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# EDITOR & PUBLISHER



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

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

\$3.00 a Year

NEW YORK, THURSDAY, APRIL 10, 1919

10c Per Copy

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## March Advertising in Chicago

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

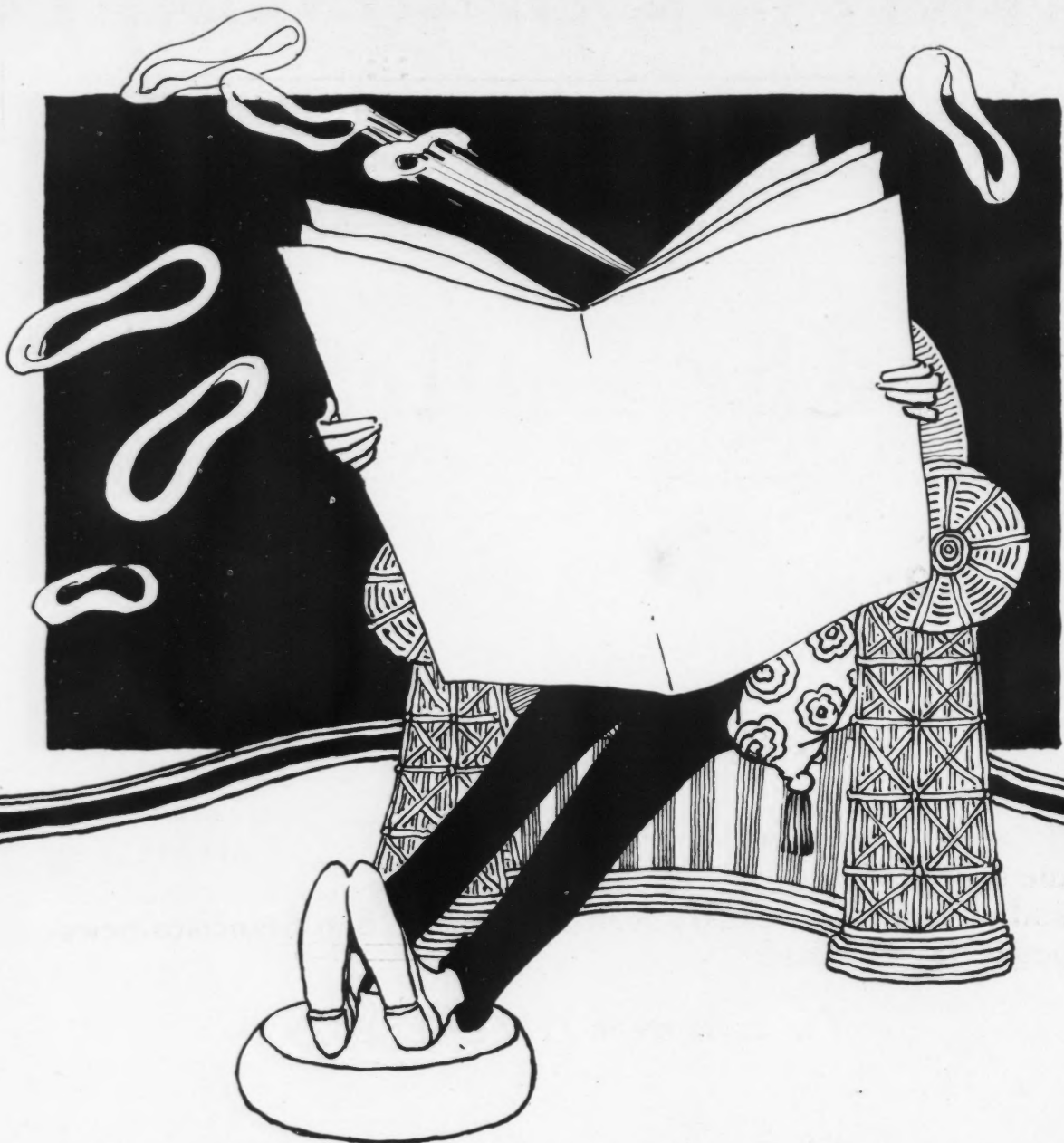
<b>Books</b> - - - - -	<b>FIRST!</b>
The Daily News, 11,861 lines. Next highest score, 9,968 lines.	6 days against 7
<b>Clothing</b> - - - - -	<b>FIRST!</b>
The Daily News, 135,525 lines. Next highest score, 125,570 lines.	6 days against 6
<b>Department Stores</b> - - - - -	<b>FIRST!</b>
The Daily News, 323,444 lines. Next highest score, 232,387 lines.	6 days against 7
<b>Educational</b> - - - - -	<b>FIRST!</b>
The Daily News, 5,672 lines. Next highest score, 4,092 lines.	6 days against 6
<b>Furniture</b> - - - - -	<b>FIRST!</b>
The Daily News, 37,020 lines. Next highest score, 28,156 lines.	6 days against 6
<b>Groceries</b> - - - - -	<b>FIRST!</b>
The Daily News, 41,731 lines. Next highest score, 23,087 lines.	6 days against 6
<b>Hotels and Restaurants</b> - - - - -	<b>FIRST!</b>
The Daily News, 6,047 lines. Next highest score, 4,949 lines.	6 days against 7
<b>Musical Instruments</b> - - - - -	<b>FIRST!</b>
The Daily News, 26,859 lines. Next highest score, 19,403 lines.	6 days against 6

**IN NEARLY EVERY IMPORTANT CLASSIFICATION**

## THE DAILY NEWS

**FIRST** in Chicago

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



BECAUSE

The  World

circulation is concentrated in the

H O M E S

of the great New York City market

**DURING MARCH**

The World, New York, published 1,435,480 agate lines of paid advertising.

**A GAIN OF 83,630 LINES**

**SO FAR THIS YEAR**

(for the months of January, February and March) the New York World published 3,725,552 agate lines of paid advertising.

**A GAIN OF 489,268 LINES**

The *Evening World* last week gained over 67% in advertising above same week last year.

For six weeks past the *Morning and Sunday World* have been obliged to leave out from two to six pages of business nearly every publication day.

For New York Market facts, consult The World's Merchandising Department.

For Over 63 Years

# The Bulletin

(Every Evening Except Sunday)

has been the leading and  
most influential newspaper in

**SAN FRANCISCO**

Independent in politics, aggressive in its policy of championing the cause of the people, THE BULLETIN has the confidence and esteem of its readers such as no other San Francisco newspaper has ever had.

*This confidence in THE BULLETIN  
is reflected in its advertising columns.*

It carries more retail store advertising than any other evening newspaper --- approximately two and a half times more than the first morning (six days) and four times more than the second morning paper (six days).

*Six days in the week San Francisco has always regarded  
THE BULLETIN as the **FIRST** advertising medium.*

NEW YORK OFFICE  
45 West 34th St.

CHICAGO OFFICE  
1302 Tribune Bldg.

DETROIT OFFICE  
403 Ford Bldg.

ST. LOUIS OFFICE  
1008 Fullerton Bldg.

H. D. LA COSTE, Eastern Representative

GUY S. OSBORN, Western Representative

Member A. B. C.

# Philadelphia

is the Third Largest Market  
in the United States for

## *Furniture and Household Goods*

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports the number of dwellings within the city limits to be as follows:

2 story brick dwellings.....	250,000
3 story brick dwellings.....	135,000
4 story or more dwellings.....	7,000
Total dwellings .....	392,000

The average Philadelphia dwelling is of brick construction, has a comfortable porch and neat grass plot in front, and a modest garden or open yard in the rear. Most of the two story houses contain from six to nine rooms and bath, the three story houses average nine to twelve rooms, one or two baths, and many of all sizes have a laundry in the basement.

The great mass of these dwellings are occupied by one family only, and most of these families live along the ideal American plan—home cooking, home comforts, home pleasures, in fact the Philadelphia wife and mother is an all round housekeeper and home-maker.

What proportion of this concentrated demand for furniture, household goods and supplies will go into the stores of Philadelphia and ask for your product or brand?

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper that goes daily into nearly every Philadelphia home—

# The Bulletin

Net Paid Average  
for March

**448,979** Copies  
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day. No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin



# EDITOR & PUBLISHER



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

Vol. 51

NEW YORK, THURSDAY, APRIL 10, 1919

No. 44

## AYER GOLDEN JUBILEE A MEMORABLE EVENT IN HISTORY OF AMERICAN ADVERTISING

### Men of Distinction in Public Life and Business Affairs Join in Honoring Achievements of F. Wayland Ayer and His Associates—Great Banquet Featured by Scintillating Oratory, Good Fellowship and Presentation of Beautiful Gold Cup



The House of Ayer, Four Hundred Strong, and Guests, at Great Banquet at Bellevue-Stratford in Philadelphia in Commemoration of Fiftieth Anniversary of Firm.

(FROM OUR OWN CORRESPONDENT)

PHILADELPHIA, April 4, 1919.

THE fiftieth anniversary celebration of N. W. Ayer & Son, held here tonight, was a dazzling event in the history of American advertising. With the founder of the firm presiding as master of toasts, with his 400 associates and employees, 400 clients and publishers and 250 women guests surrounding him, the banquet was indeed a picturesque and mighty tribute to the accomplishments of the famous American business house.

The banquet guests seemed imbued with the desire to outvie one another in their praise of the house and its founder. Young and old, powerful and humble—all were gathered under the roof-tree of felicitation and celebration.

There was one outstanding feature of the great event that appealed to more than one of the seasoned, stern business men who participated.

It was the glorification, the worship, the prayers to the spirit of Youth!

#### Youth Lifted Aloft

Youth, the energizer, the vitalizer, the symbol of ambition and promise, was raised aloft, not by a chance remark of

a speaker, but by everyone who participated.

The founder, in an address that well could be adopted as a creed, said the hope of the business was Youth—and he proved it in convincing words. Youth founded the house; Youth must sustain and expand it. Another speaker, in an inspiring address, pointed to the material assistance given by the House of Ayer to the struggling youth of America who had slim hope of adequate tuition.

One of the founder's associates in no uncertain terms emphasized the fact that only those of the coming generations can "carry on," while another executive of the firm candidly called the business "young" in more than one characteristic. "We must so live and so work that we may keep young," he said.

That the firm is a true adherent to the principle of "teaching young blood" was more than evident in glancing over the employees. Lads and lassies from fourteen years to twenty years were numerous. They are the future executives of N. W. Ayer & Son.

It is a long time since the ballroom of the Bellevue-Stratford had a more distinguished gathering. The presidents

of half a dozen huge corporations were there, rubbing elbows, as it were, with Youth, for the company included also many of the lesser executives of great firms.

The publishing field was represented in all its departments. There were the newspaper owners, editors, advertising and business managers. The magazine realm was represented by dozens of prominent figures, as were other classes of publications.

Mr. Ayer was the recipient of a wonderful gold loving cup, the token of regard from the publishers of America, and not less pleasing to him was a gorgeous volume containing the names of all the members of the Ayer organization. On the front cover was a gold reproduction of the firm's seal.

#### Mr. Ayer Compliments Old Employees

Mr. Ayer's principal address was listened to with rapt attention. He launched into a strong tribute to former members of his organization who have established their own businesses without attempting to tear down the Ayer house.

He recalled so many instances of executives of a firm hanging out their

own shingle and using that action as a signal to rap their old employers.

"In the fifty years we have been in business no man has built up his own business by tearing ours down," he said. "One of the factors in our success has been the loyalty of those men who left our house to enter business under their own names. I want them to know we appreciate their honesty."

Continuing, Mr. Ayer recalled recollections of things as they were in the late sixties and in the seventies. He traced the development and movements of the concern from its founding until the present and gave other historical information, all of which appeared in these pages two weeks ago.

"N. W. Ayer & Son have always been a co-partnership," he said. "Recognizing that only through service can advertising be made to pay the advertiser, we have been insistent that the business should not be owned by others than the men really responsible for the service in one or another department. The advent of younger men has been thus assured.

"We are looking to Messrs. Fry and Armistead (lately admitted to the firm)

as the men to whom the responsibility for service shall increasingly be committed. The general and growing recognition of their peculiar fitness for this responsibility is very gratifying. Room remains for others as fitness becomes manifest and when mutual interest can thereby be permanently promoted."

Continuing, he said:

"To anyone who has been an intelligent observer, strong contrasts are clearly visible in the field of advertising. In those days the public was at times fairly swept away by some startling appeal to credulity, at other times perhaps unconsciously swayed by advertising, but today the public accepts advertising at its face value, and consciously acts upon its suggestions.

"In the early days, the advertiser furnished his own copy. Later, copy-writing became a feature of advertising service, but all that was at first expected of a copy-writer was that he should give satisfactory expression to the ideas of the advertiser. Nowadays, the preparation of copy is based on definite knowledge of different situations, and the copy-writer must understand selling and merchandising.

"In the early days and for many years no one thought of advertising except to promote the interest of the merchant or manufacturer. In these later years there has, however, come what seems almost marvelous recognition of advertising as a social force.

"We have learned that advertising can do much more and bigger things than merely to sell goods. Today advertising educates people regarding political situations, industrial crises, social development. Can you conceive a more remarkable demonstration than has been the war use of advertising to sell Liberty Loans, to create favorable opinion toward America, to develop our own morale, to undermine the morale of our enemies?

"These more recent uses of advertising clearly point the way toward the fields of its greater future usefulness in the extension of good-will advertising for private commercial business, as well as for the more efficient service of the community at large and the country as a whole."

#### Reception Preceding Banquet

##### Enlivened by Appearance of

##### Young Girls in Ad Costumes

In the words of a big national advertiser, the arrangements for the banquet and celebration were as superb as the famous Ayer service. As the guests left the cloak rooms they wended their way down the great marble stairway into the foyer of the ballroom, where a reception was conducted.

The five partners in the business stood in "reception formation" and greeted each guest. First was Mr. Fry, then Mr. Bradford, Mr. Ayer, Mr. Wood and Mr. Armistead. They stood before a wonderful bank of Azaleas, ferns and palms that lent a beautiful touch to the picture.

Flitting around the foyer were little figures attired in representations of some of the various nationally advertised articles which the firm handles. A pretty young Miss wore a dress skirted with a tire made by the United States Rubber Company; a dusky lad, all bespangled, visualized Color Page; another sweet young Miss wore an evening gown made of copies of the Chicago Daily News; another wore regalia announcing her as the representative of the Jordan Motor Car Company; a youth was secreted behind a huge carton of Prince Albert tobacco; another represented Domino Sugar. A political

### GOLD CUP PRESENTED TO N. W. AYER & SON BY LEADING AMERICAN PUBLISHERS



THE COVER OF THIS CUP BEARS THE INSCRIPTION: "IN RECOGNITION OF THE SPLENDID SERVICE RENDERED THE CAUSE OF ADVERTISING BY N. W. AYER & SON OF PHILADELPHIA, THE PUBLISHERS OF THE UNITED STATES PRESENT THIS TOKEN OF THEIR APPRECIATION AND REGARD ON THIS THEIR GOLDEN ANNIVERSARY AND FACILITATE THEM ON THE EFFECTIVENESS OF THEIR SLOGAN, 'KEEPING EVERLASTINGLY AT IT.'" ON THE BODY OF THE CUP ARE ENGRAVED THE NAMES OF THE PUBLICATIONS PARTICIPATING IN THIS EXPRESSION OF FRIENDSHIP.

touch was lent by the arrival of two miniature "elephants," with "G. O. P." prominently displayed. They were present in honor of Mr. Taft.

