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# EDITOR & PUBLISHER



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

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, DEC. 18, 1919

Vol. 52. No. 29

## November Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of November, 1919:

<b>Automobiles</b> - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 38,031 lines.		6 days against 6
Next highest score, 34,334 lines.		
<b>Churches</b> - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 4,957 lines.		6 days against 7
Next highest score, 1,442 lines.		
<b>Department Stores</b> - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 323,278 lines.		6 days against 7
Next highest score, 299,192 lines.		
<b>Educational</b> - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 6,474 lines.		6 days against 6
Next highest score, 5,086 lines.		
<b>Furniture</b> - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 36,294 lines.		6 days against 6
Next highest score, 30,232 lines.		
<b>Food Stuffs</b> - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 52,892 lines.		6 days against 6
Next highest score, 44,270 lines.		
<b>Publishers</b> - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 29,179 lines.		6 days against 6
Next highest score, 21,832 lines.		
<b>Total Display Advertising</b> - - - -	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 851,544 lines.		6 days against 6
Next highest score, 790,224 lines.		

*In Nearly Every Important Classification*

## THE DAILY NEWS

*FIRST in Chicago*

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

# OHIO FIRST

**O**HIO people are Ohio people from choice. They are loyal buckeyes, and are great on building up Ohio.

They realize that Ohio made money should be kept in Ohio as much as possible---and that by spending their own money in their own town they are helping build their town.

They prefer local merchants, local newspapers. Manufacturers, wishing to increase distribution in Ohio, find ready and willing cooperation locally, and find that it pays handsomely.

Ohio's 1919 crops were the greatest in the history of the State.

Ohio's manufacturing output for 1919 was the greatest in its history.

Prices paid for Ohio's 1919 products were the highest in the history of the State.

Ohio people have more money to spend than ever before---and these daily newspapers will have a great deal to do with directing that expenditure.

You can get a tremendous leverage for your goods by obtaining the cooperation of these daily newspapers together with the local merchants they serve.

	Circulation	2,500 lines	10,000 lines
Akron Beacon Journal.....(E)	31,781	.06	.06
Akron Times .....	21,254	.035	.035
Bellaire Daily Leader.....(E)	4,462	.02	.0125
Cambridge Daily Jeffersonian (E)	7,768	.02	.02
Chillicothe News-Advertiser.....(E)	3,081	.00714	.00857
Cincinnati Enquirer, 5c.....(M&S)	64,598	.12	.12
Cleveland Plain Dealer.....(M)	177,421	.26	.26
Cleveland Plain Dealer.....(S)	205,985	.30	.30
Columbus Dispatch .....	75,662	.125	.115
Columbus Dispatch .....	70,492	.125	.115
Columbus (O.) State Journal (M)	53,597	.10	.09
Columbus (O.) State Journal..(S)	28,399	.10	.09
*Dayton News .....	35,858	.065	.065
*Dayton News .....	28,904	.045	.045
East Liverpool Tribune.....(M)	5,829	.015	.015
*Lima Daily News.....(E&S)	11,415	.0286	.0214
Lima Republican Gazette..(M&S)	10,103	.02	.02
Middletown Journal .....	4,234	.01143	.01143
Newark American Tribune... (E)	6,178	.0179	.0179
New Philadelphia Daily Times (E)	4,379	.0129	.0129
Piqua Daily Call.....(E)	4,086	.0115	.0115
*Springfield News .....	14,791	.03	.03
*Springfield News .....	11,986	.03	.03
Toledo Blade .....	86,033	.17	.15
Warren Daily Chronicle.....(E)	5,300	.02	.02
*Youngstown Telegram .....	20,950	.05	.05
Youngstown Vindicator .....	23,654	.06	.06
Youngstown Vindicator .....	22,053	.06	.06

\*A. B. C. Report, October 1st, 1919.  
Government Statements, October 1st, 1919.



## A Scoop! And on the Street First by Thirty Minutes

Speed and "ONE-SET" are synonymous. You, in the Newspaper Publishing business know the value of time; you know that even minutes are of tremendous importance. "Speed" counts when you're "putting over" a "beat"—it counts but little less in getting out your regular editions on schedule.

Ignore the fact that "ONE-SET" Automatic Suction Rollers are long-service rollers. Overlook the saving in dollars that they will net you. Consider them only because they will save you valuable time—this outstanding feature alone should sell you.

"ONE-SET" Rollers embody these sterling qualities: They require no re-adjustments after one to two weeks time. They're absolutely impervious to climatic changes. Hot or cold temperature, slow or fast speed, they remain unaffected. They require no wash-ups and are not affected by water. They distribute and function perfectly at all times—and will outwear several ordinary rollers.

*Write today for prices, specifying core diameter, finished diameter, and length of cover face.*

THE B. F. GOODRICH RUBBER COMPANY  
The City of Goodrich—Akron, Ohio



# GOODRICH

## ONE-SET

### AUTOMATIC SUCTION ROLLERS



# Christmas in Philadelphia

The Pennsylvania and the Philadelphia & Reading Railroads report that a total of 170 carloads of Christmas trees, averaging 1,000 trees to the carload, are shipped into Philadelphia for Christmas.

From this it will be seen that approximately 170,000 of Philadelphia's homes hold to the beautiful custom of having a Christmas tree.

The "home spirit" in Philadelphia, when viewed from the angle of demand and consumption, is a big thing, especially as "the City of Homes" is composed of 392,000 dwellings, most of them of the one family type.

Manufacturers of any commodity for home use or consumption, are invited to obtain from us facts about the Philadelphia market pertaining to their line.

## Dominate Philadelphia

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

# The Bulletin

The daily circulation of The Bulletin is the **SECOND LARGEST** in the United States.

November  
Circulation

**450,509**

Copies  
a  
day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

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





# EDITOR & PUBLISHER



Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 52

NEW YORK, THURSDAY, DECEMBER 18, 1919

No. 29

## "BE USEFUL IN LIFE AND TRUST ALMIGHTY" MARION HARLAND'S CHRISTMAS MESSAGE

### Oldest Active Woman Writer in America Tells Secret of Her Resultful Life—Loves to Work, but Holds Noblest Profession of Woman is Home-Making

BY BEN MELLON

VIRGINIA of yesteryears, with chivalrous men, old lavender, silks and laces, soft music and laughter, galloping thoroughbred horses, shaded lanes and pretty girls—we read of these the other day in the eyes of a maid out of that era who still tells well stories worth hearing.

She is Mrs. Edward Payson Terhune, loved in the world of newspapers and books, and for more than half a century known as "Marion Harland," who will celebrate her 89th birthday anniversary next Sunday.

#### Her First Prize Story

When in the early '50's of the last century the serious-minded editors of the Southern Era, a leading Richmond publication, which died with the Cause in the conflict of states, gathered to decide the winner of a \$50-prize story contest, they could not know, we are sorry to relate, that they were going to give fame to a name that would be blazoned by a publisher on Christmas, 1919, as the author of another new book, "The Carringtons of High Hill."

One rainy day not very long ago—I know it rained because "Marion Harland," seated in the "cozy corner" of her home, not far from children, grandchildren and great grandchildren, complained of the weather, because its effect on her hearing made it useless for her to go to the theater, as she misses so many things said on the stage—Mrs. Terhune told me something of the trouble she caused those editors of more than half a century ago.

#### Miss Mary Virginia Hawes

The name of the winning story in the contest and of its author was announced, but for weeks and weeks no one came to claim the \$50 prize and all efforts to locate the authoress failed.

The hunt for "Marion Harland" became the affair of that part of Virginia. When finally found she was on a pleasure trip up North. The \$50 was spent for coming home presents for friends.

The Southern Era has been forgotten, but somewhere in a book of short stories yellowed by age, you may find the first tale that "Marion Harland" told. It was not the first tale told in print by Miss Mary Virginia Hawes, however, for even though she was only a girl of less

than 20, the present Mrs. Terhune had written several stories under various nom-de-plumes, and some that were printed anonymously. Literature was not then looked upon as the proper field for women's endeavors. The newspaper woman was unheard of.

The advertising resulting from the search for the winner of a \$50 short-story prize established "Marion Harland" as a pen-name. If the prize had come earlier the woman we know today might have had another name.

Miss Hawes, we are told, liked the name "Marion" and shortly before writing her first prize story she had been reading about a character she liked—a man named "Harland."

"Marion Harland's" first book, "Alone," a novel, was issued when she was 20. Its success astonished the publishers. "But not as much as it amazed me," laughingly remarks Mrs. Terhune now.

It must be fine to look back three-

quarters of a century on full years, know that your only age is in years and have thoughts of what you are going to do tomorrow!

#### Her Christmas Message

"Marion Harland" is a young woman of 89. Tales of love and duty still unfold at her call and her typewriter sings at her touch.

"Yes, I do have a message for the women of America," said Mrs. Terhune, in answer to the question. "It is also to the men. At this Christmas and New Year the thing above all others to be desired is usefulness and contentment in life and trust in the Over-ruling Providence.

"There are three lines by an obscure poet that have become to me a daily cordial:

"To know that One above,  
In perfect wisdom, perfect love,  
Is working for the best?"

"It is expressive of an anchor that holds in every storm. I commend these lines today."

In these days when the balance-wheel of the world is swinging backward and forward instead of going steadily around, that message from one of the South who in girlhood watched a great cause drowned in the blood of men and lived on, smiling on life, gathering and giving happiness even in sorrows big and small, should receive more than a passing glance.

While "Marion Harland" gave up regular work for newspapers more than a year ago, she is still a regular contributor to the Continent, a religious weekly published at Chicago.

#### None Better Known

There is probably no woman writer in America whose name is better known to the women readers of daily newspapers than "Marion Harland." For fourteen years, twenty-five of the leading daily newspapers in this country featured "Marion Harland's" department. This work was done for ten years under the direction of the Chicago Tribune Syndicate, and for four years under the direction of the Philadelphia North American Syndicate. There are few housewives who read any one of the twenty-five newspapers running "Marion Harland's" department who did not at some time ask her to solve some home problem. That is why she quit. Her mail finally reached an average of 1,000 letters a week. It made two secretaries necessary, and with other work—her literary work—"Marion Harland" just "quit."

But considering the fact that she is nearing ninety, you could hardly blame her.

#### Overcomes Handicaps

For the last fifteen years "Marion Harland" has worked under a handicap—not for her, but it would have been for anybody else. Some years ago she broke her right wrist. Since then she has not had free use of it. Prior to that she had done all her writing with her right hand. She made several attempts to learn to write with her left hand without success. Being then still young—at 74—she solved the problem by sending downtown for a typewriter and learned to operate it with her left hand. All her work is done on that typewriter now. Good work, too.

"The Carringtons of High Hill" is now on sale at the bookstands, and

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MRS. EDWARD PAYSON TERHUNE ("MARION HARLAND")

## FAR WEST CAN SUPPLY PULP WOOD FOR DECADES, SAYS POINDEXTER

Washington Senator Introduces Bill For Survey of Newsprint Resources in Rockies, Pacific Coast and Alaska.

(BY TELEGRAPH)

WASHINGTON, D. C., Dec. 16.

SENATOR Poindexter, of Washington, has renewed the agitation for a survey of the pulpwood resources of the United States as a solution of the newsprint difficulties of American newspapers. The senator has offered a bill which he announced was the "first step" of the kind taken in Congress, and while he is mistaken as to that, Senator Watson of Indiana having taken that step some months ago, he believes that he can accomplish much by insisting that the bill be enacted into law.

### No Adequate Data Available

"It is believed," Senator Poindexter stated, "that an investigation will show that enormous quantities of pulpwood still exist in the wild mountain regions of the states of Washington, Oregon, Montana and California, with lesser amounts in Idaho, Colorado and Utah, but all accessible for the purposes of paper production.

"There has never been a survey of the timber in these states, and the estimates of pulpwood resources in the Far West are merely a matter of guesswork. If it develops, as many publishers hope, that the pulpwood of the northwest runs into billions of board feet, sufficient to operate paper mills for decades to come, these facts will go far towards compelling eastern paper manufacturers to abandon their claims of acute scarcity and stop profiteering. It would also tend to send capital in large quantities into the northwest for the establishment of paper mills to supply the needs of the country, provided the eastern mills fail to reduce their prices materially. Up to the present time there are only a couple of small mills in Oregon and Washington producing newsprint, most of the material used in the Pacific Coast states coming from Canadian mills at Powell River, British Columbia.

### Canal Shipments Cheap

"It is claimed that it will be found that newsprint can be made in the states of Oregon, Washington and California at a cost that will permit the product to be sold at prices far below those now being charged by eastern mills, using the Panama Canal as a cheap and effective means of transportation of the product from the Pacific to the Atlantic seaboard.

"The only data so far obtainable on the pulpwood resources of the Pacific Northwest is contained in some general estimates which have been made by the department of forestry, which figures that in California there may be 50,000,000,000 feet of pulp timber standing; in Colorado, 14,000,000,000 feet; Idaho 13,000,000,000, Montana 17,000,000,000, Oregon, 32,000,000,000, Washington 70,000,000,000, and Alaska possibly 64,000,000,000 feet, making a total of approximately 260,000,000,000 feet of timber, largely hemlock and other soft woods.

"However, these figures are entirely unsupported and lack usefulness, even if approximately correct, in that they fail to designate the localities where pulpwood abounds, so that paper manufacturers can get some ideas as to the possible locations for paper mills.

"In 1917 the production of newsprint in the United States amounted

to 1,230,000 tons and the manufacturers imported 757,000 tons of pulp, in addition to the pulp obtained from woods in this country. The consumption, however, was 1,940,000 tons, leaving 710,000 tons to be imported from Canada or elsewhere. In 1918 the forestry service department at Washington and other competent authorities furnished the following information:

"The pulpwood used in this country for the manufacture of all kinds of paper and wood pulp products amounted to 5,500,000 cords, of which 1,800,000 cords were used for newsprint. Of this amount two-thirds was imported from Canada. It is estimated that the pulpwood stand in New York will be exhausted within 8 or 10 years. It is estimated that the pulpwood of the northeast will be exhausted within 10 to 20 years."

SAN FRANCISCO, CAL., Dec. 16.—Cold weather has frozen up the paper mills in Oregon to such an extent that water wheels cannot be turned and production is completely stopped. At a meeting Monday the San Francisco Newspaper Publishers' Association decided to cut sizes 10 per cent.

## DUPLEX ANSWERS STEWART

Attachment Fits Presses for Any Diameter Newsprint Rolls

In answer to a report recently made by Charles I. Stewart, chairman of the newsprint committee of the Southern Newspaper Publishers' Association, that he "found it very difficult, almost impossible, to get newsprint paper for Duplex flat bed presses, as the length of rolls are not standard and diameter is smaller than the mills are willing to run," I. C. Squire of the Duplex Company made the following statement to EDITOR & PUBLISHER:

"Owing to changing conditions demanding that newsprint be supplied in rolls of diameter greater than 31" the Duplex Company devised a means in the form of an attachment which may be applied to any one of their older presses enabling the use of rolls of any diameter desired.

"The more modern models of flat bed Duplex presses were designed to comfortably accommodate 34" rolls.

"As to width of rolls, one of the standard widths for 7-column, 8 pages has always been 70" and are now as readily obtainable on order direct from paper mills as are other widths. Owing to forced stimulation in paper conservation efforts, during the past few years, many publishers have reduced side margins of their newspapers and have changed page size to 8 columns 12½ cms. Therefore, the demand for 70" rolls is not so great as formerly, a larger percentage of the volume of paper now made in rolls is either wider or somewhat narrower.

"The demand for newsprint paper in rolls of all widths is now much greater than the supply. This condition is no more affecting 70" rolls than other sizes; owing to present acute stringency there is but little or none to be had of any of the standard widths in the open market.

"The Duplex flat bed press is sufficiently flexible to accommodate 66½" rolls. This has been done in many instances, thus reducing side margins. A few changes in the press and special chases are necessary."

## CONSERVATION MEASURES

A. C. Weiss, publisher of the Duluth Herald, member of the A. N. P. A. committee on newsprint conservation and co-operation for Wisconsin, Minnesota and northern Michigan, telegraphs EDITOR & PUBLISHER as follows:

"I have just returned home after seeing the paper famine and print paper conditions in the east and have designated J. L. Sturtevant of the Wausau Record-Herald and president of the Wisconsin Daily League, as chairman of the Wisconsin sub-committee

to begin an active campaign among dailies for conservation; W. G. Rice of the Houghton Mining Gazette will look after northern Michigan, and C. K. Blandin of the St. Paul Dispatch and Pioneer Press will act as chairman for St. Paul and Minneapolis.

"The two Duluth dailies have raised their price from 2 to 3 cents daily and from 10 to 15 cents a week for carrier delivery of six days. We have also raised our advertising rate on the Herald (in effect January 1, 1920) one cent per agate line.

"Duluth newspapers are being run on the War Industries Board plan, plus a 10 per cent curtailment of reading matter. Every effort consistent with conditions will be made for the greatest possible curtailment of newsprint in northern Michigan, Wisconsin and Minnesota."

Louis J. Wortham of the Fort Worth Star-Telegram, chairman for Texas and Oklahoma, said: "We are resorting to increase in subscription rates and running tight. All papers are cutting out all editions except regular ones and increasing Sunday prices. These methods have resulted in curtailing consumption by more than ten per cent."

M. F. Hanson of the Philadelphia Record, member of the A. N. P. A. committee on conservation, advises as follows:

"The principal result of paper saving activities in this section is the discontinuance of 'returns' and general increase in advertising rates, approximately 20 per cent.

MANCHESTER, N. H.—The Union and the Leader will advance in cost to the subscriber on December 26.

CAMDEN, N. J.—Southern Jersey publishers met here Wednesday and endorsed strict conservation measures.

## INCREASING AD RATES

The following newspapers report increased advertising rates, effective January 1:

Wichita (Kan.) Beacon (foreign rate), 7 cents to 10 cents a line.

Waterloo (Ia.) Courier, flat rate, 3 cents to 4 cents a line.

Mitchell (S. D.) Republican, increase, 10 per cent.

New York Times increased rates.

Grand Rapids (Mich.) Herald increased rates, with publisher's option of further increases on 60 days' notice.

Burlington (Ia.) Gazette.  
Lawrence (Mass.) Sun, increase of 25 per cent.

Hartford City (Ind.) Times-Gazette.  
Providence (R. I.) Journal.

St. Louis Post-Dispatch and St. Louis Globe-Democrat, classified advertising rates.

Oklahoma City publishers have all increased advertising and subscription rates and reduced features.

Geneva (N. Y.) Daily Times.

Perry (Ia.) Daily Chief, effective January 1, with 30-day option for further increase.

Paducah (Ky.) Sun.

Rockford (Ill.) Morning Star.

Fairmont (W. Va.) increased advertising rates and selling price, effective January 1.

Kendallville (Ind.) News-Sun, flat rate of 18 cents an inch.

Brockton (Mass.) Daily Enterprise.

Brooklyn Daily Eagle, 11 to 20 per cent.

Camden (N. J.) Daily Courier, 30 per cent, discontinued all free copies and requires payment in advance for mail subscriptions.

Pittston (Pa.) Gazette increased rates and advanced selling price to 3 cents.

Oskaloosa (Ia.) Daily Herald, 20 per cent.

Meriden (Conn.) Morning Record.

## PRESS IS MEDIUM FOR GOVERNMENT REPORTS TO PEOPLE, SAYS PRESIDENT

THE cure for social unrest in this country is "a fuller knowledge of American institutions," declares President Wilson in an article written for the current number of the Independent. He says:

"Men today are blessed with a new curiosity about their governments. Everywhere they are demanding that the doors behind which secret policies have been incubated be thrown open and kept open henceforth. The doors that do not respond to the keys the people hold will be battered down and free passageway erected in their stead.

"Autocratic governments of the past have lived by concealment; free governments must live by understanding. In the new day that is dawning only those governments that have no secrets from their peoples can long endure. I do not say that such a government will make no mistakes, but I do say mistakes will be fewer and more easily corrected when all governments are guided by well-informed public opinion.

"Unrest is evident everywhere throughout the world. It is not of itself a disease, but a symptom of disease. In our own country the disease lies principally outside the government. Those who think otherwise are mostly the newcomers and the men they have influenced. The cure for this disquiet is a fuller knowledge of American institutions. In this nation the people have in their ballots the instruments of peaceful change.

"We can know if change is desirable only by knowing all the facts about the thing we wish to alter. The journals that give the facts about government, its policies and activities, set down by the men principally responsible for them, will perform a public service. They will afford a medium through which the government can report continuously to the people."



# "CUT YOUR NEWSPRINT CONSUMPTION," HOUSE COMMITTEE COMMANDS

**Publishers, Big and Small, Must Voluntarily Reduce Their Papers 10 Per Cent for 6 Months or Congress Will Enact Drastic Regulations—Anthony Bill Is Sidetracked**

BY A STAFF WRITER

WASHINGTON, D. C., Dec. 17. MUST has been injected into the newsprint situation by the announcement of the Post Office and Post Roads Committee of Congress that unless the newspapers themselves, big and small, voluntarily practice conservation on the basis of a 10 per cent saving daily, beginning immediately and continuing for six months, necessary restrictive laws for Federal regulation will be enacted.

At a hearing before the committee Monday on the Anthony bill, a measure designed to limit the size of newspapers and periodicals holding second-class mail privileges, publications of all classes were given a chance to state their cases. The close attention that a majority of the members of the committee gave to the statements of witnesses showed beyond a doubt that unless the newspapers take the steps necessary to protect one another, sufficient influence is being brought to bear to force the newsprint situation before Congress.

The committee, realizing the seriousness of the situation, has issued an appeal to all publishers in America to cut consumption 10 per cent immediately and continue it for the next six months. This appeal was issued yesterday on behalf of the committee by Congressman Steenerson, chairman, and at the same time notice was given that Congress is ready to clamp down publishers with restrictive laws if conservation is not accomplished voluntarily. It was announced that no action would be taken on the Anthony bill at the present time. The appeal issued by Chairman Steenerson to the publishers of America follows:

"The committee considered the shortage in the newsprint paper supply and believes that unless consumption can be materially reduced it will result in the destruction of a large number of newspapers in the smaller cities and towns and inflict irreparable injury on the communities served by them; and having in mind the great results accomplished during the war by the voluntary and patriotic co-operation of the people in saving food, fuel and other necessities, in which you had creditable part, we appeal to you to reduce consumption of newsprint paper by at least ten per cent during the next six months, thereby averting the threatened injury and obviating the necessity for repressive measures in the future."

It is generally conceded that the only thing that can prevent Congressional action, probably through a resolution empowering the Federal Trade Commission to act, will be a pronounced relief among the smaller newspapers of the country.

The witnesses at the hearing Monday were divided into three classes—big publishers, little publishers, and periodical publishers using book and not newsprint. The outstanding developments of the hearing, as brought out by the testimony, were:

**First**—Advertising is a dominating force in our national life that is necessary for the continued prosperity of the country to such an extent that curtailment of space allotted to it would probably have serious results.

**Second**—Twenty newspapers in four cities consume 38 per cent of the newsprint used, and 34 newspapers consume 47 per cent.

**Third**—The Anthony Bill without amendments would directly affect only 2.5 per cent of the newspapers of the country.

**Fourth**—Big newspapers of the country as well as small newspapers are doing business on a "hand-to-mouth" basis so far as it relates to newsprint.

**Fifth**—The printing trades represented in the American Federation of Labor are opposed to Federal regulation of business, regarding it as a step toward Socialism.

**Sixth**—Efforts of the American Newspaper Publishers' Association to bring about conservation of newsprint by moral suasion and through recommendations have to date been more or less fruitless.

**Seventh**—The newsprint situation has created panicky conditions in the newspaper world that may be reflected in other lines of business after the holidays.

The effect on business in general, if there is to be a general curtailment of advertising, was a leading question of the committee throughout the hearing, which opened at 10

o'clock in the morning and continued until 6 o'clock in the evening, except for a one-hour recess for lunch.

Publishers of large newspapers, except Jason Rogers, publisher of the New York Globe, based their opposition to the Anthony bill on evidence that it was class legislation, could not accomplish the purposes desired, would in the end be responsible for a greater consumption of newsprint, at the same time wrecking present great newspaper properties and increasing the prosperity of 97.5 per cent of the newspapers of the country not affected by the measure in its present form.

Publishers of small newspapers defended the bill, offering testimony that many of them were facing suspension unless the larger newspapers are forced by the government to curtail their consumption of newsprint and release a "let-live" amount to them immediately. They acknowledged the weaknesses of the Anthony bill as framed and let it be known that they are backing it as a wedge to get the newsprint question before Congress in some form.

Publishers of periodicals, trade papers and magazines opposed the bill on the ground that they are not users of newsprint and that there is no shortage in book paper. Their plea for exclusion from any action that might be taken was broken down, in a measure, however, when it was brought out during the testimony that book paper, such as used in the

Saturday Evening Post, is being sold, on contract, under 8 cents, which is less than is being asked for newsprint in many parts of the country and would meet all the requirements of the smaller newspapers.

All witnesses were questioned closely by members of the committee as to whether they would be willing to meet a reduction order of 10 per cent under the same day one year ago and if such reduction would relieve the present acute situation. Action to that end, it was testified, would meet with general approval, the representatives of the small publishers insisting, however, that Federal action would be necessary to secure compliance with such a plan.

Congressman Daniel R. Anthony, Jr., publisher of the Leavenworth (Kan.) Times and father of the bill, in stating the purposes of the measure at the opening of the hearing, said it was designed to relieve a condition under which the existence of many newspapers, including one hundred in the state of Kansas, are threatened, and charged that between 25 and 30 big daily newspapers are responsible.

## Trade Board Is Ready

"Some big papers have a ten-month supply of newsprint in storage and they are abusing their second class mail privileges by issuing big publications," said Congressman Anthony. "And as a result of the practices of the larger papers, one-half the newspapers of the country may be deprived of any supply at all unless the government takes some action."

He submitted several communications to the committee for consideration, including a letter from Victor Murdock of the Federal Trade Commission, who said that that body is prepared to act on the conservation of newsprint just as soon as it is so directed by Congress or other arms of the Government; also a letter from Senator Arthur Capper pledging support to the Anthony bill. In his letter Senator Capper said that he had that day sent orders to W. R. Smith, business manager of the various Capper publications, to discontinue the use of comics.

Congressman Anthony said that many Kansas and other Middle West newspapers are running on loaned paper and have been unable to even secure quotations from jobbers or manufacturers for a new stock. He submitted several letters from Kansas publishers bearing on their personal experiences along those lines.

During the taking testimony all of the probable factors entering into the cause of the present panic conditions on the newsprint market from the standpoint of space demands and consumption were discussed but newsprint manufacturers were not represented on the witness stand. They were, however, well represented

(Continued on Page 10)

## Editorial

### SHALL NEWSPRINT CONSERVATION BE VOLUNTARY OR BY MANDATE?

MEMBERS of the House Committee on Post Offices, as a result of the hearing on the Anthony Bill on Monday, believe that it is within the power of the newspaper publishers themselves to bring about the needed relief from the newsprint shortage within six months.

They believe that full, organized effort to conserve paper, by the means suggested by the publishers, should achieve the result desired. If not—if such co-operation cannot be secured or, in actual practice, should fail of its object—the Congress stands ready to intervene with regulatory legislation.

Thus the clock has struck the "zero hour." It is now imperative that there should be solidarity, accord, common policies and practices among the publishers of America. There should be no division into opposing camps. The "big" and the "little" publishers face the same duty and responsibility.

To assure the success of the conservation effort it will be necessary for every newspaper in the land to curtail the use of newsprint to the limit of capacity; to stay out of the spot market except under absolute compulsion; to reduce sizes of issues, through intensive editing of reading matter and a reasonable curtailment of the space of big advertisers; to increase subscription rates so as to provide for the cost of white paper and distribution—and this means a 3-cent price daily and a 10-cent price Sundays; and to readjust advertising rates to conform to increased costs of production.

News comes from Canada that the newspapers there will observe the same restrictions in force in the United States—as an evidence of international amity.

Gentlemen, it is imperative that local rivalries should be forgotten in the common interest; that necessary sacrifices should be cheerfully made NOW, that it may be demonstrated to the Congress and the people that the industry of newspaper making is not helpless in the face of grave problems—that this industry is not a house divided against itself, but one in which the common welfare is always paramount.



### KEEN COMPETITION IN A. N. A. SPORTS

#### Men and Women Share Novelty Prizes in Recreation Program Following Lakewood Convention

The complete list of winners in the various competitions held in connection with the recent annual convention of the Association of National Advertisers, at Lakewood, N. J., has been announced as follows:

In the "bet bug" tournament the following, in the order given, were the prize winners:

B. Lichtenberg, A. H. Berwald, H. A. Becker, N. A. Truslow, F. S. Ackley, R. K. Russell, W. L. Weeden, W. S. Hill, Paul Wing, Mont H. Wright, E. I. LaBeaume, G. Lynn Sumner, O. A. Brock, R. D. Freeman, Tim Thrift, H. F. Morris, H. A. Smith, Robert T. Gebler, W. S. Ashby, B. C. Maercklein, W. A. McDermid, R. Calvert Haws, J. D. Ellsworth, S. E. Baldwin, A. H. Loucks, O. B. Carson, Frederick H. Yeomans, H. C. Bursley, Arthur Fisk, W. K. Burien.

In the ladies' gun tournament the following, in the order given, were the prize winners:

Miss Hope Wheelock, Mrs. W. A. McDermid, Miss Dorothy Mercereau, Mrs. C. L. Bowman, Mrs. L. W. Wheelock, Mrs. C. W. Palmer, Mrs. A. H. Bartsch, Mrs. W. S. Ashby.

In the long distance automobile tournament the following, in the order given, were the prize winners:

E. A. Olds, Jr., L. W. Wheelock, H. P. Meulendyke, Thomas Leeming, P. L. Thomson, W. S. Hill.

In the golf tournament the following, in the order given, were the prize winners:

A. B. Jenks, P. L. Thompson, Malcolm Moore, Harvey Thomas, C. L. Bowman, Edward M. Baker, E. I. LaBeaume, Harry Tipper, John Sullivan, R. C. Spinning, W. A. McDermid, C. A. Stedman, B. Lichtenberg.

In the trap shooting tournament the following, in the order given, were the prize winners:

W. A. McDermid, A. H. Berwald, C. F. Brown, N. A. Truslow, C. A. Palmer, Henry Hale, W. K. Burien, A. W. Wilson, L. W. Wheelock, L. D. Field, J. D. Ellsworth, A. H. Bartsch, M. D. Salisbury, H. C. Bursley, A. C. Reid, J. M. Boyle, John Sullivan, W. F. Chollar.

#### Canadian Press Staff Changes

TORONTO, Dec. 17.—A number of changes in the staff of Canadian Press Limited have been announced by J. F. B. Livesay, acting general manager. J. W. Tibbs, news editor at Toronto, has been promoted to be news manager with supervision over all editors and correspondents in Ontario, Quebec and the Maritime Provinces. V. M. Kipp, news superintendent for British Columbia, becomes acting assistant general manager with headquarters in Winnipeg and supervision over all services in Western Canada. W. P. Robinson, chief operator at Toronto, has been appointed night editor at the head office, while F. A. MacDougall has been promoted to be chief operator.

#### Hughes Retires as N. E. A. Chief

CLEVELAND, Dec. 17.—Sam T. Hughes is about to retire as editor-in-chief of the Newspaper Enterprise Association to free himself for other work in the Scripps newspaper organization. He joined the N. E. A. as managing editor in 1903, became acting editor in 1910, editor in 1911 and editor-in-chief in 1915. Pep, the N. E. A. house organ, has discontinued publication, due to the high cost of production. It carried no advertising.

NEW HAVEN, CONN.—Acme Advertising Company has incorporated.

### UNIQUE PARIS STRIKE NEWSPAPER



THIS is a reproduction of the first page of the newspaper issued jointly, finally, by 58 Paris dailies, during the recent strike of newspaper workers in mechanical departments. From an editorial standpoint it is believed to have been the "heaviest" sheet ever issued.

The second and third pages were given over entirely to editorials. In some issues the opinions of as many as fifteen newspapers appeared. The editorials followed one another in the order received until both pages were filled, the name of the responsible paper heading each editorial. It is the general impression that the readers read the news and, only the editorial from their favorite newspapers.

"Presse de Paris" was not alone in the Paris field during the strike. "La Feuille Commune" (The Common Sheet) was issued by ten morning and evening newspapers of Socialistic and pro-Bolshevik tendencies, the Paris edition of the Daily Mail appeared in multigraph form and the Paris edition of the Chicago Tribune issued two-page "emergency editions." The greatest number of kicks registered during the strike came from reporters who worked on space rates and followers of the races who made a plea, without avail, for their daily tips.

All records for daily newspaper circulation were broken one day, when 6,000,000 copies of the Presse de Paris were distributed. Copy was centralized at the office of the Petit Parisien, where proofreaders and make-up men were kept busy, and where the stereotypers prepared the plates. The presses of the Petit Parisien proving inadequate, plates were sent to the offices of the Matin, Journal and Petit Journal, where the presses were running at high speed throughout the morning.

Despite the strike of printers, the European edition of the Chicago Tribune appeared on the streets on the first day of the trouble, being the only daily paper to appear in Paris other than the edition issued jointly by the daily Paris newspapers.

Floyd Gibbons cabled the Tribune as follows, describing the Paris edition's "stunt":

"The strike was called suddenly to take place at 7 P. M., which gave the Tribune office just time to set the most important special cables from America and other foreign news.

"Most of the 'make-up' was done by members of the editorial staff, and the forms, by a miracle, didn't fall apart in being transported to the press. Dick Little is the only man in Europe capable of despatching that press. It was held together by hairpins and prayer.

"But the paper, as noted above, came out as usual this morning."

#### Another Press-Trained Mayor

WILKES-BARRE, PA., Dec. 17.—The newly elected mayor of this city, Daniel L. Hart, is a former newspaper man. He was part owner in local

newspapers for a number of years, and later served as a contributor. He at one time served as president of the former International League of Press Clubs.

### "FOUR A" COMMITTEES APPOINTED

#### All Regional Councils of Association Are Represented on Each of the Executive Bodies

Standing committees of the American Association of Advertising Agencies, as announced this week at the office of Executive Secretary James O'Shaughnessy in New York, are as follows:

AGENCY SERVICE—Chairman: Mac Martin, Mac Martin Advertising Agency, Minneapolis; E. M. West, Calkins & Holden, Inc., New York; A. E. Greenleaf, Greenleaf Company, Boston; Herbert M. Morris, Herbert M. Morris Advertising Agency, Philadelphia; Jefferson Thomas, Thomas Advertising Service, Jacksonville.

AGENCY SYSTEMS AND FORMS—Chairman: Newcomb Cleveland, Erickson Company, New York; Walter B. Snow, Walter B. Snow & Staff, Boston; Charles Blum, Charles Blum Advertising Corporation, Philadelphia; David C. Thomas, Husband & Thomas Company, Chicago; St. Elmo Massengale, Massengale Advertising Agency, Atlanta.

MECHANICAL PRODUCTION—Chairman: Ben S. Nash, Frank Seaman, Inc., New York; Joseph A. Hanf, Hanf-Metzger, Inc., New York; A. W. Ellis, A. W. Ellis Company, Boston; Edward S. Parry, Tracy-Parry Company, Philadelphia; F. G. Cramer, Cramer-Krasselt Company, Milwaukee; Thomas E. Basham, Thomas E. Basham Company, Louisville.

CIRCULATION—A. W. Erickson, Erickson Company, New York; Perry Walton, Walton Advertising & Printing Company, Boston; Eugene McGuckin, Eugene McGuckin Company, Philadelphia; George H. Schofield, E. H. Clark Advertising Agency, Chicago; Thomas E. Basham, Thomas E. Basham Company, Louisville.

MAGAZINES—Chairman: William H. Johns, George Batten Company, Inc.; George N. Merritt, George Batten Company, Inc., Boston; John H. Hawley, Hawley Advertising Company, Inc., New York; George W. Edwards, George W. Edwards & Co., Philadelphia; Carl F. Johnson, Johnson, Read & Company, Chicago; John H. Cecil, Cecil, Barreto & Cecil, Inc., Richmond, Va.

NEWSPAPERS—Chairman: Collin Armstrong, Collin Armstrong, Inc., New York; Cleveland A. Chandler, Ameridam Agency, Inc., Boston; William B. Tracy, Tracy-Parry Company, Philadelphia; Ernest I. Mitchell, Mallory, Mitchell & Faust, Morton Caldwell, Chambers Agency, Inc., New Orleans.

AGRICULTURAL PRESS—Chairman: H. H. Charles, Charles Advertising Service, New York; C. A. Pike, Hoyt's Service, Inc., Boston; William W. Matos, Matos Advertising Company, Inc., Philadelphia; F. William Thurnau, Vanderhoef & Co., Chicago; H. L. Staples, Staples & Staples, Inc., Richmond, Va.

BUSINESS PAPERS—Chairman: Robert Tinsman, Federal Advertising Agency, Inc., New York; H. B. Humphrey, H. B. Humphrey Company, Boston; W. R. McLain, McLain-Hadden Simpers Company, Philadelphia; Walter W. Hoops, Hoops Advertising Company, Chicago; L. D. Wallace, Thomas E. Basham Company, Louisville.

OUTDOOR AND STREET CAR ADVERTISING—Chairman: G. C. Sherman, Sherman & Bryan, Inc., New York; R. P. Clayberger, Calkins & Holden, Inc., New York; H. E. Ayres, Horace E. Ayres & Company, Boston; H. R. Whitcraft, Clark-Whitcraft Company, Philadelphia; W. D. McJunkin, McJunkin Advertising Company, Chicago; W. R. Massengale, Massengale Advertising Agency, Atlanta.

FINANCE—Chairman: C. R. Erwin, Erwin & Wasey Company, Chicago.

EXPORT—Chairman: Bayard W. Barton, Critchfield & Co., Chicago.

MEMBERSHIP—Chairman: Paul E. Faust, Mallory, Mitchell & Faust, Chicago.

#### Hearst Against Writers' Union

In a telegram to labor leaders of California, including C. M. Jackson, president of San Francisco Newspaper Writers' Union No. 7, William Randolph Hearst this week strongly stated his opposition to unionism among the editorial workers of newspapers, on the ground that publications under such domination are class organs, which, in his experience, have always been failures. He characterizes as self-evident the sinister purpose of the effort to organize news-writers' unions and concludes: "All the actual trades departments of my newspapers are unionized, as you know, not only without opposition from me, but with encouragement from me."

## CALLS FOR CLOSER TEAMWORK IN 1920 BY NATIONAL ADVERTISERS

**W. A. McDermid, Retiring as President of A. N. A.,  
Tells What Organization Has Accomplished—Warns  
of "H. C. of L." Charges.**

**I**N HIS final report to the members of the Association of National Advertisers, in their recent annual convention at Lakewood, N. J., W. A. McDermid of the Mennen Company, Newark, N. J., retiring president, impressed the need of national advertising managers working closer together and in better harmony than ever before if they are to successfully overcome the intricate problems 1920 and the future threatens to confront them with.

He pointed out in particular the necessity of gathering all possible data to refute charges constantly being made that advertising increases the cost of living. Outlining the accomplishments of the A. N. A. during 1920 and its work for the future Mr. McDermid said:

### **Many Know Too Little of the A. N. A.**

The outstanding weakness of any Association of any size is a lack of knowledge on the part of each member as to what is being done, day by day and week by week, by the organization as a whole, and this weakness is all the greater in a group whose members are found from coast to coast and in a wide variety of different industries.

Too many members of the Association know too little about the full scope of its work and its problems, and both its difficulties and its success need the continuity of being reviewed and carried forward from year to year.

### **War Aided Advertising**

The year 1918 was marked by a tremendous stimulus arising from the appointment of the division of advertising by the President, and from the fact that advertising came into its own, and received due recognition as a constructive force, through the Liberty Loans, the Committee on Public Information, and the various advertising programs of the Government departments, in all of which the Association and its members had a large part.

With the beginning of their term of office for 1919—the Armistice signed less than a month before—your officers and directors shared some of the general uncertainty, and saw clearly the necessity for some basic changes if the Association were to keep pace with the rapid shifting of events and conditions.

### **A. N. A. Largest Ever**

Membership dues were doubled and it must be confessed that your officers made calculations as to just how many members we could afford to lose. The fact that to-day the Association has more members than ever before in its history, as the Secretary's report will show, enables us now to be amused at our apprehension, but it looked serious enough at the time.

Their fears, unfounded as they were, brought your officers face to face with the fact that in the absorption of administering the affairs of the A. N. A., sight had been lost of the necessity of keeping the membership informed of what was being done, and of correcting many of the serious misunderstandings as to the purpose and scope of our work.

For one member who was using the A. N. A. as a department in his own business, with great profit to himself, there were many to whom

it seldom occurred to use the great machine created for their use and ready at hand. That situation has changed markedly, but there is much room for further development.

To meet the needs of the case, some innovations in administration machinery were proposed and sanctioned by your executive committee.

### **Vice-Presidential Territories.**

The first and most important of these was the division of the country into territories under the general supervision of three vice-presidents. Those territories were as follows:—

1. Eastern—Florida, Georgia, South Carolina, North Carolina, Virginia, Maryland, Pennsylvania east of the Susquehanna River, New Jersey, New York State south of Albany, and the New England States.
2. Central—New York State, Albany and West, Pennsylvania, west of the Susquehanna River, Ohio, Michigan, West Virginia, Kentucky, Tennessee, Mississippi and Alabama.
3. Western—Wisconsin, Illinois, Indiana and the States west of the Mississippi River.

In these territories your vice-presidents have an opportunity for per-

sonal contact and a study of the needs of the Association, which can not help but be of growing value.

The development of the chapter idea was the second most important administrative change, and in the main this has been successful and valuable, but it has developed one fundamental weakness in that in operation it has made it possible for a non-member to secure advantages out of all proportion to the contribution of that member to the chapter or the Association, either financially or from an experience standpoint.

