—C. L. Lamphere, who has been connected with the Hearst papers for a number of years, is now superintendent of the composing rooms of the Courier-Journal and the Times, here.

**St. Paul Has New Agency**

S. PAUL, MINN., Oct. 12.—The Betting-Thompson Advertising has been incorporated by William J. Betting and Howard M. Thompson, formerly associated with the Randall Company and the Buckbee-Mears Company, respectively, of St. Paul.

**Raises \$1,339 for Tanner Children**

KANSAS CITY, Mo., Oct. 12.—A draft for \$1,399.52 was mailed by the Kansas City Star to the trustees of the William Fitch Tanner children fund in Chicago. This represents the amount contributed to the children through the Star.



**Look Ahead!  
Ask yourself  
this question:**

**Will factories in the future bring gas and coal and basic materials hundreds [of miles] and then distribute, or will they build their manufacturing plants near the mines and the sources of power in West Virginia?**

**People like to live where they can get steady work and earn a little more than they have to spend for life, liberty and the pursuit of happiness. That they are already coming to West Virginia is shown by the multiplying industries of chemicals, glass, paper, pottery, etc.**

**Are you advertising in the newspapers in West Virginia and establishing yourself here in good time to PROFIT by the future as well as the present? Do it NOW!**

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

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

**File the Facts for Reference**

## LOVING CUP FROM A. A. A. TO WALTER BRYAN

ATLANTA, Oct. 10.—On the eve of Walter G. Bryan's leaving for New York, he was again surprised by a token of appreciation from the Southern Council of the American Association of Advertising Agencies, repre-



sented in Atlanta by the Massengale Advertising Agency and the Johnson-Dallis Company.

W. R. Massengale and Ernest E. Dallis called at the Georgian office and presented Mr. Bryan with a handsome loving cup, suitably engraved, as an appreciation by the advertising agencies of his and the Georgian's work for better advertising and the co-operation given them during his four years in Atlanta. The members of the Southern Newspaper Publishers' Association had previously presented Mr. Bryan with a silver service.

## Obituary

JOHN RAY BIXLER, aged 77, editor of the Curwensville (Pa.) Herald, died on September 29. For many years he was editor of the Williamsport (Pa.) Sun and News.

ISAAC HAVELEY KNOX, aged 57, publisher and editor of the Waynesboro (Pa.) Republican, died October 6.

JOHN S. McNALLY, for many years an employe of the Columbus (Ohio) State Journal, is dead.

CHAMBERS AGENCY, Maison Blanche Bldg., New Orleans. Has secured accounts of Magnolia Coffee Company, "Wamba Coffee"; Pyrotol Chemical Company, hair tonic; Figaro Chemical Company, meat preserver. Newspaper schedules are going out.

The Long Island City (N. Y.) Star has been compelled to suspend publication because of a dispute with its union printers.

## Publicity Is Now Blamed for Industrial Unrest

Agitators Used It and Industry Fails to Counter, Sphinx Club Is Told

The Sphinx Club of New York resumed activities for the 1919-20 season by holding its 163d dinner at the Waldorf-Astoria Tuesday evening. Sherman Rogers, lumberman, and Bainbridge Colby of the U. S. Shipping Board were the principal speakers, the subject of discussion being "Industrial Unrest."

Lack of counteracting publicity to meet agitators' propaganda was declared by Mr. Rogers to be greatly to blame for present conditions. One point he made was:

"Because there was no counter publicity campaign to counteract the campaign of lies the Bolsheviks, the I. W. W.'s and the radicals grew bolder in Seattle and told the shipbuilders their employers were making \$100 a day on each man's labor. This was believed. Right here in New York there are fifty publications doing the same work and accomplishing the same results as were accomplished in the West. You can see it on every side, yet there is not a move made to combat this influence."

Mr. Colby urged a firm stand in connection with present industrial unrest and declared that among the accepted axioms of other days which must be relegated to the scrap heap was that of labor's unqualified right to strike.

## Agency Folks on Outing

The Street & Finney Advertising Agency, New York, recently held its fall picnic at Bayville, L. I., a chicken dinner being served under the supervision of Miss Amy Smith, head of the company's domestic science department.

## Langdon Out of Army

DETROIT, Oct. 12.—F. M. Langdon has been appointed to the advertising staff of the Lalley Electro-Lighting Corporation. He was formerly assistant advertising manager of the Cadillac Motor Car Company and lately a lieutenant in the Army.



(300 ft. x 280 ft.)

## The Detroit News

has a Sunday circulation in Detroit 49 greater than its only Sunday competitor.

Members Audit Bureau of Circulation

## BOOKBINDERS SIGN UP FOR \$6 INCREASE

Dry Goods Economist Comes Out in Mimeograph—Literary Digest Photographs Typewriting and Prints from Plates

The first hope of an early settlement of the printing trade labor disagreement, which has tied up the industry in New York since October 1, came Wednesday when Bookbinders Unions Nos. 1, 11, 22 and 119 signed new contracts with employers providing for a \$6 weekly increase in pay for a 48-hour week; 44-hour week to become effective on May 1, 1921; and an advance of 17 per cent. in overtime piece work. These are among the unions that have been holding out, along with the compositors and pressmen, for \$14 increase in pay and a 44-hour week immediately.

It was also announced by President Gootesman of the Hebrew Typographical Union No. 83 that the members had received from the Hebrew owners of job printing plants a \$6 a week raise for a 44-hour week, to go into effect at once.

The members of Typographical Union No. 7, comprising the German compositors, had been granted a bonus by the German Herold so that their wage scale now practically equals that of the English compositors.

An appeal to President Gompers of the American Federation of Labor has been made by the international officers of the pressmen's, typographers, and stereotypers and electrotypers' unions asking that the Central Federated Union of New York be compelled to rescind its resolutions of sympathy with the seceding unions of New York passed at a meeting last Friday, and that upon failure to do so its charter be revoked.

## "Big 6" Will Arbitrate Wages

At a meeting of "Big 6" members, Sunday, the officers were instructed to arbitrate the \$14 wage increase demand, but to "stand pat" on the 44-hour week. It was also voted to return to the members the \$100,000 strike fund that has been collected since October 1.

"Big 6" members are not on strike, but many who have not been laid off because of the shutting down of plants, due to the lockout of pressmen, are on "vacation," despite orders from their

international union officers to stay at work.

The present attitude of the employers toward "Big 6" members was expressed by F. A. Silcox, representing the labor committee of the Printers' League, as follows: "As soon as the typographers make a request for a conference, we shall be ready to meet them."

## Won't Recognize Pressmen

Regarding the pressmen, the Printers' League declares: "The employing printers have decided they will not hold any conferences or make contracts with any union not in good standing with its international and affiliated with the American Federation of Labor. They intend to see this issue clear through to the finish. In this they have the backing and indorsement of the international unions of the American Federation of Labor. The situation is all a part of the general fight all over the country to determine whether agreements are to mean what they say and are to be kept in good faith or are to be mere scraps of paper."

"Members of the League have always operated union shops and they desire to deal with responsible unions, but have grown sick and tired of trying to do business under constant threat that if this or that is not immediately done there will be a walkout, strike or 'vacation.' There can be no compromise on the issue of keeping contracts or secession."

The most novel move since the printers' trouble began has been made by the Literary Digest, the October 18th number of which has been printed from photo-engravings of typewriting.

The Dry Goods Economist has been issued in mimeograph form, keeping up its record of 73 years without missing an issue.

## prestige

You buy more than 80 such circulation when you purchase News advertising. You buy real reader



interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.

FOR 50 YEARS A NEWSPAPER.

Charter Member A. B. C.

## PUBLISHERS!

"The S & M Insured Agency Delivery Service—on Checking Copies" means to you what the A. B. C. means to Advertisers and Agencies—

Definite Proof Of Insertion

GUARANTEED Payment

[In Full and On Time]

Send for List of Subscribers

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

During the seven months ending July 31

614,922 agate lines

of national advertising were published in

## The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

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

## Last P. O. Report

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

76,806

## New Orleans Item

Send for a copy of our \$3,000 Book of Facts and Figures concerning selling 1/28 of all the people in the United States.

The circulation of

## The Evening Star

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

## 138,810 More Lines

of Foreign Display advertising appeared in the PLAIN DEALER during August, 1919, than in the second Cleveland paper—or almost as much again.