Immediately after the first course, the lights in the ballroom gradually were dimmed and a flood of white appeared on a screen suspended in front of the stage. A slide appeared, showing reproductions of photographs of Nathan W. Ayer and F. Wayland Ayer made in 1855. Then followed one of F. Wayland Ayer made in 1869, the year of the founding of the business.

A series following under the title, "Advertising In Its Swaddling Clothes." Among the pictures shown were display ads. of Indian Pills, Felix Gouraud's Oriental Cream and Magical Beautifier, and Rogers Bros., 1847, from an 1850 issue of the Saturday Evening Post. The comparisons of the succeeding reproductions, with the advertising efforts of 69 years ago, were amazing.

The next slide showed a reproduction of one of the famous Rogers Bros., 1847, pages, as used in colors in the monthlies. The guests were delighted then to observe the identical reproduction in a tableau behind the footlights. Living characters portrayed the young matron entertaining her guests at tea, with the hostess' figure standing out conspicuous against the light.

Tintex advertising was similarly visualized in a tableau, with three women characters admiring a piece of material that had gone through the Tintex process. Blue Button Overalls, Welch's grapejuice, Prince Albert tobacco and the American Telephone and Telegraph Company also were represented by living figures in the tableau.

At the conclusion of the dinner, Mr. Bradford appeared on the stage. Behind him was something that evidently

was about to be unveiled, but no one seemed to know just what it was. Mr. Bradford did not keep his audience long in suspense.

##### Mr. Ayer on Canvas

"You have seen upon the screen Mr. Ayer as a boy, also as a young man about the time he first had the vision of a respected and successful advertising business. Now, for the piece-de-resistance after fifty years of 'keeping everlastingly at it!'"

He swept away the curtain and revealed a magnificent portrait painting of Mr. Ayer.

"Members of our organization," said Mr. Bradford, "it gives us great pleasure, speaking for the firm, to present this portrait of Mr. Ayer to you. Is it wide of the mark to ask you to accept it as a heritage? You who know so well the principles upon which Mr. Ayer founded this business, and which have been the underlying principles of its conduct for the past 50 years, I ask that you 'carry on.'"

"When those of another generation come in to fill up the ranks, and, looking on this portrait, shall ask 'Who is that good-looking gentleman?' tell them of his spirit, his will and his purpose for this business so that they, too, will 'carry on.' The portrait is yours."

Rounds of applause swept the room as all the guests arose.

Rhey T. Snodgrass, manager of the New York office of N. W. Ayer & Son, stepped forward to accept the portrait in behalf of the organization. He said, in part:

"Self-preservation is the first law. If the Head of the House has observed all of the laws as well as he has kept this one, he may fairly be called a law-abiding citizen.

"So here we have this fine portrait of Mr. Ayer, painted in 1919, showing him as he looked in 1909, and as he will look, God willing, in 1929.

"This portrait brings us a personal message—to so live and so work that we may keep young.

"It also has a business message. We are engaged in a young business, young in its own history, young in that it furnishes vitality and growth to other kinds of business. So it is of the utmost importance to keep building. And the great message and inspiration which the man behind the portrait would give us now and long hereafter is this—'However tall and broad our structure grows, let us always be laying more foundations. Let us keep this business young.'"

Beside the portrait was another object that appeared to be on the eve of an unveiling. Mr. Wood stepped forward and he, too, satisfied the anxiety of the guest in unveiling a handsome bronze tablet.

##### In Memory of Henry N. McKinney

After receiving a remarkable ovation, Mr. Wood said:

"From time to time as our firm has passed an important milestone in its business life we have invited our friends to share the occasion with us. This, which celebrates our Fiftieth Anniversary, is the largest of these gatherings. It is also the only one that has lacked the gracious presence of Henry N. McKinney, our beloved associate and friend.

"Mr. McKinney passed into the other life a year ago. To me has been given the honor to unveil here a bronze tablet which is to be put in our place of business as a reminder of the man and his accomplishments. The inscription reads:

This tablet commemorates the life and work of

##### HENRY NELSON MCKINNEY

For forty-two years he expressed in and through this organization the highest ideals of commercial honor.

His constructive genius and tireless energy made inestimable contribution to adequate recognition of the power of advertising.

An affectionate tribute by his associates in the house of N. W. Ayer & Son.

"Any words of mine concerning Mr. McKinney would seem superfluous in the presence of so many who knew him, worked with him and enjoyed the charm of his friendship.

##### Origin of the Famous Slogan

"I like to think of Mr. McKinney as a developer of advertising. I do not know where or when advertising had its beginning and I certainly cannot foresee its end. What interests us is its development. Mr. McKinney believed in advertising with all his heart, and he kept everlastingly at the effort to make others believe in it. As I recall the great successes he achieved, and also see the successes which many others have achieved by following the trails which he blazed, I like to think of Henry N. McKinney as the greatest developer of advertising.

Accepting the tablet in behalf of the organization, J. M. Mathes, director of the sales department, said, in part:

"Mr. McKinney believed in team work. A good illustration was the development of the House motto. Mr. Ayer at the close of a long hard day wrote on his blotter: 'Keeping everlastingly at it!'"

(Continued on page 34.)

EDITORIAL

# FIRST PARLIAMENT OF MAN IS BEING HELD UNDER CLOAK OF UN-DEMOCRATIC SECRECY

**W**E are not getting the news of the Peace Conference. And in that fact is found a grave menace to the development of free institutions in the world.

The American correspondents—with Herbert B. Swope, Arthur B. Krock and John E. Nevin as their spokesmen—fought hard against the proposal to limit the news of the conference to the daily communiques. They drew to their side in the fight the newspaper men of Great Britain and Italy. Their French conferees did not join in their demand for the recognition of the press of the world at the sessions of the conference. Concessions were made to the correspondents—but reservations of a vital character were also made.

The result: *We are not getting the news of the Peace Conference.* This preliminary PARLIAMENT OF MAN is not being reported!

We are getting some news, of course—guesses, inferences, surmises, gossip, expressions of opinion, interpretations of the facts that are disclosed. But we are not getting the sort of news to which free peoples are entitled. We are not achieving an *enlightened public opinion* on the great issues on which the world's life will depend for long years.

When President Wilson uttered his dictum, "Open covenants, openly arrived at," the American people—and the free peoples of the earth—thrilled to the slogan. They felt that he had diagnosed the illness of the ages and had pointed to the remedy. No more secret diplomacy! That, obviously, would mean the rule of democracy. The prospect fed a languishing hope that out of the fiery furnace of the awful disaster would emerge a purified and regenerated political system—a basis on which might be reared in safety an enduring Federation of the World.

The people who are always called upon to fight wars were to at last be consulted as to whether or not there should be any wars to fight. No more human pawns—no more flesh and blood marionettes, operated at will by hidden manipulators. The processes of secret diplomacy were to be known henceforth no more. Excellent! Bravo! Viva Wilson, prophet of the new order, evangel, world leader!

How prospers the dream? How fares the prophet and crusader?

The answer is: We are not arriving at covenants openly.

Why? Our President went to the Conference pledged to that principle—his own principle, stated in inspirational form. It met with immediate rejection—there was proposed a complete, drastic censorship. The world was not to be informed of what fate held in store for it until the decrees had been duly formulated and approved by the small group of men sitting in counsel together.

It remained for the newspaper men who had gone to Paris to cover the greatest assignment in modern history to protest against this reactionary, monstrous plan. They did protest with practical accord—the French journalists alone failing to join, although not professing to approve the proposed secrecy.

Each group of correspondents appointed a committee to take up the matter with the Plenary Council. A meeting of these committees was held and a resolution, calling for full representation of the press at the sessions of the conference and for the abolition of censorship in all Allied countries, was adopted.

The representatives of the Allied and Associated Powers assured the committees of correspondents that they were anxious that the press should have "the fullest information compatible with safeguarding," etc. Open covenants, openly arrived at—when "compatible with" somebody or other's conception of what ought to be told to the sensitive and sometimes headstrong general public! "The proceedings of a Peace Conference," they were told, "are far more analogous to those of a Cabinet than to those of a legislature." The thought was worthy of a Bismarck! "One reason why Cabinet meetings are held in private is in order that differences may be reconciled and agreement reached before the stage of publicity is begun." So ran this historic document.

Here we have the concession that the public may be told about these momentous things *after agreement upon them has been reached*—not while there remains time and opportunity for correcting blunders and eliminating autocratic ideas. Thus we have, on a magnified scale, the evil of the "Boss" system in politics, through which voters have merely the option of electing one of two or more wholly unfit men; and of the political strategist in a legislature, who manages to fasten upon a necessary piece of legislation a rider providing for something which could not possibly win on its merits, but which gets through in the final hours of a session under the protecting wing of the original bill.

When the democratic legislatures of the world come to the task of ratifying the Peace Treaty and the League of Nations covenants they will, under the

present plan, have the option of accepting or rejecting these instruments. To reject either of them would, plainly, be to invite prolonged strife and discord among the nations. To accept them will be, obviously, the only thinkable course. Yet public opinion will have had only a partial hearing at the Peace Conference—for **WE ARE NOT GETTING THE NEWS.**

Ex-President Taft, in his address at the Golden Jubilee banquet of the House of Ayer at Philadelphia on last Friday night, defended the policy of secrecy at Paris. He admitted that the important things that were being done there were being threshed out in secret.

"These things cannot be discussed in the open and then spread out before the public," said Mr. Taft. Secrecy, he said, had been observed in the creation of the American Constitution. The journals of the constitutional convention were only turned over to the State Department in 1840.

It is interesting to note, however, that the guarantees on which our progress has rested became parts of the Constitution only as amendments. The policy of secrecy, then the fashion in all governments, did not provide in the original draft of the Constitution for freedom of the press and of speech and religion, trial by jury, etc. These came about by amendments, reflecting the trend and the pressure of public opinion.

The President, in his Boston address, expressed his happiness at being once again in a position to talk face to face with his countrymen and to know of a certainty their attitude on these great matters in which he was engaged. If the people of this country were able to read adequate news reports of the Peace Conference the President would feel and realize their attitude toward these large problems as clearly as he sensed their approval of his policies in the conduct of the war.

If we are to base our judgment upon his addresses we must conclude that the President is unalterably opposed to the very methods that are being followed at Paris. He has not recanted his eloquent and convincing denunciations of secret diplomacy. May we not infer that he believes, as do other men of vision, that the only hope for worldwide democracy lies in non-secret diplomacy and non-secret covenants?

The President, foremost world figure of our times, working with that vision without which "the people perish," is hampered immeasurably through the fact that he does NOT get the reaction of an **INFORMED PUBLIC OPINION.**

He does not get it because the discussions of world policies are being held, largely, "in camera"—the "right" which was reserved by the Plenary Council.

It is the Potsdam idea, in essence. It should not survive the Potsdam rule. It should not find acceptance by democratic nations.

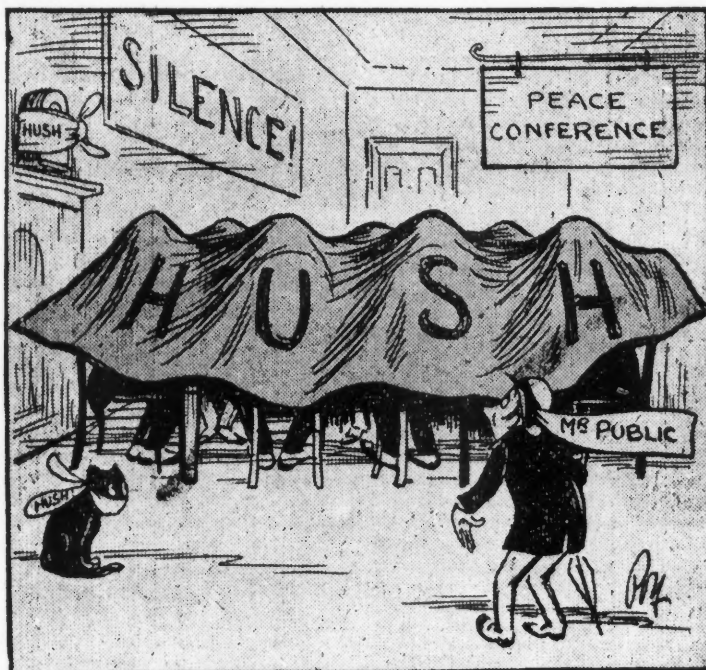
A dispatch in the New York Times of April 5 says that it is now expected that there will be disappointment in all allied countries when the program of reparation indemnities is published. The Times' correspondent, G. H. Perris, says this will be due to the fact that the "leaders lacked the courage to tell their constituents at the outset what was possible and what not." Mr. Perris notes that "the idealist formulae" of Wilson and the national slogan of Clemenceau will depend for their force entirely upon the united will of the associated peoples. And these peoples are now given only the sort of information which is "compatible with," etc.

Is there any reason, which would be valid outside the old Potsdam circles, why the proceedings of the parliament which is charged with re-making the political life of the world should not be **REPORTED**? Should not the American press demand that the President's doctrine of open covenants, openly made, should be respected at Paris?

The contention in the beginning was that the reporting of discussions would prolong the work of the conference and delay the conclusion of peace. The dreaded delays have occurred under the semi-secrecy system adopted. The public mind is confused as to the status or merits of claims and contentions made by different nations. The Potsdam idea, or such elements of it as were adopted at Paris, is not expediting peace, nor satisfying the public demand for information.

The American people feel that secret diplomacy has had its innings at Paris. They expect that it will be eliminated. It is **THEIR BUSINESS** which is under consideration there. They have a right to know the processes that are being followed in its consideration. They resent the manner in which the doctrine of open covenants is being flouted.

The American press, interpreting the sentiment of the American people, should demand that the Peace Conference should, henceforth, be **REPORTED!**



From the London Evening News. "MUM'S THE WORD!" HOW THE POLICY OF SILENCE AT PARIS APPEALS TO THE BRITISH VIEW.

## WAR DEPARTMENT IS AUTHORIZED TO BUY ADVERTISING

Editor & Publisher Finds a Law Exists Providing for Purchase of Space—Great Opportunity for Raising New Army of Half Million at Low Cost

**A** TREMENDOUS opportunity for service to the country is open to newspaper advertising interests by the immediate proposal of comprehensive plans for a nation-wide paid space campaign to recruit the new United States Army of half a million men.

In the past it has cost the Government about \$18 to recruit a man for the Army.

### A Minimum Cost That Will Astonish

Experts in newspaper advertising, with whom EDITOR & PUBLISHER advised this week, declared that if the War Department will accept the principle of newspaper advertising as the chief means of recruiting the great Army which the United States must have, under the terms of the Army Bill which is to engage the early attention of the forthcoming Congress, the ordinary cost per recruit can be brought to a minimum which will astonish the recruiting officers.

If the proper agencies move rapidly in the interest of newspaper advertising, taking pains to keep out of the transaction any special political interests and drive straight at efficient newspaper commercial methods, a heavy Government expenditure for such as out-door, pamphlet, class and general magazine and purely speculative media can be subordinated and full advantage be taken of the daily press which is, of course, the logical medium for Army recruiting and is so regarded by recruiting officers.

### General Staff Receptive

EDITOR & PUBLISHER is in a position to state that well-devised plans will meet a respectful hearing by the General Staff of the Army.