Most chapters have only nominal dues, and by virtue of the fact that they are controlled and dominated by A. N. A. men, it works out that non-members enjoy a contact with the resources and opinions of the Association to such an extent as to interfere seriously in some cases with the securing of their membership in the A. N. A. Your officers believe that this feature of the chapter will have to be revised if the chapters are to be feeders for membership and not purely charitable institutions.

### **Democracy in Administration**

In order to give facilities for the widest possible expression of individual opinion on problems related to the administration of the Association affairs, an effort was made this year to extend as widely as possible the machinery for registering that opinion. Your nominations committee is selected at the beginning of the year instead of at the annual meeting, selected from every section of the country proportional to the membership, and is kept informed throughout the year as to vacancies, so that it can survey the membership and reflect as nearly as possible the wishes of the entire organization in respect to candidates for office.

On important points of policy, questionnaires have been directed to

the entire membership for the guidance of the directors, and the increasing response to these points to a growing interest in the administrative affairs of the Association.

Your executive committee has directed its efforts to co-operating with the secretary in improving and extending the facilities of the headquarters office, and in the refinement of its methods in a variety of ways too numerous to describe in detail. Such tangible evidences of this as the distinct improvement in the format of A. N. A. documents, will serve to illustrate the character of this work which, while minor in importance, nevertheless contributes to the success of our operations as a whole.

### **The Problem of Committees**

This year has been marked by an effort to make a practical, workable committee system in the belief that this Association is fully as capable of operating intelligently through committees as is, for example, the Chamber of Commerce of the United States, whose committee work is notably a success. Under considerable handicaps, marked by the enforced resignation of several committee chairmen very late in the year, some success has been made in the development of progressive work through permanent committees, and it is recommended that the continuity of this work be not broken up as is usual at the end of each year, but that an effort be made to carry it forward progressively until definite results have been achieved.

### **Devotion to Duty**

It may be appropriate to note in this connection that at the International Trade Conference held under the auspices of the Chamber of Commerce of the United States, the report of the Shipping Committee contained the following significant paragraph which is called to the personal attention of every member of the Association:

"In conclusion your committee, with considerable satisfaction, calls attention to the fact that the committee was made up of sixteen extremely busy men, and that fifteen of them were present at practically every session."

Devotion to duty of this kind accounts for the success of this and other Chamber of Commerce committees, and doubtless of the men themselves, and contains an inspiration to all of our membership.

### **Work of the Executive Committee**

It is probable that no report on this subject has ever been made in any detail to the Association, and that the extent and scope of the work of your committee is not realized by the membership. In the first place your committee meets practically every other Thursday throughout the entire year, constituting a considerable demand on the time and energy of its members, and you were fortunate this year in the devotion of the executive committee to its task, because when it is considered that most of the members of the committee came from considerable distances—Mr. McQuiston from Pittsburgh, Mr. Sullivan from Springfield, Mass., Mr. Wichert from Bos-



W. A. McDERMID

(Continued on Page 14)



## 10% CUT FOR 6 MONTHS ORDERED BY HOUSE

(Continued from Page 7)

in the audience. The question of price-fixing or profiteering did not enter into the deliberations.

Chairman Steenerson, toward the close of the hearing, asked if there were any newsprint manufacturers present who wished to testify or answer questions that members of the committee might ask, but none of those present responded.

### Papers to Blame, Says Glass

Frank P. Glass, of the Birmingham News, president of the American Newspaper Publishers' Association, in his opening statement to the committee, said that the present newsprint shortage was a matter that was entirely up to the newspapers, for they are the cause. He denied that there was a desire on the part of business to profit by the expenditure of money for advertising that would otherwise go into the national treasury in the form of an excess profit tax. The bulk of the advertising being offered, he said, is local and not foreign and declared that instead of reducing taxes, the government had, through the creation of general prosperity, increased the total number of persons able to pay an income tax. Continuing his discussion of the great amount of advertising being offered he said:

"It is due chiefly to the great prosperity of the country, and the ability of most people to buy like they have never been able to do before. This bill is distinctly class legislation, as it is directed against particular newspapers, and does not apply to newspapers generally.

"The situation will not be relieved in the least by such a law. Something should be done to stimulate the production of paper. I think the matter might be left in the hands of the Federal Trades Commission, which has the facts as to production and consumption of newsprint, to work out a fair program for reducing the use of newsprint during the shortage."

Mr. Glass testified that he had been told by experts that the market was 200,000 tons short of the demands and that the probable increase of production in the next six months would be 70,000 tons. The Anthony bill, he said, would not affect more than 50 newspapers and the remainder of the newspapers would use up the saving without coming under the law and without giving any relief to the general market.

In answer to a question he said that the A. N. P. A. was hardly able to boast of what they had been able to do by moral suasion in the conservation of newsprint, but that some progress had been made.

"Mr. Glass, if the members of your association would do what they are trying to get themselves to do this whole thing would be solved, would it not?" asked Congressman Homer Hoch, publisher of the Marion (Kan.) Record and a member of the committee.

"Yes," was the reply.

The Anthony bill was branded class legislation by the representatives of all the larger papers and in answer to questions of members of the committee, publishers of the smaller papers acknowledged that the passage of the bill restricting daily newspapers to 24 pages, Sunday newspapers to 36 pages, weekly and bi-weekly

publications to 75 pages and monthly publications to 100 pages, would in no way affect them.

The question of the part that the present provisions of the excess profits tax law had played in creating an unusual amount of goodwill advertising, with its resulting consumption of newsprint, was raised several times. The charge secured supporting answers from Captain Joseph Medill Patterson, of the Chicago Tribune, and Hopewell L. Rogers, business manager of the Chicago Daily News. Mr. Rogers declared "it is the straw that is breaking the camel's back."

Capt. Patterson said that the passage of the bill might mean the wrecking of the Tribune. Since October 1, he said, the Tribune had left out 2,500 columns of advertising and at no time had his paper been a competitor of smaller papers in the newsprint market, as it sold more from its own plant than it bought at any time to meet emergency needs. Only 30 per cent of the Tribune's circulation went into the mails and would be directly affected by the provisions of the Anthony bill, he testified.

### Tribune Will Help

In answer to questions Capt. Patterson declared that the Tribune would be willing to join with other newspapers of the country in making a 10 per cent reduction daily, excepting from such an order only those small papers that have mechanical difficulties to overcome.

Mr. Rogers, of the Chicago Daily News, testified that any man who wants paper can get it if he will pay the price. He denied that only the small publishers were being pinched and declared both the big and small were in the same boat.

"One of the largest newspapers in this country has been running with three days' supply of newsprint ahead," he said. "Once this same paper always had three months' supply ahead and now it is lucky when it can get up to eight days.

The passage of the legislation such as the Anthony bill, Mr. Rogers said, would not release any newsprint, but would mean that the big papers affected would store their surplus for future use. In closing his testimony, he said: "All this bill would do would be to keep men in business who do not take care of themselves and who don't know that business conditions in this country have changed."

Elbert H. Baker, of the Cleveland Plain-Dealer, and chairman of the paper committee of the A. N. P. A., made a general denial of the often repeated charge that the larger newspapers have been hoarding. In the case of the Plain-Dealer, he said that it had formerly run with a two month supply of newsprint ahead but that now it only has seven days.

T. R. Williams, business manager of the Pittsburgh Press and member of the paper committee of the A. N. P. A., called the committee's attention to the fact that the paper shortage was world-wide. He said that in Pennsylvania all publishers were being taken care of, that there has been no suffering, and the small papers were better off than the big ones. Within a week, he said, he had been offered paper at from 7½c. to 8¼c. f. o. b. mill. Pittsburgh newspapers, according to his testimony, have from two to eight days' supply of newsprint ahead.

Bradford Merrill, of the Hearst publications and chairman of the

Conservation Committee of the A. N. P. A., opposed any legislation or Federal supervision of the publication of newspapers as a means of conservation but requested the committee, after giving the subject some study, to ask all the publishers of the country, big and little, to join in a plan of conservation that would fall upon all and save all. The action that the committee has taken is largely along the lines suggested by Mr. Merrill while being questioned by members of the committee.

Mr. Merrill said that the Hearst publications were in the same boat as the small publishers, as they did not yet have a contract for sufficient newsprint to meet their needs for the coming year. He said they formerly carried ten days' supply ahead and were now running with five days' ahead. They have one contract, Mr. Merrill said, for a small amount of paper for next year which was entered into nearly a year ago at 4½ cents. In a statement to the committee Mr. Merrill said, in part:

"Only a few newspapers, not more than 65 in the entire country, print more than 24 pages daily. If Congress should try arbitrarily to reduce those papers 33%, making 24 pages their maximum weekday size, it might diminish the power of those papers to serve their readers, to help the merchants, and to stimulate business generally. But such destructive legislation would not greatly conserve the paper supply. In the entire state of New York, for instance, this revolutionary legislation would, as applied to the daily papers, save not more than 1,500 tons a month, while the monthly consumption of newsprint in the country is at least 160,000 tons. What is needed is a saving of at least 10% by everybody.

"The proposed bill would be class legislation, applying to a few who have achieved that success to which all aspire. It would affect about 2½% of the daily papers of the country; it would leave about 97½% of the papers untouched. The few larger papers that would be affected are the principal advertising mediums of the communities in which they are published.

"They are relied upon by merchants doing many hundreds of millions of dollars of business annually. These merchants have found by experience of many years that they cannot depend upon any other mediums of communication with the public than these newspapers to carry on their business successfully."

Cyrus H. K. Curtis, of the Philadelphia Public Ledgers, the Saturday Evening Post, Ladies' Home Journal and Country Gentleman, said that he favored united action on the part of publishers for the conservation of newsprint, but said he was opposed to the Anthony bill because it would injure the newspaper business generally and would work to the disadvantage of the small advertiser.

He said that he believed that the necessary conservation could be accomplished through the A. N. P. A. and that united action on the part of all publishers would be necessary to success.

P. S. Collins, general manager of the Curtis publications, was questioned at some length about the price of book papers and other matters pertaining to magazine publication. He said the price paid by the Curtis publications was 7.75 cents a pound. Jason Rogers, publisher of the New York Globe, supported the small publishers in their charges that the big pub-

lishers were responsible for the present conditions in the newsprint market. He was questioned at some length as to what the Globe was doing to conserve paper. Charging that the big papers were buying all the paper in sight, Mr. Rogers said:

"The consumption of print paper in 1919 will be 2,100,000 tons, or an increase of 26.8 per cent over the previous year. The Chicago Tribune recently boasted of using 670 tons of paper for a single issue. That is enough to supply all of the papers in Canada for a single issue.

"During the war one New York paper was limited to 276 columns on Sunday. Recently it printed 466 columns. Another was limited to 294, and 475 columns were contained in a recent issue. Twenty papers in four cities of the country, New York, Chicago, Boston and Philadelphia, use 38 per cent of all the paper consumed in Sunday publication. Thirty-four in twenty cities use 47 per cent, and fifty-two in thirty cities use 52 per cent. The New York Times and the Chicago Tribune each used more paper in a recent issue than all the papers of many of the states of the country."

### Missouri Papers Hard Pressed

Herbert Cavaness, of the Chanute (Kan.) Tribune, who was present as the representative of the publishers of Kansas and Missouri, said that all the publishers of those states were in such a condition that they would have to have immediate relief. "We are asking for legislation that will give us emergency relief," he said. "All we want is enough paper to live on. Now we are living from hand to mouth by borrowing from one another. All the Kansas City jobbers have notified us that they have no paper. We cannot even get a quotation on paper. Hundreds of our papers must quit unless we get paper. We are not asking for legislation that will injure others but we are asking Congress to give us legislation that will stop the present unnecessary waste of the metropolitan press and allow us to live."

Mr. Cavaness was questioned at some length and said that he believed a 10 per cent saving on the part of all under the same day of one year ago, as suggested by Mr. Merrill, would help solve the problem.

"The newsprint problem has now reached the point where it threatens the very life of the country press of the entire Middle West," was the declaration of Lieutenant-Governor W. Y. Morgan, of the Hutchinson (Kan.) News. He denied the charge of the large publishers that the basic question in the entire matter was the refusal of small publishers to pay the price that was demanded for newsprint as a result of the unusual market conditions that exist.

"We do not know where we can buy newsprint, and we cannot even get quotations on it," he added.

Mr. Morgan admitted that the proposed legislation would not affect him and continued: "We always find it easier to regulate others than ourselves."

Declaring that the Anthony bill in the regulation of the newspaper business would be a step toward Socialism, to which organized labor is opposed, and would throw many members of the typographical unions out of work, Matthew Woll, vice-president of the American Federation of Labor, appeared in opposition to the measure.

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# SOW CONFIDENCE TO REAP RICH HARVEST IN GOLDEN FIELDS OF LITTLE ADS.

"TRUTH IN ADVERTISING" is a subject that has received much attention during the past few years. Most of the effort along this line, however, has been directed toward display advertising. The result is that less progress has been made in eliminating objectionable advertising from the classified advertising columns of newspapers. Some newspapers adhere to the strictest rules of censorship in printing display advertising and then publish classified advertising which is not in accordance with these rules.

During the year 1919, more classified advertising will be published in daily newspapers than ever before. Yet this large volume and its resulting revenue is small compared with the possibilities. The average person has not been fully developed as a Want Ad user, and he will not be developed until the classified columns of newspapers are freed from objectionable and fraudulent advertising. You cannot create full confidence in Want Ads until they deserve full confidence.

### Eliminating Objectionable Copy

Some papers have done much in the past few years to eliminate objectionable classified advertising from their pages. However, there is still much work to be done along this line by almost every publication, and the growth of classified advertising in all newspapers will depend, in a degree, upon the rate of progress made in this matter.

That many papers are giving the matter of classified advertising censorship attention is shown by the following expressions on the subject by classified advertising managers and other newspaper executives.

F. D. Hammons, business manager of the Seattle Times:

"We are quite strict in our censorship of classified copy. Printed rules are supplied to all concerned. These are supplemented from time to time by special instructions. All copy received through the mails is scrutinized closely by the 'copy desk.' The censor, in his laudable zeal to keep the columns 'clean,' should be careful to avoid an arbitrary policy. It is not within the province of a daily newspaper to act as guardian for its readers, but it should take every reasonable precaution to protect them. Truth in classified advertising is just as important as in display. The classified section is the backbone of the daily newspaper. With it the newspaper rises or falls.

### Barred Copy

"The following classes of advertising are barred from our columns: Oil stock, oil lands, oil leases, ads offering to teach persons to write for newspapers, matrimonial ads, midwives, maternity homes or hospitals, massage and baths, spirit mediums and clairvoyants, ads for female help calling for an appointment at a hotel room.

"The following ads are accepted only after approval: Infants for adoption and young children to board, girls for cabaret and theater work and stock investment ads. These are questioned closely, it being the idea to keep out the various forms of swindling."

## Classified Columns Must Be Cleansed and "Truth" Made the New Watchword—All Records Broken in 1919.

BY C. L. PERKINS

ARTICLE VIII

L. J. Boughner, classified advertising manager of The Chicago Daily News:

"Classified advertising should be censored more strictly than display. Every newspaper man knows that when an error is made in a display advertisement that the readers hold the advertiser responsible; but when an error is made in a classified advertisement the readers hold the newspaper responsible.

"The censorship rules of The Daily News are mostly unwritten. There is a group of 'readers' whose duty it is to pass on the wording and object of every classified ad. They pass no ad that seems to have an immoral or illegal object. In some cases the wording of a legitimate advertisement has to be changed in order that the right kind of answers may be assured. Advertisements are not accepted from 'house dealers' in furniture, clothing, musical instruments, jewelry, etc.—professionals who parade themselves as private parties.

Further to discourage them, 'blind' ads are not taken in these columns

at all. Rooming houses must not advertise private entrances; applicants for stage positions must not be asked to call at hotels; boarding houses for children under three years old must be indorsed by the central charity organization; bachelors and widowers who want housekeepers must not refer to their marital condition; men who disclaim responsibility for their wives' debts must furnish identification.

"There is a man in Chicago who believes that The Daily News is the most efficient newspaper in the world. He dropped into The Daily News office one evening about two years ago and gave the clerk an advertisement of household goods for sale. The clerk consulted a list beside him and handed the ad back with the remark that the advertiser was a 'house dealer.' The advertiser gasped with astonishment.

### List Efficiency

"How do you know?"

"It's here on my list."

"The advertiser didn't argue. He said: 'Well, it's too much for me. I'm a 'house dealer,' all right, but say—I only came in from St. Louis last week. There ain't ten people in this town that know me. And yet you got me on that list already. Good night.'"

"The facts are that whenever an address of a 'house dealer' is put on the list it is seldom taken off. The address is the thing—such a man can change names over night. By a coincidence the St. Louis man had moved into a house that had at some former time been occupied by another 'house dealer.'"

W. V. Jones, the Utica Press:

"The Utica Press does not have any printed rules for censoring classified advertisements. For many years past, however, the Press has refused to accept any advertisements of a doubtful character. We exclude all matrimonial and fortune-telling advertising. We also exclude advertising in which the reader is requested to send stamps or remittances of small amounts. The advertiser should, however, have the right to include the price of his article. It is generally easy to tell the genuine advertisements. Of course we absolutely refuse to publish personals or any other objectionable advertising. Where persons send us advertising that is intended to defraud we notify the Post Office Department. If publishers would generally do this the fakers would be driven from the field."

### Lack of Censorship

The classified manager of one metropolitan newspaper deplors the lack of censorship in his office as follows:

"The classified columns have much news value, but it is hard to make publishers see this. This is one of

the reasons why censorship is not as strict as it should be. I believe that if papers would take more into consideration the news value of classified and not think so much of cash that there would be no trouble in getting cleaner pages. We carry some advertising that should not be printed and I believe that publicity criticising papers that do not discriminate between good and bad will eliminate ads that are OK'd by those who see only the immediate revenue."

### On Par With News Columns

Walter C. Pruitt, classified advertising manager of the Wichita Eagle:

"We are strict on the censorship of classified advertising, not only having printed rules, but hold a meeting of the classified-ad takers once or twice a month, weeding out the suspicious ads. I do not think that classified censorship can be carried too far. Classified should be as clean as the news columns. The popularity of a newspaper is measured by the volume of its classified. Truth in advertising means greater value and increasing results, and should at all times be considered, as misleading or fraudulent advertising will not gain a line for the paper. I firmly believe that if classified advertising was censored more closely, it would have a higher standing and excel display in volume. So, by all means, eliminate the crook and have the confidence of the reader."

S. J. Pickens, classified advertising manager of the Portland (Ore.) Journal:

"We try to eliminate by censorship all classified copy which might in any way mislead the reader. Among other things we reject all advertising referring to oil or mining stocks, lands or leases and we even rule out advertising designed to employ stock salesmen of this type. Trade and business schools wording their advertisements in such a manner as to lead a reader to believe that a position is offered are rejected. Undoubtedly censorship, like any other good thing, can be carried to extremes. However, judging by the exchanges which pass through my hands regularly I would not say that there was any such tendencies exhibited by the average newspaper at the present time. On the contrary, too much matter of a decidedly questionable nature appears in some publications."

## CONTRACT CONTESTS AND THEIR EFFECT

**They Stimulate When Vitality Is at Low Ebb, But Should Be Regarded As Drug Rather Than Food, Says Westerner**

By J. J. TIERNEY

Classified Advertising Manager, Spokane (Wash.) Spokesman-Review

A contest for classified advertising salesmen is an excellent stimulant to use when business vitality is at low ebb, but it should be regarded as a drug rather than a food. Its continued use would most certainly result in bad after effects.

(Continued on Page 30)

### One of the Smiths—But Different



LEE SMITH

HERE is one of the Smiths. This one is differentiated from the other Smiths by the front name of Lee. He is also different from Smiths in that he is a combination executive and artist. A rare combination. He exercises his executive ability as classified manager of the Omaha Daily Bee and his artistic talent illustrating classified promotion ads.

Mr. Smith has grown up around a newspaper plant, having started his career twelve years ago as proof boy on the Omaha World-Herald. Since then he has had experience selling both display and classified, but prefers classified with art as a side line.

## NEWS IN BRIEF of the NEWSPAPER AND ADVERTISING WORLD

The Representatives' Club of New York will hold its annual dinner at the Waldorf-Astoria on January 9.

The Gridiron Club in Washington opened its winter season with a dinner on December 13, with Vice-President Marshall, Cabinet members, Ambassadors and Ministers of the diplomatic corps and members of Congress as guests.

Audit Bureau of Circulations reports have been issued for the following newspapers: Calgary (Alta.) Herald, Calgary Daily Albertan, Jackson (Miss.) Clarion-Ledger, Jackson Daily News, Lafayette (Ind.) Courier, Lafayette Journal, Montreal (Que.) Le Canada, Niagara Falls (N. Y.) Gazette, Portland Ore. Evening Telegram, St. Catharines (Ont.) Standard, St. Cloud (Minn.) Daily Times, Spokane (Wash.) Daily Chronicle, Spokane Spokesman-Review.

The old Chicago Herald building has been sold to Andrews & Co., stock and bond brokers, Chicago, for a reported consideration of \$200,000. The building has been vacant since the merger of the Herald and Examiner eighteen months ago. It will be known as the Andrews Building.

The North Adams (Mass.) Herald has changed its representation in the national advertising field from the W. F. Long Company, New York, to the David J. Randall Company, New York.

The E. P. Remington Advertising Agency of Buffalo has just issued an interesting novel advertising booklet telling all about itself. The book will be mailed to all patrons of the firm so that they can get a "close up" of the men who handle their business.

A fight on bolshevism along the lines followed in Minneapolis was proposed by Carl W. Ackerman of the Philadelphia Public Ledger, who addressed the Coal Club dinner in Philadelphia December 10.

The News, New York, has joined the Publishers' Association of New York City, and J. S. Sullivan, its circulation manager, has taken his place in the councils of the New York City Circulation Managers' Association.

With the curtailment of the train service to and from New York, the newspapers found it necessary to change many hours and routes of distribution of suburban and out-of-town circulation and the New York City Circulation Managers' Association made possible a degree of cooperation without which the changes could not have been accomplished. Arrangements were made through the association with the American News Company for the necessary alterations in delivery of the co-operating newspapers and the transition period passed without inconveniences.

Thomas Cleary, late of the New York Telegram advertising staff and formerly advertising manager of the Staats-Zeitung, has been appointed local New York solicitor for the Brooklyn Eagle, succeeding A. Agrati,

who has joined the Sun advertising staff.

The Girard (Kan.) Press recently celebrated its fiftieth birthday.

Frost, Landis & Kohn have been appointed New York and Chicago representatives for the Asheville (N. C.) Times, Greensboro (N. C.) Record, Mayfield (Ky.) Times, Meridian (Miss.) Dispatch, and Rome (Ga.) News.

Audit Bureau of Circulations reports have been issued on the following newspapers: Decatur (Ill.) Herald, Decatur (Ill.) Review, Guelph (Ont.) Evening Mercury, Milwaukee (Wis.) News, Milwaukee Journal, Milwaukee Sentinel, Nelson (B. C.) Daily News, and Waco (Tex.) News-Tribune.

The Tulsa (Okla.) Democrat has appointed Payne, Burns & Smith, New York, and the G. Logan Payne Company, Chicago, as its national advertising representatives.

The Budapest (Hungary) Nepszava and Az Est offices were mobbed last week and their machinery and furniture demolished by an anti-Jewish mob, which demanded the end of the Jewish press, the internment of Jewish communists, confiscation of Jewish fortunes to help pay for the war and other anti-Semitic measures.

Newspaper proprietors of Madrid have refused to recognize the union of their employes and are attempting to publish with non union labor, employing the boycott, socially and otherwise, against publishers who recognize the union.

Photography and the engraving of advertisements were resorted to by the Butte Miner to take care of its advertisers during the recent walk-out of printers in Butte and Anaconda, Mont. The printers demanded \$8.50 for day work and \$9 for night shifts and reduction of the work period from 7½ to 7 hours. They ignored an arbitration agreement with the publishers in calling a strike.

The Kansas City Journal in its weekly edition recently carried a six-page advertisement of the Ottawa Manufacturing Company.

The John M. Branham Company has just issued a list of the agricultural publications of the United States and Canada, with their Chicago representatives.

The Akron (Ohio) Beacon-Journal last week celebrated its golden anniversary and the publishers took advantage of the occasion to print some interesting facts about the paper's history, with sketches of its founders and builders and of the old-timers still connected with its staff.

The Cleveland (Ohio) Plain Dealer has abandoned its annual "Christmas Opportunities" fund campaign started some time ago, stating that the fund's objects are now being accomplished by the city's "community chest," for which \$4,000,000 was recently raised. The Plain Dealer's move was a sequel to a campaign by the directors of the

Cleveland Chamber of Commerce against "propaganda publicity" paid for in daily and weekly newspapers.

The St. Paul Dispatch-Pioneer Press on December 11 issued an "Industrial Section" of eight pages devoted to the food plants of Griggs, Cooper & Co. of St. Paul and western houses that handle their products.

Sergeant Alvin York, "the war's greatest hero," recently appeared in St. Louis in the interests of the York Foundation, and the Advertising Club of St. Louis was requested to act as sponsor for his appearance. A goodly sum was raised by Mr. York as a result of the publicity given his cause. The proceeds will be used by him to establish a school for the people of his home community in Tennessee.

The Terre Haute Tribune has just issued a list of 274 grocers and 57 druggists of its city, with maps showing their exact locations.

Audit Bureau of Circulations reports have been issued in the following newspapers: Barre (Vt.) Times, Bartlesville (Okla.) Examiner, Batavia (N. Y.) News, Brantford (Ont.) Expositor, Charleston (S. C.) American, Charleston Evening Post, Charleston News & Courier, Edmonton (Alta.) Bulletin, Edmonton Journal, Geneva (N. Y.) Times, Kitchener (Ont.) News-Record, Yakima (Wash.) Daily Republic, Yakima Morning Herald.

Beginning with the issue of December 6, Printing, published by Walden, Sons, & Mott, Inc., New York, changed from a semi-monthly to a weekly publication.

The Advertising Club of New York House Committee is raising a Christmas fund, to be distributed quarterly through the coming year to employes of the club who are not permitted to accept tips.

The New York Call has filed a petition in the District of Columbia Supreme Court for a writ of mandamus to compel Postmaster-General Burleson to rescind his order of November 13, 1917, revoking the Call's mail rights on account of alleged violation of the Espionage law. The paper denies publication of disloyal utterances and says its exclusion from the mails has been a serious hardship in its business affairs.

The Marseilles (Ill.) Daily Register has been discontinued.

The Akron (Ohio) Evening Times has been elected to active membership in the American Newspaper Publishers' Association.

The Town Criers' club of St. Paul, have begun a concerted effort to boost the city. Leavitt Corning of the Corning Firestone Advertising agency is chairman of a committee on civic advertising. At its last meeting the club, sitting as directors in its mythical corporation "the Minnesota Crockery Company," heard W. B. Betting of the Betting-

Thompson Advertising agency, analyze the market which must be reached with its product and discuss questions of distribution methods and advertising appropriations.

Arthur C. Hoskins, secretary of the American Journalists' Association, has left newspaper work in St. Louis and has resigned the office referred to, to become publicity man for the Certain-teed Roofing Products Company.

William Shepard Walsh, literary critic and editor, died in Philadelphia, December 9, aged 65 years. For 15 years Mr. Walsh was editor of Lippincott's Magazine. Later he edited the Illustrated American and was literary editor of the New York Herald.

Luther E. Martin has been elected president of the Advertising Club of Baltimore and will serve for the next year with the following officers: Nat C. Wildman, vice-president; Norman M. Parrott, secretary-treasurer; Talbot Denmead, counsel; governors, Harry A. Allers, W. W. Cloud, Daniel E. Derr, Jerome P. Fleischman, H. Findlay French, Herman Ganse, Alfred I. Hart, Charles F. Kuhns, Ross E. Lynch, John Lyons, F. J. O'Brien, John E. Raine and Frank D. Webb.

B. E. Pike, Australian delegate to the recent A. A. C. W. convention, was in New York a few days ago. Mr. Pike, who is a member of the firm of Besley & Pike, Ltd., of Brisbane, advertising agents, says that the first convention of the several advertising clubs of Australia held recently was a great success and served to put advertising on a better basis in that country.

Conrad Ryan Kimball, member of the New York Advertising Club, died December 13 at Denver, Colo.

Charles W. Hoyt, president of Hoyt's Service, Inc., spoke on "The Preparation of a Market Plan" at the meeting of the New York League of Advertising Women Tuesday evening.

R. S. Carver, proprietor of the Wilmington (N. C.) Dispatch, who is ill with typhoid fever, has passed the crisis safely.

Robert E. Ward, New York and Chicago, has been appointed national advertising representative of the Stars & Stripes, Washington, D. C.

The Nation, New York, on December 16 issued a special edition in honor of the 75th birthday of Mrs. Henry Villard.

The Billings (Mont.) Gazette has appointed the Benjamin & Kentnor Company as its general advertising representative, effective January 1, 1920.

The home of Frank W. Taylor, managing editor of the St. Louis Star, was entered recently and robbed of valuable jewelry, clothing and a considerable sum of money. The same night the name of Aaron Benesch, now with the Parkell-Braun Advertising Company, but until recently with the St. Louis Star, was also ransacked and about \$50 in cash taken.



# PEW EXPOSED SUPREME COURT "LEAK" AS PUBLIC SERVICE, NOT FOR "BEAT"

## I. N. S. Head Gives Details of Work With Department of Justice in Uncovering Plot for Wall Street Profits Through Illegal Possession of "Tips" on Important Rulings of Tribunal.

OFFICIAL Washington is today extending to Marlen E. Pew, editor and general manager of the International News Service and formerly editor of EDITOR & PUBLISHER, unanimous acclaim for the manner in which he handled his discovery of a "leak" from Washington to Wall Street on decisions of the Supreme Court of the United States, for the fact that Mr. Pew's first thought was the detection and stopping of the "leak" rather than a notable newspaper beat on his rivals among the news associations and big newspapers.

Assistant Attorney General Ames, aided by Captain Burke and his assistants, has had the two lawyers implicated by Mr. Pew before him for several lengthy examinations, one of the sessions lasting nearly four hours. Judge Ames is being assisted by R. P. Stewart of the Criminal branch of the Department of Justice and an assistant attorney general.

At the Capitol the case is being watched closely.

Senator Knute Nelson, chairman of the Senate Committee on the Judiciary, said:

"I am glad some one stirred this thing up. I hope it will lead to definite results and that the offenders will be apprehended and punished."

Senator I. L. Lenroot of Wisconsin said: "Any person who interferes with justice or uses information which they might gain as to decisions of the Supreme Court, or of any court, should be sent to the penitentiary."

### A News Service's Duty

Senator William E. Borah said: "The matter is exceedingly serious in my judgment and ought to be run down and dealt with in drastic fashion. Any member of the bar who would become a party to a conspiracy to profit by speculation or otherwise through information received in this way is not only unfit to be a member of the bar, but ought to be in the penitentiary."

Senator William S. Kenyon said: "I wish to compliment the International News Service for uncovering this intolerable situation."

Senator Ashurst of Arizona said: "It is surprising that there should be a 'leak' in a 'dry' decision. The sanctity of our courts must be upheld at all hazards."

Representative Carl R. Childblom of Chicago said: "It is an essential element of justice in our courts that the decisions of the judges shall not be known to the few before they are proclaimed in regular order. Knowledge of this kind in the possession of unscrupulous individuals would work untold harm to the welfare of all the people."

Representative Thomas S. Butler of Pennsylvania, chairman of the House Naval Affairs Committee, said: "It was great work for the news service. The papers should expose such leaks and the Supreme Court will correct them. There is no other way for the people to know what is going on. It is the mission of an honest news service to find out just such bad conditions and to give them publicity. More power to the International News Service."

"Public service, rather than a newspaper achievement, was my guide in the conduct of the entire matter," Mr. Pew told EDITOR & PUBLISHER. When the sacred character of the decisions of the highest court of the United States is endangered by the foreknowledge of them by the few to the great disadvantage to the entire nation, a patriotic newspaper man must think first of his duty to the public.

"My suspicions were first aroused on the morning of November 17, when there was tremendous activity in Southern Pacific stock on the New York Stock Exchange, resulting in a fall of several points before 12:30, when an adverse decision was announced by the Supreme Court in the Southern Pacific Oil Lands case, which had been on the docket for more than a year.

"Then I was informed by a friend, whom I have known for fifteen years, that he had been approached by a Washington lawyer, one of a gang of crooks in that city, who told him that he could get the Southern Pacific decision before it was made public and I can prove by witnesses that he did get it on November 16, the day before it was rendered.

"My friend's story and other knowledge that I had was so circumstantial that I decided upon immediate action. My chief gave me carte blanche in methods and expenses. I went to Washington and called upon Chief Justice Edward D. White of the Supreme Court at his home on Rhode Island Avenue, about 8 o'clock on the evening of No-

vember 20, and told him what I knew. He refused to believe it.

"Impossible, incredible!" were his comments.

"He told me that he had heard similar rumors for many years, of his certainty that they were without basis in fact, of the zealous care with which he guarded the decisions of the court, and finally that he didn't want to listen to such unbelievable statements.

"Then I made this remark, purely by chance:

"The Southern Pacific Oil Lands case was rushed through at the last moment."

"The Chief Justice grasped me by the shoulders.

"How do you know that?" he asked.

### Only the Court Knew, but —

"Then he crossed the room, locked the door, and said brokenly:

"Nobody but a member of the Supreme Court of the United States could know that. How did you know?"

"I told him that I knew nothing about it, that I was a newspaper man and a good citizen and that a friend had told me that he knew that the decision had been secured in advance through a minor attache of the court.

"Justice White cried.

"The court decided the Southern Pacific case about the middle of last week," he declared, "and I did not know myself that it was to be handed down on Monday. The circumstances you relate give color to the story and I intend to sift it to the bottom."

"I spent three days with Chief Justice White and we arranged to have Chief W. J. Flynn and Captain Frank Burke of the Department of Justice investigating force and Assistant Attorney General C. B. Ames detailed to the case.

"Chief Flynn and Captain Burke came to New York with me and started an investigation here. We installed a dictograph at the Hotel Pennsylvania, where the crooks had an entire suite.

"My friend was posing as a millionaire, with practically unlimited credit on Wall Street and in his conferences with the crooks heard over the dictograph at the Pennsylvania we learned that the crooks claimed to have been getting decisions of the court for years, that they had made money, but had never succeeded in making a clean-up.

"What they wanted was a millionaire with plenty of credit in the stock-market so that they could play the court's decisions, make half a million or so on a single transaction and then head for a good time in Cuba.

"In all their talk, they did not divulge the name of the minor attache of the court through whom they claimed to be getting the decisions, but they did disclose the name of a lawyer employed in the Department of Justice as an assistant to the Attorney General and also mentioned that he was in a commercial partnership in the ownership of a small Washington bakery with a secretary to a Justice of the Supreme Court.

### "Dry" Decision Leaked, Too

"The International News Service revealed these things to the Department of Justice and also informed the department that this assistant to the Attorney General had come to New York on November 16, the day before the Southern Pacific decision was announced, and that on November 17 he had sold Southern Pacific short prior to the publication of the decision. We gave them every circumstance. The hotel where he stopped named the house through which he had speculated, told how much he had bet and how much he had won.

"Complications arose through the fact that his name did not appear on the register of the Waldorf-Astoria for that day, but that was cleared later by his own confession that he had slept in the Waldorf, in the room of the 'outside' lawyer who had approached my friend, and that he had not registered.

"We also established that this lawyer who is an assistant to the Attorney General, had played Wall Street in advance of the decision of the court on the constitutionality of the war-time prohibition act and that he had predicted that the court would uphold the act as early as December 6. This, in the face of the fact that the whole country expected an opposite decision and that Wall Street was betting 5 to 1 that the court would rule the act unconstitutional. I told the Supreme Court and the Department of Justice and Chief Flynn of these facts.

"For a time the Department of Justice was unable to connect the 'outside' lawyer with the assistant to the Attor-

(Continued on Page 39)



MARLEN E. PEW



## TEAMWORK WINS FOR A. N. A.

(Continued from Page 9)

ton, Mr. Lord from Wilmington and Mr. Wheelock from Philadelphia—and that these men seldom missed a meeting and that other members were suburbanites with long train rides to their homes late at night, you will realize that the Association has been well served by its directorate.

Nor are its activities confined solely to meetings. Of necessity and for a division of the work, sub-committees have been appointed to carry on special activities, to meet with other interests, and attendance has also been necessary at certain meetings of other bodies where it is important that the A. N. A. be represented.

### Outside Co-operation

Only the briefest survey can be made of the diversity of the committee's activity in your behalf, by selecting a few of the interests which have engaged attention. On the outside, co-operation with the publishers in their fight on the zone postal law; support of the A. A. C. W. in their lawsuit and in many other relationships; active contact with the Chamber of Commerce of the United States, and the American Chamber of Commerce of London, England; activity in connection with the printers' strike; work on committees of co-operation with other interests and with the Government in a number of its departments.

From an internal standpoint, close and regular consideration of finances, membership and program, and not only a close study, but definite action, in such matters as the outdoor advertising situation; certain state and national legislation; the question of guaranty of circulations by publishers; various controversies with magazines about position, censorship, etc.; the unauthorized use of members' names by the World's Salesmanship Congress, and many matters of similar character.

### The Problem of the Program

The importance of the work of the committee on A. N. A. affairs cannot be overestimated. The study of such a diversity of subjects as has been indicated involves a lot of serious, hard work, but it protects the interests of the A. N. A. and it gives the Association a real, constructive influence in many quarters.

Your committee has suffered during the year losses through resignation in the cases of T. L. Briggs, G. B. Sharpe, George Frank Lord, and George L. Sullivan. These have been replaced by men who have shown equal enthusiasm and devotion to the work, and the affairs of the Association have gone forward.

The most difficult internal problem which the Association as a whole has to consider is the question of its semi-annual and annual programs. Nothing is more vulnerable to criticism and nothing is more difficult to attain than a satisfactory program. It engages the interest of your executive committee throughout the year. It absorbs a great deal of the time of the program committee, and all of your officers. The interest of the members ranges, as shown by the data service, over nearly a thousand major topics, and on the program committee's questionnaire this

year were received close to 500 suggestions for discussion, of which not more than 20 per cent at the outside were unsuitable for present purposes.

It is clear that within a three day session only the surface can be scratched, and for this reason attention is again called first to the necessity for providing some means, preferably through committee reports, of eliminating as much duplication of discussion of old topics as possible, and in the second place to the necessity of approaching this program on the part of each member in a broad and generous way, realizing that no one program can possibly be made adaptable entirely to the special needs of a single organization but that out of any program to which so much effort and thought have been devoted, there must inevitably be found material of sufficient value to all to justify attendance and participation.

It may be fitting for a retiring ex-

ecutive to indicate in a general way what developments the future may possibly hold for the Association. In the first place the following statement from George Frank Lord is of significance:

"In all the investigations about to be started in the high cost of living, it is inevitable that advertising will be attacked as one of the reasons for the high cost of marketing goods.

"It is probable that the manufacturer will be able to show that their profit per consumer unit is very small; that the big item of cost is distribution. The tendency of the labor unions and various economists may be to point to the millions of dollars spent in advertising as a burden that increases the retail cost of goods to the consumer.

"I think, therefore, it is of the utmost importance that a considerable part of our program be devoted to a discussion of this point, with any proof that can be offered showing that advertising cuts down distributive cost and

therefore lowers the price to the consumer.

"The situation offers not merely an opportunity to defend advertising but one to greatly advance it in the minds of the public and of non-advertising-concerns."

In anticipation of some such possibility your directors have authorized a reserve fund to be set aside for the purpose of securing, if necessary, the data which will establish the economic aspects of advertising, and which will enable the Association to co-operate energetically with other interests in the presentation of the true facts of the case.

### Looking Forward

As an extension of the facilities and operations of the Association it may not be too idealistic to look forward to the time when the Association can operate an investigating organization, analyzing trade and advertising conditions throughout the country; not, as is usually the case in such investigations as are now available, from the viewpoint of the publications, but solely from the standpoint of the manufacturer and advertiser. This may be a step far in the future, but it is a possibility which may well engage our thought.

The membership may well consider methods whereby the Association as a whole can work to better familiarize all the executives of our membership companies with the scope of our activities. Many of our membership representatives have worked out individual plans whereby their principals are continually kept in touch with Association facilities, but it is desirable that this work be extended and that the membership representatives and the Headquarters office work along definitely developed lines to this end. The representative who does not systematically study the possibilities along this line does a grave injustice to himself, the house he represents and the Association.

### Praise for Staff

It is so much a matter of course in reports of this character to refer to one's associates, that it has become extremely difficult to convey any real sense of the sincerity of complimentary remarks, and yet it would be impossible to close a report covering this year's activity without special and specific reference to the Headquarters organization, headed by your Secretary and Treasurer, and also by your officers and directors. One could well wish for new words in an attempt to picture adequately to the membership the feelings of anyone who has had the privilege and the opportunity to enjoy not only personal association with these men but see and profit by their unflinching, enthusiastic, cordial support and their devotion to the interests of the Association. Any Association which is able to enlist such loyalty and such efficient work in a period characterized by unusual demand on everybody's time, is a fortunate body and carries within itself the best possible guaranty of increasing greatness. While you are fortunate in being the beneficiaries of service of this kind, it is only a reflection of a corresponding loyalty and enthusiasm that has been manifested through the entire membership this year.