National advertisers have proven that they get the best results in Cleveland and Northern Ohio from

## The Plain Dealer

Largest Morning and Sunday Circulation between New York and Chicago.

## The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.



**MAINE PAPERS MUST ADVANCE PRICES**

**Warning of "Fatal Business Error" Sounded at Portland Convention —Don Seitz Tells of Newspaper Service**

PORTLAND, ME., Oct. 11.—The annual meeting of the Maine Press Association, features of which were addresses by John C. Koons, first Assistant Postmaster General; Carter B. Keene, director of the Postal Savings System; and Don C. Seitz, business manager of the New York World, was held here Thursday and Friday.

Charles H. Fogg, publisher of the Aroostook Times, at Houlton, was elected president to succeed Charles F. Flynt, business manager of the Augusta Journal, who declined a re-election. Roland T. Patten, business manager of the Independent-Reporter, Skowhegan, was re-elected secretary and treasurer.

President Flynt in his opening address said the purpose of the meeting was to discuss business and make plans for the betterment of the advertising and printing business.

"Today we are passing through one of the greatest periods of labor and social unrest the world has ever witnessed," he said. "The newspapers particularly have been very hard hit with sharp advances in all materials and labor entering into the making of the newspaper. The Maine publishers cannot long continue in business at the old rates, either on subscriptions or advertising."

"This is a time when nearly all publishers outside of the State are advancing their subscriptions and advertising rates, and the Maine publisher who does not advance his rates, commensurate with his increased costs, will make a fatal business error."

Mr. Flynt then recommended that a legislative committee be appointed to go to the Legislature and look after the interests of the printers.

**Seitz Makes Able Address**

The names of Anson M. Goddard of Augusta, A. L. T. Cummings of Orono, Percy Whiting of Augusta and Walter A. Smith of Bucksport were accepted for membership in the association. Francis M. Joseph of Waterville spoke on "A Standard Price List for the Maine Jobbers" and his address was followed by discussion.

The out-of-town members were guests of the three local daily newspapers, the Daily Eastern Argus, Portland Press and the Express-Advertiser, at the banquet served Thursday evening at the Elks' Club.

Don C. Seitz, business manager of the New York World, who started his career in a humble capacity in the office of the Norway Advertiser, a Maine weekly paper, spoke on "The Newspaper and the Community."

Mr. Seitz said that in his soul he believed that the war between the states

in this country was largely fostered by the newspapers of the North and South. "If they had told the facts," he said, "each of its own section and concerning the other section and had left out the fire eating and the shouting and evil ideas, I feel sure the country would not have had the Civil War."

Mr. Seitz's subject gave him a wide scope and he entered into an address which he appeared to enjoy equally as well as his audience. He told how the first newspaper was started in England and how at that time it was in the form of a written news letter in which the general doings of the city of London were related and passed about for those who desired to read. It was the idea of a woman which brought to the fore the printed newspaper. At first, and for a full 100 years there was only a weekly newspaper. Then came the daily, very small at first, but growing gradually up to the present big metropolitan sheet.

The newspaper for many years performed its proper function, that of a news and facts distributor, but in an evil day, he said, it became the organ of a cause and the agent of some political party or some political person. "Then," said Mr. Seitz, "it ceased to be a newspaper and became a partisan weapon, a mischief maker and a bringer on of strife." It was at this point that the speaker made the remark that he believed the newspapers of the North and South were responsible for the Civil War.

**Pulitzer Revived Ideals**

"It was not until Joseph Pulitzer came into prominence in the newspaper field in 1878," said Mr. Seitz, "that the old ideas began to come back. Mr. Pulitzer brought back to life the idea that a newspaper was the servant of the community, that the press is or ought to be free, not in the sense of the word freedom for license, but in the sense that a newspaper ought to be free to tell all the public is entitled to know and the public is entitled to know everything."

Mr. Seitz then remarked that in some respects the papers of today are carrying this idea too far; they are telling too much. They have usurped the old-time stump speaker in the political field.

The speaker gave a short account of the newspapers of half a century ago, and finally spoke of the local paper, stating that it had a field all its own. He told how to build up a newspaper by utilizing its full space for value either of news or of advertising that pays. "The trouble with editors," said Mr. Seitz, "is that they deal with men and not with objects."

Interesting talks on the postal service

were given by First Assistant Postmaster General Koons and Carter B. Keene, director of postal savings and a native of Maine.

The greater part of the final session on Friday morning was taken up by an open discussion of the methods of running a country newspaper. The discussion was opened by Charles H. Fogg of Houlton, the newly elected president, who gave an interesting account of the financial methods of one country newspaper which he offered to the members as a "horrible example" of inefficient business methods.

**"Horrible" Business**

At the end of the reading of his paper, it was not quite clear to those present whether this publisher whose methods were described had made a profit of a few dollars for his year's work or was owing money to himself.

Leon A. Gray gave an interesting account of his experiences the past six months in the publishing of a country weekly, the Lincoln County News at Damariscotta. He told his methods frankly and said he believed he had solved a problem which similar publishers had considered a bugbear.

President Fogg appointed an executive committee, consisting of Frank B. Nichols, of Bath, who also will be chairman of the daily newspaper division, Fred B. Merrill, of Bethel, to be chairman of the country newspaper division, and Francis M. Joseph of Waterville, to be chairman of the job printing section, and the vice-presidents.

**Association of Dailies Meets**

PORTLAND, ME., Oct. 14.—In order that the members might attend the annual meeting of the Maine Press Association here, the quarterly meeting of the Maine Daily Newspaper Association was held in this city Wednesday night.

The members of the association, which consists of the publishers and business managers of the daily newspapers of this State, were the guests of William H. Dow, business manager and treas-

urer of the Evening Express Publishing Company. They were entertained at the Elks' Club where the banquet and business meeting were held.

A shop-talk of some two hours was indulged in with mutual benefit, the dry edge being taken off the business discussions by the telling now and then of an amusing incident in the experience of the gentleman telling it. One of these was related by Colonel Charles H. Prescott, publisher of the Biddeford Journal.

Colonel Prescott told a story of a \$30,000 dinner which he paid for in Brazil some four or five years ago while making a tour of South America. There were three persons in the party besides himself. He paid the price named for the dinner for the four and said he had eaten a good many better dinners. The amazement of his hearers became less, however, when he said that the \$36,000 in Brazilian money equalled only about \$5 in Uncle Sam's good money.

**Connecticut Convention October 18**

HARTFORD, CONN., Oct. 13.—The Connecticut Editorial Association will hold its fourth quarterly meeting at Derby, Conn., on Saturday, October 18. Governor M. H. Halcomb will be the guest of honor, and the members will inspect the plant of the Connecticut Light and Power Co., at Stevenson, during the day.

**Blakelock Makes Change**

NIAGARA FALLS, N. Y., Oct. 12.—The Niagara Wall Paper Company's advertising has been placed in charge of F. G. Blakelock, heretofore advertising manager of the U. S. Light & Heating Corporation.

**New Era Features**

30 E. 42nd St., New York City

Forty Leading Papers Print Our Service

Send for our Headline History of the World War

**Time and Money**

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers  
170 Broadway New York

**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

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

**THE INTERNATIONAL NEWS BUREAU, Inc.**  
15 SCHOOL STREET, BOSTON, MASS.  
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

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

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.  
You will find our monthly subscription rates surprisingly low.

**The True News FIRST**

Always-Accurately

International News Service  
World Bldg. New York

**NEWSPAPER Feature Service**

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

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

## CIRCULATORS CHANGE THEIR POSITIONS

**Annenberg Goes to Philadelphia Press and Hasenack to New York Sun—New Posts for Barry and O'Connor**

Several important circulation management interchanges became effective this week.

J. M. Annenberg resigns as circulation manager of the Albany Knickerbocker Press to take charge of circulation for the Philadelphia Press. He succeeds James Hasenack, who becomes circulation manager of the New York daily and Sunday Sun, relieving Edward Barry, who will hereafter be in full charge of the Evening Sun's circulation.

John W. O'Connor, who was Mr. Annenberg's assistant, becomes circulation manager of the Albany Knickerbocker Press.