A curious and very general misapprehension exists as to the legality of newspaper advertising for Government purposes.

It has frequently been asserted during the war that special enabling legislation would be required for expenditures for any advertising to be contracted by an executive department of the Government. Stress, for instance, was laid upon this during the agitation for a sensible, economic, effective and well-coordinated newspaper advertising campaign to advance the Liberty Loan bond sales.

As a matter of fact, within the budgets of the executive departments concerned, there exists well-defined legal power to purchase newspaper advertising as a commodity.

### The Enabling Statute

The following is the enabling statute: "No advertisement, notice, or proposal for any executive department of the Government, or for any bureau thereof, or for any office therein connected, shall be published in any newspaper whatever, except in pursuance of a written authority for such publication from the head of such department; and no bill for any such advertising, or publication, shall be paid, unless there be presented, with such bill, a copy of such written authority. (Section 3828, Revised Statutes.)

Not only does this act provide the basis for such advertising, on authority of a department executive, but as a matter of fact the Government is constantly using it, the War Department advertising account having recently run to as high as \$20,000 per month. This business, however, is now confined to adver-

tising for bids and for Quartermaster supplies, and similar notices.

In view of the stupendous task of recruiting an Army of half a million officers and men, the widely circulated announcement of the project and the logical need of newspaper advertising to meet the requirements of the recruiting officers who are planning the most conventional means of poster, pamphlet and free publicity means, it is of interest that there has been to date, so far as is known, no newspaper advertising solicitation. Doubtless this is due to the false idea that legislation is required.

### Advertising Machinery Exists

General Peyton C. March, Chief-of-Staff of the Army, as a junior officer earlier in his career, while attached to the office of the Adjutant General was engaged in recruiting operations and was considered highly efficient in the work he did, much of which was based upon daily newspaper advertising, of which he approves.

The General Staff of the Army is well aware that the machinery for newspaper advertising to aid the recruiting operation is set up and has been in motion for many years. It is available for a recruiting campaign. The forms in use include:

One, to be drawn by the officers interested in an advertising project and presented to the Secretary of War for authority to advertise as provided in the statute;

Another, to be drawn by publishers and stating a schedule of rates which must be on the basis of commercial rates charged to private individuals, with the usual discounts, and containing various instructions and providing an affidavit;

And still another form is used for the "advertising order."

### Through Agencies or Direct

The latter, because the class of advertising that has been used by the War Department, specifies the liner basis, rather than for space advertising, but there is no fundamental difficulty, of course.

EDITOR & PUBLISHER does not undertake to say that the War Department will contract for a heavy newspaper advertising schedule to gain recruits—that is a matter to be decided by the Secretary of War—but it is apparent that newspaper advertising is the logical method of publicity to aid the great recruiting project, the machinery is set up, the Army officials favor newspaper advertising and, finally, a national campaign would have to be planned and sold to the Government much as it would have to be planned and sold to any commercial institution.

Whether the War Department would place the business direct or through agencies is a matter to be developed. At any rate the General Staff is receptive of ideas which will promote the rapid enlistment of the new army by the most economical means possible.

EDITOR & PUBLISHER contends that soldiers and prospective soldiers are newspaper readers and may be reached and convinced through Government advertising in newspapers, much more economically than through any other medium or advertising. American newspapers have given most generously of their space to Government projects during the war, due acknowledgment of this tremendous service having been volunteered by the Government officials at appropriate times.

It is not believed that the Government, through responsible officials, would expect from the newspapers donations of their commodity, advertising space, for the purpose of recruiting a peace-time Army.

Of course, what is said of the Army is in a measure true of the Navy. The Navy has frequently used newspaper space for recruiting purposes. The Marines, however, have effectively operated unpaid publicity. A great peace-time Navy is planned. It will require recruiting service, and the newspaper agencies should not delay in presenting plans for effective advertising for the sake of economy to the Government, as well as for profitable return.

### Recent Copy Placed

Certain divisions of the War Department are now engaged in placing some newspaper display advertising in selected lists of newspapers. A recent piece of copy came from the Construction Division. It called for sealed proposals for the sale of Army Camps, and the business occupied 60 inches, three columns. The Quartermaster is also placing advertising for the sale of surplus horses and mules. It is understood that the appropriation for advertising was on the basis of \$2 per animal offered for sale.

### 110-PAGE DES MOINES CAPITAL

New Sunday Edition Was Biggest Paper Ever Issued in Iowa

DES MOINES, Ia., April 6.—The new Sunday edition of the Daily Capital appeared here today for the first time, with a 110-page edition. It made an instantaneous hit with readers and advertisers, judging by the sales and volume of advertising carried.

Features included four pages of Rotogravure, four pages of comics, the United Press, Universal and Chicago Daily News news services, telegraphic stories by Frank Simonds, David Lawrence, Philip Gibbs, Charles Edward Russell, W. G. Shepherd and others. In addition there was a six-page magazine section, a Dr. Crane editorial, New York Evening Post financial letter and special attention given to sports, movies, theatricals, etc.

### "I. P." Company Earned \$5,022,026

Total revenue of the International Paper Company and its subsidiaries, as shown in the pamphlet report just made public, amounted to \$8,708,682 last year. Of this sum, \$3,686,656 was charged off leaving a net revenue of \$5,022,026. The regular dividends on the preferred stock, totaling \$1,500,000, were paid, leaving a balance carried forward to surplus of \$3,522,026, making that item \$19,442,871.

### S. N. P. A. Will Meet July 6-8

The executive committee of the Southern Newspaper Publishers' Association has set the dates July 6, 7 and 8 for the annual convention, which, as for several years past, will be held in Asheville, N. C. Walter C. Johnson of the Chattanooga News, secretary-treasurer of the S. N. P. A., was in New York this week.

## NO MECHANICAL SHOWS AT CONVENTIONS

There will be no mechanical displays by the Mergenthaler Linotype Company, the Lanston Monotype Company nor the Intertype Corporation at this year's publishers' conventions in New York, April 21-25. But each one of the firms mentioned will have convention headquarters at their old places in the Waldorf-Astoria, and a staff on hand to give all the information on their respective machines that publishers may want.

The Linotype Company, as usual, will occupy the East Room, with its ante-room, which will be in charge of Louis H. Hornstein, manager of the publicity department, while Walter H. Savory, in charge of the New York agency, with his staff and representatives from out-of-town, will be present during the whole week.

The Intertype Corporation will occupy the Myrtle Room, but has not yet announced the members of the staff that will be in attendance.

Monotype representatives will be on hand to welcome newspaper men and give them any information.

### DINE COLONEL BRYANT

Fellow Specials Honor Commander of 107th—Also Carl Dudley

The Six-Point League of New York gave a dinner at the Advertising Club Tuesday evening in honor of Col. Mortimer D. Bryant, of the 107th Infantry, who is a member of the organization. Ninety-seven newspaper representatives and advertising men were present, including Col. Crall, who coincidentally is also a Six-Pointer, of the 7th Regiment, State Guard, from which the 107th was recruited.

Col. Bryant is a member of the firm of Bryant, Griffith & Brunson, and Col. Crall is head of the Crall Company, both newspaper representatives. Memorial resolutions were adopted in honor of Carl Dudley, of M. D. Hunton's staff, who was killed in action in France.

On April 8 the Six-Point League held a meeting in the Waldorf-Astoria, at which every member volunteered to give some or all of his time to coming Liberty Loan. Guy Emerson was the principal speaker.

### Will Correct Ad Copy

WASHINGTON, April 3.—The Federal Trade Commission announced today that the Iron Clade Company, Inc., Queen Rubber Company, Inc., Worth More Tire Company, Inc., and Overroad Tire Company, Inc., the New York City distributors of rebuilt automobile tires, have agreed to the issuance of an order by the commission requiring them to cease circulating certain forms of advertising which were considered misleading.

### Organize Aetna Agency

The Aetna Advertising Corporation has been organized in New York, with headquarters in the Times Building, by Harold L. Goldman and E. R. Wolf. Mr. Goldman has been with the advertising and business departments of the New York Times and Mr. Wolf was with the Hearst newspapers for nearly twelve years.

### Expect New Florida Daily

JACKSONVILLE, Fla., April 8.—Plans are on foot to establish a new daily paper here.



# SEES SECOND CLASS MAIL PROBLEM SOLUTION IN CONNELLY PLAN OF 24 YEARS AGO

President McKernan of N. Y. State Circulation Managers Association Unearths Tag Idea Which He Believes Will Correct Causes for Complaint—Editor & Publisher Brings it to Postal Authorities' Attention

"I WANT to congratulate EDITOR & PUBLISHER on the way it is covering matters of interest to circulation managers. As president of the New York State Association I wish to assure you that all our members appreciate your valued publication." This was the statement of James McKernan, of the New York World, in the course of an interview on circulation topics in connection with the meeting of the New York State body in Utica, which will be held next Tuesday.

"I was particularly interested," continued President McKernan, "in reading the account recently in EDITOR & PUBLISHER of a suggestion made by Superintendent Reising, of the New England R. M. S., at the semi-annual convention of the New England Circulation Managers' Association in Boston, and I think that that association deserves credit for bringing about this co-operation.

"Mr. Reising's suggestion was a very good one, but without wishing to rob him of any credit that may be due, it calls to my mind an old, but true, saying that 'there is nothing new under the sun.'

#### A 24-Year-Old Idea

"Away back in 1895, which is 24 years ago—I just cannot remember the exact date—but it was about that time, a suggestion was made by Howard W. Connelly, then as now, superintendent of the weighing department of the New York Post Office, to the Hon. Charles W. Dayton, who was postmaster at that time, to mark the daily papers through a system of tags, which was similar to the very good suggestion made by Mr. Reising.

"For some reason or another the Post Office authorities could not see their way clear to recommend this to the U. S. Post Office Department for universal use, the objection at the time being that it would be a discrimination in favor of daily publications.

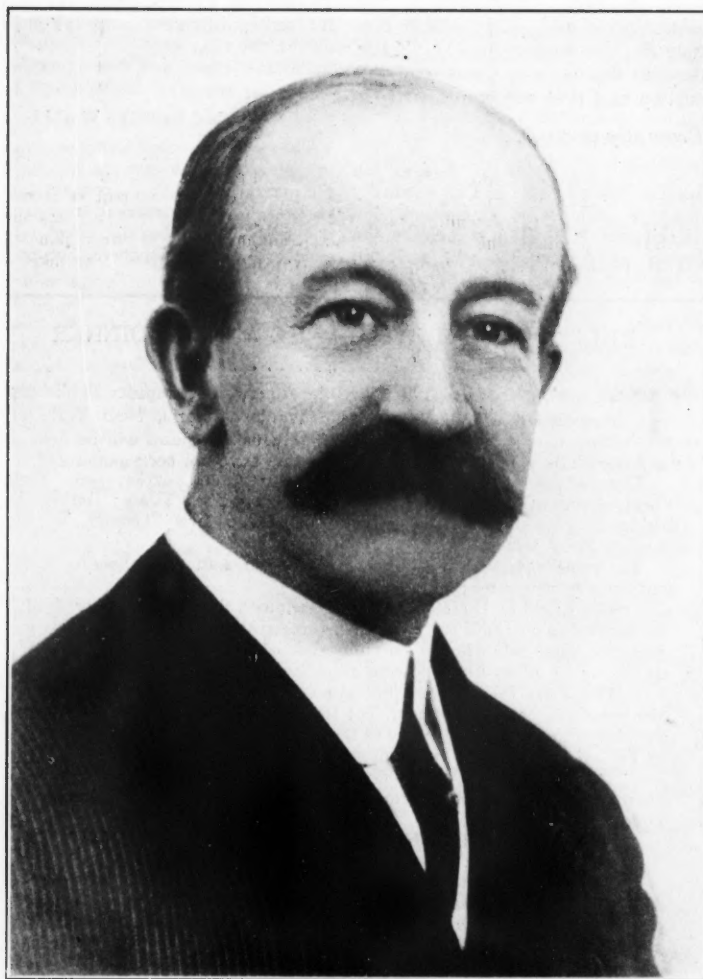
"No doubt Mr. Connelly will remember the occasion and perhaps he has some of the data available.

"In my opinion, it would be a very good idea for the United States Post Office authorities to follow this up, as I recollect the system of tags Mr. Connelly suggested went even further than the daily papers. But as I was only interested in the prompt delivery of daily publications the other matters did not remain fixed in my memory.

#### Distinctive Tag Designs

"I believe Mr. Connelly provided for the various classes of second class matter in such a manner, through a system of designs appearing on the tag, that it enabled any postal employe to see at a glance just what class of matter was contained in each bag and facilitated the handling of the most important pieces of mail which was the class drawing the most complaints.

"The delivery of mail to the newspaper subscribers has been very bad, especially during the past year—so much so that the matter has been discussed



HOWARD CONNELLY

at every meeting of the various circulation managers' associations throughout the entire country, including the International Circulation Managers' Association.

"So any action taken by the postal authorities that would have a tendency to eliminate the vast amount of complaints would be of great benefit, not only to the publishers and readers, but also the United States Postal service.

"It must be noted, however, that any special marking to facilitate handling, unless confined by law to the specific class for which it is designed, would soon be used by other classes of publications and thereby lose its usefulness.

"My recollection of Mr. Connelly's suggestion is that that point was covered. It would be a good idea if the Postmaster would ask Mr. Connelly to submit his original suggestion."

Acting immediately on Mr. McKernan's suggestion, EDITOR & PUBLISHER took the matter up with Mr. Connelly and Postmaster Patten of New York. The latter, as a result, has had Mr. Connelly submit to him his 25-year-

old idea and has taken it under consideration.

In addition the Postmaster granted permission to Mr. Connelly to give an interview to EDITOR & PUBLISHER and outline his whole idea to readers of this paper.

It comes at an especially timely moment in view of the meetings on April 15 of the New York State Circulation Managers in Utica and the New England Association in Boston on April 16.

Howard W. Connelly has spent forty years of his life in the service of the New York Post Office. For the greater part of this time he has been in charge of the newspaper weighing department in the General Post Office on Park Row (now the City Hall Station since the G. P. O. moved uptown) and has directed the handling of every piece of second class mail that has passed through that office in all those years.

No man in the Post Office Department has been in a better position to see the shortcomings of second class service, and to suggest possible remedies, than he. Everyone in the publishing business

looks up to him as an authority on second class mail.

Down in his little office, in the basement of the now City Hall Station, where he has spent the best years of his life, the representative of EDITOR & PUBLISHER found Mr. Connelly just as soon as the Postmaster gave his official permission for an interview.

"Do you remember this proposal of yours, suggested by Mr. McKernan?" he was asked.

"Do I? Well, I should say so," he promptly replied. "It's right down here in my desk drawer where I have been able to keep my eye on it and think about how it might be improved every day since May 7, 1895. And, honestly, strange though it may seem, I haven't been able to improve it a bit. The idea, to my mind, is as practical today as it was 24 years ago. I can't tell you about it any better than to give you the original proposition as I submitted it to Mr. Dayton. Here is the original letter, with all the notes and comment that was made upon it in 1894."

#### The Original Presentation

And with that Mr. Connelly drew from his desk half a dozen well thumbed typewritten sheets of paper. "Here's my baby," he said. "Little did I think it was to get this attention nearly a quarter of a century after its birth. It's my pet; take good care of it for me."

Following is a copy of the letter Mr. Connelly submitted to Postmaster Dayton:

"May 7, 1895.