## A Tribute

**To Austin P. Cristy, creator of Worcester's great newspaper, The Worcester Telegram. Upbuilder of the largest inland manufacturing city of the world, keeper of its integrity, guardian of its interests, impartial protector of the rights of its citizens. Seeker for truth and its consistent champion.**

**To Austin P. Cristy, thinker, man of genius and grit, of vision and of determination. Winner of hard-fought battles in political arenas. Keen judge of men; hater of subterfuge; quick discerner of dishonesty; unprejudiced weigher of merits.**

**To Austin P. Cristy, outstanding figure in journalism; resourceful, constructive, untiring, vigilant. Silent, sympathetic. Powerful, yet merciful; just, yet lenient.**

**To Austin P. Cristy, frankest of enemies, staunchest of friends.**

**This testimonial is presented November 30, 1919, on the occasion of his retirement from 35 years of unremitting labor as editor and publisher of The Telegram by those who have served under him.**

TWO HUNDRED present and past employes of the Worcester (Mass.) Telegram attended a combination farewell and welcome banquet on November 30 to Austin P. Cristy, who recently completed 35 years as owner and publisher by selling the Telegram to Theodore T. Ellis. A hand-lettered testimonial on parchment, illustrated in gold and colors in an old gold frame, a photograph of which is reproduced above, was presented to Mr. Cristy as a tribute of those who knew him. Men who received their early training under Mr. Cristy returned to Worcester to shake hands with the "Old Man."

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THE MACHINE THAT LASTS



**LOOKING** forward to the new year of 1920, questions of competition, shorthandedness, the increasing demand for quick work and better—all that is here and dead ahead or distant—emphasize the important advantages and worth-while economies of setting your composition in slugs directly from the keyboard of **Multiple-Magazine Linotypes**

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**MERGENTHALER LINOTYPE CO.**

*New York, U. S. A.*



## PRESS EXPOSITION IN OSAKA NEXT MARCH

**Japanese News Association Envoy Here to Secure American Machinery and Knowledge of American Methods**

Daily newspapers of Japan will hold an exhibition of newspaper-making in all its branches during the latter part of March, 1920, at Osaka, under the auspices of Nippon Dempo, which, in United States means Japanese Telegraph, the leading telegraphic news service of Japan, a representative of which, Sekizo Uyeda, is now visiting the leading newspapers of the United States and learning how what he considers "the best newspapers in the world" are manufactured.



SEKIZO UYEDA

"This exposition," Mr. Uyeda told EDITOR & PUBLISHER, "is for the purpose of presenting ideas for the production of newspapers, improving on present Japanese methods in every way possible. We want the most advanced methods, both in the mechanical and editorial departments.

"After I had finished covering the Peace Conference at Paris for Nippon Dempo, I visited every country in Western Europe, where I found that many of the best newspapers are now imitating American methods. Then I came to this country to cover the International Labor Conference at Washington and during the past few days I have visited your daily newspapers in New York, which I think are the best in the world in their methods of gathering, editing and publishing the news of the world.

"There are about 300 dailies in Japan, all of which are served by Nippon Dempo, which receives its American news through the United Press in a thoroughly satisfactory manner.

"Our printing machinery has been largely of European manufacture, but I am visiting leading American manufacturers of machinery and hope to take back with me to Japan representative specimens of American newspaper machinery, which are infinitely superior to our present equipment.

"Japanese newspapers, because of the many characters in the Japanese alphabet, cannot use machines like the Linotype or Intertype, although their use is not unknown in our country.

### No Telegraphic Printers

"This trouble also applies to the use of telegraphic printers, such as I have seen in use in the newspaper and news service offices here, but I have secured for the exposition some American 'tickers' of this type and hope to have them in use eventually by means of the 'kana,' or phonetic alphabet, which can be translated into the vernacular by trained newspaper men, but which cannot be used on the composing machines because it is not generally understood by our readers. Our telegraphic dispatches are delivered by hand to the newspapers."

In addition to the machinery exhibits which Mr. Uyeda has arranged

to ship for the exposition, he has had motion pictures taken in the office of the New York Times, giving the complete history of a single issue of the Times, and he hopes to have similar pictures made in offices of other newspapers and news services.

Mr. Uyeda expects to return to Japan in a short time and his mission in the United States will be carried on by his New York representative, T. Kudara, who has offices with the Japanese Times at 35 6th avenue.

### AT THE G. O. P. MEETING

#### Washington Gathering Attracts Convention Group of Writers

WASHINGTON, Dec. 16.—The recent meeting of the Republican National Committee brought together a group of newspaper men whose faces are familiar in the press sections of national conventions. As a rule, the Washington correspondents constitute a large proportion of the newspaper representatives who attend conventions, and at this meeting, augmented by political writers from the home offices, gave the corridors of the Willard Hotel a decidedly convention appearance. Of the out-of-town men from Chicago there was "Ted" Philips, Tribune; Harry Hansen, Daily News; "Bill" Stewart, American, and "Dick" Lee, Herald-Examiner. Philadelphia newspapers sent Richard J. Beamish, Press; Tom Walker, Evening Ledger; Allen Davis, Evening Bulletin, and Walter Darlington, North American. Nearby Baltimore was represented by Frank R. Kent, editor of the Sun, and Joseph Y. Brattan, American. In the New York group was Louis Seibold, World; "Jim" Hagerty, Herald; George M. Smith, managing editor, and Allen Dawson, associate editor, Tribune, and Henry L. Stoddard, Evening Mail, and the western part of the state was represented by W. P. Baker, Syracuse Post-Standard. From Kansas, W. Y. Morgan, Hutchinson News, and the central states were represented by Ernest Bross, Indianapolis Star; Robert F. Wolfe, Columbus (Ohio) State Journal, and Curtis Betts of the St. Louis Post-Dispatch. Frank Knox, editor of the Manchester Union, was New England's representative.

### Globe Staff Dines Jaffray

TORONTO, Dec. 15.—President W. G. Jaffray and the directors of the Toronto Globe were guests of 400 members of the staff at a "family" dinner at the King Edward Hotel on Saturday evening, December 13. William Banks, Jr., of the editorial staff presided. Among the various jolly "stunts" that were pulled off were the distribution of a "special edition" of the Globe containing the latest news about members of the staff; the circulation of a "Who's Who on the Globe, 1919," in which the career of every individual on the paper was written up; the visit of "the oldest subscriber"; the tour of a "rubber-neck" wagon, etc.

### New Daily in Pennsylvania

ELLWOOD CITY, PA., Dec. 17.—The Citizens Publishing and Printing Company plans, about March 1, 1920, to publish a daily paper. Myron S. Gelbach, a prominent business man of Ellwood City, heads the new company. L. H. McCamic, who formerly managed the Wellsburg (W. Va.) Daily Herald, and late of the New Castle (Pa.) Herald, is editor.

# Wanted

## Folks Who Love a Chance

Here is a tip right hot off the wire from

## Wichita Falls, Texas

(Quoting a letter from Wichita Falls Times)

"On Monday the Kemp-Munger-Allen well south of Iowa Park, a wild cat, came in with a strong flow. This opens a distinct new pool twenty miles or more from either of the Burkburnett pools or Electra and Wichita Falls has again become a madhouse. Special trains are running in carrying hundreds of prospectors, gamblers and speculators.

"We are again being over run and swamped just when we were thinking that we were going to get a little relief from the pressure under which we have been working for so long. We are trying our best to meet the situation and hope to stay on top. It will of course mean a big thing for Wichita Falls and will probably mean that our population will again double within another twelve months. Of course we do not want to make any claim that this will follow but it is entirely probable. We are already considering how we can again enlarge our plant to meet the demands that will be made upon it."

Wichita Falls is the town which oil forced under the national spot light over eighteen months ago. The oil production alone during the first nine months of 1919 exceeded \$49,000,000. In a year the population jumped from 18,000 to 50,000. Indeed, the section has gone money mad and well it might, because money is certainly there in abundance.

There is a veritable orgy of buying. Merchandise, that's what they want—the better the quality and higher the price, the quicker the sale.

Conservatives may object to our introducing a gambling tone into trade paper copy. The point we want to make is this: Wichita Falls on old census figures would not attract much advertising. Now there is a situation so exceptional as to justify a special campaign— So take this tip—authorize this special campaign. Advertise where there is abundant buying power coupled with inclination. The response will be so full of speed as to put larger but slower markets in the shade.

## Wichita Falls Daily Times

Evening and Sunday Morning

(A. B. C. Membership Applied For)

**Paid Circulation 8,878 (going up)**

Rate 3½¢ per line flat. 15% commission. 2% Cash Discount.

The Times is the medium having in back of it the prestige of 35 years' conservative management through which you can cash in on the flood tide of sectional, specific, and absolutely unbelievable prosperity. The Times is the dominant paper in circulation, volume of advertising and influence.

As a matter of fact, this is no temporary thing. We can supply ample evidence of permanence, stability. Send for booklet of facts.

But in the meantime, act on that hunch—

**Send us your contract**

**E. Katz Special Advertising Agency**

Established 1888

New York  
Chicago

Kansas City  
San Francisco



# Select Your Market and Mediums on the Exceptional Basis

To get away from duplication, often a space buyer will slight a profitable market by not using enough newspapers. Most cities, for adequate coverage, require the use of two or more newspapers. Although this is the logical thing to firmly establish your product, nevertheless, the need for several papers increases your advertising cost and lowers your actual net profit.

To this rule there is a prominent exception of national significance:

## ERIE

Pennsylvania

The Market, 157,000

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

In Erie the facts prove that **only one** newspaper is necessary to **saturate** the market. Through one dominant newspaper, the **Times**, you can be certain of reaching practically all of the worth-while families in the city, suburbs, and many well out into the country.

**The ERIE TIMES has 50% MORE than the COMBINED paid circulations of its two daily competitors and over TREBLE the circulation of either.**

## ERIE DAILY TIMES

(A. B. C. Member)

Paid Circulation, 27,079

Line Rate 7c. flat. Evenings except Sunday.

If you will select your market and mediums on the **exceptional** basis, you will include this combination of Erie, Pa., and the **Times** in every campaign.

Erie offers a big, concentrated, prosperous, fine-class, manufacturing market.

The **Times** dominates to the exclusion of all competition. This is not a matter of opinion—simply check up the A. B. C. reports of the three papers or compare any file of the actual papers.

**In other words, this exceptional situation enables you to dominate, at less than average cost, a large prosperous market—which is the crux of successful advertising.**

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.  
New York

Harris Trust Bldg.  
Chicago

Waldheim Bldg.  
Kansas City

Monadnock Bldg.  
San Francisco

## MICHIGAN PUBLISHERS DISCUSS STANDARDS

Urge Adoption of Uniform Policies as to Subscription and Advertising Rates—Appoint Paper Conservation Committee

DETROIT, MICH., Dec. 12.—The Michigan Daily Newspaper Association, at a recent special meeting held here, adopted resolutions providing for a general readjustment of subscription rates. The resolutions were in the form of recommendations, and were introduced by Ralph H. Booth, seconded by Geo. T. Campbell and unanimously adopted, after full debate.

They provided that street sales be separated from carrier deliveries; that papers selling on the streets for 3 cents be wholesaled to the boys at 2 cents per copy; and that 15 cents per week be regarded as a fair price for six issues delivered in city or county and that no paper charge be less than 12 cents per week. The price to carries who do their own collecting, where the weekly rate is 12 cents, to be not less than 8 cents.

Fifty cents a month, or \$6 per year, was declared a fair price for mail subscriptions outside the state; in Michigan, a rate of \$4.50 per year, \$2.50 for six months and \$1.50 for three months. It was urged that the Detroit papers charge \$5 per year and \$3 for six months. It was pointed out that a great injustice was being done by publishers who charged less than an equitable rate, which made it difficult for other publishers to justify a reasonable charge.

### For Higher Rates and Prices

James Schermerhorn's resolution, calling for increases in subscription and advertising rates and limitation of the size of newspapers, was adopted.

A paper conservation committee was named, consisting of the president, Stuart H. Perry; Louis A. Weil and C. M. Greenway, for the purpose of bringing about conservation of print paper in Michigan.

E. J. Ottaway proposed a schedule of minimum rates for national advertising, as follows: Papers of 1,000 to 2,000 circulation, 1 cent per agate line; 2,500 to 4,000 circulation, 1½ cents per agate line; 5,000 to 7,000 circulation, 2 cents per line; 8,000 to 10,000 circulation, 3 cents per line; 11,000 to 14,000 circulation, 3½ cents per line; 15,000 to 19,000 circulation, 4 cents per line; 20,000 to 24,000 circulation, 5 cents per

line; 25,000 to 29,000 circulation, 6 cents per line, and 30,000 to 35,000 circulation, 7 cents per line. Papers with rates of 2 cents a line or less should add ½ cent per line composition charge, it was suggested.

Mr. Ottaway's resolution urged that there be but a slight difference between the transient and 5,000-line rate; that a 15 per cent commission for agents, with 2 per cent for cash on or before the 15th of the month following publication, be regarded as equitable; that the standard rate card should be adopted, and that the extra charge for full position be not less than 25 per cent. These recommendations were approved. The president and secretary were instructed to secure figures as to the local ad rates of all newspapers in the association.

### Oppose Postal Change

A report by the postal committee vigorously opposed any change in the present zone second class mail system, claiming that the magazines would gain and the newspapers lose through any amendment. They gave the following six reasons for their stand:

1. There is no logical necessity for attempting to make the second-class mail service profitable to the Government or self-supporting, in view of the nature of its service to the public.

2. Due regard should be given to the value of second class mail as a feeder and stimulant of first class mail, which is highly profitable.

3. The imposition of a flat rate would bear very heavily on the magazines and newspapers, to the great disadvantage of the latter, because of their comparatively short haul.

4. The imposition of such a rate in the present period of excessive production costs would be a serious burden to most newspapers and an intolerable one in some cases.

5. It is wise public policy to promote the dissemination of reading matter and to encourage the publication of newspapers in all localities, whereas the flat rate on reading and advertising matter penalizes such endeavor.

6. It is now universal newspaper practice to give the subscriber the full benefit of existing second-class mail rates and any increase in present rates would have to be wholly passed on to the reading public, which would tend to weaken those agencies of public education that the Government found to be of inestimable value during the war.

### Students Start News Service

MANHATTAN, KAN., Dec. 15.—The students of the school of journalism at the Kansas State Agricultural college here have organized the "Aggie Press Club" which will launch a news service for the Kansas press, featuring the college and experiment station work. The following officers were elected: President, Ralph L. Foster; vice-president, M. A. Graham; secretary-treasurer, Miss Clemantine Paddleford; executive board, Miss Dore Cate, Miss Lulu May Zellar and Lindley C. Binford.

December 1, 1919.

## Announcement of Change in Advertising Rates WICHITA, KANSAS, EAGLE

The present rate of 12c per agate line will be effective on all display advertising arranged from this date to January 31, 1920. Beginning February 1, 1920, the display advertising rate will be 15c per agate line.

All contracts made hereafter will bear two rates—12c per line to January 31, 1920, and 15c per line for service given beginning February 1, 1920.

The agency commission and cash discount is now 10% and 5% on the net in 15 days. Beginning February 1, 1920, commission will be 15% and cash discount 2% on the net in 15 days.

The increased rate of commission and cash discount will not be retroactive, but will be allowed on all contracts made hereafter on service given on and after February 1, 1920, at the new rate.

THE WICHITA EAGLE,  
M. M. Murdock, Publisher.

### THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York St. Louis Chicago Kansas City Detroit

## Rushing New Daily Plans in New Haven

Reporter Installs Plant and Hopes to Appear by Christmas—Flynn Is Head

NEW HAVEN, CONN., Dec. 14.—The Reporter, the daily which was born overnight following the strike of the city editors and news writers of New Haven over three months ago, has installed a Hoe press and four linotypes and a big effort is being made to get out the first number by Christmas.

The Reporter appeared as an afternoon daily for two weeks of the news writers' strike, then came out semi-weekly, and then ceased publication, with the announcement that plans had been made to turn it into a morning daily. It will be a two-cent daily, and three-cent Sunday paper.

The Reporter company is incorporated for \$50,000 and its officers are: John T. Flynn, New Haven, president and editor; Aldice G. Eames, Boston, vice-president and treasurer; Garry Finley, New Haven, secretary. Mr. Flynn was the former president of the New Haven Newswriters' Association. He was formerly city editor of the Register.

The city editor of the Reporter will be William W. Barry, former city editor of the Register and later reporter on that paper. Mabel G. Hunter, former society editor of the Register, will act in that capacity on the new paper, and Mr. Finley, who was with the Times-Leader, will be business manager.

On the incorporation of the Reporter company, Mr. Flynn resigned the presidency of the Equity Associa-

tion and a few days ago a new organization was effected, with these officers: James Fletcher, president; Mabel G. Hunter, vice-president; William W. Barry, secretary, and Paul Stevens, treasurer.

### Services for Ben Allen

CLEVELAND, Dec. 15.—A. E. McKee, former Columbus correspondent of the Plain Dealer; John T. Burke, representing the News-Leader, and representatives of the Press were among those who attended the memorial exercises held in Columbus last week by members of the Ohio Legislative Correspondents' Association in honor of the late Ben F. Allen of the Plain Dealer, killed while with President Wilson's party on the Pacific Coast this fall.

### Trio Buys Okmulgee News

OKMULGEE, OKLA., Dec. 17.—Tate Brady, L. D. Myers and M. R. Powell, all of Tulsa, have purchased the Okmulgee Evening News, formerly owned by C. D. Curd of Hugo. They will take charge before January 1 and will continue publication of an afternoon paper. These three men recently purchased the McAlester (Okla.) News-Capital.

### Ask Ban on Gasoline Ads.

TOPEKA, KAN., Dec. 14.—Insurance men of Kansas in a meeting here made an appeal to newspapers to refuse advertising space to those who advertise the use of gasoline in cleaning clothes, because of the danger of fire. Recent advertisements prompted the appeal. The fire marshal approved.

"America's Largest and Best Newspaper Industrial Advertising Agency"

# In 1920

YOUR Monday or Saturday issues can be made to show an increase in advertising lineage over the previous year of more than 100,000 lines by using our Permanent Weekly Industrial Review Page on either of these days. Miniature copies of this Page which we are at present conducting on newspapers throughout the country will be mailed on request.

John B. Gallagher Company  
Ninth Floor, Dexter Building, Boston



# FORT WORTH STAR-TELEGRAM

*(Largest Circulation in Texas)*

## ADVERTISING GAINS FOR 1919

reflect the wonderful prosperity of the

## BILLION DOLLAR TERRITORY

which it covers

Total advertising carried first 11 months, 1919	-	10,243,880 agate lines
Total advertising carried first 11 months, 1918	-	5,385,608 agate lines
<b>GAIN FOR 1919</b>	<b>-</b>	<b>4,858,272 agate lines</b>
		<b>OR 90%</b>

## OVER TWO MILLION LINES NATIONAL ADVERTISING

carried during the same period in 1919, which was practically ONE HUNDRED PER CENT MORE THAN WAS CARRIED BY THE NEXT FORT WORTH PAPER, attests the appreciation of the National advertiser and agency, both of the Star-Telegram as a medium and of the territory which it covers.

## SUPREMACY IN ITS TERRITORY SHOWN BY AUDITS

In West and Northwest Texas, the Star-Telegram shows, town by town, 60% MORE DAILY CIRCULATION, 50% MORE SUNDAY CIRCULATION THAN ANY OTHER TWO PAPERS COMBINED.

—and this is THE BILLION DOLLAR TERRITORY

in which by conservative survey, there has been created during the year 1919 MORE THAN A BILLION DOLLARS NEW WEALTH. Much of that money will be spent for high class advertised products during 1920. There is one way to secure your share of this business, and that is, to INCLUDE THE STAR-TELEGRAM IN YOUR 1920 LISTS.

*Territorial Surveys, Information and Data, Furnished Upon Request*

# FORT WORTH STAR-TELEGRAM

*(Largest Circulation in Texas)*

70,000 Daily

80,000 Sunday

MEMBER A. B. C.

AMON G. CARTER, Vice-Pres. & Gen. Mgr.

A. L. Shuman, Advertising Mgr.

## NATIONAL PRESS CLUB ELECTS GOODWIN

Dallas News Correspondent Named 1920 President Without Opposition—Strong Board of Governors Silences Criticism

WASHINGTON, Dec. 16.—Mark L. Goodwin, Washington correspondent of the Dallas News and Galveston News, was elected president of the National Press Club at the annual election of officers and governors of the club on Monday. Mr. Goodwin had no opposition for the office, his work as vice-president of the club during the last year and his untiring efforts to promote the best interests of the club at all times having won him an uncontested nomination.



MARK L. GOODWIN

Labert St. Clair was elected vice-president. Other officers chosen were: Secretary, Leonard Ormerod, Washington Star; treasurer, John B. Smallwood; financial secretary, Robert B. Armstrong, Los Angeles Times.

The real issue in the election was the choice of seven members of the board of governors. Active newspapermen had complained that the control of the club was slipping into the hands of men holding active membership but not actually engaged in daily newspaper work, a complaint that is not original with the press club in the national capital. The result was the election of one of the strongest boards in several years, men of standing having been chosen from a field of fifteen candidates.

### Board of Governors

The governors who won re-election were Gus J. Karger, Cincinnati Times-Star; Theodore Tiller, Atlanta Journal; Avery C. Marks, Washington Times, and Homer J. Dodge, Federal Trade Information Service. New members chosen were Stuart Godwin, New York Sun; Ben Hall Lambe, associate editor of the Nation's Business, and Robert T. Small, Washington Post. The "also rans" were Robert T. Barry, Ralph A. Collins, Kemper F. Cowing, William P. Helm, Jr., Maurice Judd, Thurston R. Porter, Leo R. Sack and Earl Hamilton Smith.

There appears no room for doubt that the new board will do much to silence recent criticism of the club and to meet the objections of the "Bolshevists" among the active members by adding to the club's attractions for active newspaper workers.

### Recent Activities

One of the recent activities among members of the club has been the organization of National Press Post, American Legion, membership in which is limited to club members. Earl Godwin, president, acting with the approval of the board of governors, has tendered the post the use of the clubrooms as post headquarters.

Jack J. Connolly, former president of the Boston Press Club, was elected post commander at the organization meeting last week. Other officers chosen were: Senior vice-commander, Thomas R. Darden, St. Louis Globe-Democrat; junior vice-commander,

Nelson M. Shepard, Central News; adjutant, Mercer Vernon; chaplain, G. E. Hyde; finance officer, William Atherton Dupuy; historian, Carl D. Ruth, Cleveland News; sergeant-at-arms, William Wolf Smith.

### New A. N. A. Members

Firms which have recently been elected to membership in the Association of National Advertisers are: Duplicator Manufacturing Company, Chicago.; R. K. Russell, general sales manager, represents his company in the association. Service Motor Truck Company, Wabash, Ind., will be represented by Rolfe C. Spinning, advertising manager. Standard Oil Company of New Jersey, Charles L. Bowman, general manager of the Nujol department, representative. Rubber-set Company, Newark, N. J., a subsidiary of the Rubber and Celluloid Products Company, makers of Rubber-set brushes of various kinds, will be represented by William M. Neal. E. W. Kronbach, advertising manager of the Aluminum Castings Company, Cleveland, Ohio, will represent that firm in the A. N. A. Brainerd Dyer, manager of sales extension, was formerly representative.

### Wiener's Condition Serious

Captain Clarence Wiener, a former London advertising man who served in the American army and also in the British army in the Boer war, attempted to commit suicide by shooting himself in a New York hotel on December 15. In explanation of his act, he left a letter on the stationery of the Wiener Advertising Agency, London, to W. Orton Tewson, one of the owners and directors of the Cross-Atlantic News Service, New York and London. His condition was still serious when EDITOR & PUBLISHER went to press.

### Ads Sell Electric Securities

ST. LOUIS, Dec. 13.—Newspapers are being largely used by the Union Electric Light and Power Company to advertise the sale of \$1,000,000 of its 7 per cent preferred stock to its customers in St. Louis. The campaign is under the direction of Frank Putnam, director of publicity for the North American Company, who recently conducted a successful similar campaign in Milwaukee for the Milwaukee Electric Railway & Light Company. The bonds were sold through newspaper advertising.

### Helps the Country Merchants

WINNIPEG, MAN., Dec. 14.—Ned Boyle has resigned as a secretary of the board of trade and will begin work January 1 with the Distributors Publicity League, an organization in the interests of country merchants. Mr. Boyle is a former newspaper man, having been a member of the staff of the Toronto Globe for several years.

### National Ads for Fruit Men

SEATTLE, Dec. 16.—The Puyallup and Sumner Fruit Growers' Canning Company have voted to appropriate nearly \$100,000 for an extensive advertising campaign in newspapers and national magazines.

### Opens Dallas Office

DALLAS, TEX., Dec. 15.—The Produce News has established a southwestern office in the Scollard Building, 1313-15 Main Street, Dallas, in charge of Emil Held, an experienced newspaper man.

## TRIBUNE VETERANS ORGANIZE

Classified Department Starts American Legion Post

CHICAGO, Dec. 16.—At a meeting recently held in the classified advertising department of the Tribune, 35 members of the staff who saw service in the world war voted to form the "Chicago Tribune Post" of the American Legion. Including the men on the Tribune service bag who now are back in their old positions and men now with the Tribune who were elsewhere before the war, there are over 300 veterans on the staff.

Capt. Frank L. Haeger acted as chairman at the organization meeting of the post, co-editor Col. R. R. McCormick being one of the first to sign for membership and promising his heartiest support to it. It is said it is likely that permanent quarters later will be established in the new Tribune building for the post.

### Ontario Papers Merge

TORONTO, Dec. 13.—The two papers in Tillsonburg, Ont., the Observer and the Liberal, will be amalgamated on December 26 as the Tillsonburg News. A new company has been formed, with F. E. Aldrich of the Liberal as president; John Law of the Observer, secretary, and H. P. Johnston, busi-

ness manager. The business will be carried on in the office now occupied by the Observer.

### New Trial Denied

EAST ST. LOUIS, ILL., Dec. 15.—A motion for a new trial in the libel suit of Gus Blair, postmaster at Murphysboro, Ill., against the Republican-Era Publishing Company there, has been overruled by Judge English in the Federal Court in East St. Louis. Attorneys for Blair gave notice of appeal. Blair got a judgment for 1 cent, but Judge English rules that each side should pay costs, which totaled \$7,000.

### Prizes for Ad Jingles

ATLANTA, GA., Dec. 15.—The Sunday American carried two full pages of jingle advertising in which thirty Atlanta companies were represented, and announcement was made that \$70 would be given in prizes for the best advertising jingles.

### Menace Plant Burns

AURORA, Mo., Dec. 15.—Fire on December 11 destroyed the plant of the Menace Publishing Company, an anti-Catholic publication. The loss is estimated at \$125,000, with \$65,000 insurance. The plant probably will be rebuilt.

**We have helped**

Armour, Lever Brothers—scores of advertisers have derived benefit, in addition to that arising from the publication of advertising copy in the Telegram, from Telegram co-operation. The Telegram is more than an advertising medium—it is the National Advertiser's contact point with the retailer in Worcester.

The Telegram is first choice when plans are made to cover the city with its 200,000 population. The circulation of the Telegram is 45% greater than that of one evening contemporary, 30% greater than that of the other. Its total advertising volume for November—1,266,480 lines—exceeds the advertising of its contemporaries, in one case by 79%, in the other by 140%.

Every factor necessary for successful advertising in Worcester and Worcester County is supplied by the Telegram—sympathetic interest with agency and advertiser, the prestige that comes from initiative and leadership—dominant circulation.

Shouldn't you check up these claims?

## The Worcester Telegram

Worcester, Massachusetts

Represented by  
**PAUL BLOCK, INC.**

New York Chicago Boston Detroit



# How to Really Save Print Paper

**T**HAT great Southern newspaper, THE ATLANTA JOURNAL, has done more to save print paper than has any other metropolitan newspaper in the country.

It prints 8 columns, 12 ems, 6 point rules, on **68-inch rolls**, four pages wide. The A. N. P. A. standard 8 columns, 12½ ems, 6 point rules, page requires **72-inch rolls**. Therefore, THE ATLANTA JOURNAL has adopted the A. N. P. A. standard (except that its columns are one-half em narrower) and is using 4 inches (nearly 6%) less paper than is required by a newspaper of the A. N. P. A. standard,—for example, THE NEW YORK GLOBE.

This saving was made possible by the use of the **Wood Dry Mat**.

6% of the print paper consumed by THE NEW YORK GLOBE would comfortably print the edition of a small city daily. If 100 papers of THE GLOBE size would adopt the attractive, easily-read and convenient size of THE ATLANTA JOURNAL there would be plenty of paper for everybody and the advertiser could be granted the space he demands.

In its old size THE ATLANTA JOURNAL needed 16 pages to print the matter that now goes into 14 pages.

THE ATLANTA JOURNAL has done other things to eliminate waste and greatly increase efficiency. By discarding steam tables it has saved valuable time, space and fuel. It has rid itself of the fuss and feathers of making and using wet mats. Its type forms are never heated. It has humanely improved the working conditions of its men. And, of great importance, it has decidedly improved printing.

It has no difficulty in obtaining 68-inch rolls, which is a convenient size for the mills to supply.

It has completed its foundry,—the important link joining the composing and press rooms,—by ordering the **Double Junior Autoplate and Autosaver** equipment.

Ask THE ATLANTA JOURNAL about the economies and advantages of the **Wood Dry Mat**.

---

## WOOD FLONG CORPORATION

25 MADISON AVENUE  
NEW YORK CITY

**Note.**—THE ATLANTA CONSTITUTION has adopted THE JOURNAL size and also uses dry mats exclusively.

SOMETHING NEW AND DIFFERENT IN A

**MAY CH**

The phenominally successful serial writer for Lord Northcliffe's "Only a Country Girl," a 100,000 word story that ran for ten weeks in a circulation in the world—*Seven Million Copies a Day*—author of

HAS WRITTEN FOR SYNDICATION IN

**HELENE'S MAR**

Which is not only a married life series, but also a gripping, thrilling story with an unexpected adventure, mystery, detective

**An inadequate outline of "Helene's Married Life"**

*Send for samples of the first twelve instalments to judge of the real charm of the style*

**T**WO women and one man were having tea together at Rumplemayer's. One of the women—beautiful, courted, and very miserable after the sudden unhappy ending of her secret marriage to Jim St. Aubyns—sat staring at the table in front of her, lost in a wave of haunted memories. She could not rid her mind of the handsome, smiling face of her husband nor reconcile it with the treachery he had shown. After two weeks of a fool's paradise she had found him faithless and without honor, a philanderer and a forger of checks. Some unknown woman, even now, was wearing the diamond bracelet for which he had bartered their happiness with money not his own.

The other woman at the table, with her Mona Lisa smile and her too-gushing friendliness, brought Helene back to the present by laughing gaily in response to their escort's sallies. She was waving an expressive hand to emphasize some point—and a glint of diamonds on her wrist arrested Helene's attention. She looked again and caught her breath. There was the bracelet for which Jim St. Aubyns had forged his father's name—Alice Anstruther was the unknown woman who had filled Helene's doll with sawdust and made her ardent and vivid love a hollow mockery.

Tony Lascelles was the man with the two women. Where Tony came from, who his parents were, nobody knew. His good looks and rather blatant powers of fascination had won him a place in their

pleasure-loving world—a place of which he was taking all possible advantage. Tony was "no good" as Helene well knew and as Alice Anstruther knew and didn't care. But his physical likeness to Jim made Helene tolerate his attentions and accept a week-end invitation to Anstruther Lodge with Tony in the party.

That was a momentous week-end for Helene Beauclaire. It brought together under one roof people the roots of whose lives were mysteriously intertwined—Helene, Alice Anstruther, Tony Lascelles and Travis Lloyd—a man whose life had been ruined by the disappearance many years ago of his little son and the subsequent insanity of his wife. Then, dramatically, Jim St. Aubyns was brought in, badly injured. Helene, his secret wife, bore the agony of seeing him cared for by Alice Anstruther. When she could endure it no longer she crept to Jim's bedside. He was talking deliriously about the forged check and declaring his innocence.

All of a sudden a revelation came to Helene. SHE KNEW JIM WAS SPEAKING THE TRUTH AND THAT HE WAS GUILTLESS.

Then follows the unraveling of the whole. Who forged the check and bought the bracelet for Alice—and why—comes to light, as does the heredity and real disposition of Tony Lascelles. And the clearing away of all misunderstandings between Jim and Helene makes this serial one that will live in the memories of its readers long after the last dramatic chapter has drawn to a close.

**Released beginning January 26 in daily installments of about 900 words, to be completed in twenty story of the problems, adventures, heartburnings, and final re**

*Wire for option and samples of the*

*A feature and a writer that will repay*

**THE McCLURE NEWSPAPER SYNDICATE**



IN A MARRIED LIFE DAILY FEATURE

# CHRISTIE

Northcliffe's and Sir Edward Hulton's papers in England, author of ten weeks in the London Daily Mirror, which has the largest circulation of "The Eternal Eve," "The Camouflage Lover," etc., etc.

POPULARITY IN AMERICAN NEWSPAPERS

## MARRIED LIFE

with an intricate plot that keeps the reader guessing, dangerous escapades, detective interest and real romance.

**M**AY CHRISTIE has a record that a writer twice her years might be proud of—she is still in her early twenties.

In 1915, while visiting America, she dropped into the offices of the Philadelphia Evening Ledger and was at once engaged as Editor of the Woman's Page on the strength of the opening chapters of a serial entitled "The Adventures of Ellen Adair in America." Later, the Curtis Publishing Company sent her to Paris as a war correspondent under the name of Ellen Adair—advertising her, with photographs, on street cars, subways and with huge billboards from Philadelphia to New York.

At the same time Miss Christie was writing under her own name for the McClure Newspaper Syndicate. Her "Tales from the Firing Line" were featured by the New York Sun and numerous other papers.



MAY CHRISTIE

**Miss Christie is perhaps the most popular and highest paid woman writer of newspaper fiction.** She was hammering out "copy" on her typewriter all the time she could spare from being seasick on the way over here. Every mail has taken more "copy" back to satisfy her English editors. In addition to this she has been writing her "Impressions" for the New York Evening World—and they want her to continue indefinitely. Publishers and Moving Picture representatives are competing for her work.

She knows America and Americans as well as she knows her own country (incidentally, she was born in China of Scotch parents and is an M. A. of Edinburgh University). And she knows how to write for American readers.

twenty weeks. A serial that men will read with as much interest as women. A clean, wholesome and final readjustments to life of real, vital men and women.

Includes the first twelve installments.

Will repay the biggest kind of advertising.

Less than two years ago, toward the close of her war work, she made a great hit with the Northcliffe publications. "Only A Country Girl," which ran for ten weeks in the "Daily Mirror," brought hundreds of letters daily from soldiers in every part of the world. The story was translated into many languages, including Norwegian.

This was followed by "The Eternal Eve," which appeared in the "Daily Sketch," the great rival of the "Daily Mirror"—owned by Sir Edward Hulton. Then came "The Camouflage Lover" in the "Sunday Herald," another of Sir Edward Hulton's papers, to be followed, in Lord Northcliffe's "Daily Mirror" by "Love's Gamble," which appeared last June and July. The "Daily Mirror" is now running "At Cupid's Call."

373 Fourth Avenue, New York

**NEW ORIENT BUREAU  
IN NEW YORK**

**Emil M. Scholz Chief Owner of  
Corporation Which Will Represent  
Daily and Other Publications of Far East**

A new venture of interest in publishing, advertising and export circles is the organization of the World Wide Advertising Corporation, articles of incorporation for which are



EMIL M. SCHOLZ

now being filed in Albany. The controlling interest in this new firm will be held by Emil Maurice Scholz, until a year ago publisher and formerly one of the proprietors of the New York Evening Post. Associated with Mr. Scholz will be Harry Austin Ahern, who has just resigned as advertising director of the New York Evening Journal, and formerly advertising manager of the New York Evening



HARRY A. AHERN

Post. Mr. Ahern has also resigned as president of the National Association of Newspaper Advertising Managers. His successor on the Evening Journal has not been announced.

Mr. Scholz left for the Orient a year ago and traveled extensively through Japan, Siberia, Manchuria, China, including Shantung and the Philippines, and returned to New York a few weeks ago. During his travels he made a leisurely study of the general political and economic

conditions and of the publishing business in the Orient and concluded an arrangement with B. W. Fleisher, proprietor of the Japan Advertiser and the Trans-Pacific Magazine, both of Tokio, whereby he becomes the American editor and representative of both publications. The corporation will perform a similar service for other leading publications printed in the English language in such cities as Peking, Tien-Tsin, Shanghai, Hongkong and Manila. It will have similar arrangements with vernacular publications in Japan and China to buy and sell advertising space and to meet the peculiar requirements of the Far East.

The new company will also operate a distinctive service bureau to assist American and Canadian business interests in securing information on many subjects at first hand, and will offer important avenues of access to facts not easily obtainable through ordinary channels.

Mr. Scholz has a long career as a newspaper publisher, having for a quarter of a century assisted in the management of important publications, and previous to his advent in the New York field, seven years ago, as publisher of the New York Evening Post, was general manager of the Pittsburgh Post and Sun.

The offices of the corporation are located at 1 West Thirty-fourth St.

**Charter Renewed**

OKLAHOMA CITY, OKLA., Dec. 12.—Renewal of the Times-Journal Publishing Company's charter is announced by the secretary of state. Ed. Rixes, Cortez Brown and George W. Lieber, incorporators.

**Keeping Up With  
The Times**

**A FACT A WEEK**

Does any one know of an automobile section of a daily newspaper that carries as much advertising lineage week after week as that issued by The Washington Times?

For instance, the most recent Saturday issue—Saturday is the automobile day—had 13,497 lines of display advertising, more than 48 columns. The preceding week's issue had 10,461 lines of display advertising, more than 37 columns.

It is generally believed that The Times leads all the papers of the country in automobile advertising in regular issues.

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

*New*  
**INTERTYPE**  
*Prices*

**F. O. B. NEW YORK  
SUBJECT TO CHANGE WITHOUT NOTICE**

- Model A Single Magazine . . . . \$3,200**
- " B Two Magazine . . . . . 3,700**
- " C Three Magazine . . . . . 4,200**
- " X (Rebuilt) Two Magazine 2,800**
- " Z (Rebuilt) One Magazine 2,400**

**Add \$250.00 for Side Magazine Unit when applied at Factory.**

**SPECIAL ITEMS**

Standard Magazine \$165.00	Font 2-let. Matrices \$105.00
Side Magazine . . . . 40.00	As Sorts 7 cents
Split Mag. (Upper Section) . . . . . 95.00	Font 1-let. Matrices 85.00
(Lower Section). 110.00	As Sorts 6 cents
Liners and Ejectors 1.65	Head-let. Matrices. 190.00
Spacebands . . . . . 1.25	As Sorts 1 1/2 cents
Motor . . . . . 115.00	Universal Mold . . . 95.00
Electric Pot (At Factory) 250.00	Gasoline Burner . . . 18.15
	Electric Pot (In Office) 275.00

A New Parts and Supplies and Matrix Price Lists are now under way and will be mailed shortly.

It is with utmost regret that we announce this slight increase in prices of approximately 10%, but steadily increasing administrative and manufacturing costs makes it absolutely necessary.

**Quality First**

This Corporation not only intends to maintain the high standard achieved for the Intertype in design, simplicity and standardization—and in material and workmanship—but to continue to raise that standard so that the most conservative buyer will find it easy to acknowledge that we are the builders of

**"The Better Machine"**

Expressing our high appreciation of the generous support given the Intertype we seek your further favors on the basis of **quality and service.**

**Intertype Corporation**  
50 Court St., Brooklyn, N. Y.



### SURPLUS PAPER GONE IN THE SOUTH

**Sacrifices Needed to Help Publishers  
Who Have None—Luke Lea  
Named Chairman of Con-  
servation Committee**

(BY TELEGRAPH)

CHATTANOOGA, TENN., Dec. 16.—Col-  
onel Luke Lea, publisher of the Nash-  
ville Tennessean, has been appointed  
chairman of the Southern Newspaper  
Publishers' Association committee on  
conciliation and conservation of news  
print, vice Buford Goodwin, whose  
duties in Atlanta will not permit  
him to serve as chairman, but who  
will remain as a member of the com-  
mittee. E. K. Gaylord, publisher of  
the Oklahoma City Oklahoman and  
Times, has been elected a member of  
the S. N. P. A. executive committee,  
to fill out the unexpired term of V.  
C. Moore, Raleigh News and Ob-  
server, resigned.

Secretary-treasurer W. C. Johnson  
of the S. N. P. A. today said to  
EDITOR & PUBLISHER:

"The newsprint committee is send-  
ing out special communications on  
the situation, but no actual work has  
been done by the conservation and  
conciliation committee as yet. The  
January meeting recommended at the  
last special convention was merely a  
suggestion and its execution depends  
on conditions.

"All Southern newspapers are run-  
ning tight, limiting their size. To-  
day I received appeals from two pa-  
pers for help in locating paper. One  
big daily has four cars delayed in  
transit, with a supply for six days on  
hand. A small daily publisher who  
appeals for help says that he hasn't  
been able to buy or borrow any paper.

"None of the Southern papers have  
any surplus supply, so far as can be  
learned. Members are assisting each  
other as best they can, in some cases  
at a sacrifice to themselves. The ap-  
peals received today are evidence that  
publishers must go the extreme limit  
in practicing conservation."

#### Paper Freight Rates Rise

MONTREAL, Dec. 15.—The Canadian  
Pacific, Grand Trunk and the Cana-  
dian National Railways are increasing  
rates on paper shipments, to take ef-  
fect January 2, 1920. The increases  
will deal particularly with minimum  
car load rates and paper commodities,  
such as wrapping paper, paper bags,  
etc., will be affected. The rates will  
also apply to mixed car load ship-  
ments. The railways also propose to  
cancel the present commodity basis  
of the fourth class on less than car  
load shipments of paper products,  
charging instead the regular class  
basis, which is generally the third  
class. The effect of these increased  
rates will be to still further increase  
the price of paper to the consumer.

#### Women Want Ad Instruction

St. LOUIS, Dec. 15.—The Women's Ad-  
vertising Club has inaugurated a  
movement to introduce advertising  
into the general business course of  
the St. Louis high schools. A com-  
mittee from the club is in conference  
with Dr. John W. Withers, superin-  
tendent of public instruction. The  
club will conduct semi-monthly class-  
es in advertising for its members dur-  
ing the winter, in charge of Frank A.  
Thornton, head of the department of  
economics of St. Louis University.

# Millions of Dollars in Central Ohio

The territory around Columbus, the Capital  
of Ohio, is the center of America's richest  
area.