## CHICAGO BANK ADVERTISERS

**Copy Handled From News Stand Point, With Striking Effect**

CHICAGO, Oct. 12.—Dow, Jones & Co., the corporation which operates the Wall Street Journal and the News Bulletin Service in New York, has become active in the Chicago financial advertising field by handling the account of the new Great Lakes Trust Company. The work is in charge of Glenn Griswold, who for six years was financial editor of the American and the Tribune and left the latter institution July 1 to enter the advertising field.

Although not the first to embrace the theory, Mr. Griswold believes that bank advertising is bank news and that every advertisement is a story. The opening of the bank was widely advertised purely on its news merits.

## MAKING NEWSPAPER STUDY

**Several Publications Co-operating in Plan for Better Understanding**

The Committee for Newspaper Research, formed by the Brooklyn Eagle, Minneapolis Journal, Des Moines Capital, Sacramento Bee, Milwaukee Journal and Omaha World-Herald—whose special representatives in New York are O'Mara & Ormsbee, Inc.—is engaged in the work of preparing, for publication in two parts, a study of newspaper advertising. The purpose of this research work is not to serve as a sales argument for the newspapers concerned, but to promote a better understanding of the possibilities and costs of newspaper advertising in general, to throw light on dealer and consumer problems and to promote the improvement of typographical effects in newspaper advertising copy by showing examples of possibilities in this direction.

The preparation of the work is in di-

rect charge of Merrill Rogers, secretary of the committee, with offices at 225 Fifth avenue, who will welcome the co-operation of those interested in adding to accumulated advertising knowledge.

## Chinese Student Wins Bennett Prize

The James Gordon Bennett prize at Yale has been awarded for the year 1918-19 to Ch'en Chun, of Krashing, China, for his essay on "The Railway and the Government." The prize, which consists of the income from a fund of \$1,000, was established in 1893 by the late James Gordon Bennett, proprietor of the New York Herald. It is given for the best essay upon a subject of contemporaneous interest in the domestic or foreign policy of the United States Government.

## Organize Advertising Service

MINNEAPOLIS, Oct. 14.—Frederick Kammann, Jr., Maurice Kammann and Carleton A. Kammann, brothers, have become associated in the conduct of the Kammann Advertising Service.

## 80 Tons of Paper in One Edition

OKLAHOMA CITY, OKLA., Oct. 12.—More than eighty tons of newsprint was used in the State Fair edition of the Daily Oklahoman last Sunday. The issue contained 152 pages and is the largest issue ever published by an Oklahoma newspaper.

## Lyon to Be Tried for Murder

RICHMOND, Mo., Oct. 14.—The trial of Robert S. Lyon, editor of the Richmond Conservator, charged with the murder of Judge Frank P. Divilbiss last spring, will be held at the October term of the Ray County Court.

## "A. B. C." Reports on Peoria

CHICAGO, Oct. 14.—Audit Bureau of Circulations reports have been issued on the Peoria (Ill.) Journal and Sunday Journal-Transcript and the Peoria Evening Star.

## Mackin Joins Scranton Times

SCRANTON, PA., Sept. 30.—Lieut. James G. Mackin, formerly on the Republican news staff, is now with the Scranton Times.

## The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening. Morning Edition, 2c Sunday Edition, 5c

## Dominates Its Field

LOS ANGELES

## Evening Herald

Circulation

127,773

DAILY

Member A. B. C.

## Wide-Awake Houston Man Uses Opportunity

**Once-in-a-Century Date Combination "9-9-1919" Makes Hit for Houston House**

HOUSTON, TEX., Oct. 14.—Commemorating that one period of a century when but two figures express the number of the month, the day and the year, viz.: 9-19-1919 a local dry goods firm made a decided hit with a display advertisement in the Houston newspapers on September 19. J. B. Westover, advertising manager, evolved the idea, which proved a success.

In the text it was stated that the last time a similar combination of figures could be made was August 18, 1818, and the next occasion such a combination can be used will be February 20, 2020. The sale which this advertisement heralded was unusual in the manner in which the prices were featured, as for example: 119 silk dresses in 1919 styles offered for \$19.19.

Throughout the advertisement the combination of nine was thus used.

## Buys Maine Journal Interest

BOSTON, MASS., Oct. 14.—Winfield M. Thompson, long connected with the Globe and recognized as an authority on yachting and maritime matters, has purchased an interest in the Marine Journal of New York. He has concluded the work for the United States Shipping Board Recruiting Service and will be associated with Winthrop L. Marvin and Capt. George L. Norton, who will retain the position of president of the Marine Journal Company. Mr. Thompson's address is 17 State street, New York City.

## Printer in Bankruptcy

Corydon A. Woodward, printer, 5 Beekman street, New York, has filed a petition in bankruptcy, with liabilities of \$14,000 and assets of \$200.

## Rowe Won't Succeed Barrett

WASHINGTON, D. C., Oct. 11.—Representatives of the Treasury Department declared to a representative of EDITOR & PUBLISHER today, that reports of Dr. Leo F. Rowe's appointment as director-general of the Pan-American Union

"are entirely without foundation." It was stated that as soon as the President accepts Dr. Rowe's resignation as Assistant Secretary of the Treasury, Dr. Rowe will take charge of the Division of Latin-American affairs in the Department of State.

## New Maine Ad Agency

PORTLAND, ME., Oct. 14.—The Right Advertising Company, Inc., has been organized here with a capital stock of \$10,000. The officers are Albert E. Anderson, president; Harold F. Schnurfs, treasurer; William H. Murray, clerk; Anderson, Schnurfs and Helen H. Wheldon, directors. All are residents of Portland.

## Ocain Returns to Santa Ana

SANTA ANA, CAL., Oct. 12.—Charles D. Ocain has returned from Tucson, Ariz., to his old position as advertising manager of the Register. "There's no place like California," he told the representative of Editor and Publisher.

## Scranton Veteran Retires

SCRANTON, PA., Oct. 13.—Michael Walton, Sr., who has been foreman of the composing room at the Times for a number of years, has been retired on pension. Fred Kellar, assistant, has been advanced to the foremanship.

## New Daily in Marshall, Tex.

MARSHALL, TEX., Oct. 8.—The Morning News is a new daily. Homer M. Rice is editor and Bryan Blaylock is business manager. It carries the Associated Press service.

## The Mount Vernon, N. Y.

## DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.

Foreign Representative  
171 Madison Ave. NEW YORK

## The Pittsburg Dispatch

is the daily buying guide in thousands of thrifty households.

WALLACE G. BROOKE

Brunswick Building, New York

THE FORD-PARSONS CO.

Peoples Gas Building, Chicago

H. C. ROOK

Real Estate Trust Building, Phila.

## The Test Town of the Country for the National Advertiser

## Beloit, Wisconsin

Here is a city rich in factories and agriculture, rich in educational institutions, rich in contentment and Americanism. Workmen own their homes and deposits in banks total \$7,000,000.

Beloit has one paper—the Daily News—in which the people have faith. Circulation over 7,000. Rate, 2½ cents per agate line.

## The McClure

## Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Ave., New York

## New Orleans States

Member Audit Bureau of Circulation

Sworn Net Paid Circulation for

6 Months Ending April 1st, 1919

43,701 Daily

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

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. Beckwith Special Agency  
Sole Foreign Representatives  
New York Chicago St. Louis



### CARVER PURCHASES A DAILY

**Sells His Interest in Augusta Chronicle and Becomes Sole Owner of Wilmington (N. C.) Dispatch**

AUGUSTA, GA., Oct. 12.—The sale of his interest in the Augusta Chronicle and his purchase of the Wilmington (N. C.) Dispatch were announced to Editor & Publisher today by R. S. Carver, business manager of the Chronicle. Thomas W. Loyless, president and editor of the Chronicle, announces that he has bought Mr. Carver's 110 shares of stock.

Mr. Carver has bought all the stock of the Wilmington Dispatch from Parker R. Anderson, becoming sole owner of the publication, which is the afternoon paper at Wilmington, with a Sunday morning edition. The Dispatch has the daily afternoon and Sunday morning leased wire of the Associated Press. Wilmington is the second largest city in North Carolina.

Mr. Carver bought a minority interest in the Augusta Chronicle on June 1, 1918, and became business manager. He will take active charge of the Wilmington Dispatch and give his attention to its development.

#### Blumenstock in New Work

CHICAGO, Oct. 13.—George Blumenstock, formerly advertising manager for J. Schwartz & Sons, is now handling advertising for the Perlstein Company, boys' clothing manufacturers. A special daily newspaper campaign has just been prepared.