"HON. CHARLES W. DAYTON,  
"POSTMASTER.

"SIR:—As a possible solution of the problem 'How to reduce the percentage of complaints of the loss or delay in delivery of second class matter,' I beg leave to submit the following communication:

"The existing law, as originally passed, became operative on January 1, 1875. The total amount mailed at this office during that year was, in round figures, over 7,737 tons.

"The system of registering an entry of each publication began in July, 1879, in pursuance of the Act of March 3 of that year. While this measure was not mandatory, practically all of the publishers entered their publications, the number of entries reaching nearly 8,104 tons.

#### Enormous Increase of 1895

"Since July, 1879, every new publication that has been accepted as second class matter has been regularly entered on the books at this office and the number of the last entry, 3,922, together with the figures for last year's total of second class matter received, over 28,790 tons, will indicate the enormous increase in this class of mail within the past fifteen years.

"This immense bulk of matter is received in every conceivable sort of condition. No special system is

(Continued on page 36.)

## PAPER, LABOR AND POSTAGE LOOM UP AS BIG A. N. P. A. TOPICS

Some Publishers Already in New York or On Their Way to Annual Gathering in Waldorf-Astoria—Plan Banquet for 700 Guests

**A**LTHOUGH the annual conventions of the American Newspaper Publishers Association and the Associated Press are yet 10 days off, publishers from every part of the United States and Canada are preparing to come to New York or are on the way. Information in the hands of EDITOR & PUBLISHER indicates an increasingly large attendance.

These stellar convention events in America's newspaper publishing life promise unusual interest, following as they do the dawn of peace and the momentous problems of national reconstruction and post-war readjustment.

### Meetings Will Be Called Promptly at 10 A. M.

The annual Convention of the American Newspaper Publishers Association will be held at the Waldorf-Astoria Hotel, on Wednesday, Thursday and Friday, April 23, 24 and 25, 1919.

Morning sessions open at 10 o'clock sharp.

Preliminary committee meetings will take up the entire day Monday, April 21, and possibly Tuesday.

The annual meeting of the members will be held on Thursday, April 24, at 2 p. m., for the election of officers and such other business as may properly come before the meeting.

Representatives at the convention and annual meeting must come from the home office and any exception to the rule must be passed upon by the committee on credentials.

The thirty-third annual dinner of the association will be held at the Waldorf-Astoria, on Thursday, April 24, at 7 p. m. A reception in the Astor Gallery will be held at 6:30 p. m. Full details are given in the accompanying box.

On Wednesday the customary luncheon of the Advertising Bureau of the A. N. P. A. will take place at noon.

The committees in charge of the various phases of the week's program say it is yet too early to make any definite announcement of their plans and the program of discussions is not completed. In fact the names of speakers and topics to be discussed are never announced in advance.

### Ad Bureau Dinner

The only exception to this rule is the Advertising Bureau of the A. N. P. A., which has announced that its annual luncheon, which will be held between sessions of the A. N. P. A. meeting, Wednesday, April 23, at 12:30 p. m., gives every promise of being of record-breaking proportions. More than 400 acceptances were in hand yesterday, which would indicate an attendance in the neighborhood of 600.

The official guests will include the heads of organizations such as the A. A. C. of W., Association of National Advertisers, the American Association of Advertising Agencies, the Associated Press and the United Press.

Invitations have been extended to several of the prominent officials in the United States Railroad Administration, and Gerrit Fort, assistant director of traffic of the United States Railroad Administration, has accepted an invitation to be one of the speakers.

Captain Paul Perigord of the French Military Mission, and one of the most distinguished orators that have been heard in this country, will also be among the speakers.

As usual, the general policy of the luncheon will be to have five minute

talks from the heads of various big business organizations, and an unusually attractive program is anticipated.

During the A. N. P. A. convention, the Bureau of Advertising will maintain

to how they could help bring a quick victory, regardless of personal sacrifice, and pledged themselves and their newspapers to the service of the country.

That they carried out their pledges to the fullest extent is attested by the many words of appreciation that have come from the officials of the Government since the signing of the Armistice.

This year the publishers will come together to consider ways and means of improving their own properties, as well as serving the public and other business interests of the nation. That there is much room for such improvement is admitted by all, and plans will be laid for accomplishing as much as possible during the next year.

Postage, paper and labor promise to be the big topics of discussion.

### Watched by Critic World

The intensive consideration given to publishing and advertising problems at the annual A. N. P. A. conventions invariably develops marked results that not only have a healthy effect on the members' own newspapers, but on the

The work of these committees was in constant evidence during the past year, under the stress of war conditions, in an effort to keep down costs and sustain pleasant and profitable advertising relation between publishers, advertisers and advertising agencies; settle labor disputes, and oppose the enactment of excessive second class postal rates, etc.

Elbert H. Baker, of the Cleveland Plain Dealer, is chairman of the committee on paper; Don C. Seitz, of the New York World, of the advertising agency committee; George McAneny, of the New York Times, postal affairs; Fleming Newbold, of the Washington Star, advertising bureau.

### Who Will Succeed McIntyre?

Lincoln B. Palmer, general manager of the association, is expected to deliver an annual report of unusual importance due to extraordinary conditions that have existed and been met.

A matter of speculation among the members is that of the appointment of a successor to A. Gordon McIntyre, special representative of the paper committee, whose resignation was announced in EDITOR & PUBLISHER last week. Mr. McIntyre's relations with the paper committee were those of a technical adviser and his contract had still another year to run, when he was released at his own request. Whether the news print situation requires a successor at this time is under consideration by Mr. Baker and his committee, and will be decided at the convention.

The special standing committee to handle labor matters and participate in the work of the International Arbitration Board, consists of Henry N. Kellogg, chairman, with headquarters in Indianapolis; Charles H. Taylor, Jr., of the Boston Globe, and W. S. Jones, of the Minneapolis Journal.

### Officers to Be Elected

The complete list of officers of the A. N. P. A. follows: President, Frank P. Glass, Birmingham News; vice-president, George McAneny, New York Times; secretary, John Stewart Bryan, Richmond News-Leader; treasurer, Edward P. Call, New York Journal of Commerce.

Directors: Elbert H. Baker, Cleveland Plain Dealer; Milton U. Brown, Indianapolis News; Harry Chandler, Los Angeles Tribune; D. D. Moore, New Orleans Times-Picayune; Hopewell Rogers, Chicago Daily News; Charles H. Taylor, Jr., Boston Globe; T. T. Williams, Pittsburgh Press.

John F. Mackay, formerly business manager of the Toronto Globe, was a member of the board, but since his election he has retired from the newspaper business, so a successor must be elected in his place, as well as in the places of Messrs. Glass, McAneny, Bryan, Call, Moore, Rogers, Taylor, and Williams, whose terms in office expire.

The committee in charge of the A. N. P. A. Advertising Bureau consists of Fleming Newbold, Washington Star, chairman; Lafayette Young, Des Moines Capital, vice-chairman; David B. Plum, Troy Record, chairman finance committee; W. F. Rogers, Boston Transcript; Louis Wiley, New York Times; Major G. E. Buxton, Providence Journal; W. H. Field, Chicago Tribune; John B. Woodward, Chicago Tribune; Harry Chandler, Los Angeles Times. There is a vacancy on the board due to the resignation of Mr. F. Mackay.

William A. Thomson, director of the Advertising Bureau, is looked for an important report bearing upon the status of national business in relation to prospective newspaper advertising.

### RULES AND DETAILS OF THE ANNUAL DINNER OF THE A. N. P. A.

**T**HE thirty-third annual dinner of the American Newspaper Publishers' Association will be held at the Waldorf-Astoria, New York, on Thursday, April 24, at 7 p. m. The usual reception will be held in the Astor Gallery, beginning at 6.30. Speakers have not been announced.

The committee in charge consists of George H. Larke, New York World, chairman; George McAneny, of the New York Times; Herbert L. Bridgman, Brooklyn Standard Union, and Theodore Seymour, of the Evening Post, secretary.

The rules governing the dinner are contained in the following statement by the committee:

"The Board of Directors having determined that each member shall be entitled to purchase not more than three seats in all, and to purchase seats for those only who are on the payroll of the member and employed at the home office, the following rules have been adopted:

"The Board fully realizes that no member would intentionally violate the rules governing the dinner, but feels it necessary to state that any member who should violate any of the rules will be subject to the penalty of exclusion from next year's dinner.

"The price for the dinner does not include wine. Members, however, will be privileged to order at their own expense, such wines or liquors as they desire.

"First—Seats \$7.50 each.

"No seats shall be sold to anyone not a member.

"Second—The privilege of members to purchase seats is not transferable, nor are the seats transferable.

"Third—No money shall be refunded for seats unless due notice is given to the Treasurer before 12 o'clock (noon) April 23rd, 1919.

"Fourth—Checks and requests for seats must come from the home office of each publication.

"Requests and remittances should be addressed, and check made payable to Edward P. Call, Treasurer, World Building, New York City.

"Prompt acknowledgment will be made. Seats will be assigned by the Committee in the order in which remittances are received, and location will be shown on the seating chart, which will be obtainable before the March forms for the Dinner.

"The Committee hopes for the cordial co-operation of the members and requests them not to ask for any exceptions to the above rules, as the Committee has no power to grant exceptions. Members will realize that an exception made for any one member should in justice be made for all."

The reduction in price to \$7.50 a ticket is due to the fact that the only liquor included will be the opening cocktail. Guests will have the privilege, however, of purchasing whatever wine they desire.

Indications are that the banquet will be even better attended than last year, despite the ticket eligibility limitations. On April 8 there were 50 more tickets paid for than on the same date last year.

There will be no souvenirs.

headquarters in Room 120 at the Waldorf-Astoria, and will entertain its members and visiting publishers.

The affairs of the Bureau will be discussed on the program of the A. N. P. A. at 3 o'clock on Thursday, April 24. The Advertising Bureau Committee will meet Monday, April 21.

Last year, when the A. N. P. A. and the A. P. met, the United States was in the midst of war against Germany. The members gave their full consideration

welfare of the small publications of the country that do not belong to the organization.

A. N. P. A. members have at their disposal at all times the service and advice of committees on news print paper, advertising agencies, labor, postal matters and law. These are made up of members, advised by expert authorities, who give the better part of their time to the protection of newspaper publishers' interests.

# LARGE ATTENDANCE IS OUTLOOK FOR ANNUAL A. P. MEETING

**Business Promises to Be of Unusually Interesting Nature—  
Melville Stone Coming Home to Be Present—  
Convention Work Starts Next Week**

THE Associated Press really begins its convention work a week earlier this year than is usual. Next Thursday and Friday, April 17 and 18, the board of directors will hold a pre-convention meeting, which in the past has been held the day before the convention opened.

The change is being made to allow the members of the American Newspaper Publishers Association, who serve as directors of the A. P., and others who may be called to the directors' meetings, to attend all sessions of the A. N. P. A. meeting in addition to those of the A. P.

## New Plan Promises to Give Entire Satisfaction

Heretofore, when the A. P. directors' meetings have been held during the A. N. P. A. meeting, many A. P. members have been called away and missed events in which they were interested.

The scheme this year is to clean up all directors' business a week in advance of the annual business meeting; then hold just short sessions on Monday and Wednesday, simply to comply with the by-laws of the association. This new arrangement gives promise of satisfaction to all.

The annual business meeting of the Associated Press and the annual A. P. luncheon will open at 10 a. m. on Tuesday, the 22nd, and will be followed by a directors' meeting Wednesday to elect officers.

## Seem Like Victims of Fate

This will be purely a corporation business meeting in which directors will be elected for the ensuing three years and action will be taken on any phase of the Associated Press news service that may require it. There is never any set program to be followed beyond the routine order of business called for in the by-laws.

This year, however, interest is promised in the contest for directors. As explained in previous issues of EDITOR & PUBLISHER, the friends of Charles A. Rook of the Pittsburg Dispatch and V. S. McClatchy of the Sacramento Bee are much wrought up by the failure of the nomination committee to renominate them.

Their terms expire this month and both have served for many years. Their names, however, are missing from the list of regularly nominated candidates, despite the fact that all the other directors whose terms in office run out have been renominated.

A phase of the situation is that both Mr. Rook and Mr. McClatchy have long been ardent supporters of the idea of a changing directorate, which would do away with the long standing custom of re-electing the same directors every time their term expired until they chose to decline a nomination.

## Report of a Great Year

The nominating committee, which met in Chicago last January, decided to adopt the "changing" plan and began it by dropping the names of Mr. Rook and Mr. McClatchy. The latter have apparently accepted the situation philosophically, but friends in the association have refused to abide by the decision of the nominating committee. For two months they have been seeking supporters for a plan to place Mr. Rook and Mr. McClatchy in nomination on the floor of the convention, and from all reports this will be done.

The annual report of the board of directors is being looked forward to with lively anticipation. The past year has

been one of unprecedented opportunity for news service and from all indications the work performed by the A. P. in gathering and distributing news for Americans, under the stress of war conditions, has been done to the satisfaction of all concerned.

In all the A. P.'s work there are many details, of which the average member knows little and the directors' report, which will summarize all the accomplishments of the organization, their costs and results, promises to be of genuine interest.

## Noyes and Stone Fixtures

From present indications, the only changes to be made in the official family will be filling the places of the directors whose terms expire, and perhaps in vice-presidents, who are usually changed yearly.

It is considered a certainty that Frank B. Noyes of the Washington Star will be re-elected president for his 20th consecutive term. He is the only president the Associated Press ever had and his long administration has been so successful that there is never even any talk of replacing him.

Melville E. Stone, general manager and secretary, likewise has been in his place since 1900, without thought of change. Mr. Stone is coming back from Europe to attend the meeting. He is now on his way across the Atlantic from Paris, where he has been directing the work of the Associated Press Peace Conference staff since last December.

The other officers of the A. P. are Frederick Roy Martin, assistant secretary and assistant general manager; first vice-president, Ralph H. Booth, Muskegon Chronicle; second vice-president, E. P. Adler, Davenport Times; treasurer, James R. Yonatt, New York.

## List of Directors

The complete board of directors, with the year in which their terms expire, are:

1919—Charles A. Rook, Pittsburg Dispatch; Charles Hopkins Clark, Hartford Courant; Clark Howell, Atlanta Constitution; V. S. McClatchy, Sacramento Bee; and Elbert H. Baker, Cleveland Plain Dealer.

1920—Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Bulletin; Adolph Ochs, New York Times; A. C. Weiss, Duluth Herald; John R. Rathom, Providence Journal.

1921—W. H. Cowles, Spokane Spokesman-Review; Victor F. Lawson, Chicago Daily News; D. E. Town, Louisville Herald; R. M. Johnston, Houston Post. Oswald Garrison Villard, who was elected as representing the New York Evening Post last year, has since retired from daily newspaper work and automatically from the board.

Therefore the election will be to fill the places of Mr. Rook, Mr. McClatchy,

Mr. Clark, Mr. Howell, Mr. Baker and Mr. Villard as directors, and the offices of president, two vice-presidents, secretary and treasurer.