The consumers of Central Ohio spend  
millions daily for advertised products.

Here is evidence of the most convincing kind that

## The Ohio State Journal

### Reaches the Buying Power of Central Ohio—and Gets Results

During the month of November the Ohio State Journal  
registered an increase over the same month of last year  
amounting to

# 111%

### An Increase of 42 Columns a Day —1265 for the Month!

This is more than double the percentage gain of all the  
other Columbus dailies combined.

And this is but the logical growth of the past half-  
year's record.

The monthly gains for the six months have been as  
follows: 62%, 68%, 80%, 88%, 90%, and 111%.

## The Ohio State Journal.

Established in 1811

A Progressive Newspaper for Progressive Advertisers

STORY, BROOKS & FINLEY, Foreign Representatives

New York  
Fifth Avenue Building

Chicago  
Peoples Gas Building

Philadelphia  
Colonial Building

### The One Medium for Central Ohio

## PAPER MAKERS REBEL IN CANADA

Order-in-Council Putting Embargo  
on Exports to Provide Cheap  
Paper for Dominion Causes  
Strenuous Protest

MONTREAL, QUE., Dec. 17.—Canadian manufacturers of newsprint paper are up in arms over a new Order-in-Council issued by the government empowering the Minister of Customs to stop the exportation of news print from any manufacturer in Canada who does not comply with any order issued by the paper controller. This is the second time that an embargo on the export of news print has been put into effect in order to enforce the rulings of Paper Controller R. A. Pringle, K.C.

The new order, which was issued last Saturday, arose out of attempts by the paper controller to compel the manufacturers to continue supplying Canadian newspaper publishers with news print at a price considerably below the price obtainable for the same paper sold for export, and the notification served upon the controller by certain of the manufacturers that they will cease on January 1 to supply paper in Canada on any such conditions.

### Nobody Satisfied

It was pointed out by one manufacturer that, while the contract price for both American and Canadian-made news print, in the United States for next year's supply now ranges from \$80 to \$90 a ton, Canadian manufacturers are compelled, under the guise of a war measure, to supply Canadian publishers with paper at \$69 a ton, and they thereby lose from \$11 to \$21 a ton.

Manufacturers say that since Canada is now consuming about 85,000 tons of news print a year, the lower price results in a loss to manufacturers of from \$935,000 to \$1,785,000. They add that every attempt to restrict the price in the home market has had a corresponding ill effect in the export market.

They instance the fact that in the United States an agitation is on foot to retaliate against Canada's discrimination in the price of paper by creating a similar discrimination in the price of American anthracite coal supplied to this country, Congress having already been petitioned to take action to that end.

### New Zealand Appeals

They also say that in New Zealand the newspaper publishers have asked their government to rescind certain tariff preferences accorded imports from Canada on account of the fact that Canada sells paper cheaper at home than it does in New Zealand, arguing that the cheap price given to Canadian publishers is made up in part by an excessive price charged against New Zealand customers.

The manufacturers also say they cannot understand why an industry which is creating foreign business for Canada at the rate of \$5,000,000 a month, chiefly in the United States, and performing a valuable service in helping to offset the present adverse trade balance against Canada in that country, should not be permitted to export to its fullest ability.

They say that the troubles between themselves and the publishers and the government in Canada will never be definitely settled until the situa-

tion is looked at and treated from an international standpoint and not from one of domestic convenience only.

## AGREE TO CONSERVE IN CANADA, TOO

Paper Commissioner Pringle Sets  
Same Standards as U. S.—Mills  
Must Supply Quota for  
Home Consumption

(BY TELEGRAPH)

MONTREAL, QUE., Dec. 17.—It was intimated at the newsprint inquiry here yesterday by Commissioner Pringle that he and the government are anxious to drop government control of the industry and also the fixing of prices, but that this could not be done yet without producing a chaotic state of affairs.

Mr. Pringle refused to issue any order fixing prices, but intimated that he would make suggestions as to price to the government and leave to it to settle the matter and take the responsibility; remarking that if he were to fix a price it would be not less than \$75 a ton. Mr. Pringle further intimated that he was preparing to drop work and would clear up matters now before him, after which his business with the inquiry would cease. Commissioner Pringle said that during the last two months the difficulties of supply for Canadian publications had greatly intensified and he had been deluged with telegrams, especially as to smaller papers being shut off; the Eddy firm having sent out notices to many jobbers and papers that after January 1 their supply would be discontinued.

"The Eddy Company is the only firm supplying the form of paper the smaller weeklies need, and if it discontinues this business what will happen to these publications?" Mr. Pringle wanted to know.

George H. Montgomery, K.C., for the Canadian Pulp & Paper Association, replied that the gist of the whole matter is the great difference in the price between Canada and the United States. He said Canadian mills are bearing more than their share of the financial burden of supplying Canadian papers, and do not wish to continue longer making such a sacrifice.

After discussions as to percentages to be sold in Canada Commissioner Pringle said every mill must produce its proper quota for Canadian tonnage or suffer such penalty as the government imposes. If not satisfied, a manufacturer can go to the courts and fight it out.

Further colloquy produced an agreement between Mr. Montgomery and Commissioner Pringle to the effect that similar methods of newsprint conservation should be adopted in Canada as in the United States—as a matter of reciprocity for the manner in which the United States was supplying Canada with coal while conserving their own quantity.

### Press Club Wants Members

CHICAGO, Dec. 14.—The Press Club, whose active membership was hard hit by the war, this week inaugurated a membership drive under the chairmanship of Clyde A. Morrison, with Al. H. Dunlap as vice-chairman. Seventy-eight new memberships were added during the present week. All resignations from members in good standing are being recalled, and a selected list of delinquent members is being asked to return.

## HOW THE CIRCULATOR HELPS

No Longer the "Money-Losing"  
Chief, Says Cutill

ST. PAUL, MINN., Dec. 16.—C. J. Cutill, circulation manager of the St. Paul Daily News, explains how and why it is that the circulation department has become a far more efficient, valuable and esteemed coworker with the advertising branch of the newspaper industry than in the days when, as Mr. Cutill puts it, "the poor circulator was considered a cross between a gunman and a confidence man." He went on:

"A wag once analyzed the newspaper as consisting of three departments: First, the money-making department (advertising); second, the money-spending department (editorial), and, third, the money-losing department (circulation). In the 'good old days' the circulation manager would waste thousands of copies by throwing them at people's heads indiscriminately.

"It finally began to dawn upon him as well as others that advertisers were getting no results whatever from this waste—a waste not to be thought of now when the cost of newsprint has become almost prohibitive.

"Accordingly the circulation man, by using more judgment and business sense, shuts off this large and foolish drain upon the capital of his employer and devotes the money thus

saved to promotion and service work. So far as he can manage it, every copy of his paper is placed where it will do the most good. Advertisers were not slow to perceive that, through this enlightened policy, they were getting better returns for their money than in the years of profligacy in the circulation department, and the mutual benefits to advertiser and publisher have increased perceptibly."

### New Rotogravure Press

CHICAGO, Dec. 13.—The Tribune has installed in its color press building a new rotogravure press, ordered in March and built by R. Hoe & Co. Its capacity is 12,000 eight-page papers, newspaper size, or 12,000 sixteen-page tabloid size papers an hour, printing two complete papers with each revolution. It can also print 32,000 16-page tabloid size papers an hour, one paper with each revolution.

W. C. McGintie, assistant city editor of the Dallas Evening Journal, has resigned and has purchased the Western Printing Company. The firm name will be changed to the McGintie Press.

### Pony Service for College Daily

ANN ARBOR, MICH., Dec. 13.—The Michigan Daily, the morning newspaper published by the students of the University of Michigan, has contracted for a night telephone pony service of the Associated Press.

## "Vital Facts and Figures About Our Domestic and Foreign Commerce"

By William C. Redfield  
Former Secretary of Commerce



### Six Virile Chapters

1. Business and the Government.
2. The Democratic Drift in Corporate Ownership.
3. The Present Interest of Labor in the Railroads.
4. America's Opportunity. Do We See It? Shall We Use It?
5. What Have We Learned from Experience at Home and Abroad?
6. Practical Attack on Prices: Practical Support for Credit.

Written Exclusively for the

## New York Commercial

and owing to the tremendous demand

### Now Republished in a 4-page Book—Price 50c

Released from the restraint of office Mr. Redfield talks straight from the shoulder. His articles have made a profound impression. Each succeeding daily issue of the Commercial containing this notable series was quickly exhausted.

The series was also published by permission in the Chicago Daily News, Seattle Post-Intelligencer, Atlanta Constitution, and other leading newspapers. One big insurance company has ordered 150,000 pamphlets containing the third article, "The Present Interest of Labor in the Railroads," for general distribution. It is a book every business man, student, economist and every library should have.

The Redfield Series is to be followed in the New York Commercial by important articles from other business leaders, covering every phase of our national and international business life and problems.

Every business man will find valuable information as well as inspiration in its daily columns. Subscription price \$9 a year in the United States, Canada and Mexico; \$15 a year elsewhere.

As the Redfield Edition is Limited We Suggest Your Early Order.

## New York Commercial

The National Business Newspaper

Established 1795—124th Year—A. B. C.

"Every Business  
Morning"

38 Park Row  
New York City

Russell R. Whitman  
President



**PLANS EXPANSION FOR A. C. A.**



**WALTER C. BETTS**

**EXTENDING** the scope of work of the Association of Canadian Advertisers to bring sales management and advertising into such close relationship that they dovetail, is the ideal of Walter C. Betts, the newly elected president. Mr. Betts has been vice-president of the association for the last two years and thoroughly understands the work ahead of him. He was born in Brest, France, of English parentage; secured his primary education in France; his secondary education in England; spent three years in the University of Berlin (Germany); spent one year at the University of Pennsylvania. Today he is vice-president, secretary and treasurer of S. Davis & Sons, Ltd., cigar manufacturers, of Montreal; chairman of H. Fortier Company, Ltd., tobacco jobbers, Montreal; chairman of Scales & Roberts, Ltd., tobacco jobbers, Toronto, besides president of the A. C. A.

**STERN BUYS CAMDEN COURIER**

**Returns to New Jersey After Success in Illinois**

CAMDEN, N. J., Dec. 17.—J. David Stern, formerly publisher of the Springfield (Ill.) News-Record, has purchased the controlling interest in the Daily Courier from George A. Frey, its publisher for over thirty years. Associated with Mr. Stern is Walter L. Tuslingham, business manager of the Courier for twenty years and vice-president of the New Jersey Editorial Association. Mr. Tuslingham continues as business manager and Mr. Stern will be editor and publisher.

The former owners had already started construction of a new plant, which will have a frontage of 120 feet on Third Street, one of the main business streets of the town. A forty-eight page press and a new battery of typesetting machines will be installed. Mr. Stern is a native of Philadelphia and served his apprenticeship as a reporter and in the business office of

Philadelphia papers. He is a graduate of University of Pennsylvania College and Law Schools and member of the Pennsylvania bar. He formerly published the New Brunswick (N. J.) Times.

The sale, which involved \$250,000, was negotiated through Shale & Henrichs, New York.

**Labor Editors' Trial Next Week**

SEATTLE, Dec. 17.—E. B. Ault, editor and manager; Frank P. Rust and George R. Listman, directors, and Anna Louise Strong, feature writer, arrested on federal charges of publishing or causing to be published in the Daily Union Record alleged seditious utterances following the Centralia tragedy, will be arraigned before Federal Judge Jeremiah Neterer on December 22. Following the arrest of the paper's publishers, the Union Record plant was seized and remained in possession of the government agents for a week. The Post-office Department has again readmitted the paper to mailing privileges after a two weeks' lapse.

Reprinted from N. Y. Evening Sun, Nov. 14, 1919

**GOLDEN PLENTY  
IN RICH IOWA**

**Elevators Bursting With  
Grain; Banks With Savings**

**STATE FREE FROM UNREST**

**Transition From War to Peace Rapid  
and Efficient.**

Des Moines, Ia., Nov. 13.—Picture in your mind grain elevators taxed to capacity and banks bulging with money—that is Iowa and the "food basin" of to-day. Make another mental picture, this time of grain elevators partially filled and banks with money vaults nearly empty—that was the Iowa of 365 days ago. The former represents Iowa in peace time and the latter in war.

In industrialism, it was but a short step from war to peace time in Iowa. This State boasted of few war plants and these resumed manufacture of their peace time products shortly after peace began.

**Beat Cannon Into Ploughs**

In Des Moines the city's principal war industry—a saddle factory—now manufactures gloves. A munition plant, located at Marshalltown, and counted one of the State's largest war industries, has resumed manufacture of farm implements.

Living costs, in general with the remainder of the country, have kited to unheard of levels since hostilities ceased. Surveys by various State organizations have revealed that food costs have advanced from 25 to 50 per cent throughout the State during the last year, while the increase in all the cost of clothing has averaged 25 to 50 per cent.

**Co-operations Gaining Ground**

The high cost of living has united the farmer and laborer of Iowa. Today there is being organized a chain of co-operative grocery stores throughout the State, which labor and farmer organizations have supported financially. The farmer is bringing his products to those stores and the laborer is buying carload lots of groceries in an effort to defeat the high cost of living.

The industrial strife which has raged throughout the country for the last year has had little effect upon Iowa. Strikes have been an almost unknown occurrence in the State.

Iowa will probably escape unscathed from the industrial battle confronting the country, Gov. W. L. Harding said. The war has made the State stronger, industrially and commercially, he added, predicting a bright future for Iowa and the middle West.

**Advertising success comes from  
knowing the territory and acting  
accordingly.**

	Circulation	Rate for 5,000 Lines
*Boone News-Republican.....(E)	3,287	.0143
Burlington Hawkeye.....(M)	10,008	.03
Burlington Hawkeye.....(S)	11,128	.03
Council Bluffs Nonpareil.....(E&S)	15,821	.035
Davenport Times.....(E)	23,754	.06
Des Moines Capital.....(E)	58,376	.10
Des Moines Sunday Capital.....(S)	42,226	.10
Des Moines Register and Tribune.....(M&E)	104,858	.16
Des Moines Sunday Register.....(S)	71,240	.14
Fort Dodge Messenger and Chronicle.....(E)	8,428	.03
*Iowa City Daily Press.....(E)	3,266	.015
Mason City Globe Gazette-Times.....(E)	9,682	.03
Muscatine Journal and News-Tribune.....(E)	7,930	.025
Sioux City Journal.....(E)	52,520	.08
Sioux City Journal.....(S)	27,725	.08
*Ottumwa Courier.....(E)	12,261	.035
*Waterloo Evening Courier.....(E)	14,791	.04

Government Statements, October 1st, 1919.

\*A. B. C. Report, October 1st, 1919.

## BIG HEADS AND LEADS WASTE PAPER

Robin Damon Recalls Recommendations Made Two Years Ago as Specially Pertinent in Crisis of Today

Newsprint conservation effected by condensation and elimination of news headings, as set forth in EDITOR & PUBLISHER of December 4 by Walter M. Harrison, managing editor of the Oklahoma City Oklahoman and Times, has an enthusiastic protagonist in Robin Damon publisher of the Salem (Mass.) News, who advised such methods and others even more drastic during the newsprint shortage in 1917.

After he had read Mr. Harrison's story Mr. Damon came upon a number of reports embodying recommendations made to publishers throughout the country when conditions similar to those of today prevailed during 1917, showing that considerable white paper could be saved by the elimination of space-waste in editorial and advertising make-up.

### Outstanding Faults

Practically all of the papers examined, Mr. Damon states—they numbered about 200, and less than 10 have followed his suggestions—were characterized by the same principal faults, which he listed as follows:

Superfluous dashes.

Unnecessarily large headings.

Space-wasting rules between advertisements, in reading matter and at the tops of pages.

Unnecessary space between text matter and rules.

Large heads at the tops of classified pages.

Leads and wavy rules in classified advertising.

Unnecessary white space around illustrations.

Double column heads where single column would serve.

Waste in editorial head, due to unnecessary information and extra leading.

Neglect of 8-column page as a paper-saver.

Extra-wide center, side, and top and bottom margins.

Needless white space in comic strips.

Wasteful sporting page headings.

Box headings, space loss and poor appearance.

"Special" lines over unimportant news stories.

In criticizing the first page of one newspaper, Mr. Damon wrote:

"The space between the bottom of the title and the first line of the reading matter is three-quarters of an inch—for date-line and rules. Some papers do this in a quarter-inch and one-half inch should be sufficient. Plain rules, instead of parallel rules across the page, would save more than an inch."

### Type Close To Rules

On heads for inside sections he said:

"Five or six inches could be saved on each section by the use of smaller heads and section heads could be run with the date-lines at the sides of the head, cutting out the date-line across the page."

On inside pages, he suggests 8-point title lines, with a single 6-point rule, so that type and advertising may be run close to the rule without leads or slugs, thereby saving labor in handling leads and slugs.

Box heads take space, he says, and do not add to the appearance of the paper, especially if the corners are poorly connected, which is usually the case.

Cuts, he says, should be so trimmed that reading matter can be run close.

Half an inch can often be saved in each main heading by the elimination of leads, Mr. Damon contends. Five lines he regards as sufficient for indented subheads, with white space eliminated around dashes and with dashes eliminated between single-line and double line heads and between lower banks of larger heads and the reading matter.

Why, he inquires, should sport fans be given so much attention as is often the case? The real fan will find the sporting news if it is run solid agate in the middle of the classified page. Other important news run on different pages without special full-page-width heads, so why pamper the sport? Box headings are often used on the sport page in twice the space that is necessary for their proper display.

### "Special" Lines

On the "special" line, he says: "Special to the \_\_\_\_\_", takes space. Why use this feature? Other important items are run without it and readers might infer that only the few things used with this line are 'special' news for this paper. Small type should be used as a head over a 'special,' for if the items are important enough to be 'special' they deserve better treatment.

"Why waste a dash with continued lines," he asks, "when full-face type is sufficiently distinctive to make a division between it and reading. A break-over head of two lines, twenty-four point, with a continued line flanked on both sides by dashes, takes more than 1% inches, half being waste. Running with fewer leads, smaller head-type and at least one dash cut out, the head ought not to take more than three-quarters of an inch."

Many papers are condensing their editorial page office announcement to the smallest space possible, Mr. Damon says approvingly. The date-line seems needless, for a large date-line is just above it. "Entered as second-class mail matter," covers the law—and saves a line of type. The "published by, etc." can be in one paragraph, solid agate. A paper as well established as the Waldorf or Wanamaker's should not be obliged to advertise its office locations in different towns. It is likely that the average man in any town who wants to find a paper's local office will not buy a paper to get the location—he would inquire. The same general remark can be made about the subscription rates.

### Printing Prices

Regular subscribers know the price—and those who want the paper and do not know the rate can be informed by letter at less cost than running more than 300 inches a year. The two points criticized take about four full pages of space in a year, whereas the whole statement should not be over an inch—showing a waste of more than 1,000 inches a year.

"Unless advertisers are paying for a great amount of white space, many newspapers are losing several columns a day each daily when display is made up in the manner of many newspapers examined," Mr. Damon says. "By the use of a single 6-point rule, the advertising and reading mat-

ter can be run close to the rule without seeming to be crowded. One hundred inches of space should carry 100 inches of paid matter."

"Somebody may pay for the large white space at the top of the small advertisements on the classified page, but no one pays for the rules and extra leads used between the type and rules at the bottom. A two-point rule run close to the type would save space. Considerable space is often used for small boxed classified heads, which would probably be fully as conspicuous if they were in the same type and run without the rules.

"Rigid rules should be applied to the make-up of both news and advertising pages. On many papers, the make-up men squeeze tightly in some places and in others let loose many extra leads. The latter practice may be excused on the last few inches, if time presses, but not otherwise.

"Comics running across seven columns eat up space. A rule should be adopted that these strips must be run close to the line—that is, the white space must be saved by trimming the plates close to the artist's outline. Several inches can often be saved by this method."

### Kansas Daily Growing

CHERRYVILLE, KAN., Dec. 14.—Will R. Burge, owner and editor of the Cherryvale Republican, has purchased a

new press, and the Republican will increase its size from a four- to an eight-page paper, with enlarged telegraph service.

### BIG DEPARTMENT STORE AD

Eight Pages of Seattle Times Used for Christmas Announcement

SEATTLE, Dec. 13.—Probably the greatest single display newspaper "spread" in a single edition by a single firm ever printed in the Pacific Northwest, was carried by The Seattle Times last Sunday when it published a separate section of eight full pages for the Bon Marche, one of the largest stores of its kind in the Pacific Northwest.

### Ex-Newspaper Man Is Mayor

READING, PA., Dec. 15.—John K. Stauffer, a former well known newspaperman of Washington, D. C., and Reading, Pa., was elected mayor of Reading last week. He was once connected with the Reading Herald and later he went to Washington where he was connected with several of the Washington dailies in an executive capacity.

Arthur Ford, who was successively Parliamentary correspondent of the News and Toronto Times, has joined the staff of the Ottawa Journal as night news editor.

## During First Eleven Months of 1919 The Indianapolis Star Gained 3,928,125 Agate Lines

During the first eleven months of 1919, from January 1st to November 30th, The Indianapolis Star showed unprecedented gains in local, foreign and classified advertising, with a total gain of 3,928,125 agate lines.

### Local Gain 45.24 Per Cent

The local advertising gain for the first eleven months of 1919 was 2,173,812 agate lines, which was a gain of 45.24 per cent over a similar period of 1918.

### Foreign Gain 103.51 Per Cent

The foreign advertising gain for the first eleven months of 1919 was 1,322,355 agate lines, which was a gain of 103.51 per cent over a similar period of 1918.

### Classified Gain 18.47 Per Cent

The classified advertising gain for the first eleven months of 1919 was 431,958 agate lines, which was a gain of 18.47 per cent over a similar period of 1918.

### Total Gain 46.64 Per Cent

The total lineage of The Indianapolis Star for the first eleven months of 1919 was 12,349,224 agate lines, as against 8,421,099 agate lines for a similar period of 1918, which was a total gain of 46.64 per cent.

No wise advertiser attempts to cover prosperous Indiana without the aid of the newspaper which every morning of the year goes into each and every one of Indiana's ninety-two counties—

## The Indianapolis Star

Largest Morning and Sunday Circulation in Indiana

**Eastern Representative:**  
Kelly-Smith Co., Marbridge Bldg., New York

**Western Representative:**  
John Glass, Peoples Gas Bldg., Chicago

### The Shaffer Group

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



**TIPS FOR AD MANAGERS**

JOHNSON, READ & Co., 202 South street, Chicago. Placing this week orders for 1920 for Herrick Refrigerator Company, Bates Machine & Tractor Co., L. V. Estés, and Liberty Milk Company. Orders for Philipsborn's Spring campaign have been going out for the past month on an increased schedule.

POWER, ALEXANDER & JENKINS COMPANY, Madison Building, Detroit. Has secured account of Salisbury Axle Company, Jamestown, N. Y. Are using 3-inch to 24-inch copy in over 10,000 newspapers in a six-month campaign for W. H. Hill Company, "Hill's Cascara Bromide Quinine Tablets." Orders now going out for 1920 campaign for Domestic Engineering Company, Dayton. "Delco Light" farm light and power plant, in the fall campaign of which over 2,800 newspapers were used. Newspapers will be used during Spring and Fall.

PHILIP KOBBE COMPANY, Inc., 208 5th avenue, has secured the advertising account of the Sperry Gyroscope Company, manufacturers of gyroscopic compasses, searchlights and ships' stabilizers.

BROMFIELD & Co., Inc., 45 West 34th street, New York. Placing advertising in newspapers and trade papers for the National Auto Shows, under the auspices of the National Automobile Chamber of Commerce, Inc.

NELSON CHESMAN & Co., 347 Fifth avenue, New York. Running campaign in rotogravure sections of New York papers for Dale Lighting Fixture Company, P. M. Dreyfus, washing machines and household appliances and S. George Trainor. Placing advertising for the United States Victor Fountain Pen Company. Fifty-six lines, single column, are being used in rotogravure sections of the New York Tribune, Herald and Sun.

COLLIN ARMSTRONG, 1457 Broadway, New York. Placing orders with newspapers for United Fruit Company, New York City.

GEORGE BATTEN COMPANY, Fourth Avenue Building, New York. Placing orders with newspapers for Amory, Browne & Co., "Nashua Woolnap Blankets." Boston. Placing orders with some middle west newspapers for Nova Engine Company, Lansing, Mich.

CECIL, BARRETO & CECIL, Mutual Building, Richmond. Placing orders with newspapers that have rotogravure sections for Levering & Levering, "Washrite Glove Soap," Baltimore.

NELSON CHESMAN & Co., Goddard Building, Chicago. Placing orders with newspapers for Harris Bros. Company, steel tanks, 143 West Thirty-fifth Avenue, Chicago.

DOOLEY-BRENNAN COMPANY, 111 West Monroe Street, Chicago. Placing orders with some Pennsylvania newspapers for Osgood Lens & Supply Company, "Osgood Deflector Lens," Harris Trust Building, Chicago.

FULLER & SMITH, Guardian Building, Cleveland. Placing orders with some Ohio newspapers for Field & Richards Company, Cleveland.

GREEN-FULTON-CUNNINGHAM COMPANY, Free Press Building, Detroit. Will make up lists during January using newspapers for Saxon Motor Car Corporation, Detroit.

E. T. HOWARD COMPANY, 432 Fourth Avenue, New York. Making contracts and placing special holiday copy with newspapers for L. E. Waterman Company, "Waterman's Ideal Fountain Pens," 191 Broadway, New York.

H. S. HOWLAND ADVERTISING AGENCY, 20 Broad Street, New York. Will place the advertising for A. A. Vantine & Co., Fifth Avenue and Thirty-ninth Street, New York.

THOMAS F. LOGAN, 680 Fifth Avenue, New York. Placing copy with newspapers that have contracts for Association of Railway Executives.

LORD & THOMAS, Maller Building, Chicago. Will place the advertising for Alfred Decker & Cohn, "Society Brand" men's clothing, 416 South Franklin Street, Chicago.

THEODORE F. MACMANUS, 44 Hancock Avenue, East, Detroit. Reported to be handling the advertising for Remington Typewriter Company, 380 Broadway, New York.

PICARD & Co., 50 East Forty-second Street, New York. Again placing orders with newspapers for Pathe Exchange. "Pathe Pictures," 25 West Forty-fifth Street, New York.

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Placing orders with some New Jersey newspapers for American Confectionery Company, Budd Buds Mint Candy, 355 West Thirty-sixth Street, New York.

FRANK PRESBREY COMPANY, 1212 Granite Building, Rochester. Will handle the advertising for Line-A-Time Manufacturing Company, Rochester.

ROWLAND ADVERTISING AGENCY, 480 Lexington Avenue, New York. Placing orders with newspapers for International Exposition of Industries, Grand Central Palace, New York.

RUTHRAUFF & RYAN, 404 Fourth Avenue, New York. Placing orders with some mid-west and Pacific Coast newspapers for William H. Wise & Co., book publishers, 56 West Forty-fifth Street, New York.

STROUD & BROWN, 303 Fifth Avenue, New York. Placing orders in rotogravure sections of newspapers for Carpenter-Morton Company, "Colorite," 77 Sudbury Street, Boston. Will place the account of Brown, Durrell Company, "Gordon" hosiery and "Forest Mills" knit underwear, 11 West Nineteenth Street, New York.

J. WALTER THOMPSON COMPANY, 242 Madison Avenue, New York. Again placing orders with newspapers for Lamont Corliss & Co., "Pond's Extract," 131 Hudson Street, New York.

TRACY-PARRY COMPANY, Lafayette Building, Philadelphia. Making 31,000-line contracts with some southern newspapers for Franklin D'Olier & Co., cotton yarns, 300 Chestnut Street, Philadelphia.

VAN PATTEN AGENCY, 50 East Forty-second Street, New York. Making renewals with some newspapers for Maxwell-Chalmers Company, Detroit.

LLOYD W. YOUNG, 1900 Euclid Avenue, Cleveland. Placing orders with large city newspapers for Marathon Tire & Rubber Company, "Marathon Belt," Cuyahoga Falls, Ohio.

SCOTT & SCOTT, 220 West Forty-second Street, New York. Placing advertising for Bernice Coal Company, Bernice, Pa., in New York State and Canadian newspapers.

**A. N. P. A. Urges Forestry Plan.**

Suggestions for a national forest policy made at the recent convention of the American Paper & Pulp Association are being sent out in pamphlet form by Elbert H. Baker, chairman of the committee on paper of the American Newspaper Publishers' Association, who urges that newspaper publishers familiarize themselves with this phase of the news print problem.

# ILLINOIS

Illinois is in the center of things, literally and metaphorically.

All transcontinental travel and commerce "changes cars" in Illinois.

Illinois people go everywhere and people from everywhere go to Illinois.

There are two hundred and fifty thousand of the richest farms in the country in Illinois and their greatest year is 1919.

There are seventy three incorporated cities in Illinois—and they rank about as high as any cities in the world.

Illinois daily newspapers are standard. They "carry the message" and link trade marks up with local dealers. They make sales. Use these Illinois daily newspapers to increase your business.

		Rate for 2,500 Lines	Rate for 10,000 Lines
Aurora Beacon News	(E) 16,000	.045	.045
Bloomington Pantagraph	(M) 17,024	.035	.035
Champaign Daily Gazette	(E) 5,289	.015	.015
Chicago American	(E) 339,721	.40	.40
Chicago Herald-Examiner	(M) 312,862	.38	.31
Chicago Herald-Examiner	(S) 594,287	.53	.46
Chicago Daily Journal	(E) 115,932	.22	.18
†Chicago Daily News	(E) 373,000	.48	.48
Chicago Evening Post	(E) 51,327	.25	.12
Danville Commercial News	(M) 15,387	.035	.035
Elgin Courier	(E) 8,125	.025	.025
Moline Dispatch	(E) 10,133	.03	.03
Peoria Star	(E) 22,364	.05	.04
Quincy Journal	(E) 8,342	.025	.025
Rockford Register-Gazette	(E) 12,931	.03	.03
Sterling Gazette	(E) 5,085	.02	.02
Total Circulation	1,907,809	\$2.57	\$2.25

Government Statements, October 1st, 1919.

†Publisher's Statement.

**LITTLE TRAGEDIES OF A NEWSPAPER OFFICE**



IN the above movie, you'll see the nearest J. E. Murphy, who draws "Toots and Casper," for the King Features Syndicate, ever came to fame and opulence.

And here's the story of the movie and himself in Mr. Murphy's own words: "The bird with the million bucks to give indigent cartoonists is only one of the varieties who grace the cartoonists' galley. Half of them ought to be in the booby-hatch along with the sultan upstairs. By this, I'll bet you think I'm a grouch. I'm not, but I'm displeased, irritated, and a bit annoyed—I should say disappointed.



J. E. MURPHY

"You see, today there was a younger brother of Father Time in the reception office sitting between a pippin and a funny-face. He sent in a note that had a little daughter along who wanted to get some ideas about learning to draw. She liked my work, because the girl 'Toots' in the 'Toots and Casper' strip I draw for the New York American wore frocks like her. (I'll have to change Toots' scenery.)

"Well, I peek through the door, and immediately divine that the one on his left is the daughter. All is Jake! I give him the glad hand—and I see all the other famous cartoonists in the office are popping their eyes over at the girl next to him. Blast me if he didn't turn to the right and introduce me to the funny-face! When I came to —

"My obituary could be written in a stick and a half. I'm from the Pacific Coast. I used to draw for the Portland (Oregon) Journal and the San Francisco Call-Post, and then I came to New York and drew for the New York Journal. I joined King Features Syndicate, and my comic strip, 'Toots and Casper,' is now appearing in the New York American and a lot of other newspapers all over the hountry. Amen."

**CONTRACT CONTESTS AND THEIR EFFECT**

(Continued from Page 11)

It is best to confine the contests to slack times; when the whip and spur and zest of rivalry is needed to stimulate the jaded efforts of the salesmen. For such times, contests will prove remarkably successful.

The class contest which I have found most effective is the one where cash rewards are offered for those who turn in the largest number of credits for strictly new business. Some thought must be given to the matter of scoring. The actual number of contracts turned in does not, of course, form a true basis of merit on account of their differing sizes and duration. We have therefore devised

a "Point" system, each solicitor being given a credit of one point per line per month. For example, a two-line contract for a period of three months will earn six points. Four lines for a year will count as 48 points, etc.

Since our prizes are offered solely on new business, care must be taken that established accounts are not neglected in overeagerness to come out ahead in the contest. Some salesmen are apt to pass by the substance of established business in order to grasp the shadow of accounts which might help in winning a prize. In consequence, if the hypodermic of the contest is not used judiciously, many a contract worth \$500 will be sacrificed in securing an account which may be worth only \$30, but which means more money in the pocket of the salesman.

The tendency of the contest is to sharpen the selling efforts of the entire force to a keen edge; but it is especially valuable in developing the selling ability of the new solicitor. The inexperienced man is put on a parity with the veteran so far as the contest is concerned; there are no handicaps; it is a case of "the devil get the hindmost," and before the contest is over the new man is very likely to "find himself."

At the same time, the older hand is pretty apt to be jarred out of ruts.

When the force has returned to a normal basis there is apt to be a new feeling of co-operation and spirit of team work among the men. Having used the contest solely to secure new contracts, the outstanding result is a large number of added customers. It then becomes the work of the salesmen to develop these new accounts; to make two lines of space grow where only one grew before. To show the new patrons as well as the old how they will profit by larger, more detailed ads and more regular insertions.

Save the contest for slack time. It will pay then and pay big if properly conducted. During normal period the workers' own enthusiasm should supply all of the stimulus necessary.

**Co-operate on Holiday Ads**

HARRISBURG, PA., Dec. 17.—Local merchants and furniture dealers have organized associations which are conducting regular advertising campaigns through the papers. A series of display advertisements is being released regularly, setting forth the reasons why Christmas shoppers should do their buying at uptown stores.

**I. W. W. Gave Press to Lenin**

KANSAS CITY, Dec. 15.—That the first Russian Bolshevik newspaper was printed with American machinery, shipped to Russia in 1917 by American Industrial Workers of the World, was revealed today at the trial of several I. W. W.'s here. Original minutes of a meeting of the I. W. W. executive committee in Chicago in July, 1917, were read into the records of the trial, showing that the purchase and shipment of the machinery to Vladivostock was authorized by the organization.

**Bacon at Ad Club**

Frank Bacon, who plays the chief character role in "Lightnin'," now in its second year at a New York theater, is today the guest of the New York Advertising Club at its Thursday luncheon. Mr. Bacon was a reporter on the San Jose (Cal.) Mercury and an editorial writer on the Mountain View (Cal.) Register in the '80s.

**Journalism Roster Doubled**

COLUMBIA, MO., Dec. 17.—The School of Journalism at the University of Missouri has this year the largest enrollment in its history, more than double that of last year, with 237 students, of whom 107 are upper-classmen, candidates for the degree of bachelor of journalism. Seventy-two are women.

**Communist Paper Resumes**

BERLIN, Dec. 13.—The Red Flag, the German Communists' journal, resumed publication today, following its suppression during the state of siege in Berlin.

**The South Bend Tribune**  
**One of Three Dailies**  
**in South Bend, Indiana.**

When a city of nearly 100,000 population contains more than one Daily Newspaper advertisers are called upon to study the situation to learn ALL THE FACTS that they may place their accounts with a view to receiving MAXIMUM RESULTS.

**Two Afternoon and One Morning Newspaper**  
in SOUTH BEND give rise to the thought,  
**"Which is the Best to Use"**

For FORTY-SEVEN YEARS THE TRIBUNE has been keeping itself in the minds of advertisers—endeavoring to be there when the "thought" comes up.

**CIRCULATION, ADVERTISING SCORES, SERVICE AND PRESTIGE**

tell the story of the best newspaper to use. THE TRIBUNE is the ONLY ONE of THE THREE that furnishes a sworn, monthly statement of circulation and holds membership in the A. B. C. THE TRIBUNE carries more advertising in the same number of issues by thousands of lines and has a circulation about equal to both.

More Facts and Details are Always Available. No Secrets.

**THE SOUTH BEND TRIBUNE**

Member of

A. N. P. A., Daily Newspaper Departmental A. A. C. of W., A. B. C. and Associated Press.

National Advertising Handled Direct by Home Office.

Elmer Crockett, Pres. F. A. Miller, Vice-Pres. and Editor, C. E. Crockett, Sec.-Treas.



### A. P. WILL NOMINATE ON JANUARY 31

#### Victor Rosewater Heads Committee Named at Quarterly Meeting in New York to Replace Outgoing Board Members

Nominations for directors of the Associated Press will be made at a meeting of the nominating committee in Chicago on January 31, it was announced following the quarterly meeting of the board of directors at the A. P. offices in New York last week. Victor Rosewater, publisher of the Omaha Bee, is chairman of the nominating committees, which is composed of William J. Pape, Waterbury (Conn.) Republican, secretary; E. H. Butler, Buffalo News; H. W. Brown, Cincinnati Commercial-Tribune; Major E. B. Stahlman, Nashville (Tenn.) Banner; F. G. Bell, Savannah (Ga.) Morning News; Calvin Cobb, Boise (Idaho) Statesman; and Clarke Nettleton, Seattle (Wash.) Post-Intelligencer.

The directors whose terms expire at the meeting in April, 1920, are Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Bulletin; Adolph S. Ochs, New York Times; A. C. Weiss, Duluth Herald; and John R. Rathom, Providence Journal.

Chairman Rosewater has requested members of the Associated Press to submit names of nominees to him before the date of the meeting.

At the meeting of the directors last week reports were submitted by the Central, Eastern, Western and Southern divisions with a view to improving the news service wherever possible.

#### PORTLAND JOURNAL CHANGES

##### B. F. Irvine is Editor and D. J. Sterling News Head

PORTLAND, ORE., Dec. 17.—Following the death of George M. Trowbridge, editor of the Oregon Journal, a reorganization among the department heads on that paper has been effected. B. F. Irvine, for several years associate editor, becomes editor. For some time he has had charge of the editorial page of the Journal, as Mr. Trowbridge devoted his attention almost exclusively to the news end of the paper. Mr. Irvine is blind and he is one of probably very few men so afflicted to achieve prominence in newspaper work.

Donald J. Sterling becomes the news head of the Journal, with the title of managing editor. He formerly was Sunday editor, but for some time past has been assistant managing editor. Associated with him as assistant is Jennings Sutor, who is also news editor. The deciding of questions of policy by an editorial cabinet is to be followed very largely.

Although still the publisher and general director of the Journal, Colonel C. S. Jackson is gradually turning over the reins to his son, Phillip L. Jackson. The latter is now assistant publisher and it is reported that at a comparatively early date he will assume full charge. He recently returned from service, having served with the rank of captain.

##### Murphy Again Heads Union

SCRANTON, PA., Dec. 17.—Thomas Murphy, city editor of the Scranton (Pa.) Times, has just been re-elected president of Newswriters' Union No. 3 for the fifth consecutive year.

James O'Connor, telegraph editor of the Times, is the new vice-president, while T. J. Brislin of the Republican is recording secretary, and G. A. Brislin, also of the Republican, is financial secretary-treasurer.

#### New C. P. A. Weekly Chief Climbed Fast

THE distinction of holding down the office of first president of the new Canadian Weekly Newspaper Association has fallen to the lot of



A. E. CALNAN

A. E. Calnan, editor and manager of the Picton (Ont.) Gazette. Mr. Calnan, while a man of mature years, is yet somewhat of an infant in the world of newspaperdom. He began his newspaper career at the age of 45, just seven years ago. However, he has made such a success of the business in this limited period that he already has as good a reputation as any veteran.

The new president's early years were spent in farming. Then he became a Farmers' Institute speaker and from that gravitated into newspaper work. He is still very active in the public affairs of his district, being a member for six years of the Collegiate Institute Board; secretary of the local Board of Trade; secretary-treasurer of the Patriotic Fund and returning officer on various occasions. He has all along been a member of the Canadian Press Association, and in 1918 was elected vice-president of the Weekly Section. He was a member of the committee that formulated the basis of the new organization and was elected a director of the newly-constituted C. P. A.

##### Lively Libel Suit in Portland

PORTLAND, ORE., Dec. 17.—Unusual attention is being attracted by the hearing of the \$50,000 libel suit recently filed against the Portland Telegram by Alzamon Ira Lucas, who has been posing in Portland as a healer of mental troubles and an advisor on marriages, divorce and similar subjects. The Telegram contends that he has no education beyond the public schools and traces a variegated career. Several arrests and convictions for different offenses are recorded against him. Lucas, about 1910, brought an unsuccessful \$30,000 suit for libel against the Denver Express, which had attacked him in that city.

##### Politicians Spent Big Money

SCRANTON, PA., Dec. 17.—Recent accounts filed by candidates for office in Luzerne County, this state, show that a big portion of the \$100,000 spent in the recent political campaigns was expended in newspaper advertising. In the Wilkes-Barre city fight the candidates also showed a preference for newspaper advertising. Charles Loveland, candidate for mayor, spent about \$6,000 for publicity.

##### Sunday Prices Go Up

SCRANTON, PA., Dec. 17.—The Scrantonian's subscription price has been increased from 5 to 7 cents. The Wilkes-Barre Sunday Independent has made a similar increase in its selling price.

# New Jersey

## A State of Contrasts

The way it strikes you influences your opinion.

The soldier who went overseas, as well as the foreign visitor to our shores, figures New Jersey as the place where boats land—Hoboken.

The pleasure seeker, looking for a good time, ideal surroundings and lots of life, regards New Jersey as a great playground—Atlantic City, Cape May, Asbury Park, Ocean Grove, Long Branch.

The home seeker with means looks at New Jersey as the place to raise a family—Montclair, Lakewood, The Oranges.

The city dweller of New York or Philadelphia looks at New Jersey as a big truck garden.

New Jersey is all of these things—and more.

New Jersey is the home of more than 8,500 factories producing more than \$1,150,000,000 worth of goods annually.