#### Injured in Saving Boys

JUNCTION CITY, KAN., Oct. 12.—C. H. Manley, Jr., owner and editor of the Republican, suffered painful injuries when in attempting to prevent a moving automobile from backing into a crowd of boys he was run over and caught by one of the wheels.

#### Compromises in Tulsa

TULSA, OKLA., Oct. 9.—The Tulsa Democrat, which was tied up Wednesday by the strike of pressmen, who demanded a wage scale of \$45 a week from \$33 and \$35, effected a compromise and resumed publication today. The World did likewise yesterday. A contract for two years at \$40 a week was signed by both sides. Former contracts were for only three months each.

#### New Account for Woodward

AURORA, ILL., Oct. 15.—Advertising of the Allsteelquip Company has been placed in charge of Woodward, Inc.

#### Witte's New Work

CHICAGO, Oct. 13.—In his new position abroad for the Chicago Daily News, George W. Witte will be associated with

Michael Farbman in covering Germany and the new states to the East. Both men will work under the direction of Gordon Stiles, who is in charge of the Berlin office.

#### Omaha Doubles Advertising

Omaha is to double its appropriation for advertising the city nationally for 1920. The bureau of publicity of the Chamber of Commerce spent \$30,000 advertising Omaha during the past year. Last week three hundred salesmen voluntarily canvassed the city and raised the bulk of the \$60,000 subscription in two hours.

#### \$37-\$40 Scale in Oklahoma City

OKLAHOMA CITY, Oct. 11.—Following the end of the strike, which tied up the newspapers here, E. K. Gaylord announced the scale for printers on the Oklahoman and Times would be \$37 a week for day work and \$40 for night, the same as the compromise offer made to the unions during their strike.

#### Thayer Takes Up New Duties

PULLMAN, WASH., Oct. 14.—Frank Thayer, formerly in charge of courses in journalism at the University of Iowa, has arrived here to supervise the department of journalism at State College.

#### "C. P. L." Will Meet Nov. 26

TORONTO, Oct. 14.—The Canadian Press, Limited, will hold its annual meeting immediately before that of the Canadian Press Association, which is now scheduled for November 27 and 28. Both meetings will take place in Toronto.

#### Katz Wins Copy Prize

BALTIMORE, MD., Oct. 14.—Joseph Katz, advertising manager of the Hub Store, has been awarded first prize by the National Association of Retail Clothiers for the best retail clothing advertisement submitted in a recent contest.

#### Sharp Leaves Chicago

DES MOINES, IA., Oct. 14.—The C. E. Erickson Company has a new sales and advertising manager in the person of W. B. Sharp of Chicago, who was sales promotion manager of the International Tailoring Company.

### "3-I" Circulators to Meet October 21

**Attendance Will Include Representatives of Newspapers of Illinois, Indiana and Iowa**

(BY TELEGRAPH)

ROCKFORD, ILL., Oct. 10.—The semi-annual meeting of the Circulation Managers' Association of Illinois, at Joliet October 21, will be the first held with Indiana and Iowa circulation managers as members and a large attendance is expected.

The program of papers and discussions includes:

"How to Stimulate Circulation Among Country Agents."—J. A. Beckett, Decatur Herald.

"How I Get Out My Carriers' Bulletin, and Benefits Derived from Same."—G. S. Galloway, Rockford Register-Gazette.

"The Organization and Operation of An Up to Date Circulation Department."—Clarence Eyster, Peoria Star.

"The Building and Maintaining of an R. F. D. Circulation."—W. P. Lovell, Bloomington Pantagraph.

"Systems, Diaries, Etc."—W. H. Coonradt, Decatur Review.

"How to Encourage Carriers to Secure New Business."—W. C. Hunter, Quincy Journal.

"Mail Room Efficiency."—E. C. Hewes, Danville Commercial-News.

"The Duties of a Circulation Manager."—Ruth L. Goodwill, Galesburg Mail.

Topics open for discussion by all members will be: "Cost of Delivery," "Collecting," "Office Owned Routes," "Cost of Delivery," "Independent Carrier Systems."

ed the last sentence; and the copy-reader didn't have the heart to cut it out.

But our City Ed. says it was the Post Express proofroom that erred. "Probably," he says, "it was \$6."—F. P. A., in the New York Tribune "Conning Tower."

#### Covering Industrial Conferences

WINNIPEG, Oct. 15.—T. B. Robertson, labor editor of the Free Press, is spending several weeks in eastern Canada. He attended the Canadian industrial Conference at Ottawa and will take in the Trades and Labor Congress of Canada at Hamilton, Ont.

#### Buys Land to Build

ABILENE, TEX., Oct. 12.—The Abilene Printing Company, which publishes the Daily Reporter, has purchased a corner lot at North Second and Cypress streets for \$20,000 and will erect a modern building to house its printing establishment.

#### Block Moves New York Offices

The offices of Paul Block, Inc., were moved last week from 250 Fifth avenue to 95 Madison avenue, corner of 29th street, where they occupy an entire floor.

#### Lamson Joins the Capital

DES MOINES, IA., Oct. 12.—Flora Lamson, artist for the Register and Tribune, has taken a position with the Capital.

#### New Press in Sheridan

SHERIDAN, WYO., Oct. 12.—The Enterprise has installed a new Cox press.

## Des Moines Register and Tribune

104,858 Daily  
Morning and Evening  
71,240 SUNDAY

Net Paid Average Six Months  
ending September 30, 1919  
Member A. B. C.

#### The Dominating Force

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

#### The Bridgeport Post Standard-Telegram

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

FOREIGN REPRESENTATIVES  
I. O. Klein,  
Metropolitan Bldg., New York.  
John Glass,  
Peoples' Gas Bldg., Chicago, Ill.

## The Pittsburg Press Has the Largest

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

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

### Food Medium of New Jersey Trenton Times

A. B. C.  
2c—12c Per Week

KELLY-SMITH COMPANY  
29 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

### Reaching the MOST Buyers at the LEAST Cost

## BOSTON AMERICAN

Govt. Statement For Six Months Ending April 1st.

301,270

The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

### The Congregationalist

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

Broad-minded advertisers know  
THE CONGREGATIONALIST,  
14 Beacon St. BOSTON, MASS.

### THE PEOPLE OF NEW LONDON, CONN. have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

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

## Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

### Evening News

Member A. N. P. A., A. B. C., A. P. Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue  
New York City

# SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

## PLAIN DEALER STARTS NEW BUILDING

**Plans to Double Size of Present Home, Which Has Been Outgrown in Ten Years—Hurrying for New Presses**

CLEVELAND, OHIO, Oct. 13.—The Cleveland Plain Dealer will double the size of its present home, which was erected about ten years ago. Work was started last week in tearing down old buildings on the west side of the present Plain Dealer home, which is on the north-west corner of Superior avenue and East 6th street.

The new building will be a duplicate of the present structure in exterior appearance, but plans for the interior have not yet been completed. Work on the foundation and basement will be rushed so that new presses, now badly needed, may be installed as soon as possible.

## SULLIVAN IN PORTLAND

**A. N. A. Secretary Speaks Before the Kiwanis Club on "Advertising"**

PORTLAND, ME., Oct. 11.—Members of the Kiwanis Club listened with much interest to an address by John Sullivan, secretary-treasurer of the National Association of Advertisers, on commercialism through advertising. Many of the phases of industrial business of all lines were presented by Mr. Sullivan in a clear-cut and definite manner. He declared that business concerns are learning that the fundamental success of their business is through advertising and that each concern or company must specialize and make a study of its business and articles advertised.

Many failures have been due, he said, to advertising when the heads of the company spent their monies without a study of market conditions.

## AGENCY USES AIRPLANE

**Takes Photographs from Sky of Real Estate for Advertisements**

SEATTLE, Oct. 12.—The Strang & Prosser Advertising Agency here is making use of an airplane to take photographs from the sky of real estate offered for sale in newspaper advertisements by their clients. These photographs are reproduced in the ads.

In an aerial photograph, there is shown the contour of the country and many other details that cannot be brought out in a map, the agency explains.

## TROWBRIDGE GOES WEST

**N. Y. "Special" Joins O'Mara & Ormsbee in Chicago**

E. C. Trowbridge has been appointed Western manager of O'Mara & Ormsbee, Inc., and Roy F. Hinman has returned to the firm's New York selling forces, after war service.