## The Nominees

The names of the ten nominees are: Charles Hopkins Clark, Hartford (Conn.) Courant; William H. Dow, Portland (Me.) Express and Advertiser; Elbert H. Baker, Cleveland (Ohio) Plain Dealer; E. Lansing Ray, St. Louis (Mo.) Globe-Democrat; C. D. Morris, St. Joseph (Mo.) Gazette; J. L. Sturtevant, Wausau (Wis.) Record-Herald; Clark Howell, Atlanta (Ga.) Constitution; D. D. Moore, New Orleans (La.) Times-Picayune; R. A. Crothers, San Francisco (Cal.) Bulletin, and A. N. McKay, Salt Lake City (Utah) Tribune.

For the place of Mr. Villard the nominating committee has named Herbert F. Gunnison, Brooklyn Daily Eagle, and A. E. Braun, Pittsburgh Post.

# BANNER AD YEAR SEEN BY A.A.A. OFFICERS

**Executive Committee of Advertising Agents' Association, Meeting in Chicago, Defines Agency Service —Seeks to Raise Ethics**

(BY TELEGRAPH FROM OUR OWN CORRESPONDENT.)

CHICAGO, April 8.—The executive committee of the American Association of Advertising Agencies began a two-day session at the Hotel Blackstone today, with all members of the committee present, except Harry Dwight Smith and J. F. Matteson, who are in France, and W. C. D'Arcy, who is ill in St. Louis.

Advertising plans for the Victory Loan occupied a share of the day's sessions, which were executive. It was announced that more than \$600,000 worth of free advertising space had been contributed by publications at the request of Secretary Glass of the Treasury Department and that the copy had been prepared and placed for this space by the members of the association.

It is felt by the members of the executive committee that the Victory advertising will have a continuity of plan and an effectiveness not shown in any of the previous Liberty Loan advertising.

## Publishers Aid Unsolicited

James O'Shaughnessy, executive secretary of the association, said: "I want to explain that this patriotic and unprecedented stand of publishers comes unsolicited as far as this organization is concerned, although the entire advertising proposition for the Fifth Loan has been placed with us.

"Ideas, texts and drawings were turned into copy with remarkable speed during the first three days of the present week and the members of the committee feel that the Victory Loan will go over by Easter and faster than any of the previous loans."

Foreign advertising, that is, publicity calculated to garner business in foreign fields for American firms, was another subject given close attention. The consensus of opinion was that the time is ripe for American entry in the foreign field and that advertising in foreign publications will serve to pave the way for the successful introduction of American made goods.

Advertising ethics were talked over. The agents are unanimous in the feeling that a great deal may yet be done to lift the ethical standard of advertising and advertising practice. While

it is not the intention of the executive committee members to outline a vigilance program, they will nevertheless put themselves on record as favoring a higher conception of advertising from the ethical point of view.

## Raise Ethical Standards

"There is no reason," as one member expressed it, "why advertising should not be conducted with as keen an ethical appreciation as now governs such professions as medicine, law and the like."

At the dinner given by the western branch of the association tonight a hundred guests were present. Tomorrow the agents will be the guests of the Chicago Advertising Association at luncheon, at which addresses will be delivered by William H. Johns, Paul E. Faust and other prominent members of the committee.

The amount of business placed by the members of the American Association of Advertising Agencies aggregates over \$100,000,000 in advertising, and reports from all over the country show that manufacturers, retailers and wholesalers appreciate advertising and are using it to better advantage this year than in any year during the past ten years.

The fact that the government itself has asked that there should be more local as well as national advertising has given the advertising business an impetus which will make 1919 a banner year for the members of the American Association of Advertising Agencies.

There are 111 members now in the American Association of Advertising Agencies.

The purpose of the association is to establish higher and higher standards of training and organization; to make it easier for those who have the proper qualifications to secure the necessary training, and to make it increasingly difficult for those who lack these qualifications to masquerade under the name of advertising agents.

## A. A. A. Definition of Service

The executive committee, in connection with its meeting, issued the following explanation of advertising agency service, as defined by the A. A. A.:

"Advertising Agency Service consists of interpreting to the public, or to that part of it which it is desired to reach, the advantage of a product or service. Interpreting to the public the advantages of a product or service is based upon:

"1. A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and in its relation to competition.

"2. An analysis of the present and potential market for which the product or service is adapted:

As to season.

As to nature and amount of competition.

As to trade and economic conditions.

"3. A knowledge of the factors of distribution, sales and their methods of operation.

"4. A knowledge of all the available media and means which can profitably be used to carry the interpretation of the product or service to consumer, wholesaler, dealer, contractor, or other factor. This knowledge covers:

Character, influence, circulation, physical requirements, costs, quantity, quality, location.

Acting on the study, analysis and knowledge as explained in the preceding

(Continued on page 24.)



ADVERTISING GROWTH IN MARCH SHOWN IN AGATE LINES

GLOBE SETS RECORD WHEN MEN STRIKE

Using Only Two Presses, Run by Nine Men, It Issued Capacity Papers, Overloaded with Advertising for Five Days

"The strike that was pulled on the New York Globe on Monday, March 31, was most instructive and interesting as a demonstration of how much confusion can be produced by a trifling incident wonderfully magnified and distorted by minds out for such effort," said Jason Rogers, publisher of the New York Globe.

"After five days of the strike," he continued, "during which the Globe, by some marvelous accident, managed to get out nearly full editions on two presses manned by nine men, including a foreman, an adjustment was reached on the basis of the Globe's original proposal to the men.

"It was not a victory for either side, but rather an ironing out of misunderstandings and a resumption of relations on a basis promising more pleasant and satisfactory appreciation of the factors entering into the contract than at any previous time.

Had Too Much Business

"A peculiarity regarding our strike was that during four days we were compelled to print capacity newspapers—24 pages—and actually were forced to omit nearly 50 columns of advertising, all of which had its psychological effect on the men who thought they had left us stranded.

"The cause of the strike was the discharge of two pressmen for being away from their positions through being arrested for gambling in an adjoining building. The local union demanded their reinstatement and applied for local conciliation, which confirmed their demand.

"Before the conciliation our foreman appealed to his International Union against the actions of the local union, which, according to practice, should have operated as a stay of proceedings, but it did not in real life.

"When confronted with the findings of the local conciliation board we offered to pay the men in cash from the day of their discharge and until the final decision of the International Union was reached, but not to put them back at work in the press room.

Principle at Stake

"The men went out without notice, leaving us with but four pressmen, and stayed out for five days. In co-operation with acting President McHugh of the I. P. P. & A. U. and H. N. Kellogg, chairman of the standing committee of the A. N. P. A., we finally reached an adjustment satisfactory to all parties, and the men came back.

"My position throughout was a fight for the integrity of contracts, with organized labor strongly and effectively supported by Messrs. McHugh and Kellogg. It was a little fight that had to come somewhere, and as the principle I contended for prevailed, I am sure the effort was worth while and for the benefit of the whole industry."

Got Only \$20 Damages

St. Louis, Mo., April 7.—Jacob Furst, who sued the publishers of the St. Louis Times for \$50,000 actual and \$50,000 punitive damages, alleging libel in an advertisement published on November 30 and December 1, 1917, was awarded \$20 actual damages by a jury in Circuit Judge Hogan's Court.

Name of Paper.	Total.		Local.		Foreign.		Classified.	
	1919.	1918.	1919.	1918.	1919.	1918.	1919.	1918.
<b>Trenton</b>								
Eve. Times (S.)	642,796	542,766	396,739	349,510	124,425	91,084	109,410	90,090
Times-Advertiser	233,289	180,068	183,596	141,022	15,519	10,318	32,004	25,144
State Gazette	423,780	349,958	366,828	288,288	24,276	24,808	24,612	28,252
<b>NEW YORK</b>								
<b>Albany</b>								
Knickerbocker Press	512,820	510,132	286,146	314,944	121,478	95,536	105,196	99,652
Journal	370,706	307,202	314,832	270,004	55,874	37,198	.....	.....
<b>New York City</b>								
American	852,455	909,180	.....	.....	.....	.....	.....	.....
Brooklyn Eagle	913,611	764,292	.....	.....	.....	.....	.....	.....
Commercial	173,462	159,061	.....	.....	.....	.....	.....	.....
Evening Journal	795,962	714,467	.....	.....	.....	.....	.....	.....
Evening Mail	298,044	413,440	.....	.....	.....	.....	.....	.....
Evening Post	353,048	366,601	.....	.....	.....	.....	.....	.....
Evening Sun	633,298	462,132	.....	.....	.....	.....	.....	.....
Evening Telegram	749,147	696,828	.....	.....	.....	.....	.....	.....
Evening World	583,580	459,122	.....	.....	.....	.....	.....	.....
Globe	661,570	433,295	.....	.....	.....	.....	.....	.....
Herald	738,272	628,140	.....	.....	.....	.....	.....	.....
Standard Union	562,598	513,989	.....	.....	.....	.....	.....	.....
Sun	481,618	334,822	.....	.....	.....	.....	.....	.....
Times	1,491,791	1,208,648	.....	.....	.....	.....	.....	.....
Tribune	595,822	361,018	.....	.....	.....	.....	.....	.....
World	1,435,480	1,351,850	.....	.....	.....	.....	.....	.....
<b>Schenectady</b>								
Union Star	346,244	329,826	220,850	221,270	75,544	56,672	29,638	30,044
Gazette	585,774	518,618	372,932	355,068	115,178	90,160	78,848	58,072
<b>Troy</b>								
Record	490,882	446,334	364,546	341,922	126,336	104,412	28,728	27,697
<b>OHIO</b>								
<b>Cincinnati</b>								
Enquirer	811,000	682,150	419,902	345,506	153,594	105,616	237,594	231,028
Tribune	229,950	222,866	170,016	151,018	21,406	28,980	38,528	42,868
Times-Star	781,788	769,410	525,966	507,836	159,012	136,542	96,810	116,032
Post	618,478	555,352	350,728	294,742	144,032	113,304	123,718	145,306
<b>Columbus</b>								
Dispatch	1,359,270	1,164,480	868,970	741,380	236,590	161,750	248,220	257,970
Journal	491,050	365,900	299,880	211,030	105,480	73,850	74,630	69,950
Citizen	639,320	539,400	425,880	363,300	116,300	72,400	94,900	102,850
<b>Dayton</b>								
Journal	741,713	570,528	545,650	393,414	80,479	74,515	115,584	102,599
Herald	763,553	623,924	570,941	466,018	112,448	89,481	80,164	68,425
News	1,163,876	917,090	888,314	675,416	190,176	157,528	85,386	84,126
<b>OKLAHOMA</b>								
<b>Oklahoma City</b>								
Daily Oklahoman	798,112	709,856	377,272	390,853	183,624	143,407	237,216	175,596
Times	583,828	426,513	317,534	245,863	89,866	60,590	176,428	120,060
News	410,410	403,928	250,544	260,680	53,438	40,336	106,428	102,912
<b>OREGON</b>								
<b>Portland</b>								
Telegram	468,118	380,450	332,234	257,670	82,026	54,166	63,168	65,600
<b>PENNSYLVANIA</b>								
<b>Erie</b>								
Daily Times	638,624	573,930	426,510	426,202	129,234	88,620	*82,880	*59,108
Herald	279,188	297,052	.....	.....	.....	.....	745	690
Dispatch	231,070	204,400	.....	.....	.....	.....	1,513	809
<b>Johnstown</b>								
Tribune	611,380	632,310	506,268	556,738	76,370	53,718	28,742	21,854
Democrat	456,820	387,660	387,968	331,254	45,528	42,378	14,324	14,028
Leader	295,218	291,144	248,864	249,872	33,026	30,702	13,328	10,570
<b>Reading</b>								
Morning News-Times	22,141	20,851	.....	.....	.....	.....	.....	.....
Evening Telegram	21,229	20,939	15,861	.....	4,228	.....	1,110	.....
Herald	11,219	12,859	9,590	.....	1,147	.....	482	.....
Eagle	34,611	29,443	19,906	.....	10,798	.....	3,907	.....
<b>Scranton</b>								
Republican	562,537	481,644	440,439	371,787	79,465	57,133	42,633	52,724
<b>RHODE ISLAND</b>								
<b>Pawtucket</b>								
Times	564,998	484,785	.....	.....	.....	.....	.....	.....
<b>Providence</b>								
Daily Journal	292,411	179,229	128,421	91,068	71,810	53,492	92,180	34,639
Sunday Journal	280,632	212,273	199,792	156,215	42,452	18,233	38,388	37,825
Bulletin	700,475	650,930	457,390	464,792	150,082	100,647	93,063	85,491
Tribune	374,715	335,019	274,723	257,949	94,205	69,434	5,787	7,636
Sunday Tribune	99,507	80,342	82,463	65,970	11,116	3,146	3,256	3,256
News	180,997	60,274	123,623	40,894	12,494	16,480	5,840	2,960
<b>TENNESSEE</b>								
<b>Memphis</b>								
Commercial Appeal	1,105,328	909,524	634,956	510,202	238,770	159,264	231,602	240,058
<b>Nashville</b>								
Tennessean (M. & S.)	708,540	509,866	431,326	288,288	145,922	76,482	131,292	145,096
Banner (E. & S.)	682,374	556,626	402,556	338,380	169,974	110,712	109,844	107,534
American (E.)	431,018	.....	224,994	.....	113,176	.....	92,848	.....
<b>TEXAS</b>								
<b>Fort Worth</b>								
Star-Telegram	902,762	617,288	578,690	341,558	185,892	178,948	138,180	96,782
Record	695,576	420,910	478,996	64,456	80,094	110,824	695,576	245,630
<b>San Antonio</b>								
Express	1,020,996	742,910	607,856	415,576	165,746	106,148	247,394	221,186
Light	708,148	462,518	221,998	297,094	88,424	72,982	133,574	165,424
<b>VIRGINIA</b>								
<b>Norfolk</b>								
Ledger Dispatch	1,054,186	775,390	739,816	562,940	172,508	108,668	141,862	103,782
<b>WASHINGTON</b>								
<b>Seattle</b>								
Times (E. & S.)	1,366,666	1,139,586	704,046	600,054	195,342	140,938	467,278	398,594
Post-Intelligencer (M. & S.)	817,978	532,910	476,826	390,146	154,070	90,048	187,082	142,716
Star (E.)	548,282	409,332	481,978	381,038	.....	.....	66,304	28,294
<b>WISCONSIN</b>								
<b>Milwaukee</b>								
Journal	1,120,510	822,753	643,666	475,756	293,894	174,397	182,950	172,600
Wisconsin News	441,753	231,065	298,187	134,140	86,510	75,202	57,056	21,753
Leader	142,121	125,573	126,090	104,328	2,396	6,384	13,716	14,861
Sentinel	686,570	558,024	447,469	379,724	147,588	99,160	91,513	79,140
Totals	89,406,477	73,483,239	47,767,620	39,344,925	14,566,740	10,332,813	13,849,946	12,047,069

\*No want ads. †Includes classified.

# A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

## CONSIDER DEALER SERVICE

### Philadelphia Chapter Meeting Attended by 53—New Members Elected

A MEETING of this chapter was held in Philadelphia on Tuesday, April 1. The president, George Frank Lord, presided.