This includes \$71,000,000 in refined oil; \$53,000,000 in silks; \$40,000,000 in wire goods; \$37,000,000 in chemicals; \$35,000,000 in rubber goods; \$31,000,000 in woolsens.

There are 400 people to the square mile in New Jersey.

Reach them through New Jersey daily newspapers.

They are easy to reach and worth reaching.

### New Jersey Newspapers

	Circulation	Rate 5,000 lines
Asbury Park Press (E).....	7,651	.0225
Atlantic City Press (M) Union (E).....	16,591	.035
Elizabeth Journal (E).....	17,516	.05143
Hackensack Record (E).....	4,868	.0179
†Hudson Observer (Hoboken) E).....	42,799	.08
†Passaic Herald (E).....	7,453	.025
†Passaic News (E).....	7,967	.025
†Paterson Press-Guardian (E).....	11,705	.03
Perth Amboy Evening News (E).....	8,312	.03
Plainfield Courier-News (E).....	7,749	.0214

Government Statements, October 1st, 1919.

†A. B. C. Report, October 1st, 1919.

# EDITORIAL

## THE HEARING AT WASHINGTON

THE publishers who attended the hearing on the Anthony bill found themselves automatically divided into two camps. The publishers of smaller dailies approve the proposed bill in the hope that it will compel the metropolitan newspapers to use less print paper, thus making it possible for the smaller papers to secure a supply.

The publishers of the big city papers oppose the Anthony bill as class legislation, aimed at between fifty and sixty newspapers out of a total of more than two thousand dailies; as a proposal to confiscate their legitimate earnings; as penalizing them solely because they have grown big.

The publishers of the smaller dailies charge that the present shortage, and their own inability to secure paper even at excessive prices, are due to the creation and support of an auction market in spot print paper by publishers who, while protected by contracts for the major part of their needs, purchase extra tonnage at practically any price demanded.

In seeking a remedy publishers of both camps seem to turn inevitably toward some form of governmental regulation. Mr. Glass, speaking for the A. N. P. A., suggests that the Federal Trade Commission should be able to work out a program for stimulating production and reducing consumption; and Bradford Merrill, of the New York American, believes that "moral suasion, through a governmental agency," could accomplish more than the bill under consideration, which he pronounces "a menace to everybody."

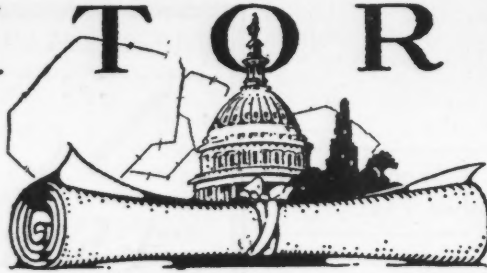
Mr. Anthony says that, "unless the Government steps in at least half the papers of the country must go out of business." This prognostication is extreme, of course, yet it states what seems to be a lurking fear in the minds of many small publishers.

It is perhaps fair to state that, in the view of the most far-seeing publishers, governmental regulation of the newsprint industry is the last device—the remedy found at the end of the road. They believe that the situation may be relieved through common policies of conservation—including the reduction in sizes of issues, higher rates for advertising, increased subscription prices and stoppage of all waste. They believe that conservation policies should apply equally to all publications using newsprint, not merely to the metropolitan papers.

The answer of the smaller publishers is to the effect that before they can conserve newsprint they must be able to secure it; and that they will not be able to do this unless the curtailment begins with the newspapers of the big cities—with those who "have."

If a conclusion may be formed at this stage of the situation it is safe to say that it is within the power of the publishers themselves to relieve the present shortage—but only through acting on common policies of curtailment. If they fail in this they will invite federal regulation in some form. It is the handwriting on the wall.

ALL those who have been worrying about Uncle Sam's alleged loss of seventy or eighty millions a year on second-class mail will now proceed to wonder how it happens that the postal establishment shows a net surplus for the fiscal year of \$2,234,852. The impression had become quite general that it would only be a matter of time when the greed of the publishers would force the Post Office Department into bankruptcy. But it would appear that there has been a miscalculation on somebody's part, for here we have a surplus instead of a deficit. Of course, this fact will not serve to silence the advocates of penalty rates of postage for second-class matter. But, if publishers will frequently remind their readers that the postal service is on a profit-earning basis, perhaps an informed public opinion will find an echo in Washington official circles.



## GOOD WILL TOWARD MEN!

THE Celestial Visitants, seen and heard by the amazed shepherds on the Bethlehem hills, proclaimed: "Peace on earth, good will toward men." Thus were forecast the mission and ministry of the Young Child—"the Word made flesh" to "dwell among us" and to turn the hearts and minds of men toward the realities.

It was more than a benediction—it was the publishing to mankind of the immutable law, the observance of which leads to the brotherhood of man. It spoke the Eternal Veto against war and proclaimed the end of hatreds and enmities in the world.

After the long centuries the promise stands, and the day of fulfillment dawns.

Humanity, sick unto death of the old order, cherishes as a new hope the promise of Peace and Good Will.

That hope is embodied in the vision of a League of Nations—pronounced by a great writer "the most significant thing west of the Ganges since the Crucifixion."

That hope lives in the hearts of those whose dead rest near the battlefields of the great war.

It strengthens the hands of those leaders who see, looming above the chaos of things as they seem to be, the assurance of the coming of the new day—when Good Will Toward Men will banish war from the earth.

Newspapers are, in a special sense, the evangelists of Good Will. It is their privilege to spread the light, to carry cheer to the disheartened, to thunder against wrongs, to make us so well acquainted with our fellow man that we may nevermore hate or despise him, to make us realize that his poverty, his suffering, are as much our affair as his—that we are, under the Divine Law, indeed our brother's keeper!

Newspapermen assume a grave responsibility in guiding public opinion in these critical days of the world's life—but the responsibility cannot be shirked. It will be met with wisdom if the effort shall always be based on the promise voiced to the shepherds.

THE task of selling the newspaper as a medium for national advertising—as the great primary medium, the basis of all campaigns—has not been fully accomplished. Great progress has been made—the outpost barriers have been swept aside—but national advertisers have not all seen the light nor realized the economic advantages of the newspaper as a business builder. So there's work ahead—work for every daily newspaper in the country—and work aplenty for EDITOR & PUBLISHER, now as for years past "the newspaper advocate."

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 Washington: Robert T. Barry.  
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## A SUGGESTION

THE immediate problem with editors is adjustment to the demand for smaller issues. A majority of upstairs men realize that there has always been more or less waste of space in presenting news and feature matter, and that the present situation calls for a stoppage of that waste—for more intensive editing of all text matter.

That effective team-work may be had in every newspaper office in curtailing news and feature space without impairing the service to readers, EDITOR & PUBLISHER suggests that a member of the editorial staff be assigned to act as "conservation editor."

Let it be the daily duty of this editor to subject the paper to a thorough analysis, with a view to pointing out all specific instances of wasted space, and to suggest how these may be avoided. He should prepare a report on each issue, to be read and discussed at a daily conference of editors and news writers. In this report he should call attention to news items that have been overplayed, contrasting the space used with that which would have been ample; to instances of padding and of the use of non-essential details, as well as of editorializing in news writing; to examples of poor judgment in headlining, showing how much space is wasted in every issue through adherence to bad traditions; to instances of space-wasting in departmental matter, citing how the use of trivialities—for the sake of filling space arbitrarily allotted to a Woman's Page, or to amusements or sports—destroys the balance of an issue and forces the cutting out of either live news and feature matter or the omission of advertising.

Within a short time a conservation editor should be able to establish better standards in news writing, in typographical treatment, in the management of departmental matter on a basis of actual values, and should help to bring about a substantial saving of space without diminishing the service-value of the paper to its readers.

The man selected for this work should be thoroughly familiar with the traditions and policies of the paper and its place in its field, and he should hold so strongly the editorial viewpoint that his suggestions will always be for editorial betterment, not for mere arbitrary reduction in news and feature space.

An order for arbitrary reduction in text space may be given by anybody in authority, but the results will often be damaging. Policies of space reduction should be constructive, helpful, so that in saving space and print paper the vital factors of value in a newspaper are also saved—even strengthened. Only a trained editorial man can solve this problem. Select the right man of your staff and give him the most important assignment he has ever had!

ROY W. HOWARD, president of the United Press Associations, who has been visiting London recently, is the subject of a little preachment on youth in the London Daily Express. "He is a dominant and remarkable personality," says the Express. "He looks about 21; he must actually be somewhere about 30, and he is responsible for the United Press, a great news agency in America." It is now 17 years since Mr. Howard held his first job as a reporter—on the Indianapolis News. We trust it may not be unclubby to reveal that he will celebrate his 37th birthday anniversary on January 1. Yet cold statistics are misleading, for those who know Mr. Howard best will tell you that he will never be older than 21 in spirit, and that he has never been younger than 60 in judgment!

THE three-cent paper is favored by a majority of big-city publishers—but it seems the minorities have succeeded so far in postponing action.



**PERSONALS**

**AUGUSTUS K. OLIVER**, vice-president of the Newspaper Printing Company, publishers of the Pittsburgh Gazette-Times and Chronicle-Telegraph, was on December 5 elected as a member of the city council of Pittsburgh to fill an unexpired term. He will serve until January, 1922.

**J. Wallace Haut**, formerly editor of the London (Ont.) Advertiser and lately editor of the Week-end Mirror of the same city, has joined the staff of the McConnell & Ferguson Advertising Agency, which has been depleted by the retirement of James Fisher and his associates to form the Fisher Agency.

**Lieutenant Colonel Ernest G. Smith**, general manager of the Wilkes-Barre (Pa.) Times-Leader, has been appointed a member of the executive board of the Luzerne County Branch of the Pennsylvania War History Commission. Colonel Smith was one of the chief officers in the casualty department while overseas and was decorated for his services.

**John Hourigan**, general manager of the Wilkes-Barre (Pa.) Evening News, was recently elected a member of the school board to fill a vacancy.

**J. J. Devine**, publisher of the Fitchburg (Mass.) News, paid a two-day visit to New York last week.

**Irving Kaye Davis**, former newspaper man and magazine writer, has organized the Irving Kaye Davis & Co., book publishers, with offices at 1679 Broadway, New York.

**Pleasant A. Stovall**, proprietor of the Savannah (Ga.) Press, will end his work as United States Minister to the Swiss Confederation when he sails for New York on December 20.

**George L. Kibbee**, editorial writer of the Manchester (N. H.) Union Leader, who not long ago was awarded the degree of Master of Arts by Dartmouth College for the prominent part he played in securing the reorganization of the state educational system, is handling the publicity for the state-wide Christmas Seal drive against tuberculosis.

**Hannen Swaffer**, staff writer and one of the directors of Cross-Atlantic, a new Anglo-American newspaper feature service, arrived in New York on the S. S. Royal George last week. This is not his first visit to the United States and on previous trips he had traveled widely in this country and in Canada.

**W. L. King**, editor of the Clark (Mo.) Chronicle, and **Miss Nola Silvey**, secretary to the state president of the W. C. T. U., have been married.

**Arnold W. Rosenthal**, of Good Housekeeping, New York, is writing a series of weekly articles under the caption, "The Critic on Broadway," for the Pittsburgh Gazette-Times.

**Edward J. Lynett**, owner of the Scranton (Pa.) Times, is being mentioned as a candidate for delegate to the Democratic national convention, which will probably be held at Chicago. Mr. Lynett served in a similar role at the convention held in Baltimore.

**William G. Naylor**, formerly editor of the Olean (N. Y.) Times, was in New York the past week on the finish of a six months' business trip for the N. E. A. and enroute home for Christmas. He reports publishers everywhere up in arms over the increasing cost of paper and an un-

precedented demand for casting boxes, manufacturers being away behind on orders.

**J. W. Dafoe**, editor of the Winnipeg Free Press, recently undefwent an operation for an affection of the nose. He is again back at his desk.

**Lieutenant Colonel Norman G. Thwaites**, M.C., director of the British mission in New York, and **Mrs. Eleanor Lucia Greenough** were married last week in New York. Colonel Thwaites was formerly secretary to Joseph Pulitzer and also represented the New York World in London and Paris, resigning to enter the British army when war broke out in 1914.

**E. T. Meredith**, president of the Associated Advertising Clubs of the World, was unable to be the guest of the New York Advertising Club on December 15, his services having been drafted by the Government in connection with the coal strike in Iowa.

**Thomas Brooks Fletcher**, editor and part owner of the Marion (Ohio) Tribune, has been mentioned frequently in recent weeks as Democratic candidate for governor of Ohio.

**Lewellyn E. Pratt** has resigned as first vice-president of the Associated Advertising Clubs of the World to give full time to his own business in New York.

**George S. Oliver**, president of the Newspaper Printing Company, publisher of the Pittsburgh Gazette-Times and Chronicle-Telegraph, and **C. R. Sutphen**, business manager of the Pittsburgh Dispatch, are directors of the Parting of the Ways Home, a project for the rehabilitation of persons discharged from penal institutions.

**Frank B. Nichols**, publisher of the Bath (Me.) Times, a former member of the governor's council, has been appointed a member of the state board of hospital trustees by Governor Milliken.

**Harry T. Black**, editor of the St. Paul Dispatch-Pioneer Press, is in a hospital, having undergone a slight operation. His share of the editorial writing is being cared for by Earl Christmas.

**IN THE EDITORIAL ROOM**

**Howard E. MacDonald**, formerly on the staffs of the Seattle Times and Post-Intelligencer, and **Miss Violet Knemeyer** were married this week at Bellingham.

**Kenneth Gilbert**, city editor of the Seattle Post-Intelligencer, is handing around "a pretty good brand" on the strength of the acquisition of another baby girl to the family.

**William Simonds**, for years automobile editor of the Seattle Times, and more recently secretary of the Newman and Simonds Printing and Publishing Company, announced this week that he will publish the Western Truckman, a monthly trade journal.

**Bob Blake**, former staff cartoonist for the Chicago Tribune, who served in the artillery in France, is now with the Chicago Daily News art department.

**Captain Roland Franklin Andrews**, for eight years editorial writer and assistant managing editor of the Hartford Times, has resigned to become managing editor of the Worcester Telegram.

**F. M. Marter**, who has been working on the telegraphic desk, has been appointed church editor of the Winnipeg Free Press.

**Dolph G. Frantz** has been appointed managing editor of the Shreveport

**OLD WICHITA FALLS MAN HEADS NEW PAPER**

**JOHN GOULD**, the new managing editor of the Wichita Falls (Tex.) Record-News, knows his field well, he



JOHN GOULD

having done newspaper work in that city for a number of years and prior to that was a member of the staffs of various Texas and Oklahoma newspapers, including the Daily Oklahoman, the Dallas News, the Austin Statesman and Waco Morning News.

For the past two years, Mr. Gould was in the Army service. The Record-News began publication August 11, having purchased the plant and assets of the News-Tribune. Wichita Falls is in the heart of the northern Texas oil fields and the Record-News has established its own effort to print all oil field activities.

**R. L. Curran, Jr.**, an old Wichita scouting service and is making a special

(La.) Journal, and **A. L. Williams**, who has been on the Journal staff for several years, has become associate editor. **Thomas O. Harris**, who has been in editorial charge of the Journal, has entered another line of work.

**J. Albert Hand**, former editor of the Farmers Advocate at Winnipeg and lately advertising manager and assistant secretary of the United Grain Growers of Western Canada, has retired and will engage in farming in Ontario.

**Albert H. Kirchhofer**, political writer for the Buffalo Evening News, has refused an offer to become deputy commissioner of finance and accounts of the city of Buffalo.

**William G. Hippler**, city editor of the Buffalo Commercial, also declined an offer to become a secretary of the Buffalo Chamber of Commerce.

**Francis L. Littlefield** of the Portland (Me.) Daily Press and **Miss Annie M. Kalor** of Portland have become engaged.

**Frank S. Cooke**, former automobile editor of the Detroit Free Press, has switched over to the Green-Fulton-Cunningham Advertising agency. He formerly was with the Denby Motor Truck Company as advertising manager.

**Lloyd W. Culver**, for the last six years on the advertising staff of the Rochester (N. Y.) Post-Express, has resigned to go with the advertising firm of Hone & McLeod, Inc., of that city.

**Edward Kelly**, formerly of the Cal-Max Corporation of Rochester, N. Y., is now head of the advertising department of the Buelt Motors Company. While with the Cal-Max Corporation Mr. Kelly each day wrote a news story pertaining to the daily sales of the Maxwell cars by his firm.

**W. Kenward Zucker**, formerly of the Century Company of New York, has joined the C. Henry Mason Advertising Agency, Rochester, N. Y.

**Ralph B. Dibble** has been appointed advertising manager of the Graton & Knight Manufacturing Company, Worcester, Mass., succeeding **Rupert C. Moore**.

**Dale Wilson**, late of the Kansas City Star, is on the copy desk of the St. Paul Dispatch-Pioneer Press.

**THE BUSINESS OFFICE**

**E. D. Dewitt**, advertising director of the New York Herald and Telegram, has just returned from a two weeks' vacation in Virginia. It was his usual hunting trip and it is said that he made good on his prophecy that "there was going to be less wild turkey in Virginia when I get started home than there was ever before in the history of the Old Dominion State."

**James E. Welch** has been appointed advertising manager of the Springfield (Mass.) Republican, succeeding **Robert Welch**, who recently resigned.

**Charles A. Pope**, who has been handling financial advertising for the New York Journal of Commerce for the past two years, has resigned to go with **Doremus & Co.**, New York advertising agency. **Turley Dillon** has resigned from the national advertising staff of the New York Herald and Evening Telegram, to take charge of the Journal of Commerce financial advertising.

**Facts about the Haskin Service**

The New Castle Herald has renewed its contract for the Haskin Service for another year

The Haskin Service succeeds because of the fact that it renders a personal service to the readers of newspapers

Frederic J Haskin Washington D C will tell you the price and plan for your paper



R.M.C.

GATHERED AT RANDOM

In the Good Old Days

Hood River, Ore., Dec. 16.—Among the letters of congratulation that will be received by the Register-Herald of Eaton, Ohio, on its 100th birthday is one from S. F. Blythe, who worked there in 1860-61. Since that time Mr. Blythe has spent many years at newspaper work in various cities and was for a long time editor of the Hood River Glacier.

"For ten hours a day and six days a week," writes Mr. Blythe to the Register-Herald, "we pegged away at the long primer cases to fill the columns. We had no boiler plate to fill up with in those days. A press operated by man-power was used in running the papers off. All hands, from the owners and editor down to the printer's devil, took turns at the crank on press day. It was no easy task and soon winded the man at the crank."

"On press days the force was allowed rations of Old London gin. This, I suppose, was intended to give us more power at the crank; or it may have been that the proprietors felt that they owed it to the force to 'set 'em up' on account of the hard labor performed. In those good old days the country printer could advertise Old London Dock gin or other brands of spirits and take his pay in 'wet goods.'"

Sometimes

Long friendship ends in wedding.—New York Evening Sun.

How About It, Doris?

L. T. Heatley's infant son, we will wager, regards with joy the heatless night edict. It will make it so much easier for Santa Claus to enter via the chimney.—H. I. Phillips, New York Globe.

Where!

Dr. Muck softly whistles, "Aloha Oe."—Boston Herald.

Now As Ever

Coolidge Plurality \$125,101.—New York Telegram.

Looking Backward

The bride was gowned in white chrysanthemums and autumn leaves formed the decorations.—Elgin (Ill.) News.

Ohio

Mrs. Louie McGinnis was in Kenton Monday, meeting a travelling salesman.—Dunkirk (Ohio) Standard.

Circulation Tips

(EDITOR & PUBLISHER Special Correspondence.) PARIS, Dec. 4.—After L'Avenir's attempt to solve the sugar crisis by selling 10 pounds to annual subscribers, Gustave Tery's bright little evening sheet, Bonsor, decided to open a shop for the sale of fruit and vegetables to prove that the usual dealers were making excessive profits.

A stall was taken in a market, centrally situated, where potatoes and other vegetables were sold at considerably lower than current prices. The experiment was kept up for three weeks and according to the balance sheet issued by Bonsor, the expenses amounted to 12,048 francs, while the receipts were 12,613, showing a profit of 595 francs.

Bonsor also undertook to supply its readers with overcoats at 75 francs, or about \$9 at present rate of exchange, being a quarter of the ordinary sale price, and easily got rid of all that its manufacturer could provide.

Below we present a few want ads gathered from the pages of our friends:

- WANTED—House in country by couple with no children until October.—Robert Keever.
FOR SALE—Two highly bred cats. At home evenings.—L. W. Pridgen.
WANTED—Man to work in dog kennel: \$12 a week; sleep in or out.—C. L. Granger.
FOR SALE—About 100 year-old chickens.—Tom Anderson.
FOR SALE—Dining room set, bed, box spring, mattress, buggy, etc.—George Kinard.

Where Did He Get Them?

The robbery of the apartment of Charles Gillespie, a reporter on the Evening Sun, in the building at the

corner of West 149th street and Broadway, of valuables with \$1,300 was reported to the police today. The robbery occurred early in the evening while Mr. and Mrs. Gillespie were attending a motion picture show.—New York News Note.

The Song of Our Shirts

Tom Hood wrote a song—a sorrowful lay—
Of a seamstress who toiled for pitiful pay—
Working some twenty-four hours a day—
Making shirts.

'Twas sad and true at the time it was writ
And made for the moment a very big hit;
But now it doesn't begin to fit—
Nor the shirts!

What's worst of all—and here my heart fails—
Though say it I shall, no matter who rails—
They have gone and cut off the beautiful tails
Of our shirts!

Not so long before and much shorter behind—
And this is the thing mostly I mind—
Because it is truly unfair and unkind—
Are our shirts!

Can't something be done for us luckless males?
Won't someone or other list to our wails,
And soon bring back to us all the tails
Of our shirts?
DON C. SEITZ.

O. E. & P.! Must you efface
The last scrap of my once fair space?
I toil and sweat like meanest serf
To skirmish up some dandy stuff—
For what? To hit that fell utensil,
The fierce, omnivorous Blue Pencil,
And melt and melt away like—well,
Like men with tallow legs in hell!
I think it shamefully improper
For you to make your slave a pauper.
Stop it! Don't make this starving bard
Dig up ham bones in his back yard!

JOHN TALLMAN,

St. Paul correspondent, EDITOR & PUBLISHER.

A. T. R.—Use as much St. Paul stuff as you can.—J. F. R.

For those who do not know. A. T. R. means Arthur T. Robb, news editor, and J. F. R. means John F. Redmond, managing editor. A tip to the wise should be sufficient, and since Bide Dudley, handsome little columnist of the New York Evening World, threw us down for next week we are going to have lots of space to fill.

Here are a couple of very popular parodies sung at the Association of National Advertisers' convention in Lakewood in honor of W. A. McDermid, retiring president, and John Sullivan, secretary-treasurer:

Good Morning, Mr. Mac, Mac, Mac!

(An Every Morning Song)
(Tune—Mr. Zip-Zip-Zip)
Good morning, Mr. Mac, Mac, Mac,
With your hair cut just as short as mine;
Good morning, Mr. Mac, Mac, Mac,
You're surely looking fine.
Ashes to ashes, dust to dust;
If Colgate should get you,
We all will bust.
Good morning, Mr. Mac, Mac, Mac,
With your hair cut just as short as,
Your hair cut just as short as,
Your hair cut just as short as mine.

Johnny On the Run

(Tune: "Over There")
Johnnie get your gun, get your gun, get your gun,
Take it on the run, on the run, on the run.
Hear them calling. Don't you see
You have all our sympathy?

Hurry right away, no delay, no delay,
Make A. N. A. glad to have here such a lad,
Tell A. N. A. not to pine,
To be proud her boy's in line.

Over there, over there;
Send the word, send the word over there.
That Sullivan's coming, yes, yes, a-running,
The drums rumtummung everywhere.

So prepare, do take care,
Send the word, send the word to beware,
He'll be over, he's going over,
And he won't come back till his prospect's paid his fare.

Publishes Weekly at Twelve

ATLANTA, GA., Dec. 17.—Harrison Griffith Edwards, who is only twelve years of age, is probably the youngest publisher of a weekly newspaper in the world. From a small attic room in his Atlanta home he publishes each week the Liberal Christian News, official organ of the Liberal Christian Church of Atlanta.

BILL POSTERS PROTEST

License Fee in Louisville Called Discriminatory

LOUISVILLE, Ky., Dec. 16.—The Thomas E. Cusack Company, which controls much of the bill-board advertising space along Louisville thoroughfares, has filed suit in the circuit court alleging that the city ordinance, recently passed, licensing bill-board agencies at the rate of 50 cents for each 100 square feet of space, is discriminatory.

The company asks relief from the operation of the ordinance asserting that other advertising agencies are required to pay only \$25 annually. Through the operation of the ordinance, the petition says, the Cusack Company would be compelled to pay to the city the sum of \$2,270 annually and in addition to the state and city taxes the aggregate of which sums would amount to 40 per cent of the company's income.

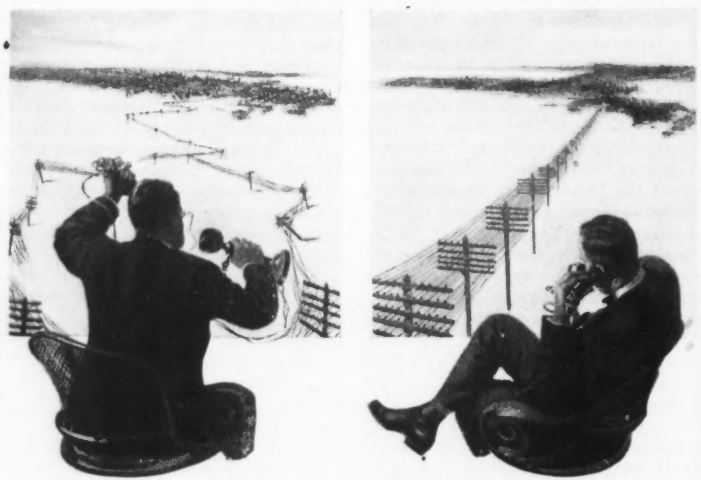
Display Ads for Realty

ATLANTIC CITY, Dec. 12.—Morris Scheck, of Newark, a former advertising man of this city, advocated display advertising for real estate today

at the third annual convention of the Real Estate League of New Jersey. Owing to the development of real estate advertising, Mr. Scheck said progressive brokers were ceasing to depend solely on the classified advertising columns of newspapers, and were using large display advertisements. He predicted a big increase in real estate advertising as a means of building up business.

Portland Press Club Elects

PORTLAND, ORE., Dec. 17.—O. C. Leiter, formerly city editor of several Portland newspapers, now in the advertising business, has been elected president of the Portland Press Club, with the following officers: First vice-president, Frank Ira White; second vice-president, Fred L. Boalt; third vice-president, Charles T. Hoge; secretary, C. N. Ryan; assistant secretary, Lawrence Dineen; treasurer, P. E. Sullivan; librarian, W. H. Galvani. Besides these officers the board of directors will include the following: G. U. Piper, H. L. Marcus, A. E. Foss, Thomas Gerber, F. J. Brady and C. W. Myers.



Where Upkeep Counts Most

Twelve million miles of wire, connecting cities, villages, farms; running under busy streets and across trackless prairies; these are the Bell Telephone's avenues of speech.

These twelve million miles of wire, throughout every foot of their length, must be kept electrically capable.

A few drops of water within a cable may cut off a thousand subscribers. A line snapped by storm may isolate a district. A wet leaf touching a wire may stop service. In most kinds of work the lessening of efficiency means merely the lessening of service; but with the telephone, mechanical and electrical conditions must be practically perfect to insure operation.

The most delicate electrical currents in use are those of the telephone, and inspection must be ceaseless, that the lines may be kept in constant readiness. These conditions and costs must be met to provide this high standard of service needed and demanded by the American people.

American Telephone and Telegraph Company and Associated Companies
One Policy One System Universal Service



**SAYS READERS WANT "FULL VALUE"**

**Colonel Blethen Won't Cut Down Size of Seattle Times Following 40-50 Per Cent. Increase in Subscription Rates**

The Seattle Times, which recently increased its daily subscription price from 3 cents to 5 cents and its Sunday price from 5 cents to 10 cents, because of this will not be able to meet the request of the A. N. P. A. to cut down its size, according to Colonel C. B. Blethen, its editor, who with Mrs. Blethen is a New York visitor. He says all other recommendations of the A. N. P. A. have been and will be complied with, but he does not think it fair to the readers to cut the size of the paper, because of the high subscription rates. Col. and Mrs. Blethen are registered at the Hotel Pennsylvania.

**Many Features**

"I am a keen believer in the publisher going out and getting what he wants for his paper," he said. "I think too many publishers are prone to sit back and wait for people to come to them, and that is not my policy. I come to New York about four times a year, and at the present time the Seattle Times is carrying more features than any five New York papers.

"We carry daily among other features Fontaine Fox, Polly and Her Pals, Bringing Up Father, Briggs' Cartoons and John T. McCutcheon's cartoons.

"Since I have been in New York this trip," continued Col. Blethen, "I have made arrangements for a number of new features, including 'Cardinal Mercier's Own Story Of The Martyrdom Of Belgium,' Count Czernin's 'Reminiscences of the War,' and a new series of articles on Bolshevism, from McClure's.

"There are also a number of others. Every month the Times carries a complete novel and every week a complete short story, and we have recently made an arrangement whereby we buy first run stories.

"On Sunday we carry two short stories and a serial. We also have a large art staff, consisting of eight regular artists and three cartoonists.

**Unique Information Bureau**

"Perhaps the most unique feature of the Seattle Times," added Col. Blethen, "is its information bureau, which is really an important factor in the community life of Seattle. We have a switchboard of thirty trunks and employ seven operators and a supervisor, whose duty it is to serve the public, and we average 10,000 calls a day. Two thousand of those calls come between two and seven o'clock in the morning, inquiring the time.

"We have this bureau for the convenience of the public, and we say, if you don't know how to spell a word don't look it up in the dictionary; call Main 300. Depend on us.

"We have all sorts and varieties of questions. Perhaps the most remarkable was when a college youth who had come to Seattle to attend a big football game lost the address of the young lady with whom he had an engagement for the game. A friend jokingly said to him, 'Why don't you call Main 300?' and, as a drowning man clutches at a straw, he did. The result was that despite the fact that

the girl's name was not in the city directory, within an hour's time the Times had located her, phoned her that her friend would call, and they went to the game together.

"We claim that the Times is the only paper in the country which can print a two-color picture at high speed. We are very proud of our building, which is of steel and concrete, six stories above and three below ground."

On September 1 the price of the daily Times was raised from 3 to 5 cents, of the Sunday paper from 5 to 10 cents, and the yearly subscription rate to \$18 per year.

"Our circulation fell off more than 20 per cent. in the first month," said Colonel Blethen, "but at the end of the second month it was back to normal, and now we have more subscribers than ever before. We have done everything that the A. N. P. A. has asked up to do, except cut down space, and after raising our price we could not honestly do that."

**Wilson Heads "Better Letters"**

CLEVELAND, Dec. 12.—Charles W. Mears, president of the Cleveland Advertising Club and publicity manager for the "Winton Six" automobile plant, welcomed 250 delegates to the annual convention of the Better Letters Association. S. S. Wilson, formerly president of the ad club, was elected president of the association, succeeding W. O. Rutherford, who is vice-president of the B. F. Goodrich Rubber Company, Akron.

**"Almost Grower" Arrested**

TOPEKA, KAN., Dec. 14.—Following publication of a full-page advertisement in the Capital by Clinton Hall, local representative of the Associated Almost Growers of Paso Robles, Cal., he was arrested and fined \$100 for failure to file with the state "blue sky" board securities and contracts used for the sale of unimproved land on deferred payments. Such information must be filed with the board before a company can advertise land sales.

**Editor on Constitutional Body**

PHILADELPHIA, Pa., Dec. 14.—William Perrine, student and writer on history and constitution, and editor-in-chief of the Evening Bulletin, was today named by Governor Sproul a member of the commission of constitutional amendments and revision, authorized by the last State Legislature. It will be the duty of the commissioners "to secure for the people of this commonwealth a form of government best suited to their needs and most conducive to their welfare."

**For Clean Ads in Milwaukee**

MILWAUKEE, WIS., Dec. 16.—A bureau to discourage fraud in advertising will be established by the Association of Commerce. A committee has been appointed to devise a plan for its organization and maintenance, consisting of Albert Friedmann, R. P. Tell, Frank Jennings, Ed. Wolff and R. A. Turnquist.

**New Home for Hamilton Daily**

TORONTO, Dec. 13.—The Hamilton Spectator is constructing a new building into which it hopes to move by next summer. It is a two-story structure, with basement, costing \$200,000 and will contain 34,000 square feet of floor space. Equipment will cost \$100,000.

# Indiana

91.8 per cent.

Native Born White

	Native Born White	Foreign Born	Negroes
United States -	74.4	14.9	10.7
Indiana - -	91.8	6.	2.2

Indiana people, "Hoosiers" if you please, are native born white people in a greater per cent. than are the people of any other State in the Union.

Indiana people, by and large, are perhaps the best educated people of any State in the Union.

They have raised hoosierdom to a very high level.

Such people are good people to cultivate.

They average high—very high, in ideas, ideals an ability.

Their high order of living is reflected in their daily newspapers, which average high as compared to daily newspapers throughout the country.

Indiana daily newspapers must be high grade to exist at all.

Such daily newspapers, serving such people, must naturally be very valuable to national advertisers.

They have every advantage on their side.

These daily newspapers are fairly representative of Indiana journalism.

	Circulation	Rate for 5,000 Lines
Elkhart Truth (E)	9,353	.0214
Evansville Courier (M)	22,897	.04
Evansville Courier (S)	20,535	.04
Fort Wayne Journal-Gazette (M)	29,230	.05
Fort Wayne Journal-Gazette (S)	26,000	.05
Indianapolis News (E)	110,552	.18
Indianapolis Star (M)	85,446	.13
Indianapolis Star (S)	96,317	.18
Kokomo Dispatch (M)	5,567	.015
*Lafayette Courier (E)	8,527	.025
*Lafayette Journal (M)	10,669	.025
La Porte Herald (E)	3,472	.0179
Logansport Pharos-Reporter (E)	6,809	.02
Muncie Press (E)	9,140	.025
Muncie Star (M)	25,681	.05
Muncie Star (S)	16,133	.05
Richmond Item (M)	8,206	.03
Richmond Palladium (E)	11,865	.04
South Bend Tribune (E)	16,227	.035
Terre Haute Star (M)	27,334	.04
Terre Haute Star (S)	19,597	.04
*Terre Haute Tribune (E)	23,712	.04
*Terre Haute Tribune (S)	18,884	.04
Vincennes Capital (E)	1,504	.01071

Total Daily Circulation and Rate.....	416,191	.06001
Total Sunday Circulation and Rate....	197,466	.36
Total Daily and Sunday.....	613,657	1.12001

Government Statements, October 1st, 1919.

\*A. B. C. Report, October 1st, 1919.

## BIG PAPER PROFITS IN FRANCE?

French Writer Charges That Newsprint Manufacturers Become Rich Under Excessive War Importation Prohibition

(Editor & Publisher Special Correspondence)

PARIS, Dec. 5.—The charge made during the recent newspaper strike that the abolition of the prohibition of importing print paper into France would reduce the price of newsprint to a point that even publishers could not have hoped for, and would make it possible to meet all demands of the strikers, has brought some interesting figures to light here.

Many writers, however, declare that the belief of the former strikers was unfounded. In Scandinavia, the nearest possible source of supply, the Intransigent points out, paper prices are higher than in France, 1,250 francs the ton, and if it is true that it would be cheaper in Germany, thanks to the depreciation of the mark, it is also true that there is none to be bought in Germany because the factories there have no coal and cannot manufacture.

The Lanterne says that the decree permitting importation of print paper comes too late. Paper, the writer continues, cost 35 francs the 100 kilograms (over \$32.30 the ton of 2,000 pounds at present rate of exchange) in Canada, at the beginning of this year, and 40 marks in Germany three months ago, yet up till Tuesday last the paper consortium which had the monopoly of importation charged 120 francs the 100 kilograms. The article then proceeds to investigate what French paper manufacturers have profited by the prohibition of importation and gives the following figures, responsibility for which must be left to the writer of the article:

The Seine Paper Works, the property of M. Dupuy, owner of the Petit Parisien, made a profit of 3,668,340 francs in 1917; that is over half the capital of 6,000,000 francs.

The Berges Paper Works, capital 6,000,000 francs, made a profit in 1913 of 548,000 francs, in 1917 of 808,972 francs, while their assets increased from thirteen millions in 1913 to nearly fifty-five millions in 1917.

The Auto Paper Works' profit in 1913 were 13,977 francs, and in 1917 were 808,972 francs, their assets increasing in the same time from under four millions to nearly eleven millions.

The Navarre Paper Works made over three millions in 1917, compared with 610,000 before the war, and had assets of nearly thirty-four millions, as compared with thirteen and one-half millions.

It will be noticed that the profits for

1917 alone are quoted by the writer, but he adds that the year 1918 was even more profitable to these manufacturers than 1917.

### WHAT OUR READERS SAY

#### Jokesmiths on the Run

NEW YORK, Nov. 29, 1919  
TO EDITOR & PUBLISHER: Allow me, on behalf of the Laundryowners National Association, to thank you for the editorial you published in EDITOR & PUBLISHER on November 20 entitled "On the Trail of the Jokesmith."

You are right about laundryowners using advertising space. You will appreciate, however, that we cannot use paid matter to tell the publishers that it is unjust to poke fun at all laundrymen because there are isolated cases of clothes being damaged, nor can we use paid space to let the editors know about the latest improvements in the industry.

We are not trying to grab any free advertising in the guise of news. We are willing to pay for real advertising matter. Facts about the Laundryowners National Association do not benefit any one particular plant.

We have already inspired big advertising drives in several cities. We are at work trying to start similar movements in every city. We are urging our members to advertise.

It is hard, however, to induce a laundryowner to advertise when he sees alleged jokes poked at his business.

If EDITOR & PUBLISHER were to ridicule the newspapers how much advertising would you get?

The laundryowners are tired of being the target for every jokesmith in the country. Co-operation is the great need of the hour. Let the publishers refrain from attacking a legitimate industry unjustly and they will find the laundryowners perfectly willing to spend money in advertising.

ARNOLD A. MOWBRAY.

Director of Public Information, Laundryowners' National Association.

#### On a Cash Basis

TO EDITOR & PUBLISHER:

I noticed an item in a recent issue of EDITOR & PUBLISHER in which a Kansas City publisher states that, so far as he knows his papers are the only ones in the United States on a straight cash basis, with no return privilege, no exchanges and no free copies.

The Warsaw Daily Times has been on a strictly cash basis for more than a year past. We do not sell to dealers and, of course, have no return privilege. We have not a single free subscription in the city of Warsaw, with 1207 homes, but have 1196 paid subscribers in the city alone. Every paper mailed is paid for in advance, excepting papers to 25 correspondents and an average of 25 advertising agencies per day. With a total list of 2910 subscribers in a city of only 5,000 population we receive cash from 2836 subscribers, give copies for service to 26 employees and 23 news correspondents and average 25 per day to agencies carrying ads. While our paper is a small one, yet we believe we have the biggest per cent of paid circulation of any paper published, also the largest per cent of city circulation anywhere, over 99 per cent of the population of this city receiving the Times each day. Our press run is so close that all our "left over" papers do not average one pound per day.

If all papers would do likewise the paper shortage would never have existed.

R. W. BARTOL, Adv. Mgr.

#### Handle Lubricant Ads. Only

TO EDITOR & PUBLISHER: We notice in your issue of November 27 under "Tips for the Advertising Manager," that Snodgrass & Gayness will place the advertising for our lead pencils. Our lead pencil advertising will be placed by N. W. Ayer & Son and our automobile lubricant advertising will be placed by Snodgrass & Gayness.

DIXON CRUCIBLE COMPANY,  
Advertising Department.

#### Used the Multigraph

CLEVELAND, OHIO, Nov. 28, 1919

TO EDITOR & PUBLISHER: In your issue of October 30th appeared an article under the heading, "Sixty Periodicals to Resume Publication." In this article you make the statement, "The Dry Goods Economist and several other trade papers are being mimeographed."

The Dry Goods Economist got out two issues on the Mimeograph but finding this method un-

satisfactory, used the Multigraph thereafter and we believe at the time your article appeared were using the Multigraph.

We are calling this to your attention, as we believe you will be interested in the correction.

Sincerely,

TIM THRIFT,

Advertising Manager.

THE AMERICAN MULTIGRAPH SALES COMPANY.

#### Fisher Starts Agency in Toronto.

TORONTO, Dec. 14.—A new advertising agency under the name of the James Fisher Company is being organized by James Fisher, for nine years manager of the Toronto office of the McConnell & Fergusson Agency, London, Ont. Associated with him are W. H. Bowman, copy writer and advertising counsel of the same company; E. W. Reynolds, for seven years on the editorial staff of the Toronto Globe and lately connected with the London office of McConnell & Fergusson, and W. M. Chisholm, a specialist in advertising appealing to the farm field. Mr. Fisher has himself had long experience in advertising, having been successively advertising manager of Stratford Herald, advertising expert with A. McKim, Ltd., and advertising manager of the Hugh C. Maclean trade publications.

#### Ingersoll's Story Chosen

WINNIPEG, MAN., Dec. 15.—"The Centenarian," a short story from the pen of W. E. Ingersoll of the editorial staff of the Free Press, has been selected for publication in the annual volume "The Best Short Stories of the Year" issued by Smart Maynard & Company, New York. "The Centenarian" was published in Harpers for May. Mr. Ingersoll has been connected with the Free Press for the last ten years.

#### Quaker Ad Men Boost City

PHILADELPHIA, Dec. 15.—Advertising men of this city, under the banner of the Poor Richard Club, are out to root and boost for Philadelphia. Karl Bloomingdale, first vice-president of the club, comments in a recent issue of Poor Richard's Almanac on the average Philadelphian who does not know the scope of the giant industries operating here. He appoints every member of the advertising club a committee of one to sell Philadelphia morning, noon and night.