Mr. Trowbridge for several years past has been the Eastern representative of the Los Angeles Herald, the San Diego (Cal.) Union-Tribune and the San

Francisco Call-Post. O'Mara & Ormsbee have added the San Diego paper to their list, but announcement of the future representation of the others has not been made.

## Nichols-Moore Agency Starts

CHICAGO, Oct. 15.—The Nichols-Moore Company has been organized here as an advertising agency by Drustus R. Nichols and John C. Moore, both lately with the Allied Publicity Bureau, Cleveland. E. J. Witthoff and O. C. Shiras are associated with Messrs. Nichols and Moore in the operation of the business.

## Timberman in Own Business

WILKES-BARRE, PA., Oct. 12.—Lieut. Charles Timberman, formerly a member of the Record, has been elected secretary of the Fahringer Engraving Company, a new concern. Mr. Timberman is also a stockholder in the company.

## Revives After War

CHEYENNE, WYO., Oct. 12.—The Snake River Sentinel of Baggs, Wyo., which suspended publication a little over a year ago on account of the stress of war conditions, has just been revived by the former editor, M. P. Christensen.

## Sullivan With Motor Age

CHICAGO, Oct. 12.—Lambert Sullivan, formerly automobile editor of the Daily News, has joined the editorial staff of Motor Age, Chicago, as news editor and assistant to Darwin S. Hatch, the managing editor. Fred B. Schafer has joined the Motor Age copy staff.

## Leaves News for Agency Work

CLEVELAND, O., Oct. 13.—Charles G. Reed is a new addition to the publicity and sales promotion staff of the Dunlap-Ward Advertising Agency. For a number of years he has handled automobile news and advertising for local newspapers.

## Will Manage Political Campaign

Joseph Johnson and William A. Orr, former New York newspaper men, have been appointed managers of the political campaigns of Irwin Untermyer for Justice of the Supreme Court and William H. Chorosh for Justice of the City Court, respectively.

## Sign New Printers' Scale

COFFEYVILLE, KAN., Oct. 12.—The local typographical union has signed up a new scale representing an increase of 65 per cent. over their 1914 scale. Changes also were made in working conditions.

## 2 Pages of Classified in Kansas

LAWRENCE, KAN., Oct. 14.—The Journal-World carried two full pages of classified advertising, a record said never to have been exceeded in the history of any small town newspaper in Kansas.

## EQUIPMENT FOR SALE

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

## Press For Sale

Owing to consolidation will sell Goss eight-page stereotyping press and full equipment in good condition. Chew Publishing Co., Xenia, Ohio.

## INCORPORATIONS

NEW YORK—Applied Advertising Agency, \$20,000; D. and J. Whitestone, D. Cohen, 42 Broadway.

Bolivar Trading Company; printers' and lithographers' supplies; \$10,000; H. Voelcker, H. Barger, L. Barth, 32 Union Square.

Plottier Publishing Company; \$25,000; A. Plottier, E. C. Regut, G. Burlet, 54 West 26th street.

Rich Printing Company; dissolved. Neura Paper Company; capital increased from \$600,000 to \$1,200,000.

Lithoprint Company (Delaware corporation); authorized; printing and engraving; \$195,000; representative, M. C. Hale, 41 Warren street.

AUBURN, N. Y.—Auburn Publishing Company; capital increased from \$100,000 to \$125,000.

ASTORIA, ORE.—Budget Publishing Company; \$50,000; E. B. Aldrich, F. W. Lampkin and M. R. Chessman, recent purchasers of the Budget.

GLEN COVE, N. Y.—Echo Press; \$15,000; P. C. Winnill, M. C. H. Davenport, J. C. P. Davis.

## Chester Parish Is Appointed Tribune Building Agent

**Julian White Enters Real Estate Business—American Legion Post Organized—Other Activities**

Julian White, renting agent for the N. Y. Tribune Building, has resigned to become associated with the real estate firm of Cross & Brown. Frank R. Parish, a brother of Chester Parish of the Tribune Advertising department, has been appointed as Mr. White's successor.

Samuel L. Dashiell of the local staff sails for France on the 14th. He will make his home in Paris.

Clare Briggs and H. T. Webster, syndicate cartoonists, has been up to Maine over a week end to buy an island, or maybe two. Clare says he wants a haven of refuge in case the strikes make New York unsafe for newspaper cartoonists.

The organization of the Lieut. William S. Lahey Post, No. 144 of the American Legion, made up of Tribune service men and formed as a memorial to "Bill" Lahey, of the Tribune copy desk, who was killed in action, has been completed. At a meeting this week the following officers were elected: Post Commander, F. J. Price, Jr.; vice-commander, W. O. McGeehan; adjutant, Thomas E. Powers; finance officer, Albert E. Fuller;

## 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

## FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

**WALTER SCOTT & CO.,**  
Plainfield New Jersey

Take It To

## POWERS

**Open 24 hours out of 24  
The Fastest Engravers on  
the Earth**

**Powers Photo Engraving Co.**  
154 Nassau St., Tribune Bldg.  
New York City

Printing Plants and Business  
BOUGHT AND SOLD  
**Printers' Outfitters**  
American Typefounders' Products  
Printers and Bookbinders Machinery  
of Every Description  
CONNER, FENDLER & CO  
95 Beekman St. New York City

historian, Louis Lee Arms; chaplain, P. T. Edrop. The other members are Samuel L. Dashiell, Walter J. Fenton, Arthur J. O'Sullivan, Robert L. Stern, Morris R. Werner, B. O. McAnney, Silas B. Fishkind, W. C. Kraowitz, Herbert S. Flinn, Russell S. Sims, George L. Seese, William J. Masters, A. K. Perrin, Grantland Rice of the Editorial Department; Arthur Bunnell, Sidney Hydeman and Godfrey Hammond of the Advertising Department, and Israel S. Kaplan, photographer.



## 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.

#### Mr. Publisher or Business Manager

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulation on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newspapers, carriers, and city and country dealers. Wide experience in R. F. D. work and contests of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-828, care of Editor and Publisher.

#### Business Manager and Advertising Man

With a clean record of twenty years' continuous work, having sold interest, would like to connect with paper. Among other duties has done work for years of two advertising men. Address A-900, care of Editor and Publisher.

#### Advertising Manager

Thoroughly competent, excellent record, wide successful experience, both metropolitan and suburban, desires change, married, well recommended as to ability and character. Address A-903, care of Editor and Publisher.

#### Advertising Salesman

Advertising salesman, fifteen years on metropolitan dailies, best of references, prefer Southern newspaper. Age 38, married, no children. Address A-906, care of Editor and Publisher.

#### Business Manager

Advertiser, who graduated from composing room to successive positions as editor-manager, advertising manager, and business manager of daily paper with good clean record of achievement, is seeking to better himself; prefer afternoon daily in city of 40,000-50,000; good personality, energetic, tactful; can build up a run-down proposition. Address A-911, care of Editor and Publisher.

#### Opportunity Wanted

Competent editor-manager with unusual record will consider a proposition with or without investment. Evening daily in South Atlantic or New England states preferred. University graduate, age 43 with knowledge of work from the case to the desk. At liberty because of advantageous sale of property now built up. Address A-901, care of Editor and Publisher.

#### Copy Man

with considerable general agency experience seeks immediate job where he will be given the opportunity of proving that he knows the business from A to Z. He also invites attention of Book Publishers and Literary Editors to the fact of his having made a study of The Book. Address A-909, care of Editor and Publisher.

#### Live Reporter

An energetic Christian young man, 25, seven years with educational institution, nine months as general reporter on aerial publication while in the Army, desires connection with live publication. New York preferred. Can furnish excellent references; salary secondary consideration. Address A-910, care of Editor and Publisher.

#### Newspaper Woman

All-around experienced newspaper, magazine and syndicate woman desires story, feature or editorial work. Address A-907, care of Editor and Publisher.

#### Want City Editor or Reporter?

Head reporter on daily having 8,000 circulation desires change; versatile writer, energetic, reliable; has desk experience, initiative; age 28; married. Address Progressive, care of Editor and Publisher.

#### Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor and Publisher.

#### Circulation Manager

Now has charge of that department on a well known daily, but desires a change for the best of reasons. Have had 20 years' circulation experience on "big" papers and have always "made good." Familiar with all up-to-date methods of handling circulation. Best of references. Age 38. Address A-904, care of Editor and Publisher.