Fifty-three members and visitors were present. The following gentlemen were proposed for membership in the chapter and unanimously elected: P. G. Underwood, sales manager Moore Push-Pin Company, Philadelphia; William Percy Mills, president Moore Push-Pin Company, Philadelphia; James F. Campbell, Du Pont Advertising Division, Wilmington, Del.; E. H. Smith, Henry Disston & Sons, Inc., Philadelphia; F. R. Ehmman, Chris. D. Schramm & Son, Inc., Philadelphia; Leo F. Weiss, sales manager, Antonio Roig & Langsdorf, Philadelphia; A. Friend, Diamond State Fibre Company, Bridgeport, Pa.; John J. McDevitt, John B. Stetson Company, Philadelphia; Harry E. Spekman, Speakman Company, Wilmington, Del.; F. P. Green, advertising manager, Fayette R. Plumb, Inc., Philadelphia; Dale E. Andrews, advertising manager, the Sharples Separator Company, West Chester, Pa.; Amos H. Williams, advertising manager, A. J. Reach Company, Philadelphia.

Mont. H. Wright introduced the subject of "Dealer Service" and then called upon a number of members of the chapter to explain the use and special features of exhibits they had brought with them. These gentlemen were: W. P. Mills, president Moore Push-Pin Company; Jas. G. Lamb, advertising manager Scott Paper Co.; L. W. Wheelock, advertising manager Stephen F. Whitman & Sons, Inc.; E. H. Smith, Henry Disston & Sons, Inc.; Neal A. Truslow, Hercules Powder Company; J. C. Bentley, E. I. du Pont de Nemours Company.

The subject of "Dealer Service" will be continued at the May meeting.

### A NEW FACTOR IN NATIONAL ADVERTISING

THE A. N. A. has just issued a booklet with the above title. The following excerpts will illustrate the thought that is behind the A. N. A. program for 1919.

1919 marks the beginning of the greatest epoch in the history of civilization since the dawn of Christianity.

We witness a world undergoing reconstruction.

In the tremendous changing of place and power and peoples just inaugurated, America is cast for a leading role, and America is going to speak chiefly through the medium of advertising.

The national advertiser today is faced with new and strange problems. How should he advertise to get the maximum benefit for his business out of the new conditions of life and commerce?

In view of increased cost of space, printing, illustrations, etc., how can he advertise to get the utmost value per dollar spent? How can he share in the expected large increase in American export trade?

How can he advertise so as to help

keep America steady during this troubled period of reconstruction?

How can he direct his advertising to insure the triumph of common sense over the destructive radicalism that threatens the world?

These problems belong to each national advertiser, but they can be solved best by the joint study and effort of all advertisers.

How can such joint action be secured? Through a live association of all national advertiser interests.

This is the era of trade associations, each working for the benefit of the industry it represents. No business needs such associated effort so much as advertising.

### THE 1919 PROGRAM

THE essential principles of the plan that has been adopted to make the A. N. A. of much value to each member are as follows:

1. Securing greater familiarity with Association affairs by submitting important questions, usually decided by the Board of Directors, to a mail vote of members.

2. Selecting as national committee members representatives from each section of the country.

3. Conducting general meetings by a plan which will bring about active presentation of views and experiences on the part of every attending member.

4. Localizing the Association by dividing the country into three main districts, each in charge of a vice-president, and providing for the organization by each vice-president of chapters in every locality in which there are a sufficient number of national advertisers, whether they are members of the A. N. A. or not.

### NATIONAL CONSULTATION COMMITTEE

THE data files, the bulletin service, questionnaire and convention privileges, are of themselves well worth several times the annual cost of membership to any national advertiser eligible to membership.

A new feature of great potential value immediately eliminates all question as to the money value of membership, and that is the National Consultation Committee. This is composed of a number of the older and most experienced advertising men in the Association—men who after fifteen to twenty years' broad experience have reached such a stage of solid expertness as to be able and willing to render impartial, practical, and highly valuable opinions on any advertising problem within the scope of their experience.

This committee will, free of charge, give prompt, ethical, confidential consideration of any member's advertising problem of sufficient importance to justify the attention of the committee.

### EXTENSION OF A. N. A. ORGANIZATION

THE vast increase in the demand for information and service from members of the A. N. A. has made it imperative to increase the headquarters office staff, and financial developments have made it possible to do so. Thousands of inquiries yearly for informa-

tion on all subjects connected with the marketing of merchandise are dealt with by the General Data Department and the Publication Data Department, but for some time past both these departments have been considerably handicapped in their outside research work. To carry out this kind of work—and research work in the A. N. A., it should be remarked, is always of a positive and constructive character—an auxiliary department has been formed through and by means of which the services of both the other departments will be considerably enhanced. The operations of the three sections will be co-ordinated, but each section will maintain an autonomy. The object of making the departments autonomous is both to enable them to handle a much greater volume of business, and also to give full opportunity to the individual development of the members of each department.

### PROGRESS OF A. N. A. ORGANIZATION

"LOOKING BACKWARD" is not always a profitable occupation, but in the case of the A. N. A. organization's history for the past three years, it is.

Three years ago definite departmentalization of the headquarters office was undertaken, with the result that by the end of 1916 the service had been enhanced many fold. Three years ago the total number employed was eleven. Increases have been made from time to time as the demand for the office service by the members increased, and the total office force now numbers twenty-four. There has been an increase of four people during the past two weeks, and the entire force is now on its toes not only to take care of present demand but to encourage a still greater one.

### A NEW A. N. A. RECRUIT

BY the time this page comes before its readers, the gentlemen in uniform whose portrait is given below, will have resumed the comparatively unpicturesque garb of the civilian. Frank Saintry was a member of my staff when I was located in Montreal, Canada. And, by the way, he was one of the most energetic and ambitious members of that staff. One of the greatest compliments I ever received was from Saintry when, having been offered a forty per cent. increase by another concern on the salary I was paying him, he came to me and said that, if I said the word, he would remain with me. Fortunately for both of us, we were relieved from embarrassment by the fact that I had just resigned my own position.

Saintry enlisted in the Reinforcing University Company of the Princess Patricia Regiment in June, 1915, and by the following August he was in the trenches with his regiment. He served both at Ypres and also at Somme, and was lucky to escape all injury except that of being gassed on one occasion.

In April, 1918, he received his commission as lieutenant and, at the time of the signing of the armistice, he was both lieutenant and company commander. But for the signing of the armistice, he would no doubt have received his captaincy before long.

Frank Saintry is a valuable addition to

the A. N. A. office force. To illustrate his energy and enthusiasm, I may mention that he arrived in Montreal from England on April 5th, was struck off the strength of his regiment the same day, left for New York the following Monday night, called at the A. N. A. office the following morning, spent Wednesday getting civilian togs, and started in to work at the office on Thursday morning.

### COMMITTEE BRIDGES

SOMEONE has said that Americans have a penchant for committees—that whenever they are faced with the necessity for tackling a difficult situation, or getting out of one, or for broadening a commencement of something into a movement, they appoint a committee. Sometimes, also, an excellent method of "losing" something is by appointing a committee.

But the idea of using committees as bridges, while not altogether novel, is being used this year a good deal in establishing real, practical and profitable relationships between the A. N. A. and the various bodies of space and service selling interests. It was mentioned last week that progress was being made. This week we are able to announce that there now exist bridges between the organized trade and technical press—the Associated Business Papers, Inc., and the A. N. A., and also between the Poster Advertising Association and the A. N. A. We expect to announce at an early date some more building of this kind. And, more than that, there will soon be news of doings and accomplishments.

THE following firm has been elected to membership in the A. N. A.: The Strouse-Baer Company, Baltimore, Md., makers of "Jack Tar Togs." The company is represented in the Association by A. M. Cossitt, sales and advertising manager.

THE A. N. A. Executive Committee held a meeting on Thursday evening at the Advertising Club. The following members were present: President W. A. McDermaid, George Frank Lord, P. L. Thomson, and Secretary Sullivan.

MALCOLM MOORE, formerly sales manager of Blaisdell Pencil Company, has been appointed vice-president of that concern.

ALFRED H. BARTSCH is now general sales manager of the American Bosch Magneto Corporation, and will represent that concern in the A. N. A.

J. R. WEDDELL has been appointed advertising manager of Firestone Tire and Rubber Company, succeeding Edward S. Babcox.

ARTHUR M. SEMONES now represents the J. I. Case Plow Works, Racine, Wis., in the A. N. A., in place of T. F. Willoughby.

W. H. HOLMES has been appointed advertising manager of Packard Motor Car Company, Detroit, succeeding F. G. Eastman.

# Service of Character



## The



## World.

### HOME EDITION.

WEATHER—Fair, colder to night, fair Wednesday

"Circulation Books Open to All."

"Circulation Books Open to All."

PRICE TWO CENTS.

Copyright, 1919, by The Press Publishing Co., (The New York World).

NEW YORK, TUESDAY, MARCH 18, 1919.

22 PAGES

PRICE TWO CENTS

## HARDEN PREDICTS EBERT'S OVERTHROW

### EX-KAISER IS A COWARD, OR HE'D REGAIN HIS THRONE, SAYS MAXIMILIAN HARDEN

German Editor Frankly Discusses Conditions in His Country—Says Present Government Cannot Last; Ebert's Election a Mistake.

By Frank J. Taylor.

United Press Staff Correspondent.

Copyright, 1919, by the United Press.

BERLIN, March 18 (By Courier to Paris).—Maximilian Harden, editor of *Die Welt* and *Die Zukunft*, today outspokenly criticizes the United Press.

### FAMOUS GERMAN EDITOR WHO DECLARES PRESENT GOVERNMENT CAN'T LAST



### BREWERS PREPARE TO RESUME MAKING BEER WITHIN WEEK

New York Companies Decide to Follow Opinion of Counsel on 2.75 Per Cent. Drink

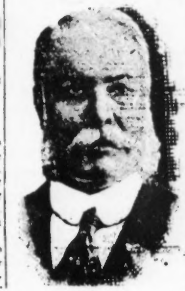
New York brewers, who have announced their intention to test the validity of the Government ruling limiting the alcoholic content of beer at one-half of one per cent., expect to begin the brewing of 2.75 per cent. beer within a week or ten days, according to an announcement made today by counsel for the United States Brewers' Association and individual brewers in this city.

### WILKINS'S CAPTURE EXPECTED TO-DAY BY PROSECUTOR

Indictment of Doctor on Charge of Killing Wife to Be Asked To-Morrow.

District Attorney Charles R. Weeks of Nassau County will go before the grand jury to-morrow at Mineola, L. I., and ask for the indictment of Dr. Walter Wilkins for the murder of his wife, Julia, on the night of Feb. 27 in the dooryard of their home at Long Beach.

### LONG BEACH DOCTOR WHO IS BEING SOUGHT AS SLAYER OF WIFE



### WORLD LEAGUE COVENANT TO BE COMPLETE SATURDAY; PEACE TREATY A WEEK LATER

Such Progress Is Being Made That Lloyd George Has Abandoned Purpose of Returning to England and Will Be in Frequent Conferences With Wilson.

PARIS, March 18 (United Press).—The League of Nations covenant, as it is to be submitted for inclusion in the preliminary peace treaty, will be complete by Saturday.

NIGHT FINAL THE EVENING SUN 5.30

The Cleveland Press

THE PITTSBURGH PRESS. EXTRA

THE EVENING JOURNAL

THE CHRISTIAN SCIENCE MONITOR

THE ST. LOUIS STAR FINAL EDITION

The Montreal Daily Star

THE BIRMINGHAM LEDGER

The Atlanta Journal. FINAL HOME EDITION

THE ST. PAUL DAILY NEWS

The Wisconsin State Journal

TIMES LEADER

ROCHESTER TIMES-UNION 64,800

TIMES LEADER

Springfield Daily News

The Toledo News-Bee HOME EDITION

Nashville American

THE PITTSBURGH SUN NIGHT EDITION

Trenton Evening Times. HOME EDITION

EVENING-CAPITAL NEWS

The Boston Traveler HOME

THE BUFFALO ENQUIRER LAST R.

THE EVENING SENTINEL

The Star FINANCIAL

SCHENECTADY UNION-STAR

HOME EDITION The Bridgeport Post.

SYRACUSE JOURNAL HOME EDITION

STATE EDITION The Bulletin

## IN YOUR FIGHT

To show a big 1919 gain in business and circulation—

Are you giving your readers the NEWS that other papers are not carrying—the news of the reaction of old peoples to new problems—views of new statesmen who are leading young nations—interest gripping revelations of the stirring of new impulses through the minds and hearts of men and women around the world?

## UNITED PRESS

Newspapers are the vital, aggressive, growing forces in every city because they offer their readers a NEWS service of character and individuality that wins and holds attention on every page.

## NO DAILY CAN SELL ITS SPACE UNDER 15 CENTS PER INCH

Myers, Cost Expert, Tells Editor & Publisher, Reader Must Learn to do Business on Cost-Plus-Profit Basis—Study Mechanical Costs First Duty

BY EMIL G. MYERS

"Can you give me figures that will show the lowest rate per column inch, taking the average of newspapers large and small, at which advertising can be set, first cost? What I want to get is the average cost per inch of producing an inch of advertising, no matter whether a paper has 500 or 5,000 circulation. I want the dead line under which advertising can be run at a profit."

**T**HERE'S a lot of significance to the above query addressed this week to the editor of **EDITOR & PUBLISHER**. It comes from a publisher who has evidently decided to "get out from under."

He wants to know costs because he has decided he must make a profit. Perhaps he has just discovered he has been working pretty hard for a number of years, and has been very busy—so busy that he thought he had been making a lot of money—till he came to count his wealth. Then he found he had very little.

### Through With the Theory Method

But he made a discovery. He had been selling his product too cheaply. And he made a decision: he has decided he will do it no more. Hereafter he will do business on a cost *plus* basis. He is done with the theory method of doing business.

Here again the law of averages—the law of balance—asserts itself. No man can give more than he receives and make a profit. It is also true that he cannot take more than he gives. But how many publishers (and this is not confined to the country weeklies, by any means) are giving an overflowing measure for the lawful peck they receive in return?

### Case of Country Weekly

Take the average country weekly: I have before me a list of newspapers for sale—mostly weeklies and small dailies. In the statement of the year's business some of the announcements bubble over with enthusiasm. One states his annual receipts from all sources (he has a job printing department) were \$16,459.29; his expenses were \$14,563.46, leaving him \$1,895.74 net. He offers a half interest for \$7,500. His plant cost at least \$10,000. If he published a seven-column folio, figuring 309 publication days in the year, he printed a total of 1,236 pages.

This would produce 8,652 columns per annum, which, at 20 inches to the column, would give him 173,040 column inches per annum. Allowing 40 per cent of this space for news, he would have left a total of 103,824 column inches for advertising. His receipt on account of advertising would be \$9,074.48. Therefore, he'd have been selling his space for around 10 cents per inch and he would have been giving too much for what he received in return.

It has cost him at least 5 cents per inch to set the ads—this for labor alone. His overhead expenses ran the cost to at least 8 cents.

Investigation discloses that the smaller daily and weekly newspapers, taken generally, receive an average of 7 cents per inch per thousand circulation. When it is known that the combined circulation of all the papers in a particular state is around 4,000,000 per week, and to put an ad in all of them would cost but \$4,000, whereas a monthly magazine having a circulation of 4,000 in that state receives \$14 for an ad of the same size—the truth begins to trickle in that the newspaper publisher not only has been giving things away, but handing out his gifts on a silver platter.