#### The Boss Says:

Tell the fellows who want to advertise for the benefit of their Fairmont trade that 87% of our circulation is local.

#### The West Virginian

The Evening Newspaper  
Published at Fairmont, W. Va.

Member A. B. C.

Represented by Robert E. Ward  
New York & Chicago

#### FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz,  
First Nat'l Bank Bldg., Chicago, Ill.  
Eastern Representative, Dan A. Carroll,  
Tribune Bldg., New York, N. Y.

#### Fast Work on College Daily

COLUMBIA, Dec. 14.—The Ohio State University Lantern issued a football extra with complete story and score immediately after the Illinois-Ohio State football game recently. Direct communication between the press box on Ohio Field and the editorial rooms was obtained by means of a special wire. Play by play accounts of the game were set in type as fast as they were received and as the referee's whistle ended the game, the paper went to press and was rushed to the field as fast as it was printed.

#### Chinese Paper Offers Prize

COLUMBIA, Mo., Dec. 12.—Millard's Review, Shanghai, China, through J. B. Powell, its editor, an alumnus of the school of journalism of the University of Missouri, has offered a prize of \$50 to the student in the school who writes the best editorial on a subject dealing with the problems of the Pacific as they affect America.

#### Daily for Iron Miners

IRONWOOD, MICH., Dec. 12.—The Daily Globe has just been started here on the northern peninsula of Michigan. It will circulate throughout the Gogebic iron range, which has a population of 40,000. With the exception of women and a boy who assists the pressmen, all the employes are former service men.

#### Now Fire Service

The name of the Fireman's Herald, New York, was changed on December 1 to Fire Service.

## dominance

You can absolutely dominate one of the most easily cultivated markets in U. S. A. through its dominant paper.

### THE INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York  
J. E. Lutz, First Nat. Bank Bldg., Chicago

#### ADVERTISING RECORD

4,732,042 Agate Lines  
of advertising were published in the

## Clarksburg Telegram

WEST VIRGINIA

during nine months ending September 30, 1919

A gain of 31.8% over same period last year.

NATIONAL ADVERTISING

shows a gain of 87.9% for the same period.

It pays to advertise every day in the

Clarksburg (W. Va.) Telegram

## 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.

2,025,286  
LINES LEAD

During the first ten months of 1919 THE PLAIN DEALER printed 2,025,286 more lines of advertising than the second Cleveland paper—another indication of the superiority of

The Plain Dealer

The  
Pittsburgh  
Post



has the second largest morning and Sunday circulation in Pittsburgh.



## KANSAS PAPERS ASK POST OFFICE HELP

Want Legislation to Revive War Board Rules and Elimination of All Features From Metropolitan Dailies.

By J. S. LEWIS  
(STAFF CORRESPONDENT)

KANSAS CITY, Dec. 12.—Kansas newspaper publishers, at a meeting here Thursday, passed strong resolutions demanding that the Government, either by executive action of the postoffice department or legislation passed by Congress, revive the wartime print paper conservation regulations. The resolution further demands that the Government arbitrarily forbid issuance of all comic sections, magazine sections and other feature sections of all newspapers, that the supply may be conserved.

The publishers, some 25 strong, were called together by J. C. Mack of Newton, head of the Newton Kan-

san. The resolution passed by the meeting sets forth that about 90 per cent. of the news print is used by newspapers in the metropolitan centers, and that the remainder is used by the smaller town papers and country weeklies; that the larger papers have been buying this quantity at about four cents per pound on annual contracts, and that "an abnormal increase in advertising" is being met by the larger publishers, not by conservation of tonnage, but by going into the open market and buying up the remainder of the total tonnage, upon which the smaller papers depend, at prices that force the smaller publisher to pay an abnormally high price, in many cases almost prohibitive.

### Sent to Congress

Copies of the resolution were ordered sent to Kansas and Missouri member of Congress and the Postmaster General, and the secretary was authorized to communicate the action of the meeting to the publishers and the publishers' associations of other states, and that they be urged to co-operate with the Kansas publishers.

The representatives agreed that unless there is relief—and that immediately—many; in fact, hundreds, of the smaller papers will have to suspend publication next year. Representatives of the paper houses who addressed the meeting urged that the publishers make an intelligent attempt to co-operate with them, by a judicious selection of the proper size for print paper.

### Paper Worse Than Labor

The 12-em column was advocated by many as a solution of some of the troubles. Those who have changed were warm in their praise of that size of column.

Many of the papers reported but a 30-day supply on hand. Others said they were so short it was necessary to borrow from other papers for a

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

week-to-week existence. Some face suspension at the end of their stock, they declared.

Blame for the present shortage was laid at the door of the metropolitan press. It was pointed out that while many of the larger papers had held down their print paper demands to a minimum, by cutting down the number of pages, yet there were many large papers that totally disregarded the shortage.

The following officers were selected: J. C. Mack, Newton, Kan., chairman; William Southern, Jr., Independence, Mo., vice-chairman, and Herbert Cavaness, Chanute, Kan., secretary.

The meeting was the outcome of a conference held at Wichita late in November, at which labor troubles were discussed as well as the print paper situation. It was found that the paper situation was far more serious than the labor troubles.

Almost co-incidental with the meeting came news from Monroe City, Mo., that the Democrat had suspended until such time as the shortage is relieved to such an extent it can secure paper enough to publish regularly.

Drastic steps are being taken by a number of smaller papers to meet the situation. The Parsons Kansas Republican has reduced its number of pages from eight to four, while the Parsons Sun has also reduced its pages. Other Kansas newspapers announce they have been compelled to refuse advertising in order to keep a sufficient stock on hand to assure publication until their orders had been received from the paper houses.

## "MARION HARLAND'S" XMAS MESSAGE

(Continued from Page 5)

tell your book reviewer not to be surprised late next spring, if he happens to find among his publishing house offerings a new book—a collection of short stories by "Marion Harland," for her working time is four hours a day.

"Marion Harland" has written about forty books, large and small. About twenty have been novels. Many of the others have been devoted to the housewife's problems. Forty years ago her book, "Common Sense and the Household," was first offered to the public. It passed the million mark a long time ago and is still selling. She attributes her entire success to the fact that she writes for the love of writing.

Her work comprises novels, biography, travel, household books, home-making topics, essays and short stories.

"I don't mean," she added, "that my writing has not paid me. It has. But the coming financial return never

## U. S. FEATURE SERVICE, INC.

423 World Bldg., New York, N. Y.

The kind of service you've been looking for. Over THREE HUNDRED AND FIFTY newspapers, well distributed throughout the United States, use our service, due to ALL AROUND EFFICIENCY and A LIBERAL POLICY.  
Rotogravure Supplement in preparation.

Join us and enjoy our 'Quality Service for Newspapers'

had any part in my desire to write my story. I have never been a regular member of the staff of any newspaper, but I believe that newspaper training is the best in the world for a literary career. I think that has been borne out by the great number of men and women, literary notables of America and England, who began their labors in newspaper offices."

### How to Be Ninety

"Marion Harland doesn't mind telling how to live to be ninety years old. She sums it up more or less with, "Have a reason for getting up in the morning."

"The laws that govern diet, hours of work, sleep and recreation are as binding as any in the moral code," she says. "Another thing of great benefit to me is living by the day and having some special work to do. As you grow old acknowledge the fact that you cannot work as hard and constantly as when you were young. Find an occupation to suit you and stick to it."

In her youth "Marion Harland's" favorite outdoor sport was horseback riding. She did her last riding in the Holy Land in 1893. Now she walks—a mile at least each day when possible—and drives. Fresh air and daily activities of the world are her recommended tonics.

Next Saturday there is going to be a very unusual reception at "Marion Harland's" home on West 95th street, New York. Children, grandchildren and great grandchildren are going to be there—including Albert Payson Terhune, a son; Christine Terhune Herrick and Virginia Terhune Vandewater, of the New York Journal, all of whose names are well known to the reading public, and one of the six grandchildren, F. F. Vandewater, of the editorial staff of the New York Tribune.

There will be three great grandchildren there. Mrs. Edward Payson Terhune, aged 89, is going to look

**MILLION DOLLAR HEARST FEATURES**  
"Always Lead!"  
Send for booklet.  
**INTERNATIONAL FEATURE SERVICE, INC.**  
246 West 59th St., New York

**The True News FIRST**  
*Always-Accurately*  
International News Service  
World Bldg. New York

upon them with greater pride than if she could gaze upon the shelves of a great room filled with nothing but books and all of them by "Marion Harland."

"Yes, I love to write," she says, "and would not be happy if I were not doing it, but I hold that the noblest profession to which woman is adapted is that of the home maker, and the hope of America is in her homes."

### City News Society Elects

The election of officers of the Nycna Society, a mutual benefit organization recently formed among the members of the staff of the New York City News Association, held on December 11 resulted as follows: Joseph A. Larkin, president; James F. Corrigan, first vice-president; Lew K. Parrish, second vice-president; Miles Bath, secretary, and William G. Henderson, treasurer. The board of directors are James E. Hardenbergh, Howard E. Sands, Arthur F. Corrigan, Chris L. Le Vien, William Schroeder and Jere Daly. The society provides a \$2,000 life insurance policy and sick benefit fund for its members. The first annual dinner of the society will be held during January.

### A. A. C. W. Convention June 6-10

P. S. Florea, executive manager of the Associated Advertising Clubs of the World, stated this week that the A. A. C. W. convention will be held in Indianapolis June 6-10. Following the November meeting of the A. A. C. W. executive committee, it was erroneously announced that the convention dates were June 11-16.

**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

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.  
If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.  
Write or wire for rates.  
**The Associated Newspapers**  
170 Broadway New York

**The Most Widely Read Serial of Married Life.**  
**"MY HEART AND MY HUSBAND"**  
By ADELE GARRISON  
**NEWSPAPER FEATURE SERVICE, INC.**  
241 West 58th St., New York

## Obituary

WILLIAM S. PEARSON, formerly with the Morgantown (N. C.) News-Herald, and former assayer at the old Charlotte mint, was instantly killed when struck by a Charlotte street car on December 11.

ARTHUR J. ANDERSON, aged forty-one, editor of the Pennsylvania Farmer, Philadelphia, died December 10 at Shelby, Mich. He had been ill several months. His first newspaper work was on the Detroit Tribune. He later worked for the Ohio Farmer.

AUGUSTUS A. WHITING, for the past thirty years a member of the New York Evening World editorial staff, died in Astoria, N. Y., on December 11, aged 62 years. He had retired from the Evening World in September, 1917, following a breakdown.

ANTHONY F. CROWELL, a member of the composing room staff of the Philadelphia Public Ledger, died December 11 in Philadelphia.

WILLIAM STUART MAGEE, telegraph editor of the Newark (N. J.) Evening News, died on December 14 in Newark, aged thirty-eight years. Mr. Magee was a cousin of Thomas H. Moore, associate director of the A. N. P. A. Bureau of Advertising.

MRS. WILLIAM BRIGHT, aged eighty-five, widow of the president of the St. Louis Electrotype Foundry, died in St. Louis, December 12.

## 10% CUT FOR 6 MONTHS ORDERED BY HOUSE

(Continued from Page 10)

"If this bill becomes a law, it will benefit only the man of great resources," he said. "The newspapers which are successful can adjust themselves to it. They will charge higher rate for their advertising. These rates will prohibit the small merchant, who, in the end, will suffer, from buying space.

"The small dealer is the backbone of the newspaper, and the legislation proposed here would make it necessary for the newspapers affected to raise their advertising rates to the point where they would be barred and their business wrecked," was the declaration of W. S. Jones, business manager of the Minneapolis Journal. He said that only 30 per cent. of the space was taken by the rich merchants. He said there was paper to meet all demands but fear and prices kept the small publishers from buying.

W. J. Spillman, editor of the Farm Journal, Philadelphia, testified that the Anthony bill would tend to increase the use of newsprint, as many monthly publications would be able to secure a greater allotment than at present by becoming weeklies.

Arthur Baldwin, representing the Business Publishers' Association, and Roger W. Allen, representing the Trade Press Association, spoke in op-

position to Congressional action in the newsprint situation.

During the hearing Congressman Guy U. Hardy, of Canon City, Colo., former president of the National Editorial Association, warned witnesses that anything they might say about the use of excess profits for advertising might be used in debates on the subject before Congress in the future.

Others present were Victor Rosewater, of the Omaha Bee; John C. Martin, of the Philadelphia Public Ledger; George Miller, of the Detroit News; J. R. Knowland, of the Oakland, Cal., Tribune; Charles H. Taylor, Jr., of the Boston Globe; F. St. John Richards, of the St. Louis Globe-Democrat. Aside from these Washington representatives of papers in every section of the country attended the hearing.

The hearing covered the publishers' end of the newsprint situation from every angle. It was made plain that the present Congress wants business to run its own business and come to Washington when its personal problems become serious. Nevertheless, there is a general impression in Washington that if the publishers of America do not get their own business in order immediately so far as it relates to newsprint there are a great many Congressmen who are going to return to Washington after their holiday vacation with the stories of enough suffering publishers ringing in their ears to start something.

A new plan for restricting use of print paper was proposed in a bill introduced by Representative Hoch, Republican, Kansas, after the committee's decision on the Anthony measure. The Hoch bill would restrict all newspapers and periodicals from using more paper during the first six months of 1920 than was used during the first half of 1919.

### Xmas Meeting of Ad Women

The New York League of Advertising Women held its regular monthly meeting December 16 at the Advertising Club, when, as it was the Christmas meeting, a special program and one of unusual interest was given. Charles W. Hoyt, president of the Hoyt Advertising Agency, spoke on "The Preparation of a Marketing Plan."

### CIRCULATION NOTES

The scheme of the prospective Newsboys' Club in St. Paul has been enlarged to take in youngsters of other occupations as well. It will be called the Downtown Boys' Club. The Kiwanis Club is raising \$11,000 for the purpose. Royal A. Stone, former assistant attorney general, is president of the organization. The vice-presidents are C. R. Reuler, F. L. Cross, H. C. Klein, president of the Webb Publishing Company, and J. T.

Mahar, state tax commissioner. Laon Blehert of Macalester College is secretary and R. C. Lilly, president of the Merchants National Bank, treasurer. H. K. Edwards, business manager of the St. Paul Daily News, is one of the twelve trustees.

H. A. Wenige, circulation manager of the Glens Falls (N. Y.) Post-Star, has been elected county chairman of the American Legion. He is also state committeeman from Warren County in the Legion organization.

Walter M. Inman, circulation manager of the Chicago Daily News, is spending a few months for the benefit of his health in Arizona and Texas and plans to spend some time in the Ozark Mountains of Arkansas before returning to Chicago. On a recent visit to H. H. Fris, circulation manager of the El Paso Herald, Mr. Inman stated that he might return to El Paso to make his home there for a few months.

Charles A. Sweeney has succeeded George T. Russell in the circulation department of the Worcester (Mass.) Evening Gazette.

Wallace E. Sherlock, formerly circulation manager of the Wisconsin Farmer, at Madison, has been appointed circulation manager of the Farmer's Weekly Dispatch, St. Paul, Minn.; also P. E. Ward, for many years associated with the Orange Judd Company in Springfield, Mass., is now circulation manager of the People's Home Journal, New York. Both these men have in years past been connected with daily newspapers.

D. J. Maloney has taken charge of the out-of-town circulation of the Springfield (Ill.) State Register, and J. J. Kenny is in charge of city circulation, following the resignation of H. F. Norton.

B. C. Tyler, former member of the New York Tribune circulation staff, was welcomed back to the land of the living in the Tribune office recently, for he had long since been represented in the Tribune's service flag by a gold star. An Englishman, he enlisted in the Canadian

forces in 1914 and was taken prisoner shortly after going into action. He spent two years and 10 months in German prisons.

### STEELE SEES WORLD SHORTAGE

#### Predicts Many Suspensions on Return From Europe

MONTREAL, Dec. 15.—"There is a world shortage of paper, and unless publishers on this side of the Atlantic face the situation there are going to be some suspensions of papers very soon." In these words George F. Steele, head of the Canadian Export Paper Company, Ltd., issued a warning to the Canadian and American newspaper publishers. Mr. Steele just returned from a brief visit to England.

As a matter of fact, he only spent two days on the other side, but during that time saw enough to convince him that a crucial time is approaching. During the war numbers of English papers had shrunk to two and three pages, but since then have grown to some extent. However, on the other side of the ocean, he stated, publishers charge very high advertising rates, sometimes as much as \$1 a line, in an effort to keep down the amount of advertising copy, and thereby get along with a smaller paper.

Mr. Steele regards the situation on this side of the water as very serious. In England newsprint sells at 8 cents per pound. After the first of the year the price to American publishers would be 4½ cents per pound, he stated.

### 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 Standard of Influence

Discriminating readers and advertisers know that generations have found such power behind their favorite paper,

### The Pittsburg Dispatch

the same year in and year out!

Branch Offices:

Wallace G. Brooke, Brunswick Building, New York  
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

### The Test Town of the Country for the National Advertiser

### Beloit, Wisconsin

Beloit has the largest oil-engine factory, the largest wood-working machinery plant in the world. It is the disc-grinding center of the United States. It makes great paper-machines. It has a total of 30 factories. Beloit is the heart of the richest agricultural and dairy region of the continent.

The people are highly educated and have \$7,000,000 in deposits in local banks.

One paper—the Beloit Daily News. Circulation, 7,700. Rate, 3½ cents per agate line.

(300 ft. x 280 ft.)



### The Detroit News

Advertisers guided by A. B. C. reports, know that in Detroit, the News has more circulation than all competitors combined weekdays, and on Sundays a 48% lead over its only competitor.

### The Asbury Park Evening Press

for the six months ending September 30, 1919, had an average daily paid circulation of

7,651 copies

This steadily mounting circulation is due solely to the high place the Press, both evening and Sunday editions, holds in the confidence of its readers, and was entirely unsolicited—no premiums nor other circulation inducements being offered.

Standard Rate Card. Member A.B.C.  
Frank R. Northrup  
Special Representative  
303 Fifth Avenue, New York City  
Association Building, Chicago  
J. Lyle Kimmoth, Publisher.  
Asbury Park, New Jersey.

### LOS ANGELES

### Evening Herald

Circulation greater than the combined circulation of its two evening competitors.

Charter Member A. B. C.

### Sworn Statement Sunday Circulation New Orleans States

Oct. 5, 1919.

City .....	22,319
Country .....	14,916
	37,235

Nov. 9, 1919.

City .....	25,731
Country .....	17,434
	43,165

GAIN.....5,930



## HOW SUPREME COURT "LEAK" WAS STOPPED

(Continued from Page 13)

ney General, but last Sunday I told Chief Flynn that if he would have his detectives listen in on the Hotel Pennsylvania telephone, they would hear this 'outside' lawyer conversing with the Attorney General's assistant in Washington. They did so and heard the lawyer in New York call the Washington man at his home and discuss the decision on the prohibition law.

"Contrary to general expectation, the decision of the prohibition law was not handed down on December 8 and my friend, who was keeping in close touch with the sharpers in the interests of the I. N. S., actually went on that day with the lawyer in the Attorney General's office to the Supreme Court and was there told, while standing in front of the Justices sitting on the bench, that the prohibition decision would not be handed down that day.

"All this time, I warned Chief Flynn and the Department of Justice that when the guilty men were arrested, their alibi would be that they were playing a system of deduction and that they had no knowledge of any 'leak.' I know there is, I've got indisputable evidence of it and I'm going to prove it.

"It might be of interest here to note some excellent detective work done by my friend for the I. N. S.

### Real "Nick Carter" Stuff

"He was in Washington about this time and, as a dictagraph was in his room at the New Willard, it was necessary to get the sharpers into the room for the discussion of business. They did not want to do it. They were afraid to do business in a hotel room, as they were suspicious of eavesdroppers.

"To get them where he wanted them, my friend feigned sudden illness—pleurisy and a few other ailments. He was brought to his room in the New Willard, a doctor was called, prescribed medicine and a hot-water bag, and called a nurse. My friend noticed after he was all wrapped up in bed that the telephone was across the room from him and he was afraid that some of us who were working on the case might call him up while the crooks were in the room and that they might thereby get a line on what was going on.

"So he asked them to move his bed over to the phone and they started to do so. Then he noticed that the dictograph had been concealed under the bed, he threw his bathrobe over it before anyone else in the room saw it, and used the sick man's privilege of changing his mind by ordering his bed back to its original position.

"As he had feared, Chief Flynn came right up to his room while the speculators were with him, and knocked on his door. He did not know who the caller was, but he took no chances.

"I'm busy," he called, "come back later."

"While the nurse wasn't looking, he

wrote me a letter about his stunt, and mentioned that he was 'dying for a ham sandwich, but they've got me on a diet.'

"Well, the prohibition decision didn't come down on December 8, as expected, and we had to stall. The speculators wanted to come to New York and play the market on the strength of the generally expected decision but we didn't want that.

"My friend secured a bottle of whisky—he hasn't touched a drop in ten years—and sprinkled it over his clothes and the bed, plastered his hair with it and scattered cigar ashes and butts around the floor and gave his room the general appearance of that of a man who has been on a prolonged drunk. When the speculators came to his room to start with him for New York, they found him apparently in a state of hopeless intoxication and the trip was called off.

"Meanwhile, the speculators demonstrated their ability to deliver the goods by handing our man a list of decisions to be handed down by the court within the next few days. Most of their predictions proved absolutely correct, although a few minor cases went the other way than forecast.

"We, on our part, arranged through the Department of Justice for a conference between our man, a representative of the Washington gang and the head of a large Wall Street brokerage house.

"The broker stated that he knew our man well.

"How much credit has he with you?" asked the speculator.

"A very large amount," was the broker's reply.

"How much, definitely?" snapped back the questioner.

### One Million Dollars Credit

"One million dollars credit," answered the broker, to the satisfaction of all concerned.

"Last Sunday Chief Flynn told me that he must clean up all loose ends of the case before noon Monday, when the prohibition decision was to be handed down.

"He interrogated the lawyer who is assistant to the Attorney General, who confessed that he had come to New York, played Southern Pacific with \$10,000 of his own money at the very brokerage house we had named, and that he had profited by three points, as we had stated. Bear in mind that this man is comparatively poor and has no appreciable resources except his salary of \$3,600 a year. He denied all knowledge of a leak.

"The secretary to a Justice of the Supreme Court admitted that he was a partner of this lawyer in a bakery business, but denied absolutely that there was any leak of Supreme Court decisions. They were not arrested.

"The 'outside' lawyer was on his way to meet our man and profit by the expected decision on liquor by selling short United States Food Products—which dropped 8 points in 8 minutes after the decision was rendered—when he was intercepted by Chief Flynn and ques-

tioned. He stated that he was basing his market speculations on a system of deduction as to the court's decisions and that there was no leak, to his knowledge. He was not arrested.

"The Department of Justice is investigating the evidence gathered for it by the International News Service and no one knows what its future action will be. I am also continuing my investigations and I do not intend to stop until I have succeeded in finding and convicting the men who menace the integrity of our judicial system by speculations based on illegal knowledge of the findings of our highest court."

### Army to Spend \$125,000

Account No. 2 of the Advertising Agencies Corporation, which recently concluded a successful daily newspaper advertising campaign for the United States Navy, was landed on December 16. It is the United States War Department, which as first stated in EDITOR & PUBLISHER last August, plans to spend \$125,000 over a period from January to April in dailies and weeklies in the 520 towns in which the Army has recruiting sub-stations. There are 950 newspapers on the list. The War Department asked for bids on the account from other agencies than the Advertising Agencies Corporation.

### South American Visits U. S.

Angel Bohigas, managing editor of La Nacion, Buenos Aires, was entertained Tuesday at a luncheon by prominent American newspapermen and foreign correspondents resident in New York. The luncheon was given by W. W. Davies, correspondent, and Enrique Gil, business representative of La Nacion here. Mr. Bohigas comes to the United States to perfect organization of La Nacion's American news service and to inspect American newspaper methods. He left yesterday for Montreal.

### Aim to Raise Half Billion

A meeting of the directors of the Interchurch campaign to raise half a billion dollars next spring, for religious educational work by Protestant churches throughout the world, has been called for January 7-10 at Atlantic City, N. J. It is understood that newspaper advertising space will be used almost exclusively.

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 the oldest religious publication in the country.

—enjoys the dominant position to which such distinction entitles it.

BEACON ST., BOSTON

## I. E. A. FAILS TO MEET IN KANSAS CITY

No One Showed Up and Officials Neglect to Send Any Word, Despite Arrangements With Hotel

By J. S. LEWIS.

KANSAS CITY, Mo., Dec. 13.—The first annual convention of the Missouri branch of the International Editorial Association, scheduled here today, was one grand failure. Thanks to EDITOR & PUBLISHER for having exposed the plan, the meeting was called off at the last moment. It had to be called off—"no one showed up" as one newspaper man expressed it.

No announcement was made by Clyde P. Steen, who arranged for the meeting, nor any other officer of the association. About three weeks ago the hotel management received a letter from Steen stating that the meeting would positively be held, and that reservations should be made for the banquet. He also said that two days before this meeting he would be able to tell within ten of the exact number of plates to be reserved. Since that time no word has been received from Steen by the hotel people.

### Swaffer Guest of Journalists

Hannen Swaffer, editor-in-chief of the Cross-Atlantic Newspaper Service, who recently arrived in New York, was the guest of the Dutch Street Club at Browne's Chop House on Tuesday. The Cross-Atlantic Newspaper Service will start active operations on February 1.

**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

Daily and Sunday Has the Largest

CIRCULATION IN PITTSBURG

Member A. B. C.

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

**Perth Amboy, N. J.**

Most Rapidly Growing City in East  
Thoroughly Covered by the

**Evening News**

Member A. N. P. A., A. B. C., A. P.  
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue  
New York City

THE PEOPLE OF NEW LONDON, CONN.

have money to spend for nationally advertised goods. The city is 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

# SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

## FINE NEW HOME FOR HOUSTON PRESS



SITUATED on Capitol avenue, six blocks from Main street, the new Houston Press building presents a handsome appearance and is so nearly completed that the Press force has moved in and is comfortably and attractively housed. The main reasons for selecting a site so far from the business center was the opportunity offered for light and ventilation, two essentials for the health and comfort of the employees.

It is a one-story structure of pressed brick with cream colored terra cotta trim. Its dimensions are 100 x 85 feet, with 8000-ft. floor space. Large double entrance doors with terra cotta frame and copper screens with the numerous large windows on either side gives it a most attractive appearance. The counting room and various private offices occupy the front of the building, with the composing, press, stereotyping and mailing rooms in the rear. Windows of good size occupy the greater part of the wall space of the entire building. New furniture, desks, tables and chairs, of heavy oak have been placed in the office and counting rooms. In the rear of the mechanical department are shower baths and other conveniences for the employees.

A Goss 4-deck high speed press and a new Model 14 linotype are among the new equipment being installed.

The Houston Press, a Scripps-McRae paper, was launched September 25, 1911, and has grown from a 4-page daily to an 8-page. G. V. Saunders is the editor, F. R. Colgan, business manager, L. M. Siler, managing editor, Charles A. Wyatt, advertising manager, S. V. Vaughn, manager of circulation department, and S. F. Elfenbein, sports editor.

## CANADA'S FARM PRESS ACTIVE

### Several Dailies Forecast as Result of New Federation

TORONTO, Dec. 11.—A federation of farm papers throughout Canada, under central business and editorial management, with the possible publication of one or more daily papers in the interest of the farmers' political movement, is being forecast as one of the possible outcomes of a big farmers' convention to be held here next week. The United Farmers of Ontario already own the Farmers' Sun, now being published as a weekly. The farmers of Manitoba and Saskatchewan have the Grain Growers' Guide, published weekly in Winnipeg, and the United Farmers of Alberta own the Western Independent.

Steps are being taken by the organized farmers of New Brunswick to acquire the Maritime Farmer. Should the proposed federation be put into effect, it is probable that G. F. Shipman, editor of the Grain Growers' Guide, would be made general manager. In the meantime an agitation is on foot to turn the Farmers' Sun into a daily paper.

### Morrison's Weekly Resumes

CHICAGO, Dec. 15.—Clyde A. Morrison, well known to the Chicago newspaper and publishing fraternities, and former magazine and trade paper publisher, after some years of retirement now is about to enter it again by re-

suming the publication of Morrison's Weekly, a standard general magazine which he originally founded in Chicago early in 1911, and discontinued following the three-year loss of his eyesight. Publication headquarters have been established in the Advertising building, 123 West Madison street.

### Charge Against Selvin Dropped

SEATTLE, Dec. 17.—A non-true bill has been returned by the federal grand jury here in the case against Edwin Selvin, publisher of the Business Chronicle, a local weekly financial magazine, who was arrested on a United States Commissioner's warrant charging him with publishing matter intending to incite an uprising against organized labor.

### Changes in Thomas Staff

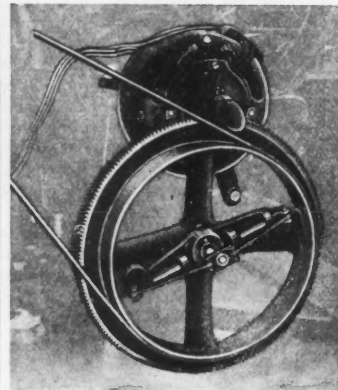
JACKSONVILLE, FLA., Dec. 17.—Wayne Thomas, who recently retired as publisher of the Pensacola Journal, has joined the field staff of the Thomas Advertising Service, Jacksonville and Tampa. He has been a close friend of Jefferson Thomas, head of the agency, for many years, but they are not related.

Edwin S. Wadsworth, formerly of New York, has been promoted to assistant general manager. Frank Key Anderson, who has been managing the Tampa office and publishing the Bartow News-Informant, has sold his newspaper and is now giving all his time to the Thomas agency work. Charles Downum, assistant to the

## EQUIPMENT WANTED

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

## THE CUSHMAN



OFFSET LINOTYPE MOTOR  
Has No Equal  
for  
EFFICIENCY and SERVICE  
and  
STURDY CONSTRUCTION

Write for prices on new motors, and our exchange proposition. Address:  
**CUSHMAN ELECTRIC CO.**  
Concord, N. H.

## Sextuple Press and Stereotype Equipment

With motor and control for sale, seen in operation, best of condition; has color attachment; real bargain, \$13,000, guaranteed; must be sold immediately. M. H. Libby, Box 1677, Boston, Mass.

## For Sale

Goss straight line printing press (8 pages) with complete stereotyping outfit. Can be seen in operation. A splendid buy if you act quick. The Record Publishing Company, Greensburg, Penna.

## For Sale

22 7-column chases, 13 ems 20" columns, two of the chases arranged for double page. Also a quantity of steel base, 13 ems, 26 1/2 ems, 40 ems. Sizes from 3 ems to 36 ems. All of the above equipment in A1 condition. The Sentinel, Winston-Salem, N. C.

treasurer and office manager, has been promoted to head of the forwarding department.

## Sunday Train for Newspapers

SALINA, KAN., Dec. 12.—Following several months of efforts to secure Sunday railroad service on the McPherson branch of the Union Pacific, in order to furnish Sunday newspapers and mail to about a dozen small towns, the road has announced it will put on a Sunday morning train.

## A State "House Organ"

OKLAHOMA CITY, Dec. 13.—A novel house organ is being tried out by Governor J. B. A. Robertson, who has launched the Capitol Record, with T. F. Killian as editor. It is a weekly publication devoted to the doings of the various State departments and is not averse to discussing political matters.

## More Money for Engravers

The Bingham Engraving Company, New York, has increased its capital from \$10,000 to \$18,000.

## 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

Two Hoe Sextuple Presses with two folders. Each press prints an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rollin Machines can be shipped at once.

Walter Scott & Company  
Plainfield, N. J.

## 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  
96 Beekman St. New York City

## Dealer Organ in Providence

PROVIDENCE, R. I., Dec. 17.—Volume 1, No. 1, of the Providence Journal Trade-Aid Bulletin has made its appearance. It is an 8-page paper printed on 10x12 paper of a fine grade. It is issued by the advertising department as a helpful bulletin for Rhode Island Retailers.

## Adds to Linotype Battery

CASPER, WYO., Dec. 17.—The Casper (Wyo.) Tribune has just ordered three new multiple magazine linotypes, giving it a battery of six machines.



## 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.

#### Advertising Expert

In all branches. Represented the publisher, St. Louis Republic Home Office. Can fill position of business manager or advertising manager. Efficient, practical director of advertising force. Know foreign and in country agencies. Constructive in handling department, specialty and single line stores. Open now to make arrangements with publisher who issues six, seven or thirteen times weekly. Address, stating full particulars and salary, C. J. Egan, 5774 Westminster Pl., St. Louis, Missouri.

#### Experienced Editorial Writer

Formerly employed on the St. Louis Republic and on leading papers in Detroit, desires position as editorial writer. Willing to undertake other similar work separately or in connection with editorial writing. John Bartholomew, Blue Grass Hotel, St. Louis, Mo.

#### 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

Capable, active and experienced in every branch and detail of circulation work, desires connection with big eastern daily. Many years of newspaper work equip him for position as confidential man, business manager or assistant to publisher. Address A-976, care of Editor & Publisher.

#### Newspaperman

Newspaper man, experienced, middle-aged, good habits, best of references, wants position as managing editor of Republican daily in town of 25,000 or 30,000, or as editor or editorial writer in larger town. At present employed but have good reasons for making change. Address A-975, care of Editor & Publisher.

#### Circulation Manager

Seeks change; hard working, careful and thoroughly trained in the principles of management and circulation work; nearly 20 years' experience on morning and afternoon papers places me in a position to conduct business with regard for economy and efficiency; best of references. Address A-991, care of Editor and Publisher.

#### Opportunity

Want connection with good weekly or small daily under arrangement affording opportunity for ownership. Am no world beater, but am regarded as above average by editors of big New York daily now employing me. Thirty-seven years old, fifteen years reporter, editor, foreign correspondent. Address A-996, care of Editor and Publisher.

#### Young Advertising Man

wants position. Can report, write and solicit ads, boost circulation. Can also work in the mechanical department. Send samples of work. Good education. No tobacco. Worker and hustler. Go anywhere. Address A-997, care of Editor and Publisher.

#### Expert Newspaper Man

A college graduate, with desk and editorial experience, desires position with newspaper in growing community. Is 26 years old. References will be furnished. Answer T.M.G., 408 Law Building, Baltimore, Md.

#### Editorial Associate

Until recently with one of the national liberal weekly organs of opinion, desires new position with periodical or in editorial department of newspaper. Combines knowledge of business management of publication with experience in writing special signed articles and building up and directing publicity organization. Young man, unmarried, with university training, well grounded in the social sciences, willing to affiliate with organization where opportunities for growth and development are offered. Financial considerations secondary. Best references and reasons for change. Address A-999, care of Editor and Publisher.

#### Desk Job

sought by young newspaperman who has held responsible editorial positions on papers in towns of 15,000 to 400,000. Knows news and men and how to handle both. Above-the-average editorial writer; expert on heads and front page makeup. Address B-500, care of Editor and Publisher.

#### Press Photographer and Photo Engraver

desires to install or take charge of photo service and engraving departments of a morning or evening daily with between twenty and fifty thousand circulation. A good opportunity for some live paper to add a new feature. Ten years' experience; married, sober, and reliable. Will go anywhere. Will consider \$40 per week. Address B-501, care of Editor and Publisher.

#### Reporter

wants job in Greater New York. \$35.00 to start. Address B-506, care of Editor and Publisher.

### SITUATIONS WANTED

#### General Manager

Experienced—education—initiative. An executive of broad scope seeks permanent connection where present conditions demand an efficient, active organizer in charge. Preference for proposition offering a proprietary interest. Experience covers every phase of modern newspaper making, advertising, circulation and business organization. Excellent credentials. Address B-502, care of Editor and Publisher.

#### New Deal Wanted

Blocked by office politics near top of staff of great metropolitan daily. Experienced editor-writer desires change. No weakling only no scrapper. Training on large and small sheets qualifies for editing and writing in smaller cities. Will go any reasonable distance. Address B-504, care of Editor and Publisher.

#### Circulation Manager

who can show a record of substantial gains in circulation on positions held, desires change. Experience on both morning and evening papers and understands all angles of circulation development. Would consider handling city or country circulation or can assume entire charge of circulation department. Can connect on reasonably short notice. Address B-503, care of Editor and Publisher.

### HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

#### First Class Editorial Writer

We are increasing our force all around and want a first class editorial writer, one who can deliver the goods. Also a good young reporter. City in the south with pleasant surroundings, modern in every respect. The News, Paris, Texas.

#### Wanted

Young newspaper man of experience to take entire charge of suburban weekly in high class growing suburb of 5,000. Splendid opportunity for the right man with share in profits. Returned soldier preferred. Give full information on experience, education and salary desired. Address A-998 care of Editor and Publisher.

#### Manager of Circulation

Wanted to secure the services of an experienced, aggressive man, as manager of circulation department of a national monthly magazine; must have best of references and broad experience, able to write good, strong copy, thoroughly familiar with circulation methods and the means of building up high class circulation. Fine opening and bright future for the right man who can produce results. If interested give present and past connections, stating salary expected. Address B-505, care of Editor and Publisher.

### FEATURE SERVICES

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

#### To Live Wire Editors

Let us furnish editorials on national topics to augment your local comment. Red-blooded matter and snappy briefs. Exclusive territory. Samples and terms on request. The Souchan Service, Vineland, N. J.

#### A. J. A. Chapter in Oklahoma

NORMA, OKLA., Dec. 14.—An associate chapter of the American Journalists Association has been formed here with twenty-one members and an application for a charter has been made to the national officers at St. Louis. Membership is limited to advanced students in the journalism course and to instructors. The officers are: Harold Gotschalk, chairman; Marguerite Streeter, vice-chairman, and Fred E. Tarman, associate professor of journalism, secretary.

#### Opens State Bureau

KANSAS CITY, Mo., Dec. 14.—The Post has just established a bureau at Jefferson City, Mo., with R. E. Hollaway as manager. Mr. Hollaway was correspondent of the late St. Louis Republic at Jefferson City for many years. This is the second bureau established at a state capital by the Post within the past two months.

### PUBLISHERS' UNITY URGED

#### Seattle Times Calls for Co-operation, Citing Paris Strike

SEATTLE, Dec. 17.—Citing the method employed by the Paris editors in successfully combating the printers' strike in that city, the Seattle Times makes an editorial plea for greater co-operation along general lines by American newspaper publishers. The Times says that there is no business venture in which the element of competition enters to a greater extent than newspaper publishing and adds that the fact the Paris editors combined, despite their political differences of opinion is significant of the co-operation among business men of all types which has occurred in the past and which should occur in the future under similar circumstances.

The collapse of the Paris printers' strike, says The Times, was due chiefly to the financial status of the publishers, whose profits were so meager that any increase granted to their employes, of necessity, would have had to be passed on to the general public, and the unity achieved by the employers in the face of a common menace.

### CHANGES IN BUFFALO

BUFFALO, N. Y., Dec. 14.—The Evening News, which for some time has been taking on new editorial staff members, now has the largest city staff of any of the Buffalo papers. Among those who have recently joined the News' staff are Roy Albertson, Evening Times; Milton Kimberlin and Maurice O'Brien, Courier; William Harris, Enquirer; and George A. McDonald, recently returned from navy duty.

Richard J. Murray, formerly of the News, has joined the Times' staff along with Miss Mary McDonald, who came to Buffalo from Hudson, N. Y. William Palmer has left the Times to join the Enquirer staff. Leo V. Smyth, who was with the Canadian army for four years, is now with the Commercial, and George Richmond, a former navy man, has joined the Times' staff.

#### Poll on Peace Treaty

HARTFORD, CONN., Dec. 14.—In an effort to learn the general trend of opinion in Hartford and vicinity upon the ratification of the peace treaty, the Post is printing a ballot upon which its readers may express their ideas as to the fate of the treaty. The ballot will be printed for one week and the result will be sent to the League to Enforce Peace.

#### New Oklahoma Ad Agency

OKLAHOMA CITY, Dec. 13.—The Brown, Morrow, Connery Company, advertising, has been launched here. Walter Morrow recently was manager of publicity for the Southwestern division for the Red Cross. Cecil Brown is a former city editor of the Daily Oklahoman and J. J. Connery has been head of the art department for the Keeshen agency.

#### "Cupid's Aid" Indicted

Dr. Johann Albertus, publisher of the Matrimonial News and Cupid's Advertiser, who is held in Detroit for extradition, has been indicted in New York on charges of "white slavery." The publication office was raided recently by the New York District Attorney. He jumped his bail in Detroit this week.

**\$5000 for first payment on an Ohio Valley daily newspaper property. Ohio properties preferred.**

#### Proposition T. U.

**CHARLES M. PALMER,**  
Newspaper Properties  
225 Fifth Avenue New York

### New England Daily

Evening paper in city of over 20,000 population. No competition. Large undeveloped advertising field. Price \$35,000, one-half cash.

#### HARWELL & CANNON

Newspaper and Magazine Properties  
Times Building -:- New York

#### Ex-Writer Gets Post

PHILADELPHIA, Dec. 15.—Another former newspaper man, David J. Smyth, is to aid Mayor-elect J. Hampton Moore in conducting the city's affairs during the next four years. Mr. Smyth, who has been named city solicitor, was a reporter before he took up the study of law at the University of Pennsylvania. Edward Bok, retiring editor of the Ladies' Home Journal, is reported to have declined the post of director of public welfare, an office created by the new city charter.

#### "Hooch" Advertising Illegal

AUGUSTA, ME., Dec. 15.—Attention has been called in a communication from Daniel C. Roper, commissioner of internal revenue, to the fact that many concerns, contrary to law, are advertising formulas for making intoxicating liquor at home, and in some instances not only are formulas advertised and sold, but packages containing recipes and all the necessary ingredients for such manufacture.

#### Farm Papers Merged

TOPEKA, KAN., Dec. 15.—The Kansas Farmer and the Farmers Mail and Breeze have merged, carrying the name and title of both papers. The transfer of the Kansas Farmer, its printing plant, name and good-will was made to Arthur Capper on December 2. The entire staff of the Kansas Farmer will continue in the service of the combined papers.