#### Advertising Solicitor

Wanted—Advertising solicitor who knows how to write copy and sell it; one who does not expect to be made business manager the first week. For such a man who will really work there is a fine opportunity on a Middle West newspaper in a charming city where the people are congenial and pleasant. Address A-905, care of Editor and Publisher.

#### Advertising Manager

Wanted—An advertising manager for morning and evening dailies working under one rate card in city of 20,000 population. Must be able to write good copy and solicit business. Young man preferred. State age, experience and salary expected in first letter. Address A-908, care of Editor and Publisher.

#### Classified Man

Wanted—Energetic man, whose experience proves he is capable of building up a classified department on a morning newspaper in a city of 100,000. Applicants must furnish references and state salary required. Address A-882, care of Editor and Publisher.

#### Advertising Man, and Cartoonist,

Wanted—Competent advertising man and a young cartoonist. Will pay good wages and also want the latter to devote some time to special writing. Clarksdale Daily Register, Clarksdale, Miss.

#### Circulation Manager Wanted

who is now making about \$40.00 per week, to take a position that would pay about \$50.00 to \$60.00 per week, depending on his ability to handle a force of canvassers and collectors. The position pays salary and commission. It is permanent. Good chance for promotion for a man who wants to get out of a rut. Reply will be confidential. State age, experience, and if at present employed. Also whether married or not. Address A-912, care of Editor and Publisher.

## HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

#### Mr. Advertisement

In the advertising business, I wish to secure advertising in Chicago territory for two or more good live trade or technical journals. Only want good ones. I deliver the goods. References given. Address R. Igo, 553 People's Gas Bldg., Chicago.

#### Changes on El Paso Times

EL PASO, TEX., Oct. 10.—W. B. Griffin, formerly with the International News Service and the Tucson Citizen, has succeeded the late Charles P. Downs as telegraph editor of the Times and R. L. D. McAllister, late of the Philadelphia Public Ledger and the New York Times, becomes state editor in the place of Claude A. Brown, who retires to enter the oil business in the Homer Field, Louisiana.

#### 32-Page Limit in Kansas City

KANSAS CITY, MO., Oct. 10.—The Kansas City Star today carried the following announcement to its advertisers: "In today's issue of the Star, fifty columns of advertising—more than seven pages—were omitted. Owing to the scarcity of white paper and the burden imposed on the carriers, the Star must limit its week day issues to 32 pages and refuse more than one page to any advertiser."

#### Ritter Agency Appointments

The Philip Ritter Company, New York, has added the following to its agency staff, James A. Watson, Philadelphia; H. A. Thompson, Buffalo; and H. P. Bender of New York.

#### Cunningham Sells to Ender

CHIPPewa FALLS, WIS., Oct. 13.—The Daily Independent has been sold by T. J. Cunningham to August F. Ender, a newspaper man of fifteen or more years' experience.

## CIRCULATION NOTES

The newsboys of the Houston Post will aid the Salvation Army drive for funds by donating the entire proceeds of their sales for two days. The Post will supply the papers to them without charge.

The Ottawa (Ont.) Journal is conducting a figure puzzle contest that is bringing in many new subscriptions.

Carrying the first shipment of any consequence of newspapers ever sent by airplane in the Southwest, a machine engaged by the Tulsa Democrat Printing Company arrived in Oklahoma City on September 30, with a thousand copies of the Democrat. It was the first day of the strike called by the typographical union. Leaving Tulsa soon after the city edition was off the press the plant arrived at the state fair grounds and was met by Mayor Walton and other officials and citizens who expressed their appreciation of being given a chance to scan the world news during the period of their own newspapers' suspension.

"Ask us anything; we know."—So thoroughly has the information bureau of the Seattle Times been organized, with a resultant excellent service to the community; that it is an unusually important one in the newspaper. Every day questions pour in, ranging from a query as to the name of the prince who presides over the Native State of Hyderabad in India to the time of day. The daily mail brings dozens of letters from all parts of the Pacific Northwest.

The Houston (Tex.) Post employes' library has been opened by Roy G. Watson, president and publisher, to every paid-in-advance subscriber to the Post.

The St. Paul (Minn.) Dispatch has started a contest on the question, "What Has America Meant to You?" Letters relating personal experiences are called for. A prize of \$2 is offered for each letter deemed worthy of publication and at the end \$10 will be paid for the best one of the lot.

"Who's Who in Oil" is the head of a paragraph appearing daily in the Houston Chronicle giving a sketch of the life and accomplishments, along oil and other business lines of Houston men, accompanied by a picture of the subject.

The Houston Chronicle's Sunday picture-gravure section is printing the winning pictures entered in its recent photograph contest, which resulted in 400 pictures being submitted from all over the state. Fourteen prizes of \$10 each were offered, seven going to professionals and seven to amateurs—\$1 is to be paid each artist meriting honorable mention.

John A. Quaid of Bedford has been made a traveling representative of the Manchester (N. H.) Union-Leader.

The Houston Chronicle used two airplanes to distribute baseball extras between Houston and towns 150 miles away during the world's series.

A. C. Finlay is again circulation manager of the Atlantic City (N. J.) Gazette-Review, succeeding N. W. Cowherd. For the past year Mr. Finlay has been with the Chester (Pa.) Times.

\$23,000 buys only daily newspaper property in a city of 9,000. Annual volume of business \$23,000. Return to owner for personal effort and investment \$4,643. Proposition T. J.

#### CHARLES M. PALMER

Newspaper Properties  
225 Fifth Avenue, New York

## CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

#### HARWELL & CANNON

Newspaper and Magazine Properties  
Times Building New York

#### Philippines May Supply Newsprint

SEATTLE, Oct. 12.—The Philippines are in a position to supply newsprint for export in large quantities, according to a report received by the Seattle Chamber of Commerce and Commercial Club. The director of the Bureau of Forestry of the Islands says the raw materials available, such as the bamboo and two kinds of grasses, the cogon and the talahib, are of such good quality and can be so cheaply secured that if this industry is given careful study the Islands will not need to import annually \$2,000,000 worth of paper as heretofore but will be exporting about that quantity.

#### A Distinctive Feature

The Philadelphia Evening Bulletin carries every day an amazing volume of "In Memoriam" advertisements, running from three to four columns. These are in addition to the usual death notices. The "human interest" element in advertising, as illustrated in these tributes by relatives and friends, takes on a new significance. Obviously only a newspaper close to the hearts of the people could command such a volume of this class of advertising. The Bulletin makes no solicitation for this business.

#### Joins Dunlap-Ward Co.

CLEVELAND, O., Oct. 12.—Charles G. Reed, for the past four years automobile editor of the Detroit Journal and formerly with the Cleveland Leader, has joined the Dunlap-Ward Advertising Company and will be in charge of sales promotion for a number of automobile and accessory firms.

#### Editor Made City Historian

SYRACUSE, N. Y., Oct. 12.—Franklin H. Chase, formerly managing editor of the Journal, has been named historian of the city of Syracuse. This is the first time Syracuse has ever had an official historian. Mr. Chase is secretary of the Onondaga Historical Association.

#### Wanamaker Buys Famous Yacht

Vincent Astor has sold his yacht, Noma, reputed to be the fastest private steam yacht in the world, to Rodman Wanamaker, executor of the James Gordon Bennett estate. The purchase price was not made public.

## TIPS FOR AD MANAGERS

COLLIN ARMSTRONG, INC., 1457 Broadway, New York. Will handle advertising for Johnson & Hopkins Company.

N. W. AYER & SON, 300 Chestnut St., Philadelphia. Placing classified orders generally for Hess & Clark.

THOMAS E. BASHAM COMPANY, Inter-Southern Life Bldg., Louisville. Making 5,000-line contracts with Southern newspapers for Ballard & Ballard.

GEORGE BATTEN COMPANY, Fourth Avenue Bldg., New York. Placing orders with newspapers for Walter Janvier, Inc.

BLACKMAN-ROSS COMPANY, 95 Madison ave., New York. Preparing a newspaper campaign to be placed as soon as possible for National Cannery Association; placing orders with New York City newspapers for Foamite Firefoam Company.

BREARLEY-HAMILTON COMPANY, Michigan Trust Bldg., Grand Rapids. A newspaper campaign will be started by using one newspaper in a city, beginning with New York City for Nulnye Laboratories.