The writer, several years ago, kept an accurate record of the cost of setting display advertising. The time of the

men doing the work, or the actual labor expense involved, formed the basis of this cost record. It was found that some advertising was set for as low as 4 cents, while some of it ran all the way to 16 cents per inch. This because not all advertising is alike. Some is filled with large type and illustrations; other forms run very solid in small type. The latter is, of course, more costly to set than the former. Some advertising managers, too, are quite reasonable. Others lay awake nights evolving peculiar typographical ideas, or "stunts" which they *know* (?) will bring buyers pell-mell after the advertised goods. This sort of advertising man is hard to please. It costs more to set his advertising than to set that of the chap who believes in good copy and simple display.

It is well known, also, that the advertiser gets a hazy idea of what he wants to say and how he wants to say it when he receives the proof. He cuts and slashes the proof in fiendish glee. When the compositor gets it back he spends five minutes trying to decide if it will be better to throw the old ad away and set a new one, or try and correct the proof. Whichever way it is done makes no difference. The one way would be as quick as the other—and the cost goes on just the same.

We've been a long time getting to the answer to the query above, "What is the dead line (price per inch) under which advertising can be run at a profit?"

The answer can only be given in this way: If you know your hour cost, you know what you should be getting per inch for your advertising, whether you have 500 or 5,000 circulation.

### When Advertising Runs Paper

The average hour cost in a small town daily or country weekly is \$1.25. Some workmen will compose more advertising an hour than others. The average "country" advertising can be set at the rate of about 40 inches per hour. This would make the actual labor cost, plus composing room overhead, about 3½ cents per inch.

After all, it is not a question of how small an amount must form the dead line of costs. Rather, how can the publisher serve the advertiser so that the former need not feel he is the object of charity.

And the publisher is largely at fault. Issue after issue, he allows advertising to run in his paper which is badly written. It is in poor taste typographically. Naturally, readers refuse to be burdened with such trash. They read only that which is pleasing, that which gives them information they can rely upon, "dished out" in good typographic style.

The mind is a retiring "individual." It likes to take things easy. Therefore, it has appointed the eye its policeman. The eye is always on the job. If it observes a thing which is not pleasing, it telegraphs to the mind "nothing doing." But when something which is pleasing to the eye comes along, a wireless is immediately sent to headquarters to "sit up"—something good is on parade—and the mind absorbs these messages and stores them up.

There are four fundamentals in every advertisement: copy, illustrations, ornament, type. Illustrations and ornament oftentimes have no connection with the text matter or type. Too often they are used indiscriminately by advertising men and printers because their sponsors have conceived the notion that they are "pretty." As a matter of fact they distract rather than attract the attention. The simplest things are most attractive and effective. Where ornamentation and illustrations are used indiscriminately, without regard to unity or coherence, or to their fitness for the text and type, they do more harm than good. Therefore they should be left out altogether, or used with full knowledge of their import or intent.

Heavy black gothic types will surely not suggest refinement and good taste

when used in a ladies' cloak and suit ad, or for advertising drugs and jewelry. They might attract the attention, but they will not hold it. Such types are too suggestive of sewer pipe, hardware, etc. Fitting the type to the article advertised, and keeping it in one series, with border to blend, is the real solution of the success of any advertisement, if the copy has been carefully prepared.

Every publisher should encourage his printers to study typography, its principles and practice. There are several good works on this subject, embracing as well the entire fabric of advertising—economic factors in advertising—its psychological factors—copy and its preparation, and display, as also the physical factors. A few weeks on this subject, the publisher co-operating with the printer, will be a wholesome energizer, and its results will be apparent in the cash drawer.

No small daily or country weekly can afford to accept advertising for less than 15 cents per inch. He should get at least that or quit the business. He is playing with fire if he takes less. If he has 3,000 circulation, he should receive at least 25 cents per inch, and so on. And it's up to him to get the volume of advertising to make it pay.

## Into Baltimore Homes in the evening!



Looking South on Charles Street at night from the Belvedere Hotel

**T**HAT'S when your message is read in **The NEWS**—that's why it is read more carefully and completely. Going home on the cars after work is over in the evening the preference for **The NEWS** is very marked. And you can bet every reader carries his copy straight home for there isn't a chance in the world that he can borrow the neighbors!

And do you want Maryland circulation, too? Not only was **The NEWS'** circulation of 116,372 net paid daily and 111,146 net paid Sunday, according to latest publishers' statements (3 months ending September 30, 1918) the largest of any Baltimore paper for that period but its circulation outside of Baltimore—almost wholly in the State of Maryland—was the largest as far as we can ascertain of any Baltimore paper.

To cover Baltimore and Maryland on a single-paper basis use

## The Baltimore News

over 100,000 net paid daily and Sunday  
The only straight 2c. newspaper in Baltimore

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

How A Week  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago



MORE THAN 38,000 IN USE

# © TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS

**THE YORK DISPATCH**  
 YORK, PA. TUESDAY EVENING, MARCH 25, 1919 — TWELVE PAGES  
 PRICE 5 CENTS—10 CENTS PER WEEK

**AUSTRIA NEXT TO JOIN 'REDS,' PARIS REPORTS**  
 Movement on Foot to Overthrow Government in April

**NATIONS' LEAGUE FORM AMENDED**  
 EXTEND U. S. ARMY AREA

**HEROES OF 27TH PARADE IN N. Y.**  
 Parade of 27th Infantry Division

**WANTS TAX ON ALL COAL MINED**  
 Can Per Coal Levy on Value Provided of Minerals Discovered in Legislation

**PLANS FOR OCEAN FLIGHT**  
 U. S. Plane Will Show Power

**THE YORK (Pa.) DISPATCH**, with a circulation of 12,637 in a city of 49,430, now sets its display "direct from the keyboard" of a Model 20 Display Linotype with "straight-matter" speed and economy—the same as the New York Times, Herald and Tribune.

*Put Your Display on a "Straight-Matter" Basis  
 —It's More Economical.  
 Write for Model 20 Literature.*

**MERGENTHALER LINOTYPE COMPANY, New York, U. S. A.**  
 CHICAGO SAN FRANCISCO NEW ORLEANS Canadian Linotype Ltd., TORONTO

# The "Reconstruction" Meaning For

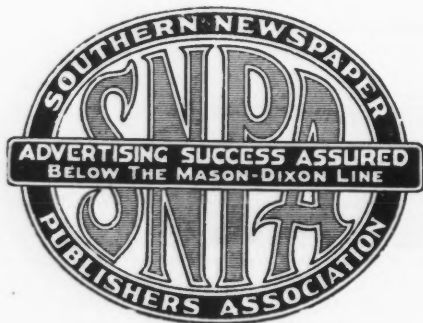
**F**OR almost two generations the phrase "During the Reconstruction Period" has been a reminder to the South of the desolation and hardships resulting from the Civil War.

But, now, "During the Reconstruction Period" has taken on a new meaning. The reconstruction period of 1919 means the dawn of an Era of Prosperity—the coming of better living and better farming conditions.

Truly, the War turned the tide for the South. The billions of dollars diverted to the South for her cotton and food products, and the steady stream of money pouring in every month thru army training camps and war-working plants, have created a new wealth thruout the South. Never before in the history of the world has there been such wholesome prosperity. When the Armistice was signed farmers, merchants, and towns-people alike were already enjoying unprecedented prosperity.

The South has come into her own. This war-prosperity has accelerated the agricultural and financial development which had been evident for many years. The people have been brought to a realization of the possibilities of their land. They are quickened with a determination to forge ahead and lead the world in their prosperity.

## ADVERTISERS, DON'T OVERLOOK THE SOUTH



The market of the South offers vast and increasing opportunities to the American manufacturer. The people have more money now than ever before to buy the good things they desire and need. They are buying home comforts and luxuries hitherto beyond their means. More farm and village homes are being provided

The Associated Advertising Clubs of the World Hold Their Next Convention in the South—at New Orleans

# Period" Has a New the South

with modern conveniences—furnaces, water and lighting systems. These in turn stimulate the demand for better home furnishings and every modern comfort the market affords. The South is literally running on automobiles. The truck has become a necessity, the tractor is fast appearing on farms everywhere. Better roads have literally overcome the difficulties which formerly denied the Southern field to the motor industry.

More than ever before, the South should be told of the merits of your products.

Unquestionably now is the time to advertise in the South—and unquestionably the logical approach is thru the daily newspaper. Here are the publications which reach Southerners most economically and thoroly.

**ALABAMA.**

Anniston Star  
Birmingham Age-Herald  
Birmingham Ledger  
Birmingham News  
Gadsden Daily Times-News  
Gadsden Journal  
Mobile Register  
Montgomery Morning & Evening Advertiser

**ARKANSAS.**

Little Rock Arkansas Gazette

**FLORIDA.**

Jacksonville Florida Metropolis  
Jacksonville Florida Times-Union  
Miami Herald  
Palm Beach Post  
Pensacola Journal  
St. Augustine Evening Record  
St. Petersburg Evening Independent

Tampa Daily Times

**GEORGIA.**

Albany Herald  
Athens Banner  
Athens Herald  
Atlanta Constitution  
Atlanta Georgian & Sunday American  
Atlanta Journal  
Angusta Chronicle  
Angusta Herald  
Columbus Ledger  
Dublin Courier-Herald  
Macon News  
Macon Telegraph

**GEORGIA—Continued.**

Rome Tribune-Herald  
Savannah Morning News  
Waycross Journal-Herald

**KENTUCKY.**

Lexington Herald  
Lexington Leader  
Louisville Courier-Journal & Times  
Louisville Herald

**LOUISIANA.**

New Orleans Item  
New Orleans Times-Picayune

**MISSISSIPPI.**

Meridian Star

**NORTH CAROLINA.**

Asheville Citizen  
Asheville Times  
Charlotte News  
Charlotte Observer  
Concord Daily Tribune  
Greensboro Daily News  
Hickory Daily Record  
Raleigh News & Observer  
Raleigh Times  
Rocky Mountain Evening Telegram

Salisbury Post  
Washington Daily News  
Wilmington Dispatch  
Wilmington Star  
Winston-Salem Journal  
Winston-Salem Sentinel

**SOUTH CAROLINA.**

Anderson Daily Mail

**SOUTH CAROLINA—Cont'd.**

Charleston News & Courier  
Columbia Record  
Columbia State  
Greenville Daily News  
Greenville Piedmont  
Spartanburg Herald  
Spartanburg Journal & Carolina Spartan

**TENNESSEE.**

Chattanooga News  
Chattanooga Times  
Jackson Sun  
Knoxville Journal & Tribune  
Knoxville Sentinel  
Memphis Commercial-Appeal  
Nashville Banner  
Nashville Tennessean-American

**TEXAS.**

Beaumont Enterprise  
Dallas Morning News & Evening Journal  
Dallas Times-Herald  
Fort Worth Record  
Fort Worth Star-Telegram  
Galveston News  
Houston Chronicle  
Houston Post  
San Antonio Express  
San Antonio Evening News

**VIRGINIA.**

Bristol Herald-Courier  
Lynchburg News  
Petersburg Evening Progress

## TO END PRICE CONTROL WHEN PEACE COMES

Signing of Treaty Will Bring Change in Canada, Commissioner Pringle Says, at Resumption of Price Inquiry—Publishers Question Figures

(BY TELEGRAPH FROM OUR OWN CORRESPONDENT.)

OTTAWA, Ont., April 9.—The resumption of the Canadian news print investigation today was featured by the announcement of Commissioner R. A. Pringle, K. C., that price control will end immediately when the peace treaty is signed.

This statement was made during "crossfire" between counsel as to what period evidence should be extended to. The purpose of the resumption of the inquiry is to decide whether \$69 per ton for roll news and correspondingly high prices for other forms of news print is a just price for the period beginning July 1, 1918.

The publishers, having objected to this advance, the Control Tribunal heard lengthy argument in January and decided that Mr. Pringle should take further evidence as to certain paper costs challenged by the publishers, and also as to the accuracy of the \$8 estimated increase in mill costs during last summer.

Counsel for the Booth mills asked for permission to call W. J. Hagenah, of Chicago, upon whose valuation of the Booth mills various interpretations were put when the case was before the Control Tribunal. The Commissioner declined to call Mr. Hagenah.

### C. A. Bonfils Gets D. S. C.

KANSAS CITY, Mo., April 5.—Charles A. Bonfils, former managing editor of the Kansas City Post and brother of Fred G. Bonfils, publisher of the Kansas City and the Denver Post, has been recommended for a Distinguished Service Cross for work with the Red Cross in France. Mr. Bonfils has the rank of captain. He has spent many months in overseas work and is now with the Army of Occupation in Germany.

Lieut. Patrick Hammond is back on the local department of the Atlanta Constitution.

## EIGHT MONTHS IN FRANCE MAKES HIM FEEL TEN YEARS YOUNGER

H. A. Wenige, formerly circulation and promotion manager on various newspapers, a member of the International Circulation Managers' Association and the New England Association of Circulation Managers, is just back from France, where he served nearly eight months with an Evacuation Hospital in the Meuse sector on the Argonne front, and has received his honorable discharge at Camp Dix.

Wenige says that while he is glad to be back in the United States and in civil life again, he would not have missed the war experiences for a great deal. He said that, while at times the hardships were great and the work hard and during the activities the hours long, he went through it all without any mishaps and is in the best of health.

"In fact," he says, "I have put on about fifteen pounds in weight and never felt better in my life. I think that the training I have had and the outdoor life has made me feel ten years younger. Of course there were times when there wasn't much variety to our mess, and bully beef and gold fish were a steady diet, still on the whole the food was good and excepting on very rare occasions we always had plenty. At first it was rather annoying to stand out in the rain and eat while your mess-kit was full of water from the constant down-pour, but we soon got used to it.

"Our hospital was located at the village of Froidos, not far from Verdun, and about 5 miles back of the line at the time the Argonne drive started on September 26. We handled wounded from nearly all of the divisions in that drive, and altogether put over 30,000 patients through our hospital. The 42nd (Rainbow Division) and the 91st (The Wild Western Division) were especially hard hit in the early stages of the drive, but the boys stood up under it in fine shape, and among all the patients we handled I never heard a complaint. That speaks wonders for the morale of our troops."

Mr. Wenige hasn't made any definite plans as yet, but will re-enter the circulation field, the work with which he has been connected for nearly 25 years.

### PRINTS 826 COPIES DAILY

Boston Advertiser Protecting A. P. Service Pending Hearst's Decision

Publication of the Government ownership statement of the Boston Daily Advertiser, as of April 2, 1919, reveals that the average number of copies of each issue sold or distributed to paid subscribers during the previous six months, was 826 daily.

The Northeastern Publishing Company (William Randolph Hearst) is the owner of the paper, and its publisher is Edward A. Westfall. Prior to the war Mr. Hearst began an active campaign to build the Advertiser, but suddenly changed his plans and the present operation means a nominal daily turnover which, of course, sustains the Associated Press membership and other assets.

Mr. Hearst's future plans for the Advertiser are unknown, but it is said that he contemplates a heavy investment in that property at a propitious time.

### Memorial to Nell Galbraith

TERRELL, Tex., April 7.—For the first time in its more than twenty years of existence, the Transcript last week missed two consecutive issues. This was as a tribute ordered by the editor and publisher, H. Galbraith, for his little daughter, Nell, whose death and burial were thus in part memorialized.

### Accident Costs Him His Leg

MINNEAPOLIS, April 6.—Preston L. Hickey, assistant day editor of the Northwest News Bureau of the Associated Press, accidentally shot himself in the leg with a revolver, necessitating the amputation of the limb.