#### "Egyptian" Dailies Organize

CENTRALIA, ILL., Dec. 15.—The Egyptian Daily League, to which all daily newspapers south of the Baltimore and Ohio Railroad in Illinois will be eligible, has been formed with these officers: President, A. W. Essick, DuQuoin; vice-president, Mrs. John T. Galbraith, Carbondale; secretary-treasurer, Fred W. Rollins, Murphysboro.

#### H. G. Thomas to Worcester

NASHUA, N. H., Dec. 13.—Henry G. Thomas, for the past nine years advertising manager of the Telegraph, the sale of which was reported and denied last week, has entered the advertising department of the Worcester Evening Sun.

## WITH THE AD FOLKS

H. Simpson Jennings has been placed in charge of a new department of Morgan, Tuttle & Jennings, New York advertising agency. He will advise on the distribution of new products and on the costs and prices of package goods. William T. Andrews now is in charge of execution of sales and art plans.

Lawrence P. Ferree, of the advertising agency of Ferree & Ferree, St. Louis, and Miss Lillian Simon were married October 28.

H. S. Baker, of Atlanta, is back again in harness, after two years in the army, as advertising manager of the big department store of Chamberlain-Johnson-DuBose. He was formerly in the advertising agency business at San Antonio; advertising manager for Rosenberg Bros., in Evanston, Ill.; with J. M. Hartley & Sons Company of Fairmount, W. Va., and for two years he was managing editor of the Panama Morning Journal in Panama City.

George M. Snyder, former treasurer and general manager of the Nichols-Finn Advertising Company, has joined Dow, Jones & Co., as Chicago advertising representative of the Wall Street Journal and the Boston News Bureau. During the past year Mr. Snyder has been director of the war and fund department of the Red Cross, Chicago chapter.

John W. Hatfield, formerly of Grand Rapids, Mich., has joined the Corning-Firestone Advertising Agency of St. Paul, of which he is a director.

John K. Erbeck has resigned from Printers' Ink to become connected with Advertising & Selling. He was formerly for two years with the Red Book Magazine.

S. S. Coine, formerly on the New York Evening World staff, has been appointed advertising manager of the Export News, New York.

Berton G. Wands, formerly of the George Batten Company, New York, has joined the staff of the Manternach Company, Hartford, Conn., in charge of the production and order department.

George Warner, formerly attached to the Wisner Advertising Agency in Scranton, Pa., has been named advertising manager for the new monthly magazine that is now being issued by the Motor Club of Lackawanna County, Pa.

A. R. Barbier, for five years with the advertising department of the Packard Motor Car Company, and for the last two years in charge of the business management of that depart-

ment, has joined the Power, Alexander & Jenkins Company, Detroit, in charge of research and investigation.

Edward M. Baker has joined the staff of the Philip Kobbe Company, Inc., New York advertising agency. During his 21 years in the advertising field, Mr. Baker has served in the advertising department of the Quaker Oats Company and Union Match Company, as advertising manager of the Corn Products Refining Company, Columbia Graphophone Company and Borden Company. He has also had five and a half years' experience in agency work.

Arthur E. Dixon has been appointed advertising manager of the Torbenon Axle Company, Cleveland. For the last nine years he has been in the automobile advertising field, with the advertising departments of both the Packard Motor Car Company and the Hupp Motor Car Corporation.

C. S. Hyman, formerly identified with the Campbell-Ewald Company, Detroit, and who has recently returned from military service overseas, has been appointed advertising manager of the Standard Motor Truck Company, Detroit.

Einar Graff, formerly of the old Chicago Herald and during the war publicity manager for the U. S. Employment Bureau in Chicago has joined the copy staff of the Fred M. Randall Company, Chicago.

William H. Sebring, Jr., has resigned as advertising manager of the Madison Square Press to become associated with the Fonda Haupt Company, Inc., advertising agency, New York.

Miss Jane Carroll has resigned as foreign trade promotion manager of the American Express Company and editor of Foreign Trade Bulletin. She will go with the American Safety Razor Export Corporation as general manager, in charge of exports of the Ever-Ready, Gem, and Star Safety Razor Companies, recently merged in the American Safety Razor Corporation, of which George L. Storm, formerly with the Tobacco Products Corporation, will be chairman, and Joseph Kaufman, president of the former American Safety Razor Company, will be president.

P. V. D. Lockwood, for several years director of advertising of the New York Central Railroad, has resigned to join the H. E. Lesan Advertising Company, New York, which has handled the company's advertising for several years.

TO REACH THE RICH  
TRADE OF KANSAS  
**Topeka**  
Daily Capital

Sworn Government Report  
for 6 Months ending Oct. 1, 1919

**33,137**

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*

Member A. B. C. Publisher.

A. W. Pinnell, formerly with the Capper Farm Press at the Kansas City office and later with the S. C. Beckwith Special Agency, has joined the western advertising staff of the Corn Belt Farm Dailies.

F. G. Bonthran, for eight years with Critchfield & Co., Chicago, has joined the staff of Street & Finney, Inc., New York City. S. C. Warden has succeeded him as assistant space buyer for Critchfield & Co.

C. C. Stevens has resigned as a copy-writer and member of the Critchfield & Co. service staff to become advertising manager of the Avalon Farms, Chicago, in which he owns an interest.

Frederick Haase has joined the staff of Thomas F. Logan, Inc., New York, as assistant merchandising counsel.

William C. Dudgeon, for eight years connected with advertising work and recently with the Gardner Advertising Agency of St. Louis, Mo., has joined the staff of the Power, Alexander & Jenkins Company, Detroit.

C. J. Egan, formerly with the advertising department of the St. Louis Republic, is now associated in St. Louis with the John Ring, Jr., Advertising Company, Victoria Building.

O. R. Geysler, former Des Moines newspaper man, is now manager of the department of foreign publicity and advertising for the Famous-Players-Lesky-Paramount-Art-Craft Picture Corporation.

Harboro I. Lill, who, was private, captain and, later on the staff of Adjutant General, A. E. F., at Chaumont, France, has become associated with the Chambers Advertising Agency, New Orleans, as business manager.

R. A. Hall will become vice-president of the James P. Simpson Advertising Company, Inc., Dallas, Tex., on December 1. He has been for several years assistant passenger agent of the Texas Electric Railway, with headquarters in Dallas.

Few Papers—if any—surpass the  
**TRENTON  
NEW JERSEY TIMES**

as  
**A Food Medium**

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.  
Wednesdays and Sundays four auto pages  
Tuesday Music Page  
Circulation 26,649. Member A. B. C.  
**KELLY-SMITH CO.**  
Marbridge Bldg., Lytton Bldg.,  
New York. Chicago.

**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

Arthur St. George Joyce has resigned as city editor of the Philadelphia Evening Ledger to become associated with the Donovan & Armstrong Advertising Agency, Philadelphia.

Walter P. Hanson has become assistant director of advertising for the Haynes Automobile Company, Kokomo, Ind.

D. B. Kirk, late of the Burroughs Adding Machine Company's advertising department, has joined the copy staff of the Green-Fulton-Cunningham Company, Detroit.

Lewis Saxby, for many years prominently identified with national advertising accounts, has become associated with the new agency of J. W. Gannon, Inc., in New York. Mr. Saxby received his advertising training under the late James T. Pyle of "Pearline" fame.

Edward W. Baker has resigned as advertising manager of Borden's Condensed Milk Sales Company.

**SIX MORE NEWSPAPERS**

Deliver their N. Y. Agency Copies by "S. & M. Insured Agency Delivery Service—on Checking Copies."

Ithaca (N. Y.) Journal—Indianapolis (Ind.) News—Jersey City (N. J.) Journal—Kalamazoo (Mich.) Gazette—Louisville (Ky.) Courier—Journal & Times.

"The Service that INSURES PROMPT-FULL Payment of Publishers' Bills"

Ask any Prominent N. Y. Agency about Schworm-Mandel Service.

New Jersey's Greatest  
Morning Newspaper

**THE NEWARK LEDGER**

For six days in the week we are alone in our field of more than a million readers, and the

**SUNDAY LEDGER**

Takes a place among the leading publications of the country.

**Dorothy Dix Helen Rowland**  
Associated Press

**Annual Survey of  
Finance and Trade**

The Annual Review of The Annalist, January 5, 1920, will present forecasts by men active in world affairs on the trend of financial, industrial and economic developments of 1920.

This issue will carry complete reports of the year's business in stocks and bonds listed on the Stock Exchanges of New York and other leading cities and in the unlisted security markets.

THE ANNALIST

Published by The New York Times Company, Times Square, New York

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

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.

**דע דאָס טאָג**

The National Jewish Daily



# Canada is Now a Billion Dollar Country in Field Crops Value!

Canada's field crops value doubled during the war from \$638,000,000 in 1914, to \$1,367,909,970 in 1918.

Canada leads all nations in production of food per capita of population. That is she produces, per head more food materials obtained from farm crops than any other of the principal countries of the world. This is based on average crop acreage for pre-war years of 1911, 1912 and 1913.

*“Never has any people been endowed with a nobler birthright or blessed prospects of a fairer future than the Canadians” said the Earl of Dufferin.*

—and American manufacturers should promote the present Canadian market and “provide for the blessed prospects of a fairer future” by gathering their products known in the HOMES of Canadians through the Canadian HOME daily newspapers—the most intimate and greatest potential advertising mediums.

The newspapers herewith presented cover the two provinces where two-thirds of Canada's population is centered.

PROVINCE OF ONTARIO									
Population 2,523,274									
	Lines				Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		
Border Cities Star (Windsor)....(E)	12,403	.03	.03	London Free Press.....(MN&E)	37,481	.07	.06		
Brantford Expositor.....(E)	10,100	.025	.025	Peterborough Examiner.....(E)	6,100	.02	.015		
Brockville Recorder-Times.....(E)	4,225	.17857	.107	St. Catherines Standard.....(E)	7,736	.0275	.02		
Chatham Daily News.....(E)	2,512	.015	.00875	St. Thomas Times-Journal.....(E)	9,115	.0275	.02		
†Galt Reporter.....(E)	3,974	.015	.0125	*Toronto Globe.....(M)	86,388	.15	.11		
Guelph Mercury.....(E)	3,921	.015	.01	*Toronto Star.....(E)	91,176	.15	.13		
†Hamilton Spectator.....(E)	31,932	.065	.065	*Toronto Star.....(S)	81,035	.15	.13		
Hamilton Times.....(E)	11,200	.035	.03	Toronto World.....(M)	39,981	.09	.06		
Kingston British Whig.....(E)	6,328	.025	.02	Toronto World.....(S)	98,208	.12	.09		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
	Lines				Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		
*Montreal Gazette (3c-\$8 yr.)....(M)	31,927	.10	.07	Quebec Le Soleil.....(E)	41,462	.07	.07		
†Montreal La Presse (2c per copy)(E)	144,040	.13	.11						

Publishers' Statements.  
 \*A. B. C. Reports, April 1st, 1919.  
 †A. B. C. Reports, October 1st, 1919.

# For Print Paper Conservation

*The New York Globe announces that it has adopted these rules for immediate application in its handling of advertising effective December 15, 1919*

- 1—In selling advertising, The Globe merely sells the advertiser the use of space at the specified rate for copy acceptable to The Globe.
- 2—The advertiser must deliver to The Globe all copy including cuts or mats in time to be inserted in proofs that shall be O.K.'d by him before insertion.
  - Any cuts ordered by the advertiser will be charged for at cost. Any mats ordered from other newspapers for the advertiser will be charged for at cost. And any illustrations made for an advertiser will be charged to him at cost.
- 3—No contract will be made for a full year with any advertiser without the following clause:
  - “It is understood that The Globe shall have the privilege of changing the rate called for by this contract at the end of the first, second or third quarterly period thereof, provided the rate so changed shall be mutually agreed upon. In case of failure to agree to any change of rate this contract shall terminate at the end of any quarter for which price has been agreed upon.”
- 4—All matter set for an advertiser and unused within twelve days shall be charged and paid for at two cents per measured agate line.
- 5—All author's corrections amounting to an excess of 10 per cent. of the cost of first setting shall be charged to and paid for by the advertiser at cost.
- 6—No more than six proofs of any advertisement will be furnished to any advertiser except at cost of one cent a proof.
- 7—No advertiser shall be permitted to use more than sixteen columns of space in any week, if the heavier use of space deprives other advertisers of opportunity for securing space.
- 8—The Globe reserves the right to limit any advertiser to any amount of space it may have available for any day.
- 9—Advertisers desiring the use of full page space on any day must make reservations two days in advance, subject to reduction as above provided and at their risk.
- 10—The Globe reserves the right to interpret the minimum space provision of any contract as the maximum space to be given the advertiser thereunder, and such delivery to be considered as fulfilling its application.
- 11—All contracts for open space shall be construed as meaning one-twelfth of the total space contracted for, to be used in any month.

*The basic principle involved is that The Globe sells the advertiser the use of its space and one setting of the advertisement*

*Those advertisers who do not demand extra service are not compelled to pay for it, while those who do, are charged for what they require.*

*The limitations of space and quarterly adjustment of rates if necessary are merely according to the terms upon which The Globe buys its print paper.*

*The Globe announces that as necessity for radical steps passes away, it will frankly and quickly modify its rates—by similar quarterly adjustments with advance notice to the advertiser.*

Member  
A. B. C.

**THE NEW YORK GLOBE**

180,000  
ADAY

*JASON ROGERS, Publisher*











# EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America  
1884 1919

## Space-Buyers' Chart and Market Survey of the STATE OF VERMONT

Second Section

NEW YORK, THURSDAY, DECEMBER 18, 1919

Vol. 52. No. 29

### VERMONT IS A DISTINCTIVE MARKET UNIT FOR NATIONAL ADVERTISERS

Green Mountain State Enjoys Steady Prosperity, Boasting Many Cities Small in Size but Big in Civic Spirit--Leads all States in Some Lines of Industry--People Keen and Critical, but Appreciative of Worth-While Products

VERMONT, sometimes called the Green Mountain State, is an inexhaustible storehouse of natural wealth. It is a treasury of "raw materials." In the production of marble and granite Vermont leads all other states by a wide margin. In wood pulp and paper production Vermont ranks high.

Ask any Vermonter about the products of the state and he will enumerate many lines of industry in which local pride is centered--and he is very likely to add to the list an item not usually included, namely, "the right kind of citizens." For, while Vermont has, in comparison with many other states, a small population, she is proud of the quality of citizenship developed there.

Testimony on this head need not be confined to the claims of Vermonter, however. Everywhere this New England state is regarded as "typically American"--her people as examples of the alert, progressive, thrifty, healthy-visioned race which has conquered a continent.

#### The State Beautiful

Vermont people are stable, poised, not easily swept aside from the straight paths of political sanity by gales of radicalism. They are home folks, with all that the term implies of steadfastness to ideals, fixedness of purposes, aspirations toward betterment in home and civic life. This "human equation" is important, as all space-buyers know, in determining the possibilities of a market.

The natural beauties of Vermont--ascending the scale from picturesque hills and valleys of serene charm to stately mountain peaks, on which are painted the colors and tints of millions of dawns and sunsets--allure the tourist and reward the traveler from afar. The very air has a tonic quality, inducing forgetfulness of fancied ills. Thus among the wealth-sources of the state must always be listed the tides of visitors flowing in, during the rest-seasons, through every artery of travel.

Vermont has a gross area of 9,564

MANUFACTURING INDUSTRIES OF VERMONT			
INDUSTRY.	Number of establishments.	CENSUS OF 1914	
		Wage earners. Ave. number	Value of products. Amount.
All industries	1,772		
Marble and stone	276	32,704	\$76,990,974
Lumber and timber products	516	9,018	12,605,417
Butter, cheese and condensed milk	173	4,108	8,768,453
Paper and wood pulp	23	471	8,695,915
Woolen and worsted goods	17	1,264	4,776,387
Flour-mill and grist-mill products	125	179	4,634,593
Food preparations	11	141	1,645,981
Foundry and machine shop products	40	1,873	4,142,854
Hosiery and knit goods	7	963	3,497,741
Furniture	15	1,035	3,428,162
Clothing, men's, including shirts	10	988	2,164,897
Bread and other bakery products	85	357	1,642,789
Cars and general shop construction and repairs by steam railroad companies	5	1,345	1,441,943
Printing and publishing	111	651	1,402,663
Patent medicines and compounds	12	119	1,354,671
Agricultural implements	9	311	1,242,944
Clothing, women's	7	387	1,018,651
Copper, tin and sheet-iron products	17	113	696,294
Wood, turned and carved	33	361	691,201
Canning and preserving (fruits and vegetables)	6	95	477,739
Confectionery	4	151	413,764
Gas, illuminating and heating	9	59	402,330
Cooperage and wooden goods, not elsewhere specified	15	260	386,127
All other industries	246	6,229	399,763
			337,262
			322,037
			5,828,320
			148,462
			214,863
			214,647
			5,828,320

thriving small cities, each competing in a lively way with its neighbors for precedence. Only 47.5 per cent. of the total population is urban. In 1914 three cities--Barre, Burlington and Rutland--were credited with an aggregate population of 47,370 and included 13.1 per cent. of the total population of the state.

The steam railway mileage is 1,073. Lake Champlain, forming a part of the western boundary, affords splendid shipping facilities, having canal connections with the Hudson and St. Lawrence rivers. Thus Vermont, while essentially an inland state, has its "window" on an arm of the sea, and arteries for its commerce leading to the ocean.

The annual farm crops of the state, valued on the pre-war price levels, amount to \$27,000,000. Hay and forage lead in value.

#### An Army of Wage Earners

In 1914 the industrial establishments of the state numbered 1,772, and the persons engaged in conducting them totaled 37,217. Of these the wage earners numbered 32,704.

The value of products of these industries in the same year was \$76,990,974. Of this sum the amount of new wealth, created through the processes of manufacture, was \$34,285,254. In the value of its manufactured products Vermont ranks fortieth among the states.

Marble and granite production forms the largest single industry in Vermont, although the place of honor might be accorded to lumber and timber products combined with paper and wood pulp, which are reported separately. In marble and stone work there are 9,018 wage earners employed, and the yearly product is valued at \$12,605,417 (figures of 1914); while lumber and timber products afford employment to 4,108 wage earners, with a product valued at \$8,768,453, and paper and wood pulp manufacture employs 1,264 wage earners and the annual product totals \$4,776,387.

(Continued on Page II)

square miles, of which 9,124 represent land surface; an estimated population in 1914 of 361,205, ranking both as to area and population forty-second among the states; while in den-

sity of population it ranked twenty-fifth in 1910.

It is not a state dominated either industrially or commercially by one or more big cities, but has many

#### Daily Newspapers of Vermont

Barre--	Montpelier--
Times .....(E)	Argus .....(E)
Bennington--	Rutland--
Banner .....(E)	Herald .....(M)
Brattleboro--	News .....(E)
Reformer .....(E)	St. Albans--
Burlington--	Messenger .....(E)
Free Press .....(M)	St. Johnsbury--
News .....(E)	Caledonian and
	Newport Record .....(E)

#### INDEX TO SPACE BUYERS' CHART

City	Page	City	Page
Barre	V	Montpelier	X
Bennington	VII	Rutland	IV
Brattleboro	IX	St. Albans	XI
Burlington	III	St. Johnsbury	VIII

The forests of the Green Mountain State have long been depended upon for a substantial part of the wood pulp used in the manufacture of newsprint. So great have been the draughts made upon these reserves of spruce that only through reforestation will it be possible to meet future demands.

The third industry of Vermont, in the value of annual products, is the manufacture of butter, cheese and condensed milk. In 1914 this totaled \$8,695,914.

Woolen and worsted goods, flour mill products, food preparations, foundry and machine shop products, hosiery and knit goods, furniture and clothing comprise important Vermont industries, with annual products vary-



Brattleboro, as Seen From the Tower

ing in value from \$5,000,000 to \$1,500,000 each.

Of the 32,704 wage earners of the state in 1914, 28,724 were men and but 3,980 were women. This would indicate that, in Vermont, woman is still the home-maker, not the income-maker.

The average monthly employment of wage earners in Vermont in 1914 was 32,704. As indicating regularity of employment, the greatest difference between the number employed during the month of maximum activity and that of minimum activity was 2,981. April was the month of greatest activity and August the month of least activity.

Reports of the hours of labor for all industries combined show that, in 1914, 27,072 wage earners—representing 82.8 per cent. of the total number—were employed in establishments whose working hours were less than 60 per week. In 1909 more than one third of the wage earners of the state labored 60 hours or more per week, so that the trend toward the



MAP SHOWING TRADING AREA OF VERMONT CITIES

shorter working day has been very marked.

In the marble and stone work industries, the most important industries in the state, 91.7 per cent. of the wage earners work less than 54 hours per week.

In Barre there are 7 establishments which reported products for 1914 ranging in value from \$100,000 to \$1,000,000; in Burlington, 17; in Rutland, 11.

In the state there were 58 establishments employing between 50 and 100 wage earners each; 41 employing between 100 and 250 each; 14 employing between 250 and 500 each; 6 employing between 500 and 1,000 each and one employing 2,339.

In Barre 20.2 per cent. of the wage earners were in establishments employing more than 100 wage earners each; in Burlington, 38.3 per cent. and in Rutland 68.1 per cent.

Barre, the Granite City, is proud of her pre-eminence in the production of that commodity. Away back in 1781 somebody discovered that the granite found in the hills surrounding Barre made the highest grade of millstones known, and stones from this section were shipped far and near. That was the beginning of the development of Barre's big industry. To-day Barre granite is found everywhere.

**Granite Center of America**

The Barre granite district comprises a stretch of territory embracing not only that city but East Barre, Montpelier, Williamstown, West Berlin, Northfield and Waterbury, all in Washington county and within easy reach of the quarries, which are served by the Barre Railroad and its connections.

In this district there are 65 straight sheds and 34 circular sheds, where the granite is cut for mausoleums, monuments and memorials of every description. The sheds give employment to about 5,000 men, when operated to capacity, as they are for most of the year. Among these workers are 4,000 of the most highly skilled granite cutters and polishers in the world, from Scotland, Sweden and Italy, as well as the United States.

It is believed that the supply of granite in these hills will last for generations. The largest piece of Barre granite ever quarried was 200 feet long, 80 feet wide and 24 feet thick. It weighed 69,000,000 pounds and made more than 1,700 carloads of stones of various sizes.

**The Marble City**

Rutland, one of the most beautiful and progressive of New England cities, is a manufacturing, dairying and merchandising center. It is walled in by the southern range of the Green Mountains, and not only its citizens but all who visit the city are sure that in healthfulness and charm of location it is unsurpassed anywhere. As Barre is known as the Granite City, so Rutland is known as the Marble City. It manufactures three-fourths of the marble finishing machinery used in the United States. one-half of America's sugar-making utensils and builds one-fourth of all the scales used in the country.

About 4,000 persons are engaged in the marble industry in Rutland. The quarries are located north, west and south, within a few miles of the city

(Continued on Page VI)



MERCHANTS' ROW, RUTLAND



GENERAL VIEW OF RUTLAND





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



# Burlington, Vt.

Population		City Classified	
1910 Census	20,468	as	
A. B. C. (Mar. 31, 1919), City	22,000	Industrial, educational, residential and tourist center	
A. B. C., City and Suburban	28,000		
Chamber of Commerce Present Estimate, City	22,000		
Chamber of Commerce, City and Suburban	45,000		
Native Whites	82%	English Reading	90%
Foreign Born	18%	Industrial Workers	12%
Negroes	Less than 150	Home Owners	3,600
Students	1,000	Summer Residents	150
Banks			
Savings	2	Resources	\$19,116,494
Trust Co.'s	3	Resources	8,796,221
National	2	Resources	4,220,644
Schools			
Public Grade	6	No. Pupils	1,554
High, Junior	400	pupils; Senior	504
2 business schools, 5 parochial school with 1,816 pupils.			
1 girls' preparatory school, 35 students. University of Vermont, 848 students.			
Theatres		Churches	
1 combination house, 2 motion picture exclusively. 3,000 seats; largest, 1,050.		3 Catholic, 2 Congregational, 1 Baptist, 2 Methodist and 7 others.	

**Location**  
Main line of Rutland R. R. and Central Vermont R. R. Auto passenger service to Shelburne and Richmond. Trolley to Winooski and Essex Junction. Champlain Transportation Co. boats to Plattsburg and other lake points on New York state shore.

**Principal Industries**  
Dairying and apple growing on Grand Isle. Dairying in vicinity of Burlington; lumber, boxes, house finishings, chocolate, cocoa, maple sugar products, maple sugar utensils, clothing, confectionery, wood spoons and bobbins, butter color, dyes, refrigerators, brush fibre, children's clothing, cotton cloth, wood toys, fertilizer, paper tubes.

**Special Information**  
Weekly wage scale, \$20 unskilled; \$35 skilled. About 3,000 industrial workers. Thousands of tourists, motorists and vacationists visit this city or make it their shopping center during the summer months. Per capita wealth is high. Many home owners. A big wholesale center for middle and northern Vermont.

**Suburban and Farm Residents**  
Within fifteen to twenty miles towns of Middlebury, 2,848; Vergennes, 1,463; Richmond, 1,419; Milton, 1,648; Cambridge, 1,696; Hyde Park, 1,453; and villages of Bristol, 1,180; Essex Junction, 1,245; Winooski, 4,520, and several smaller places. Many summer camps, cottages and hotels, prosperous dairies and produce farms.

**Wholesalers**  
Groceries ..... 4  
Meats ..... 5  
Tobacco ..... 6  
Hardware ..... 2  
Boots and Shoes... 1  
Butter and Eggs... 1  
Confectionery .... 2  
Drugs ..... 1  
Dry Goods ..... 1

**Retail Section**  
Principal shopping center about 1½ miles on Church, St. Paul, Main, College, Cherry and Bank Streets.  
A few scattered stores; no neighborhood sections.

**Residential Features**  
Mostly one and two-family houses. Many very fine residences. Few apartments or mill settlements. A few 3 to 6-family houses near factories.

**Retail Outlets for Nationally Advertised Products**

Auto (Pass.)	23	Delicatessen	0	Garages	11	Millinery	13
Auto (Truck)	16	Dressmakers	50	Grocers	80	Opticians	6
Auto (Tire)	14	Druggists	18	Hardware	4	Photographers	6
Auto (Parts)	10	Dry Goods	15	Hats and Caps	12	Pianos	4
Bakers	9	Department Stores	2	Jewelers	6	Plumbers	9
Cigar Stores	18	Electrical Supplies	4	Ladies' Tailors	3	Restaurants	10
Cloaks and Suits	7	Florists	3	Meat Markets	20	Shoe Dealers	11
Clothiers	15	Furniture	9	Men's Furnishings	15	Sporting Goods	2
Confectioners	23	Furriers	4	Merchant Tailors	21	Stationers	7

**Trading Area**  
Burlington has a large trading area and one that is especially prosperous during the summer months, when tourists and vacationists come to the lakes and mountains of this state, which is one of America's most popular vacation grounds.  
The area extends south to Middlebury and then along the Lake Champlain shore to the Canadian border. It includes Grand Isle, sharing some of this business with St. Albans. Trade comes from Plattsburg and other points on the New York state shore of the lake. To the east it controls trade as far as Hardwick. To the southeast the area extends to Waterbury and on the northeast to Morrisville and Wolcott.

**NOTE:** Sources from which figures and facts were secured—James P. Taylor, Secretary, Burlington Chamber of Commerce, school board, banks, merchants, theatres and others. | **Newspapers** Burlington Free Press (A.M., Daily) Burlington News (P.M., Daily)

## For 92 Years the BURLINGTON FREE PRESS

has been tested in the crucible of public opinion.  
Go anywhere in Vermont and you will find some one who reads this newspaper and it is so well-known that everybody knows what you mean when you say FREE PRESS.  
It is a paper for all the family---clean, free from objectionable news and advertising.  
The FREE PRESS has the full leased wire service of the Associated Press, the same as Albany and Troy, New York, morning papers. It covers Vermont with local correspondents and therefore gives its readers a complete news report covering City, State and the world.

\$6.00 a Year, Prepaid  
3 Cents a Copy  
Member A. B. C.

## THE HIGHLY INTERESTING STORY OF THE REBUILDING OF THE BURLINGTON DAILY NEWS

IS MOST GRAPHICALLY  
TOLD BY  
Bryant, Griffith & Brunson  
225 FIFTH AVENUE, NEW YORK  
PEOPLES GAS BLDG., CHICAGO  
and by  
DAN FITZGERALD  
8 WINTER ST., BOSTON, MASS.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Rutland, Vt.

Population		City Classified as	
1910 Census	13,546	Industrial, dairying center,	residential
A. B. C. (Sept. 30, 1919) City	15,500		
A. B. C., City and Suburban	56,000		
Chamber of Commerce Estimate, City	16,000		
Chamber of Commerce, City and Suburban	60,000		
Native Whites	90%	English Reading	97%
Foreign Born	10%	Industrial Workers	30%
Negroes	Less than 25	Home Owners	2,850
Students	None	Summer Residents	Few

Banks	
Savings	2
Trust Co.'s	2
National	4
Resources	\$11,562,521
Resources	2,495,306
Resources	5,461,335

Schools	
Public Grade	9
High	1
No. Pupils	1,683
No. Pupils	500

1 business school, 3 parochial schools with 730 pupils, and 125 pupils in private schools.

Theatres	Churches
2 legitimate and 1 motion picture exclusively.	3 Catholic, 1 Baptist, 1 Congregational, 1 Methodist, 1 Episcopal, and 4 other denominations.
Total seats, 2,899; largest, 1,200 seats.	

**Location**  
On Rutland R. R., Delaware & Hudson R. R., and Clarendon & Pittsford R. R. Trolley to West Rutland, Castleton, Fair Haven and Poultney.

**Principal Industries**  
Machinery, iron parts, marble quarrying and mill machinery, stove lining, cement and concrete, sugar-making utensils, silos, creamery and dairy equipment, monumental work, interior and exterior marble finish, carriages, sleighs, sand pumps, tin cans, flags, tents, decorations, scales, trucks, letter presses, adding machines, rugs, carpets, cereal cartons, doors, windows, women's clothing, men's shirts, cigars, confectionery, piston rings.

**Special Information**  
Rutland R. R. shops employ hundreds of well paid men; 4,000 people employed in marble industry. Annual value of marble about \$3,000,000. Thirteen largest industries average weekly payroll \$35,000. One-fourth of the scales used in U. S. A. made in Rutland. Plant comprising more than 30 buildings. In heart of New England's finest dairying country. Corn and potatoes are the principal agricultural crops.

**Suburban and Farm Residents**  
Within 20-mile radius are West Rutland, 3,427; Castleton, 1,855; Poultney, 3,644; Fair Haven, 3,095; Proctor, 2,871; Pittsford, 2,479; Brandon, 2,712; Cuttingsville, 751; Mt. Holly, 871; Wallingford, 1,719; Dandy, 1,001. Fine orchards, produce farms and big dairy farms.

**Wholesalers**  
Grocers ..... 2  
Meats ..... 2  
Confectionery ..... 2  
Tobacco ..... 3  
Maple Sugar ..... 1  
Stationery ..... 1  
Hardware ..... 1

**Retail Section**  
About one mile on Merchants Row, Center, West and Grove Streets. No neighborhood section, but many scattered stores.

Cover the Rutland trading area and southern part of state. Rutland is the logical distributing point for a wide area and all wholesalers maintain fine service to all points in Southern Vermont.

**Residential Features**  
Practically all one and two-family houses. Many owners of large estates and summer homes in immediate vicinity. No mill settlements or big apartment houses.

**Retail Outlets for Nationally Advertised Products**

Automobile (Pass.)	14	Delicatessen	0	Garages	6	Millinery	6
Automobile (Truck)	10	Dressmakers	37	Grocers	50	Opticians	2
Automobile (Tire)	21	Druggists	8	Hardware	8	Photographers	4
Automobile (Parts)	6	Dry Goods	6	Hats and Caps	7	Pianos	3
Bakers	7	Department Stores	1	Jewelers	6	Plumbers	8
Cigar Stores	13	Electrical Supplies	4	Ladies' Tailors	1	Restaurants	12
Cloaks and Suits	8	Florists	4	Meat Markets	12	Shoe Dealers	7
Clothiers	7	Furniture	5	Men's Furnishings	7	Sporting Goods	3
Confectioners	10	Furriers	5	Merchant Tailors	12	Stationers	2

**Trading Area**  
Rutland has a wide trading area almost exclusively its own. Only a limited amount of northern territory between Brandon and Middlebury is shared with Burlington. The fine dairy lands and farms and prosperous villages to the west as far as the state line and a few miles beyond in New York State including Ticonderoga, Baldwin and Granville contribute big business to Rutland. To the south the area extends to Manchester, Vt., and southeast to Springfield, Vt. On the east the territory extends to White River Junction. On the northeast business is drawn from Rochester and other points.

**NOTE:** Sources from which figures and facts were secured—Miss L. M. Tye, secretary in charge of Business Men's Association offices and records, bank statements, business men, theatres and others.

**Newspapers**  
Rutland Herald (Daily, A.M.)  
Rutland Evening News  
Weekly Herald  
Weekly News

# The Rutland Daily Herald

Vermont's Leading Newspaper

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Standard Rate Card in Use

No contests, no premiums, no forced methods to increase circulation. Just a newspaper, bought to read and giving 100% return to its advertisers.

Rutland County is the center of the great marble and slate industries and the city is the home of the famous Howe Scale besides numerous other manufacturing plants, all running to full capacity.

*THE HERALD is the most powerful advertising medium in the territory which it covers.*

**THE HERALD & GLOBE ASSOCIATION**  
Publishers



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Barre, Vt.

Population		City	
1910 Census .....	10,734	<b>Classed</b>	
A. B. C. Sept. 30, 1919.....	12,000	<b>as</b>	
A. B. C. City and Suburban.....	60,000	<b>Industrial</b>	
Chamber of Commerce Estimate, City .....	12,000		
Chamber of Commerce, City and Suburban .....	60,000		
Native Whites .....	75%	English Reading .....	95%
Foreign Born .....	25%	Industrial Workers .....	30%
Negroes.....	Less than 10	Home Owners .....	2,000
Students .....	300	Summer Residents.....	None
<b>Banks</b>			
Savings and Trust Co.'s .....	3	Resources .....	\$5,619,383
National .....	1	Resources .....	1,558,309
<b>Schools</b>			
Public Grade .....	8	No. Pupils .....	1,850
High .....	1	No. Pupils .....	485
Goddard Seminary, 300 students.			
<b>Theatres</b>		<b>Churches</b>	
One legitimate and one motion pictures exclusively. Total seats, 1,950; largest, 1,100 seats.		1 Catholic, 1 Congregational, 1 Episcopal, 1 Baptist, 1 Methodist, 1 Italian Baptist, 1 Presbyterian, 1 Universalist, and 4 others.	

**Location**  
On branch of Central Vermont R. R., 8 miles from Montpelier Junction. Also Montpelier-Wells River branch of B. & M. R. R. Trolley to Montpelier.

**Principal Industries**  
Monumental granite, knitting mill (men's underwear), pneumatic tools, polishing machines and traveling cranes for quarries, dairying.

**Special Information**  
Dairy products are shipped to Boston. Largest monumental granite industry in the world. The Barre granite manufacturing district comprises a stretch of contiguous territory embracing the manufacturing establishments of Barre, East Barre, Montpelier, Williamstown, West Berlin, Northfield and Waterbury. In this district are 65 straight and 34 circular sheds. These sheds give employment to more than 5,000 men. The output of all the sheds in the district last year was valued at \$12,000,000. The largest piece of Barre granite ever quarried was 200 feet long, 50 feet wide and 24 feet thick, weighed more than 99,000,000 lbs. and made more than 1,700 carloads of stones. About 10,000 carloads of rough granite were brought to Barre from the hills last year.

**Suburban and Farm Residents**  
Large dairy farms in vicinity and towns of Willamstown, 1,762; Topsham, 918; Plainfield, 785; Orange, 644; Marshfield, 1,011; East Montpelier, 1,000; Montpelier, 8,500; and smaller villages.

**Wholesalers**  
Confectionery ..... 1  
Hardware ..... 1

**Retail Section**  
The principal shopping center is about 3/4 mile long on Main Street. There are a few scattered stores, but no mill or neighborhood shopping districts.

**Residential Features**  
Practically all one and two-family houses. No apartment or large tenement structures.

**Retail Outlets for Nationally Advertised Products**

Automobile (Pass.) ..	15	Delicatessen .....	0	Garages .....	9	Millinery .....	6
Automobile (Truck) ..	7	Dressmakers .....	8	Grocers .....	28	Opticians .....	2
Automobile (Tire) ..	15	Druggists .....	4	Hardware .....	4	Photographers .....	5
Automobile (Parts) ..	2	Dry Goods .....	5	Hats and Caps .....	2	Plumbers .....	3
Bakers .....	5	Department Stores ..	3	Jewelers .....	7	Pianos .....	3
Cigar Stores .....	10	Electrical Supplies ..	3	Ladies' Tailors .....	3	Restaurants .....	12
Cloaks and Suits .....	2	Florists .....	1	Meat Markets .....	5	Shoe Dealers .....	11
Clothing .....	9	Furniture .....	3	Men's Furnishings ..	3	Sporting Goods .....	3
Confectioners .....	13	Furriers .....	2	Merchant Tailors .....	7	Stationers .....	1

**Trading Area**  
The appearance and life of the business section is evidence of increasing trade drawn from a wide area. On the north Barre draws trade from points as far distant as Cabot and Woodbury. Montpelier, only 8 miles distant, contributes much business, and the area to the north including North Montpelier, Adamant, Calais and farming territory is in Barre trading zone. To the west the boundaries extend beyond Waterbury and Moretown. To the southwest to Randolph and Bethel. To the southeast to Thetford and thence north along the Connecticut River to Wells River.

**NOTE:** Sources from which figures and facts were secured—W. A. Drew, secretary Barre Board of Trade, A. R. Bell, secretary Granite Manufacturers' Association, latest A. B. C. reports, bank statements, school superintendent and other sources. | Newspapers Barry Daily Times (P.M.)

# The Barre Daily Times

Member A. B. C.

Barre and the surrounding towns benefit from the manufacturing of Barre granite and the high wages the industry pays.

The farmers also benefit in this prosperity in having a local and convenient market. All are extremely prosperous. Barre is the trading center for a large area and the Times is the only daily to reach the people in this area. It is the only paper published in Barre.

Its circulation is large for the field, is clean in that none of it is secured through premiums, coupon, or solicitation, a strictly paid in advance circulation.

## JULIUS MATHEWS SPECIAL AGENCY

Special Representative

1 Beacon St., Boston

171 Madison Ave., New York

1411 Hartford Bldg., Chicago

## MARKET SURVEY FOR STATE OF VERMONT

(Continued from Page 11)

proper. The mills in which the marble is sawed operate night and day. Rutland leads the world in quantity as well as quality of marble excavated.

Burlington, beautifully situated on Lake Champlain, is a city of commanding commercial and industrial importance, having a great variety of manufacturing industries and being the distributing point for a wide territory. Its lake traffic is large. It is an ideal residence city and the seat of several important educational institutions.

### Looking to Future Expansion

Brattleboro, in the southeastern corner of Vermont, is the gateway of the West River Valley. It is a city of steadily increasing commercial importance, and its historical interest and delightful location render it of great interest to tourists and summer visitors. Brattleboro has an "organized civic spirit" which assures consistent growth. The development of hydro-electric power on the nearby Connecticut River has attracted the attention of manufacturers and presages rapid growth of the city as an industrial center.

Bennington is located 35 miles northeast of Albany, N. Y. It is an industrial and residential city of no small commercial importance. It is a lumber center and boasts of many lines of manufacture, such as collars and cuffs, pottery, woolens, etc.

Montpelier, the state capital, is situated 35 miles east and south of Burlington. It is in a rich farming district and has important granite and other industries.

St. Albans, 25 miles northeast of Burlington, has a variety of industries, including foundries, clothing and cigar factories. It is a favorite summer resort district. In the vicinity is found variegated marble in considerable quantities. Large quantities of butter and cheese are shipped. The city is proud of the substantial character of its industries and of its steady volume of trade.

The newspapers of Vermont are clean, progressive and influential, reflecting the character of the state and its people.

### Ads for Life Insurance

SEATTLE, Dec. 8.—Two million dollars is to be spent under direction of the National Association of Life Insurance Underwriters in advertising life insurance generally in the most extensive campaign of its kind ever undertaken, announced W. Dwight Mead, of Seattle, who has been chosen assistant to the president of the national organization. The money, said Mr. Mead, is to be raised by an assessment of five cents on every thousand dollars of business written by a member of the national association.

### Adopt A. A. A. Rate Card

Staunton, Va., Dec. 8.—The Evening Leader and the Morning News-Leader have just issued a new rate card, following the principle of the standard rate card of the American Association of Advertising Agencies. The Leader recently bought the Daily News and will call it the News-Leader.



LARGEST BLOCK OF GRANITE EVER QUARRIED—NEAR BARRE

## EDITOR AND MANAGER SHOULD SHARE RESPONSIBILITY

### La Crosse Newspaper's Success Attributed to Mutual Help Policy Throughout All Departments.

A. M. BRAYTON, editor of the La Crosse (Wis.) Tribune and Leader-Press and of the Madison (Wis.) State Journal, gave a talk on "A Joint Responsibility" at the recent Chicago convention of the Inland Daily Press Association, which created so much favorable comment and discussion that EDITOR & PUBLISHER presents it, substantially in full as follows:

"The idea is 'co-operation'—between the business manager and the editor. It recognizes the possibility of a close articulation between the departments. As between the business manager and the editor, it practically eliminates the idea of authority.

### Conflict of Authority Eliminated

"This co-operation begins with the bigger things. Probably in fifteen years neither department of the Tribune has undertaken anything of importance without consulting the other. But to be successful, co-operation must also concern itself with details of publication and management.