CLARKSON A. COLLINS, JR., 120 Broadway, New York. Reported will make up farm paper list during November for Hercules Powder Company.

ARTHUR M. CRUMRINE COMPANY, Columbus Savings Trust Bldg., Columbus. Placing orders with newspapers for United Commercial Travelers of America.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Again placing fall copy with newspapers for Penick & Ford.

RICHARD A. FOLEY ADVERTISING AGENCY, Terminal Bldg., Philadelphia. Placing copy with newspapers for Fels & Co.

GARDNER ADVERTISING COMPANY, 1627 Locust st., St. Louis. Again placing full copy with newspapers for Fownes Brothers & Co.

GOLDSMITH COMPANY, 207 Market st., Newark. Placing orders with New England newspapers for S. B. & C. Shoe.

GORNAY, INC., 605 Fifth ave., New York. Placing orders with newspapers that have rotogravure sections for Manhattan Doll Company.

C. IRONMONGER ADVERTISING AGENCY, 95 Madison ave., New York. Placing orders with newspapers for Frank Tourist Company.

JACOBS & COMPANY AGENCY, Clinton, S. C. Making 700-inch contracts with Southern newspapers for Yel-O-Pine Company.

H. E. JAMES ADVERTISING AGENCY, 110 W. 19th st., New York. Placing new medical schedules with newspapers for Dr. King and Dr. Bell; placing special copy with newspapers for Sloan's Lintiment.

WYLIE B. JONES ADVERTISING AGENCY, Binghamton. Again placing orders with newspapers for S. C. Wells Company.

MARTIN V. KELLEY COMPANY, 171 Madison ave., New York. Again placing copy with newspapers for Willys

Corporation, 52 Vanderbilt ave., New York.

LORD & THOMAS, Mellers Bldg., Chicago. Placing orders with some Eastern newspapers for Van Camp Packing Company.

THEODORE F. McMANUS, 44 E. Hancock ave., Detroit. Making contracts with some New Jersey newspapers for F. A. Thompson & Co.

MARGON-ROBINSON COMPANY, Lincoln Bldg., Louisville. Making 5,000-line contracts with Texas newspapers for Dr. William G. Korony.

EUGENE MCGUCKEN COMPANY, 105 N. 13th st., Philadelphia. Again placing orders with newspapers for Hende Manufacturing Company; placing blind advertising with some large city newspapers for Lighter Cars.

MCJUNKIN ADVERTISING COMPANY, 5 S. Wabash ave., Chicago. Making contracts with newspapers for Kling Brothers.

MITCHELL ADVERTISING AGENCY, Abbay Bldg., Minneapolis. Placing 13-time orders with Middle West newspapers for Northwestern Knitting Company.

MORSE INTERNATIONAL AGENCY, 449 Fourth ave., New York. Again making renewals with newspapers for B. F. Allen & Co.

MOSER & COTINS, Paul Bldg., Utica. Reported will make up list during November for American Separator Company; placing orders with newspapers for Duofold Health Underwear Company.

MOSS-CHASE COMPANY, 170 Franklin st., Buffalo. Placing new schedules with newspapers for Buffalo Specialty Company.

MUTUAL SERVICE CORPORATION, 140 Cedar st., New York. Placing orders with newspapers for Jonathan Boxed Apples.

FRANK PRESBRÉY COMPANY, 456 Fourth ave., New York. Placing orders with newspapers for Pennsylvania Rubber Company.

FRED M. RANDALL COMPANY, Book Bldg., Detroit. Placing orders in magazine sections of newspapers for World's Star Knitting Company.

REDFIELD ADVERTISING AGENCY, 34 W. 33d st., New York. Placing orders with newspapers for Swiss Federal Railroads.

MILLO C. REYNOLDS, 100 Church st., Burlington, Vt. Placing 5-inch 26-time orders with New York State newspapers for Jumus Barnes Company.

ARTHUR ROSENBERG, 110 W. 34th st., New York. Placing 4-time orders with Wisconsin and Minnesota newspapers for Dupont Chemical Company.

RUTHBAUFF & RYAN, 404 Fourth ave., New York. Placing orders in magazine sections of newspapers for Auto Knitter Hosiery Company.

FRANK SEAMAN, 470 Fourth ave., New York. Reported will make up lists during

November using newspapers for S. K. F. Industries.

SHERIDAN, SHAWHAN & SHERIDAN, 30 East 34th st., New York. Placing orders with New York State newspapers for Pacific Coast Borax Company; will later gradually cover the country.

J. WALTER THOMPSON COMPANY, 242 Madison ave., New York. Gradually extending newspaper orders for O'Sullivan Rubber Company.

THURSTON CANNING COMPANY, Godchaux Bldg., New Orleans. Placing orders with newspapers for Thurston Caribbean Sea Genuine Turtle Soup.

TRACY-PARRY COMPANY, Lafayette Bldg., Philadelphia. Placing orders with New York City newspapers that have rotogravure sections for Charles E. Shedaker & Sons.

VAN PATTEN INC., 50 E. 42d st., New York. Placing special copy with newspapers for American Chiclé Company.

VREDEBURG-KENNEDY COMPANY, 185 Madison ave., New York. Again making new contracts with newspapers for Alonzo O. Bliss.

WALES ADVERTISING COMPANY, 110 W. 40th st., New York. Placing tryout campaigns with New Jersey newspapers for Holophane Glass Company; also for Rex Ignition Manufacturing Company.

WARD & GOW, 50 Union Square, New York. Placing orders with New Jersey and New York City newspapers for Listered Gum Corporation.

C. C. WINNINGHAM, Book Bldg., Detroit. Making 2,400-line contracts with newspapers for American Electric Heater Company.

LEROY A. KLING COMPANY, Consumers' Building, Chicago.—The following are charter accounts of this new agency: John A. Lauson Manufacturing Company, Liberty Steel Products Company, General Tractors, Inc., Meadows Manufacturing Company, LeRoi Company, Gill Manufacturing Company, Burke & James, Inc., Yankee Tractor Manufacturing Company, South Bend Chilled Plow Company, Clark Trucktractor Company, Independent Harvester Company.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Will place advertising with newspapers for Welch Grape Juice Company.

BLACKMAN-ROSS COMPANY, 95 Madison avenue, New York. Will make up list during November and December using newspapers for Vacuum Oil Company of New York.

STARKO DRUG MANUFACTURING COMPANY, 402 Amherst street, Buffalo. Are making up lists using foreign newspapers.

GARDNER ADVERTISING COMPANY, St. Louis. Will make up lists during the Fall for domestic advertising using newspapers for Certain-Teed Products Corporation.

J. ROLAND KAY COMPANY, Conway Bldg., Chicago. Will make up lists during the Fall for foreign advertising using newspapers for Certain-Teed Products Corporation.

GARDNER AGENCY, Advertising Bldg., St. Louis. Account of the Eisenstadt Manufacturing Company, St. Louis (large manufacturing jewelers) has been placed in the hands of the Gardner Agency. I. T. Finneran is handling the account, which shortly after the first of the year will embark upon a national advertising campaign, using liberal space in daily newspapers.

FISHER, RUBEL & BROWN AGENCY, Advertising Bldg., St. Louis. Account of the new Textile Products Manufacturing Company, 1330 Dolman street, St. Louis, Mo., has been placed with this agency; concern manufactures work clothing; Mr. Gutweiler is handling account for the agency.

JOHN RING, JR., COMPANY, Victoria Bldg., St. Louis.—Placing full-page copy in all Texas and Oklahoma dailies for the Mercantile Trust Company, St. Louis; also copy for the same company in Kansas City dailies.

MANTERNACH COMPANY, Hartford, Conn. Has completed preparations for advertising Russell Manufacturing Company, Middletown, Conn.; copy on woven belting, brake lining and clutch facings will appear soon.

## BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

## FIRST

In nine months this year  
The New York Times published  
13,509,130 agate lines  
of Advertising, the greatest  
volume ever printed in a  
similar period by any New  
York newspaper.

## Canadian Press Clippings.

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press  
Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office,

74-76 Church St., Toronto, Can.  
Price of service, regular press clipping rates—special rates and discounts to Trades and Newspapers.

We can increase your business—  
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

Hemstreet's  
PRESS  
CLIPPINGS

Tenth Avenue at 45th Street  
New York

The amalgamation of the two leading  
progressive Jewish newspapers of  
New York

THE DAY  
and  
THE WARHEIT

brings into being the most powerful  
advertising medium in the Jewish field.