"I will state briefly our notion of what a newspaper should be. Fundamentally there is the news, simplified by features, special articles, miscellany, and editorial comment. But that is not all. There must be added service to the community, and to that end, newspaper integrity.

"A newspaper must so win the confidence of its public that it can speak frankly to various groups in society, for instance to capital and labor, without losing them as a following. It must win its way into its homes like the family dog, who can offend, but never be disowned. Until that is done, a newspaper has not found itself.

"For example, take strikes. We have been able to speak the truth as we have seen it, often more or less unwelcome to both parties, and still have the lead-

ers come daily to our doors. By reason of this relationship we have found it possible to bring about the settlement of many strikes, entering as a third party at the psychological moment. The two papers for which I write have been instrumental in the settlement of four strikes within the present year.

"The details of co-operation between the editorial and business departments to achieve them, and their logical consequences in income, prestige and security against encroachment within the newspaper field, follow:

"The editor and business manager should talk things over every day. Matters of business and policy should be threshed out. What one gives the other about how to make that day's publication a better newspaper, plus what the other returns on how to make the good newspaper pay better, helps more and more as mutual understanding and sympathy grow.

"This co-operation is passed on to reporters and solicitors. The solicitors get the habit of turning in news tips picked up on the ad routes.

"The reporters call the managing edi-

tor's attention to stories in which advertisers may be interested.

"The managing editor watches his news and features for matters of this sort. Advance release dates are scanned, and often a story of special interest to some line of business sells the rest of the page, and perhaps the adjoining page, to advertisers.

"The reporter is coached to suggest advertising to those with whom he comes in contact whenever anything in the news provides the opportunity. Thus every effort dovetails to make a better paper and a better paying paper.

"We discovered that the editor can sell advertising in some cases where the business manager cannot, or that he can sell it more easily. I will cite two instances:

"The year 1910 was a hard one for us on the Tribune. In July of that year the business manager discussed with the editor the advisability of a special edition. Some pretext was needed. The editor named the paper "The End of The Decade Edition." He began to prepare advance copy with illustrations.

"Manufacturing, banking, merchandising, transportation, schools, and several other topics were each to have a section. At \$50 a page it looked like hard selling, for at that time that rate was considered high and business was not adventurous. The features had to be used for talking points.

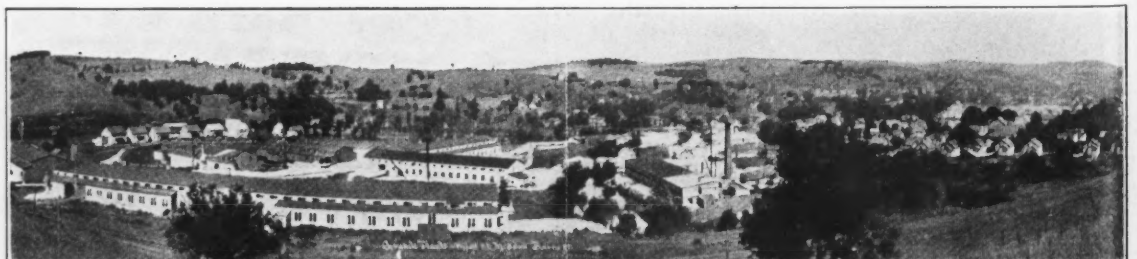
"The editor found it difficult to get his ideas over to the advertising solicitors. Finally he suggested that, since he knew his subject so much better, he would be willing to start the selling in each section.

"The first page of each section was prepared and typed in advance, and armed with proofs of these pages, the editor undertook the task. He got on so well the first week that the business manager requested him to take over the whole job. In six weeks the edition went to press, with 132 pages, 65 per cent advertising, of which 90 per cent was sold by the editor, and brought in over \$4,000 at a time when that sum was a fortune.

"The other example I shall relate deals with manufacturers' and jobbers' advertising. Small town papers carry comparatively little of this business. We had struggled with it in La Crosse. When we took over our competitor we felt that the opportunity had come to reach this business. We had put out a Sunday morning newspaper, which because of its newness, had scanty patronage.

"Frank H. Burgess, business manager and I held a number of consultations upon ways and means. We agreed that a straight advertising talk would not reach many of the potential advertisers, because they sold little or nothing locally. On the other hand, we felt these men had a stake in the press of the city for which they were not paying. The problem was to make them

(Continued on Page X)



GROUP OF GRANITE CUTTING SHEDS AT BARRE



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

# Bennington, Vt.

Population	City Classified as	Location																																			
1910 Census ..... 8,698	Industrial and Summer Resort	Main line of Rutland R. R. Freight by way of Harlem River R. R. In summer freight by way of Hudson River boats. Trolley to Hoosick Falls, North Adams, Pittsfield and Great Barrington.																																			
Board of Trade Estimate, City.... 10,500																																					
Board of Trade, City and Suburban 20,000																																					
Native Whites ..... 97%	English Reading .... 98%	<b>Principal Industries</b> Brushes and mirrors, knit underwear, knitting machinery, wall paper, toilet paper, furniture, Kiddie Kars and toys, refrigerators, scales, woolen dress goods and cloaking, children's waists, stockings, sheetings, pillow cases, tents, mattresses, stereoscopes, radiotelevisions, pulp grinding machinery, bottle stoppers, waxing of paper, aprons, wrappers, orchards, dairying, needles.																																			
Foreign Born ..... 3%	Industrial Workers ..... 25%																																				
Negroes.....Less than 25	Home Owners ..... 1,250																																				
Students ..... None	Summer Residents.. 1,000	<b>Special Information</b> Home of famous Kiddie Kars and well known Bennington Scales. Several half million dollar summer homes in vicinity. Big estates. Hundreds of camps and cottages. Thousands of tourists stop here in summer time en route to mountains and Canada. Wage scale, unskilled, \$20 per week; \$35 skilled. Largest apple orchard in New England within a few miles—50,000 trees.																																			
<b>Banks</b> Savings ..... 1 Resources .....\$3,615,531 National ..... 2 Resources ..... 2,404,593 N. Bennington, National 1 Resources ..... 1,024,000																																					
<b>Schools</b> Public Grade (including rural)....9 Pupils..... 1,250 High ..... 1 Pupils..... 203 Business department in high school. 2 parochial schools with 350 pupils.																																					
<b>Theatres</b> 1 legitimate, 1 motion picture exclusively, 1 combination. Total seats, 2,250; largest, 1,000.		<b>Suburban and Farm Residents</b> Within a few miles are big orchards and dairy farms which ship their products to Boston and New York. Many summer resorts; fine lumber lands and the towns of Shaftsbury, 2,000; Arlington, 1,500; Pownal, 1,500; Manchester, 2,000; Dorset, 1,500, and ten or twelve smaller villages.																																			
<b>Churches</b> Including nearby villages: 2 Baptist, 3 Methodist, 2 Congregational, 3 Catholic, 2 Episcopal, 1 Christian Scientist.																																					
<b>Wholesalers</b> Grocers ..... 1 Hardware ..... 2 North Adams, Troy and Rutland wholesale houses supply retailers in the Bennington territory. The service is fine the year around and extra good in summer.																																					
<b>Retail Section</b> Principal shopping center about ¼ mile on Main, North, South and River Streets. Small neighborhood section in North Bennington, 4 miles distant.		<b>Residential Features</b> One small mill section at Bennington Falls, but all Bennington houses one and two-family structures. Several large estates.																																			
<b>Trading Area</b> Only in the extreme northern part of Bennington territory (at Manchester), is the trade shared with another Vermont city—(Rutland). On the west the area extends beyond the state boundary to Hoosick Falls. On the south the area extends to Pownal and the state line. On the east the territory reaches as far as Searsburg. On the northeast to Dorset. During the summer months this is a busy section, with thousands of vacationists, tourists and summer residents patronizing the stores of Bennington every day in the week.																																					
<b>Retail Outlets for Nationally Advertised Products</b> <table border="1"> <tbody> <tr> <td>Auto (Pass.) ..... 20</td> <td>Delicatessen ..... 0</td> <td>Garages ..... 5</td> <td>Millinery ..... 6</td> </tr> <tr> <td>Auto (Truck) ..... 6</td> <td>Dressmakers ..... 17</td> <td>Grocers ..... 31</td> <td>Opticians ..... 2</td> </tr> <tr> <td>Auto (Tire) ..... 20</td> <td>Druggists ..... 4</td> <td>Hardware ..... 3</td> <td>Photographers ..... 3</td> </tr> <tr> <td>Auto (Parts) ..... 3</td> <td>Dry Goods ..... 10</td> <td>Hats and Caps. .... 7</td> <td>Pianos ..... 2</td> </tr> <tr> <td>Bakers ..... 3</td> <td>Department Stores .. 2</td> <td>Jewelers ..... 5</td> <td>Plumbers ..... 9</td> </tr> <tr> <td>Cigar Stores ..... 12</td> <td>Electrical Supplies .. 3</td> <td>Ladies' Tailors ..... 2</td> <td>Restaurants ..... 3</td> </tr> <tr> <td>Cloaks and Suits..... 7</td> <td>Florists ..... 2</td> <td>Meat Markets ..... 8</td> <td>Shoe Dealers ..... 8</td> </tr> <tr> <td>Clothing ..... 9</td> <td>Furniture ..... 6</td> <td>Merchant Tailors .... 4</td> <td>Sporting Goods ..... 1</td> </tr> <tr> <td>Confectioners ..... 8</td> <td>Furriers ..... 4</td> <td>Men's Furnishings ... 9</td> <td>Stationers ..... 2</td> </tr> </tbody> </table>			Auto (Pass.) ..... 20	Delicatessen ..... 0	Garages ..... 5	Millinery ..... 6	Auto (Truck) ..... 6	Dressmakers ..... 17	Grocers ..... 31	Opticians ..... 2	Auto (Tire) ..... 20	Druggists ..... 4	Hardware ..... 3	Photographers ..... 3	Auto (Parts) ..... 3	Dry Goods ..... 10	Hats and Caps. .... 7	Pianos ..... 2	Bakers ..... 3	Department Stores .. 2	Jewelers ..... 5	Plumbers ..... 9	Cigar Stores ..... 12	Electrical Supplies .. 3	Ladies' Tailors ..... 2	Restaurants ..... 3	Cloaks and Suits..... 7	Florists ..... 2	Meat Markets ..... 8	Shoe Dealers ..... 8	Clothing ..... 9	Furniture ..... 6	Merchant Tailors .... 4	Sporting Goods ..... 1	Confectioners ..... 8	Furriers ..... 4	Men's Furnishings ... 9
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**NOTE:** Sources from which figures and facts were secured—Members of Bennington Board of Trade, bank statements, superintendent of schools, and others. | **Newspapers** Bennington Banner (Daily, P.M.) Banner and Reformer (Weekly)

# THE EVENING BANNER

## BENNINGTON, VT.

Bennington is the principal town of southwestern Vermont and The Evening Banner is the only daily newspaper in this prosperous territory. Here is such a diversity of industry and interest that business is always good and money always in circulation. Unaffected by strikes or shutdowns because it is not dependent on any one line of work. There are 20,000 people in this prosperous territory who can be reached through no other paper. The combined bank deposits and real estate valuation of the township of Bennington averages more than one thousand dollars per person and there isn't a pauper in the town. Bennington is an independent trading center cut off from other large centers and therefore does the bulk of its trading at home. There hasn't been a failure among retail merchants for years. In the grocery line Bennington is a local jobbing center. The Evening Banner goes into every home in Bennington and vicinity and nowhere else can advertising be placed to better advantage. An advertiser always profits from placing his copy in The Banner.

FRANK E. HOWE, Publisher.

Foreign Advertising Representative

## THE JULIUS MATHEWS SPECIAL AGENCY

1 Beacon St., Boston      171 Madison Ave., New York      1411 Hartford Building, Chicago



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



St. Johnsbury, Vt.  
and Newport, Vt.

Population		City Classified	
St. Johnsbury, 1910 Census.....	8,098	as	
Commercial Club Estimate, City....	9,000	ST. JOHNS-	
Commercial Club, City and Suburban	25,000	BURY:	
		Industrial.	
		NEWPORT:	
		Lumbering.	
Native Whites .....	75%	English Reading ...	90%
Foreign Born .....	25%	Industrial Workers..	25%
Negroes.....	Less than 25	Home Owners .....	1,100
Students .....	100	Summer Residents...	Few
Newport, estimated .....	5,000		

Banks	
(St. Johnsbury)	
Savings .....	1 Resources .....
Trust and Savings .....	1 Resources .....
National .....	2 Resources .....
(Newport)	
National Banks .....	1 Resources .....
Trust Companies .....	1 Resources .....

Schools	
St. Johnsbury Public Grade.....	12 Pupils..... 963
St. Johnsbury Academy.....	Pupils..... 350
1 Parochial school, Catholic school for boys.....	220
(Newport)	
Grade Schools.....	3 Pupils .....
Parochial Schools .....	7 Pupils .....

Theatres		Churches	
St. Johnsbury—2 motion picture, 1 legitimate. Total seats, 2,300; largest, 1,000.		St. Johnsbury—2 Catholic, 4 Congregational and 8 others.	
Newport—2 motion picture. Seats, 1,500.		Newport—2 Baptist, 1 Catholic and 3 others.	

**Location**  
ST. JOHNSBURY

Terminal of White Mountain Division of Maine Central R. R. Terminal of St. Johnsbury-Lake Champlain R. R. On the Connecticut-Passumpsic Division, B. & M. R. Direct connection with Boston, New York and Montreal.

**NEWPORT, Vt.**

On Canadian Pacific R. R. and Passumpsic Division B. & M. Daily stage to South Troy, Westfield, Charleston and other points.

**Principal Industries**

ST. JOHNSBURY:—Home of Fairbanks Scales of all descriptions; wood boxes, hardwood flooring, iron and brass foundry, machine repairing, dairy products, condensed milk, maple sugar products, lumber, granite and marble finishing, agricultural implements, building finishings, cement construction, confectionery, food-stuffs, grist mills.

NEWPORT:—Boats, bobbins, bottles, granite, harness, lumber, medicines, overalls, coats, veneering, wood pulp.

**Special Information**

Newport is a big lumbering center and the business center of a popular and rich summer resort section. A girls' summer camp attracts wealth from families in nearly every state in the U. S. A. St. Johnsbury is the home of Fairbanks Scales. The local factory employs nearly 2,000 people. It is the center of the maple sugar industry of the world. National fish hatchery is located here. Fine buildings, including famous Fairbanks Museum. Big Fitzdale Paper Co. only a few miles east of city.

A brief survey of Newport, Vt., is given in conjunction with the survey of St. Johnsbury because the St. Johnsbury Caledonian also publishes the Newport Record, a special daily edition for the Newport territory.

**Suburban and Farm Residents**

Within a few miles of St. Johnsbury are Lyndon, 3,204; Danville, 1,564; Barnet, 1,707; Concord, 1,080; Hardwick, 3,201; Burke, 1,183; Ryegate, 1,194; Waterford, 629; and many good farms and large dairies. In Newport trading area are Barton, 1,330; Orleans, 1,131; Island Pond, 1,873; Derby and Derby Line, 1,439, and ten smaller villages.

**Wholesalers**

ST. JOHNSBURY

Grocers .....

**Retail Section**

St. Johnsbury center about 1 mile on Main Street, Eastern Avenue and Railroad Street. Newport business center about ½ mile in heart of town.

**Residential Features**

Mostly one and two-family houses. No mill settlements.

Retail Outlets for Nationally Advertised Products						Trading Area						
(S. J.—St. Johnsbury; N.—Newport)			(S. J.—St. Johnsbury; N.—Newport)			(S. J.—St. Johnsbury; N.—Newport)			(S. J.—St. Johnsbury; N.—Newport)			
Auto (Pass.) .....	12	Delicatessen .....	0	0	Garages .....	9	5	Millinery .....	7	6	St. Johnsbury Trading Area extends south to Bradford, Vt., and Piermont, N. H.; east to Whitefield, N. H. and Lancaster, N. H. On the north the territory extends along the Passumpsic River, West Branch and Railroad Lines as far as Barton. Periodically trade comes from as far as Newport, Vt. On the west the area extends to Hardwick.	
Auto (Truck).....	6	Dressmakers .....	16	12	Grocers .....	17	8	Opticians .....	3	1		
Auto (Tire).....	15	Druggists .....	5	4	Hardware .....	6	3	Photographers .....	3	3		
Auto (Parts).....	8	Dry Goods .....	7	5	Hats and Caps .....	7	6	Pianos .....	3	1		
Bakers .....	3	Dept. Stores .....	2	1	Jewelers .....	4	2	Plumbers .....	4	2		
Cigar Stores .....	5	Elec. Supplies .....	2	1	Ladies' Tailors .....	2	1	Restaurants .....	8	2		
Cloaks and Suits .....	4	Florists .....	1	2	Meat Markets.....	10	5	Shoe Dealers.....	10	3		
Clothing .....	10	Furniture .....	4	2	Men's Furnishings .....	8	5	Sporting Goods .....	5	1		
Confectioners .....	7	Furriers .....	5	4	Merchant Tailors .....	5	2	Stationers .....	5	2		
												Newport Trading Area extends south to Barton, east to Island Pond, north several miles beyond Canadian border, and west to Jay, Troy and Westfield.

**NOTE:** Sources from which figures and facts were secured—Arthur F. Stone, Secretary, St. Johnsbury Commercial Club, bank statements, merchants, manufacturers and others.

**Newspapers** St. Johnsbury—Daily Caledonian (P.M.)  
Weekly Caledonian  
Weekly Republican

Newport—St. Johnsbury Caledonian prints the Newport Record, which is the afternoon daily of Newport.

# No Advertising Schedule in Vermont is Complete Without the

# St. Johnsbury Evening Caledonian

## AND NEWPORT EVENING RECORD

One advertising rate covers both editions. The only daily newspaper published in Northeastern Vermont.

**NEWPORT**

Trading Center for 20,000 people—Gateway to Montreal and Quebec—Largest Canadian Trade of any Eastern border City—Railroad Center—Big Machine Shops and Lumber Mills—Wealthy Farming Country—Center of Big Tourist Trade—Liveliest City of its size in New England.

Watch Us  
Grow  
2600 Net  
Paid  
Circulation  
in  
October  
Covers  
2 Cities and  
30 Towns

**ST. JOHNSBURY**

Trading Center for 30,000 people—Home of the Great Fairbanks Scale Works—Largest Maple Sugar Plant in the World—Noted Educational Center—Western Gateway to the White Mountains—Richest farming and dairy region of the East—Three railroad lines—90 per cent. English speaking.

Burlington, Barre and Rutland papers do not cover this section of Vermont. To reach Northeastern Vermont from White River Junction to the Canadian Border you must use the Caledonian-Record. Formerly a weekly field, now the home of a prosperous daily. The daily paper you read about in the November American Magazine—"Human Nature As The Country Editor Knows It," by William Dudley Pelley.

## EVENING CALEDONIAN—RECORD

HERBERT A. SMITH, Publisher.

Special Representatives:

BOSTON: CARROLL J. SWAN      NEW YORK: AM. PRESS ASSN.      CHICAGO: AM. PRESS ASSN.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

# Brattleboro, Vt.

Population		City Classified as	
1910 Census .....	7,541	Industrial, residential and summer resort center.	
Board of Trade Estimate, City.....	9,500		
Board of Trade, City and Suburban	22,500		
Native Whites ..... 99%		English Reading .... 99%	
Foreign Born ..... 1%		Industrial Workers . 21%	
Negroes.....Less than 50		Home Owners ..... 2,000	
Students ..... None		Summer Residents .. 1,000	
Banks			
Savings .....	2	Resources .....\$7,934,352	
Trust Co.'s .....	1	Resources ..... 2,619,247	
National .....	2	Resources ..... 4,836,274	
Schools			
Public Grade (8 rural) 12	No. Pupils ..... 1,081		
High .....	1	No. Pupils ..... 341	
One business college and one parochial school.			
Theatres		Churches	
1 legitimate and 2 motion picture exclusively. Total seats, 2,200; largest, 800.		2 Baptist, 2 Congregational, 1 Catholic, 1 Episcopal and seven others.	

**Location**  
Terminal of West River and New London Branches of the Central Vermont R. R. On Connecticut & Passumpsic division of B. & M. R. R. Auto express daily to Springfield, Mass. Trolley to West Brattleboro. Daily stage to Chesterfield, Wilmington and Jacksonsville. Jitney service to Northfield, Mass., Manchester, N. H., and Townshend, Vt.

**Suburban and Farm Residents**  
Within 20 miles, Northfield, Mass, 2,200; Hinsdale, N. H., 1,600; Chesterfield, N. H., 800; Winchester, N. H., 2,500; Putney, Vt., 800; Bellows Falls, 4,900; Townshend, Vt., 800; Wilmington, Vt., 1,500. Many orchards, fine farms and large dairies.

**Principal Industries**  
Pipe organs, toys, chairs, cotton goods, automobile accessories, paper, extracts, bottling, corn canning, dairying, apple growing, overalls, planing mills, lumber, cigars, printing, machines, monuments, doors, sash and blinds, cigar boxes.

**Wholesalers**

- Grocers ..... 2
- Meat ..... 1
- Jewelry ..... 1
- Flour and Grain... 1
- Shoes ..... 1

**Retail Section**

Shopping center is about 1/2 mile long on Main and Elliott Streets.

West Brattleboro has a neighborhood shopping section about 1/2 mile long.

**Residential Features**

Mostly all one and two-family structures, one small mill settlement of 4 to 8 family houses. Many industrial workers own their own homes. Well kept lawns and gardens are numerous.

**Special Information**  
Home of famous Estey Organs. Much of the printing for Yale University publications is handled here. Headquarters of Holstein-Friesian Association of America.  
About 2,500 industrial workers. Visited by thousands of tourists en route to the mountains each summer.

**Retail Outlets for Nationally Advertised Products**

Automobile (Pass.) .. 16	Delicatessen ..... 9	Garages ..... 7	Millinery ..... 4
Automobile (Truck).. 7	Dressmakers ..... 22	Grocers ..... 16	Opticians ..... 4
Automobile (Tire) .. 18	Druggists ..... 5	Hardware ..... 3	Photographers ..... 2
Automobile (Parts) .. 6	Dry Goods ..... 6	Hats and Caps..... 2	Pianos ..... 1
Bakers ..... 4	Department Stores .. 1	Jewelers ..... 4	Plumbers ..... 6
Cigar Stores ..... 9	Electrical Supplies .. 2	Ladies' Tailors ..... 2	Restaurants ..... 4
Cloaks and Suits..... 4	Florists ..... 3	Meat Markets ..... 5	Shoe Dealers ..... 5
Clothiers ..... 6	Furniture ..... 4	Men's Furnishings .. 6	Sporting Goods ..... 1
Confectioners ..... 7	Furriers ..... 3	Merchant Tailors .... 5	Stationers ..... 3

**Trading Area**

To a greater degree than the average city, Brattleboro has the trading area almost exclusively to itself. This territory extends east beyond the Connecticut River as far into New Hampshire as Winchester, Ashuelot, Chesterfield, and other points. To the north the area extends to Rockingham, Bartonville, North Windham and Londonderry. To the west the territory reaches well into the mountains. Wilmington, Jacksonville, smaller towns and prosperous farms and dairies contribute to Brattleboro business. To the south the area extends to Northfield Farms.

**NOTE:** Sources from which figures and facts were secured: H. E. Moffitt, secretary Brattleboro Board of Trade, school superintendent, bank statements, merchants and others. | **Newspapers** Brattleboro Reformer (Daily, P.M.) Vermont Phoenix (Weekly)

Established 1913

Eight to Twelve Pages

Independent—Newsy

# The Brattleboro Daily Reformer

The Only Daily Newspaper in Southeastern Vermont—with an Exclusive Field that Includes Portions of New Hampshire and Massachusetts

Brattleboro—known for years as the “livest” town in Vermont—is one of the large trading centers of the state, with a wide variety of industries and unusual residential advantages.

The Reformer is characteristic of Brattleboro—enterprising and reliable, making a specialty of complete and accurate local and suburban news in addition to its daily Associated Press service and special features. It is essentially a home newspaper and may be found every weekday evening in 99 per cent. of Brattleboro’s homes.

The Reformer is steadily growing both in circulation and prestige, having a reader confidence that makes its value as an advertising medium much greater than its circulation figures indicate.

The Advertising Patronage Given The Reformer by Those Who Know It Best Is the Strongest Reason Why Those Who Do Not Know It Should Test Its Pulling Power.

## THE BRATTLEBORO DAILY REFORMER

American Building, Brattleboro, Windham County, Vt.

Foreign Representative—CARROLL J. SWAN, 44 Broomfield Street, Boston, Mass.

# HOW A NEWSPAPER CAREER HELPS IN ADVERTISING BUSINESS

## Reporting, Copy-Reading and Executive Work Train Mind To Find and Play Up Vital Points of "Appeal."

BY ARTHUR S. JOYCE

Formerly City Editor Philadelphia Public Ledger, now with Donovan & Armstrong, Philadelphia

DOES a newspaper career help in the advertising business? In all of the discussion of this subject there has appeared nothing from the newspaper man who has "graduated" from the editorial department and has taken up advertising.

From my experience I am firmly convinced the newspaper man starts in the advertising field with a training back of him that will insure success, if rightly applied.

But, there are newspaper men and newspaper men, just as there are advertising writers and then some!

### Real News Training Is Essential

The particular newspaper man I have in mind now is the reporter or copy desk man or executive who has made good in the profession.

Nowadays it is the claim of 'most any young man employed by a newspaper, whether he's in the delivery department, the "morgue" or the news room, that he's a "newspaper man."

It may be that some of them drifted into the advertising profession, proudly announced themselves as "newspaper men" and then, humpty-dumpty-like, had "a great fall" from realms into which they hadn't the qualifications to enter at the outset.

Curtain. Then unceasing rails from the "big chiefs" about "not hiring another newspaper man," and slambang for the profession generally because of the apparent lack of common-sense training it injects into those who enter it.

Advertising writing, as I view it, is news concerning the article advertised, aimed directly at the person the advertiser wants to reach. He may be a jobber, a dealer or a consumer. The "appeal" in each instance isn't the same. But there's an "appeal," nevertheless.

At the outset, there is exactly where the former newspaper man will shine. During his career as a reporter he is consistently trained in that very subject—the appeal.

Say he's out on a murder story. On the face of it, the facts in the case are the usual ones—two men get into an argument over the ownership of some common-place article—a watch,

for example. There is a fight and one man shoots and kills the other.

Not very "appealing" from the human interest standpoint! But the reporter, always on the lookout for the unusual, learns, after delving into the case, that the particular watch over which the men fought was one found on the Argonne front in the world war.

Into the watch-casing had been enameled the photograph of an attractive looking young woman. The men had been "buddies" in the army. They had come upon the watch simultaneously. Each tried to get it. One succeeded. They came home after the war. It happened that the soldier who didn't get the watch came across the young woman whose photograph was imbedded in the enameled casing.

The soldier and the girl fell in love. He wanted the watch he knew the "other fellow" had. The latter wouldn't give it up. There was the usual battle of words and threats and—bang! The soldier who had the watch is killed.

There's the "appeal." The actual murder is secondary to the story that led up to it. The human interest appeal—the story of the girl—leads the first paragraph of the story and is "played" to the finish.

It's the same with advertising. There's an "appeal" in every article that's marketed, whether it's bread or tools or a new breakfast food. There's something about it that's different from the usual run. And that "something" is the basis for the ad-

vertising campaign to popularize the particular article.

The modern copy writer is virtually an "advertising reporter." I figured this the first day I became associated with the Donovan-Armstrong agency in Philadelphia.

The investigating instinct of the "advertising reporter" undoubtedly proves valuable in the field of "service" to the client in agency work. The extent of this work differs with various agencies. In some agencies the "service" given clients is the very basis of their business.

What surprised me most in getting into the agency field was the extent to which the modern agency serves its clients. As a "looker on," outside the advertising field, I was under the general impression that agency work meant mere copy-writing—framing up "ads" for someone who has something to sell, in the most "appealing" way, so as to bring about increased sales of the product advertised.

### "Appeal" Through News Sense

There soon came a disillusionment. In the Donovan-Armstrong offices I noted first a big bulk window, the size of the average display window in an up-to-date retail store. I learned the window was for use of the prospective client. The latter, with his product, is interested, of course, in knowing how it will "size up" alongside other windows. He's shown a window "trim" of his goods exactly as it should look. His trims are prepared for him and sent to dealers everywhere as part of the agency's advertising propaganda.

The "where" to make the "appeal" is worked out for the client through a research bureau headed by a former newspaper reporter. The reporter's "news sense" leads him to investigations of fields where the product to be advertised is most likely to sell and under what conditions it should be sold. Advertising "fields" are not all alike.

Conditions everywhere must be investigated to learn the sort of "appeal" to various sections. The man accustomed to "nose 'round" for news is undoubtedly the best type of individual any agency can select for this work. Another reason for a newspaper man's success in advertising.

Go with me into the agency experimental kitchen. It is modernly equipped to handle any kind of demonstration. Suppose the prospective client is manufacturing a food prod-

uct. He is taken into the kitchen, where there is a culinary expert, and he is shown the housewife working out the practical end of the advertiser's product.

The reporter's "nose for news" again becomes invaluable. As the housewife works in the kitchen he can see in this move or that the essence of real "news" of interest to the householder. He notes wherein the product differs from that of others in the market. He can sense the entire proceedings from the housewife's standpoint because he knows the "appeal." And he knows it because he was newspaper trained.

### Copy Chief Is City Editor

Now take the copy department. The agency head is virtually the city editor in the copy room. He hands out assignments just as the reporter had been getting them from the C. E. The reporter "senses" the high spots and "plays" them, with an eye always on the "appeal," whether it's to the jobber, the retailer or the consumer.

The copy is submitted. It may need revision, just as a news story oftentimes needs re-writing a bit to suit the ideas of the "big chief." The former newspaper man again "senses" easily what's in the mind of the agency head. And next time he knows!

Where could you get a man better qualified to take up this sort of work than in the news room of the newspaper? That's my argument, in a nutshell.

In all I have heard and read of the newspaper man making good in the advertising field there hasn't appealed to me—a former newspaper man—any sound argument against the theory.

I've tried it—and it works

## EDITOR AND MANAGER SHARE RESPONSIBILITY

(Continued from Page VI)

see this without encountering the danger that they would 'want something' in return—in the way of special service or immunity.

"It was finally decided that this was another job for the editor. He undertook the task, and in three weeks sold upwards of \$9,000 worth of advertising in the Sunday Tribune to men 75 per cent of whom had never advertised at all.

"Who better than the editor could make the manufacturer see that this was no mere donation?"

Population		Classed As	
1910 Census	7,856	Industrial City	
Present Estimate, City	8,500	Capital of State and Big Insurance Center	
Present Estimate, City and Suburban	24,000		
Native Whites	85%	English Reading	93%
Foreign Born	15%	Industrial Workers	28%
Negroes	Less than 2%	Home Owners	1,400
Students	200	Summer Residents	None
Banks	4	Resources	\$11,356,095
Schools	5	Pupils	1,133
Theatres	1	Seats	950
Churches			8

## EDITOR & PUBLISHER SPACE BUYERS CHART

**Location**  
Montpelier-Wells River branch of the Boston & Maine. Also the main line of Central Vermont R. R. Trolley to Barre.

**Principal Industries**  
Sawmills, traveling derricks, clothes pins, suspenders, garters, organ springs, woodworking and granite.

**Special Information**  
The city benefits businesswise from the fact that it is the seat of state government.  
The total capitalization of the insurance companies having headquarters in Montpelier is close to \$90,000,000.  
The wholesale grain business amounts to large sums.

**Suburban and Farm Residents**  
Rich farming territory in vicinity and within ten or twelve miles are Barre, 12,000; Middlesex, 1,000; Moretown, 1,000; East Montpelier, 1,000; Plainfield, 1,000; Calais, 1,100, and a prosperous dairy district.

**Retail Section**  
Principal business section 3/4 mile on State, East State, Main and Langdon Streets. Small Italian section on Barre Street.

**Wholesale Houses**

Grocers	1
Meats	1
Hardware	2
Bakery	1

**Residential Features**  
One and two-family houses. No tenement sections.

### Retail Outlets for Nationally Advertised Goods:

Auto (Passenger)	Agencies	10	Bakers	5	Dry Goods	5	Hardware	4	Opticians	2	
Auto (Truck)	Agencies	6	Cigar Stores	9	Department Stores	1	Hats and Caps	2	Photographers	2	
Auto (Parts)	Agencies	5	Cloaks and Suits	4	Electrical	2	Jewelry	3	Pianos	1	
Auto (Tires)	Agencies	6	Clothiers	7	Florists	1	Ladies' Tailors	3	Plumbers	3	
Agencies	5	Confectioners	7	Furniture	2	Meat Markets	10	Restaurants	5	Shoe Stores	5
Agencies	12	Delicatessen	0	Furriers	5	Men's Furnishings	7	Shoe Stores	5	Sporting Goods	2
		Dressmakers	14	Garages	7	Merchant Tailors	6	Stationers	3		
		Druggists	4	Grocers	14	Milliners	11				

### Trading Area

East to Fairmont and Plainfield, northeast to Cabot and Woodbury. North to Calais and Worcester, northwest beyond Waterbury and south to Roxbury and South Northfield.

**Newspapers**  
Montpelier Argus (P.M.)  
Facts secured from bank statements, school board, and Mr. Arthur Eaton, cashier Montpelier First National Bank.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

### St. Albans, Vt.

Population		City Classed as Industrial and Residential	
1910 Census	6,381		
St. Albans City Club Estimate, City	7,500		
St. Albans City Club Estimate, City and Suburban	29,000		
Native Whites	85%	English Reading	98%
Foreign Born	15%	Industrial Workers	33 1/2%
Negroes	Less than 25	Home Owners	1,500
Students	None	Summer Residents	200

Banks	
Savings Banks and Trust Co.	1
Trust Co.	1
National	1
Resources	\$2,226,098
Resources	1,380,406
Resources	2,208,755

Schools	
Public Grade	21
High	1
No. Pupils	775
No. Pupils	225
Two parochial schools with a total of 550 pupils.	

Theatres	Churches
1 legitimate and 2 motion picture exclusively. Total seats, 2,000; largest, 800.	3 Catholic, 2 Methodist, 1 Baptist, 1 Congregational, 1 Episcopal, 1 Jewish, 1 Universalist.

**Location**  
On Central Vermont R. R. with excellent service to New York, Boston and Montreal. Within three miles of Lake Champlain. Trolley to Swanton and St. Albans Bay on Lake Champlain.

**Principal Industries**  
Machinery, men's summer clothing, cigars, iron foundry, maple sugar machinery, grain elevators, fruit canning, house finishings, carbonated beverages, book binding, dairying, tallow rendering, publishing.

**Special Information**  
St. Albans is the headquarters of the Central Vermont Railway system, its general offices and shops employing nearly 1,000 people.  
Headquarters of Public Electric Light Co., which furnishes power and light to St. Albans, Burlington and intervening territory.  
No labor troubles. High wage scale.  
Popular stopping place for tourists.

**Suburban and Farm Residents**  
Within a few miles are Swanton, 3,628; Sheldon, 1,246; Bakersfield, 1,200; Richford, 2,907; Enosburg, 3,000; Fairfield, 1,800; Fairfax, 1,178; Georgia, 1,090; Berkshire, 1,286; Franklin, 1,200; Highgate, 1,758, and several smaller manufacturing villages, farming territory and dairies.

**Wholesalers**  
Grocery ..... 1  
Meats ..... 1

**Retail Section**  
Principal shopping center is about 2 miles long on Main, Lake, Kingman and Federal Streets. There are no neighborhood trading sections, but a reasonable number of scattered stores.

**Residential Features**  
Many home owners. Fine one and two-family houses.

Retail Outlets for Nationally Advertised Products			
Automobile (Pass.)	10	Delicatessen	0
Automobile (Truck)	10	Dressmakers	12
Automobile (Tire)	18	Druggists	5
Automobile (Parts)	5	Dry Goods	6
Bakers	3	Department Stores	1
Cigar Stores	5	Electrical Supplies	2
Cloaks and Suits	8	Florists	1
Clothiers	9	Furniture	2
Confectioners	5	Furriers	4
Garages	4	Jewelers	3
Millinery	3	Ladies' Tailors	3
Opticians	2	Meat Markets	9
Photographers	3	Men's Furnishings	6
Pianos	2	Merchant Tailors	3
Plumbers	2		
Restaurants	7		
Shoe Dealers	8		
Sporting Goods	4		
Stationers	3		

**Trading Area**  
St. Albans has a trading area practically all its own. To the south it shares some business with Burlington, but St. Albans area extends beyond Milton and West Milton. To the east the territory extends to Bakersfield and Enosburg. To the northeast to Richford and North several miles beyond the Canadian border. To the northwest to Alburg and on the west it includes Grand Isle.

**NOTE:** Sources from which figures and facts were secured—Bank statements, school superintendent, J. B. Willson, secretary of St. Albans City Club, and others. | **Newspapers** St. Albans Daily Messenger (P.M.)  
St. Albans Weekly Messenger

# St. Albans Daily Messenger

An evening paper using the Associated Press day telegraphic service and publishing more news of the world than any other evening paper in the State. It is the oldest established evening newspaper in Vermont (1861).

It has a practically exclusive field in Northern Vermont, being the only daily printed in Franklin County, and covering such enterprising towns as Richford, Enosburg Falls, Sheldon, Berkshire, Fairfield, Franklin, Highgate, Bakersfield, Montgomery, Fairfax, Georgia, etc. It is distributed all along the lines of the Central Vermont Railway.

# St. Albans Weekly Messenger

Has been published continuously for over 80 years. Its circulation covers the country towns in Northern Vermont not easily accessible to daily papers on the day of publication. It affords advertisers a desirable constituency of country people whose trade is worth having.

PUBLISHED BY

ST. ALBANS MESSENGER CO.

Publishers, Printers, Binders

ST. ALBANS, VERMONT

## SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522			
	Circulation	2,500 lines	10,000 lines
Attleboro Sun .....(E)	4,512	.025	.0125
Boston Advertiser and American .....(S)	353,988	.40	.40
Boston American ....(E)	301,270	.42	.42
Boston Globe .....(ME)	282,172	.35	.35
Boston Globe .....(S)	327,924	.45	.45
Boston Post .....(M)	407,787	.45	.45
Boston Post .....(S)	342,524	.35	.35
Boston Record .....(E)	40,392	.15	.15
Boston Transcript ....(E)	32,837	.20	.20
Fall River Herald....(E)	9,439	.025	.025
Fitchburg Daily News (E)	5,525	.01785	.01785
Fitchburg Sentinel....(E)	7,073	.02857	.025
Haverhill Gazette ....(E)	13,791	.035	.025
†Lynn Item .....(E)	14,855	.05	.0333
Lynn Telegram-News .....(E&S)	16,015	.04	.04
Lowell Courier-Citizen .....(M&E)	16,975	.045	.045
New Bedford Standard-Mercury .....(ME)	26,622	.05	.05
Salem News .....(E)	18,407	.055	.04
Worcester Telegram .....(M&S)	33,570	.09†	.07
MAINE—Population, 762,787			
Bangor Daily Commercial .....(E)	14,426	.035†	.025
Portland Daily Press .....(M&S)	14,092	.03	.03
Portland Express ....(E)	23,674	.07	.05
Portland Telegram....(S)	21,942	.06	.045
NEW HAMPSHIRE—Population 500,510			
Concord Daily Patriot .....(M&E)	4,130	.025	.015
†Manchester Union-Leader .....(M&E)	25,375	.08	.05
RHODE ISLAND—Population 652,335			
Newport Daily News.(E)	6,260	.033571	.029286
Pawtucket Times ....(E)	23,142	.06	.04
Pawtucket Valley Daily Times (Arctic)....(E)	2,230	.021429	.021429
Providence Bulletin..(E)	52,274	.135	.135
Providence Journal (M* S)	31,702	.08*.12	.08*.12
Providence Tribune..(E)	25,877	.08	.07
Westerly Sun .....(E)	4,309	.02	.015
†Woonsocket Call-Reporter .....(E)	12,158	.04	.03
VERMONT—Population, 361,205			
Barre Times .....(E)	6,678	.0225*	.0175
Burlington Daily News (E)	7,890	.02	.02
Burlington Free Press (M)	10,921	.025	.025
†Rutland Herald ....(M)	7,626	.025	.025
St. Johnsbury Caledonian & Newport Record..(E)	2,230	.013	.013
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Standard-Telegram ..(M&E)	45,294	.095	.09
Bridgeport Post ....(S)	13,715	.045	.04
Hartford Courant ..(MS)	25,746	.06	.05
Hartford Times ....(E)	35,092	.08	.08
†New Haven Register .....(E&S)	27,405	.065	.055
New London Day....(E)	10,493	.0357	.03
New London Telegraph .....(M)	4,830	.0128	.0128
Norwich Evening Record .....(E)	3,339	.025	.015
†Norwalk Hour .....(E)	3,364	.021429	.021429
†Stamford Advocate..(E)	7,552	.03	.0225
Waterbury Republican .....(M)	10,992	.035*	.025
Waterbury Republican .....(S)	11,425	.035*	.025
Government Statements, October 1st, 1919.			
†A. B. C. Statement, October 1st, 1919.			
*Rate on 3,500 lines.			
†Rate on 3,000 lines.			

# “Norumbega”

## the *lost* City of New England!

Back in the middle ages New England was the reputed seat of *this*, perhaps imaginary, city of unrivalled splendors! There were maps in Europe giving its location, and legends of its people.

Within its reported tributaries are today above 600 New England cities and towns, industrial realties surpassing the imaginary “Norumbega” as the lusty haystack compares with a fallow field of promise.

*The variety of production of these 641 towns creates in New England a wider purchasing power, a broader demand, and a more general opportunity for salesmanship supported by advertising in the daily newspapers than are likely in any other similar area.*

You can advertise well-nigh anything successfully, to your actual PROFIT, through the New England daily papers.

*If you haven't already begun to advertise in the New England dailies you have been losing time and “let some other fellow beat you to it.”*  
**Get busy!**