**דער טאג**  
**ווארײט**

The National Jewish Daily

## R. J. Bidwell Co.

Pacific Coast Representative

## Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES

EDITOR &amp; PUBLISHER

SAN FRANCISCO SEATTLE

742 Market St. 1302 L. C. Smith Bldg.



# Old Egypt in New York

The S. Anargyros Branch of The American Tobacco Company recently produced a new brand of cigarettes, "Old Egypt."

In marketing these cigarettes The American Tobacco Company, following a system, introduced them first in New York State.

They announced them through the daily newspapers of New York, and a sale was immediately created.

A cigarette smoker, seeing the advertisement, asked for them in a store, and was pleased with them.

A few days later he was in Washington, and asked for "Old Egypt" cigarettes and found that they had not been placed on sale in that city.

Here is the answer—in more ways than one.

The American Tobacco Company knows, of course, that New York State is the greatest market on earth. They know that men from all parts of the country are in New York State every day. There are enough important cities in New York State with a sufficiently varied industries to attract men from everywhere to New York. So, first there is the market already there; then there is the transient population. And these transients, returning to their homes, ask for the brand they found in New York, thus advertising the goods by word of mouth, everywhere.

It is as simple as A. B. C. and, to many it seems to be the one logical merchandising scheme.

Anyway, it is followed by people who have spent millions of dollars learning how to advertise.

These New York State newspapers are at your service with circulation and rates that make them particularly attractive, and they back distribution that adds to their value vastly.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	33,559	.07	.07
Albany Knickerbocker Press (S).....	43,957	.07	.07
*Batavia News (E).....	8,458	.0225	.0225
Binghamton Press-Leader (E).....	26,546	.07	.06
*Brooklyn Daily Eagle (E).....	46,902	.18	.18
*Brooklyn Daily Eagle (S).....	69,046	.18	.18
*Brooklyn Standard-Union (E).....	53,264	.15	.15
*Brooklyn Standard-Union (S).....	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)...	70,626	.15	.12
Buffalo Courier (S).....	115,359	.17	.15
Buffalo Evening News (E).....	103,634	.16	.16
Buffalo Evening Times (E).....	56,861	.10	.10
Buffalo Sunday Times (S).....	71,435	.10	.10
Elmira Star-Gazette (E).....	25,889	.06	.05
Glens Falls Post-Star (M).....	8,045	.0214	.0214
Gloversville Leader-Republican (E)...	6,275	.02	.02
Gloversville Morning Herald (M)....	6,245	.03	.02
Ithaca Journal (E).....	6,791	.025	.025
*Jamestown Morning Post (M).....	9,131	.025	.02071
*Mount Vernon Daily Argus (E).....	7,193	.02	.02
Newburgh News (E).....	10,613	.04	.03
New York American (M).....	305,241	.50	.41
New York American (S).....	947,270	.75	.65
New York Globe (E).....	179,906	.39	.36
†New York Herald (M).....	107,642	.40	.36
†New York Herald (S).....		.50	.45
New York Evening Journal (E).....	675,118	.75	.75
New York Post (E).....	32,369	.25	.20
New York Sun (E).....	194,695	.39	.36
†New York Sun (M).....	117,414	.39	.36
†New York Sun (S).....		.342	.315
†New York Telegram (E).....	190,681	.246	.225
†New York Telegram (S).....	350,598	.50	.485
New York Times (M).....	500,000	.55	.5335
New York Times (S).....	108,011	.32	.28
New York Tribune (M).....	355,069	.40	.40
New York Tribune (S).....		.40	.40
New York World (E).....	334,513	.40	.40
New York World (M).....	569,762	.40	.40
New York World (S).....	12,454	.03	.03
Niagara Falls Gazette (E).....	9,920	.03214	.025
Poughkeepsie Star (E).....	67,121	.14	.12
*Rochester Times-Union (E).....	35,826	.06	.06
Rochester Herald (M).....	5,353	.0179	.0157
Rome Sentinel (E).....	17,660	.08	.04
Schenectady Union Star (E).....	45,030	.08	.08
Syracuse Journal (E).....	25,537	.04	.04
Troy Record (M&E).....	3,640	.0178	.0178
Yonkers Daily News (E).....			
*A. B. C. Statements April 1st, 1919.			
Government statements April 1st, 1919.			
Total Circulation.....			6,886,236
10,000 Line Rate.....			9.4266
2,500 Line Rate.....			10.1597
†Seven-day average.			

# It Pays Best to Advertise Where There Is Most Money With Which to Buy Advertised Goods

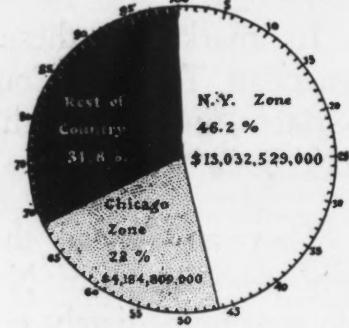
**BANK CLEARINGS**  
(Year Sept. 30, 1918)



**THE NEW YORK ZONE**  
*New York, New Jersey, Pennsylvania, Connecticut and Massachusetts.*

The Richest and Most Prosperous Business Centre on Earth.

**TOTAL BANK DEPOSITS**  
(Special Report from Treasury Department)

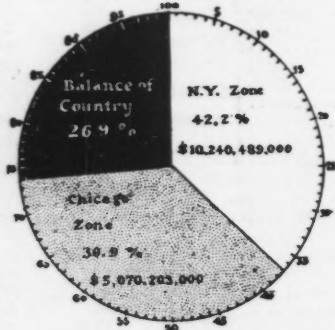


## VITAL FIGURES

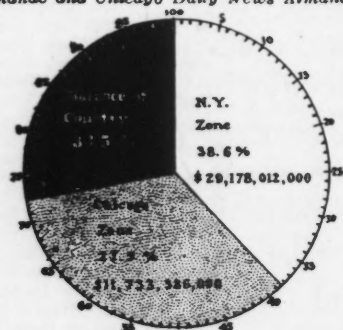
Population.....	27,648,485	Income Tax Payments, 1917.....	\$1,481,755,748
Manufactured Products.....	\$10,240,489,000	Resources Federal Reserve Banks..	\$2,561,789,000
Assessed Valuation.....	\$29,178,012,000	Number Daily Newspapers.....	490
Bank Clearings.....	\$198,477,000,000	Daily Circulation.....	10,448,804
Total Bank Deposits.....	\$13,032,529,000	Rate per line (5,000 line contract)	\$21.31
First four Liberty Loans.....	\$7,470,587,000		

(Analysis by States)	Population	Manufactured Products	Assessed Valuation	Total Bank Deposits	Income Tax 1917
New York.....	10,646,989	3,814,661,000	\$13,160,287,000	\$7,138,816,000	\$685,265,000
New Jersey.....	3,084,371	1,406,633,000	2,635,285,000	1,829,964,000	71,811,484
Pennsylvania.....	8,798,067	2,832,350,000	5,769,777,000	2,522,594,000	495,889,801
Massachusetts....	3,832,790	1,641,373,000	5,798,211,000	1,933,922,000	166,598,752
Connecticut.....	1,286,268	545,472,000	1,814,452,000	607,233,000	62,190,711
<b>Total.....</b>	<b>27,648,485</b>	<b>10,240,489,000</b>	<b>\$29,178,012,000</b>	<b>\$13,032,529,000</b>	<b>\$1,481,755,748</b>

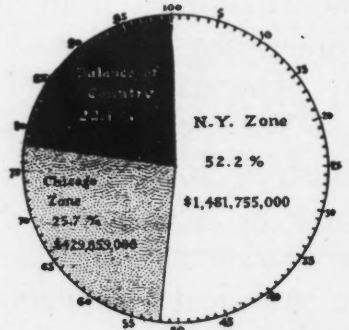
**MANUFACTURED PRODUCTS**  
(U. S. Census Report, 1914)



**WEALTH**  
(Assessed Valuations as shown in World Almanac and Chicago Daily News Almanac)



**Income & Excess Profits Payments**  
(Year 1917)



MEMBER  
A. B. C.

**THE NEW YORK GLOBE**  
JASON ROGERS, Publisher

180,000  
A DAY