### Deny Hartford Connections

BRIDGEPORT, Conn., April 9.—In view of various statements concerning the newspaper situation in Hartford, Conn., Edward Flicker and George Waldo, Jr., respectively publisher and editor of the Bridgeport Post and Standard Telegram, have announced that they have no connection whatever with the Hartford Post. A tentative arrangement by which Messrs. Flicker and Waldo were to become publishers of the Hartford Post was never completed, and it is stated that this deal is definitely off.

### If you reach your customers during the next six months you will have to advertise in Jersey—The Playground of the People.

On the Jersey Shore there is good business all the year, but during the Spring, Summer and Fall when all the well-to-do are at the shore—it's a cinch! The freest spenders on earth are the American people on vacation. You know that when you are on vacation you will buy almost anything that will add to your pleasure. You want what you want when you want it, and you want to know where to get it.

### The Asbury Park Press

is the leading daily newspaper in the greatest Summer Resort Section of America—The North Jersey Shore, Monmouth county, New Jersey. This is one of the richest agricultural counties in the United States. It is beautiful—a joy to look upon. The people are prosperous; haven't even got a "poor-house." The resort business is simply cream added to the normal business of the community. When other towns are closed up and on vacation the Jersey Shore is one continuous Fourth of July. If you don't get your share of this business it is your own fault. So far as The Press is concerned it is yours, all yours for three cents a line. And you've been paying three dollars a line and missing 90% of them. If you want to fish you go where the fish are (if you can find out), don't you? If you want to sell luxuries or necessities you must reach the people who have the means to buy and the time to consider your goods. The American people on vacation have both. During the next six months we have the pleasure seeking American vacation crowds literally by the hundred thousands. The Asbury Park Press is the easiest way to reach them and the people who are catering to them. Do you want to reach them with your goods?

Frank R. Northrup, Special Representative, 303 Fifth Ave., New York Association Building, Chicago. Standard Rate Card; A. B. C. Circulation; Associated Press News Service; A. N. P. A. Membership. Put The Asbury Park Press on your list before you forget it.

## TO COVER PROSPEROUS NORTHERN WEST VIRGINIA

You Must Use the

### West Virginia Select List of Daily Newspapers

Six Leading Evening Papers covering one of the richest markets in the United States.

#### HERE'S THE LIST:

City	Population	Paper
Clarksburg	35,000	Telegram
Fairmont	20,000	West Virginian
Grafton	15,000	Sentinel
Martinsburg	15,000	Evening Journal
Morgantown	15,000	Post
Moundsville	15,000	Echo

Local co-operation in securing distribution gladly furnished

Ask for further information and rates.

**J. J. DEVINE** National Advertising Representative  
CLARKSBURG, W. VA.

New York Office, 103 Park Ave., MacQuoid Agency  
Chicago Office, 1411 Hartford Building, A. R. Keator

# First

In March The New York Times published 1,491,791 agate lines of advertisements, a greater volume than was ever published in one month by any New York newspaper.

In three months of 1919 The New York Times published 3,894,968 agate lines of advertisements, a gain over the corresponding period of 1918 of 788,856 lines, a greater volume and a greater gain than any other New York newspaper.

## STAR OFFERINGS:

**H. C. WITWER**

For release beginning April 21, a new daily baseball series, featuring the letters and spoken views of Ed. Harmon, the demon hurler. H. C. Witwer is author of "From Baseball to Boches," and is in great demand as a humorous writer for the magazines. His new series will be the brightest and most entertaining of sport page features. *Wire for option.*

**MRS. HUMPHRY WARD**

A new series on Victory and Peace, prepared especially for us by the great woman of English letters, is available for current use. Mrs. Ward describes a visit to President Wilson; tells her impressions of General Pershing, and pays many fine tributes to the dashing young American army.

**JACK DEMPSEY**

We have made a contract with Jack Dempsey, who meets Jess Willard on July 4, in competition for the heavy-weight championship, for the exclusive rights to publish his life story, and the only authentic account of his training activities.

DAMON RUNYON is collaborating with Dempsey and is turning out copy that is beyond question the BEST OF THE KIND EVER WRITTEN. While fight fans will "eat it up," it is just as sure to interest readers who do not generally care for pugilism. We begin releasing the Dempsey service next Monday. The Hearst papers, all the members of the Scripps-McRae League, the Philadelphia Bulletin, Pittsburgh Press, Denver Post, Seattle Times and Atlanta Journal are just a few of the papers that have bought this exceptional series.

**CHASE'S DOUGHBOYS**

Without any doubt, the best pictorial feature of the whole war is Joseph Cummings Chase's series of 36 paintings of doughboys who won medals for bravery. We offer the series in double column mats, with brief text relating the particular deeds of heroism which won the medals. We can also supply at \$1 each extra, photo prints for the use of papers that may wish to make their own cuts. For release beginning next Monday, April 14. We have already sold the Philadelphia Press, Detroit News, Atlanta Journal, Cleveland News and twenty others. One hundred of Mr. Chase's paintings of doughboys and generals will be displayed in Fifth Avenue windows by the Liberty Loan Committee during the next drive. Mr. Chase was official portrait painter of the A. E. F.

**RHETA CHILDE DORR**

Coming—a great new series on Bolshevism in America, by this experienced and capable investigator and gripping writer. The new series will be just as vital as Mrs. Dorr's splendid articles sent from Russia and France during the past two years.

**GOLDBERG AND VOIGHT**

Two of our regulars—their cartoons are as standard as gold coin. Goldberg has recently returned from England and France, where he absorbed new ideas and got a fresh viewpoint on his work. Voight's "Petey" strip was never better than today.

We are always on the lookout for star features, and have several more in process. These we will tell about later, when they are ready.

**EVENING MAIL SYNDICATE**

25 City Hall Place, New York

# ANNOUNCING THE ENTRY OF THE BIRMINGHAM NEWS INTO THE EXCLUSIVE MILLION-LINE CLUB 1,055,236 LINES TOTAL

The Birmingham News printed 1,055,236 lines of paid advertising in March, scoring a gain of 311,556 lines over the corresponding month of last year. This is the first time in the history of a Southern newspaper that the million line mark has been reached or that so large a gain has been recorded in a single month. Only under the wonderful prosperity prevailing uniformly throughout the great industrial district in which The Birmingham News is published could such an achievement have been possible. That the advertising columns of its newspapers are an unfailing barometer of business in a community was never more clearly demonstrated than in the following comparative March advertising record:

	<u>The Age-Herald</u>		<u>THE NEWS</u>		<u>The Ledger</u>	
	1919	1918	1919	1918	1919	1918
Local	433,720	373,338	782,810	563,234	336,854	302,022
Foreign	155,442	113,498	272,426	180,446	78,890	92,232
Total	589,162	486,836	1,055,236	743,680	415,744	394,254
	Gain 102,326		<u>GAIN 311,556</u>		Gain 21,490	

With the achievement of printing more than a million lines of advertising in a single month, The News enters that distinguished list of American newspapers known as The Million Club. Heretofore its membership has been confined to about one newspaper in each of the half-dozen largest cities in the United States. The News has been knocking for admission for several months and now becomes its first member from the South. March was the heaviest newspaper advertising month in the history of Birmingham, with a total for the three newspapers of 2,060,142 lines. Of this amazing total The News carried 1,055,236 lines, or 51 per cent of the whole. Its excess over both of its competitors combined was 50,330 lines. Here is a comparison in lines which will prove interesting to advertisers everywhere:

The Birmingham News	1,055,236
The Age-Herald	589,162
The Ledger	415,744
Age-Herald and Ledger combined	1,004,906
The News' excess over Age-Herald and Ledger combined	50,330

The News' gain of 311,556 lines was more than two and one-half times the combined gains of both its competitors, 123,816 lines, the actual excess being 187,740 lines. A striking feature of the comparison is that The News carried more than two and one-half times as much advertising as The Ledger, and that its gain alone amounted approximately to three-fourths of The Ledger's total, while The News' total was nearly double The Age-Herald's total. When these figures are considered in connection with the fact that all advertisers pay a uniformly higher rate to The News than to either of its competitors, convincing proof is afforded of the opinion of both local and national advertisers as to newspaper values in Birmingham.

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

**The Birmingham News**

Member Audit Bureau

The South's Greatest

# BIRMINGHAM NEWS INTO -LINES-A-MONTH CLASS, WITH LAND 311,556 LINES GAIN FOR MARCH

Local advertising indicates the home merchants' close-up appraisal of the relative values of their newspapers. The merchants of Birmingham are liberal but discriminating advertisers. Month by month they are increasing their purchases of space in The Birmingham News, and always this is greater than their space in both of the other two Birmingham newspapers combined. In March they bought 782,810 lines in The News as against 563,234 lines for March of last year, an increase of 219,576 lines, or 39 per cent. This was materially in excess of their space in both of its competitors combined. And in every instance they paid a higher rate to The News. Here are the comparative local advertising figures for March:

The Birmingham News . . . . .	782,810
The Age-Herald . . . . .	433,720
The Ledger . . . . .	336,854
Age-Herald and Ledger combined . . . . .	<u>770,574</u>
The News' excess over Age-Herald and Ledger combined . . . . .	12,236

National advertisers in recent months have evidenced a lively and sustained interest in the great Birmingham industrial district. They have shared with the local merchants their faith in the solidity of its present prosperity and in the brightness of its future. They have invested liberally in newspaper advertising here, and the fact that their appropriations are constantly increasing is sufficient proof that they are finding the returns highly satisfactory. Practically without exception they have used The Birmingham News heavily to reach this profitable market and in many cases exclusively. Thus in March they bought 272,426 lines in The News, an increase of 91,980 lines, or 51 per cent over the corresponding month of last year, and an excess of 38,094 lines over their space in both of the other two Birmingham newspapers combined. Here are the figures:

The Birmingham News . . . . .	272,426
The Age-Herald . . . . .	155,442
The Ledger . . . . .	<u>78,890</u>
Age-Herald and Ledger combined . . . . .	<u>234,332</u>
The News' excess over Age-Herald and Ledger combined . . . . .	38,094

The Birmingham News printed 13,299 separate and distinct classified advertisements in the month of August, as against 8,278 for the corresponding month of last year—a gain of 5,021, or 61 per cent. The total exceeded by more than 2,000 the largest number of classified advertisements previously printed in a single month by The News, and was exactly 1,281 more than were ever printed by any two other Birmingham newspapers combined in a single month. These 13,299 advertisements filled space of 7,768 inches—a gain of 2,101 inches over the corresponding month of last year. There is no surer index to the circulation and influence of a newspaper than is afforded by the patronage of its Classified Columns.

dit Bureau of Circulations

# Birmingham News

h's Best Newspaper

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

## CIRCULATORS READY FOR UTICA MEETING

Feature Promises to Be Talk By J. D. Hardy, R.M.S., on How to Handle Mail Subscriptions and Avoid Complaints

By JAMES MCKERNAN,  
President N. Y. S. C. M. A.

Final arrangements have been completed for the semi-annual meeting of the New York State Circulation Managers' Association in Utica, April 15, and the indications at the present time point to a big attendance.

The local committee, D. W. Trainer, Utica Herald Dispatch, A. W. Cockerill, Utica Press, and M. A. Miner, Utica Observer, have completed their plans and those attending will be well taken care of. The Hotel Utica, where the meeting will take place, has reserved a number of rooms for the members.

The delegation from New York City will probably be large enough to require a special car on train No. 11, New York Central, which leaves at 4.30 p. m., arriving in Utica at 9.41 p. m. on Monday, April 14, 1919.

This association now has a membership of over 50. EDITOR & PUBLISHER in a recent issue published a complete program and judging from the papers that will be read and the subjects that will be discussed all circulation managers in New York State owe it to both themselves and the paper they represent to attend the meeting.

J. D. Hardy, chief clerk of District 9, United States Railway Mail Service, has accepted an invitation from the association to talk to the members on:

"How to handle mail subscriptions; the best way to avoid complaints and what should be done to satisfactorily adjust complaints which arise."

In view of the fact that every paper in the United States has had more or less difficulty in attempting to make a satisfactory delivery to their subscribers, a talk of this kind from a United States Post Office official will no doubt prove of great interest. The other matters for discussion are equally important.

These local and international circulation managers' associations are doing a wonderful work along the lines of co-operation and their membership is composed of practically every circulation manager on all the large newspapers and a very large number representing papers of smaller circulation.

An invitation is extended to all circulation managers and publishers in New York State to attend the Utica meeting.

### CIRCULATION NOTES

More than 100 Hartford Courant carriers were entertained by their paper on the evening of April 4 at the boys' department of the Y. M. C. A., with an abundance to eat, jazzy music and in-

structive talks by department heads. Among the speakers who advised the boys on how to succeed were Clifton L. Sherman, managing editor; P. F. Viets, city circulation manager, and R. C. Webster, state circulation manager.

The Children's Code Measures passed by the House of Representatives at Jefferson City, Mo., provide that boys under 11 years old and girls under 18 cannot be employed in selling articles on the streets, in railroad stations or where intoxicating liquors are sold, but that boys can sell newspapers after school hours until 8 P. M.

The New Bedford (Mass.) Standard will contribute an aerial exhibition to the welcome that city gives to its returning soldiers of the Yankee Division early next month. Arrangements are being made with the War Department for the use of a Curtis plane, which will be operated by Lt. Frederic G. Pitts, telegraph editor of the Standard and formerly an instructor in the Air Service Loops.

The Dallas (Tex.) Evening Journal circulation department on April 1 celebrated the fifth anniversary of the publication by entertaining the newsboys and carriers with an ice-cream feed in the city distribution room. M. W. Florer, superintendent of circulation, was master of ceremonies, and nearly a hundred boys partook of the Journal's hospitality.

Seth J. Moore has resigned as circulation manager of the Lewiston (Me.) Evening Journal to become branch manager in New Haven for the Crowell Publishing Company.

Nearly \$2,000 in prizes will be distributed to Des Moines Register and Tribune carriers all over the State of Iowa for getting new Sunday Register readers.

The Des Moines Sunday Register sprang a surprise on its readers March 30 by publishing a beautiful 8-page Rotogravure section, which will be a permanent feature hereafter.

The Fort Worth Star-Telegram will add a complete Rotogravure section May 11. It is the first Texas paper to take up this sort of feature.

Lewiston (Me.) Sun has installed a new mailing equipment.

Walter Geiger, who has been circulation manager of the Bristol (Va.-Tenn.) Herald-Courier for the past two years, has resigned to take charge of the circulation department of the Canton (O.) Daily News.

A neat little circulation scoop was worked by the New York Tribune the other night through the co-operation of the city desk with the circulation department. The city department learned of a dinner to be given Major Louis Willson, assistant zone supply officer at Governor's Island, and called up Berthold Yokel, circulation manager, at 8 o'clock at night, saying that a picture of the Major was appearing in Sunday's Graphic. Though this was pretty late notice to do anything, Mr. Yokel got on the job and sold 190 copies of the Sunday Tribune to the diners. This incident shows the importance of departments working together, each giving the other as much time as possible.

## BANNER YEAR SEEN BY A. A. A. OFFICERS

(Continued from Page 11)

ing paragraphs, recommendations are made and the following procedure ensues:

5. Formation of a definite plan.
6. Execution of this plan:
  - (a) Writing, designing, illustrating of advertisements or other appropriate forms of the message.
  - (b) Contracting for the space or other means of advertising.
  - (c) The proper incorporation of the message in mechanical form and forwarding it with proper instructions for the fulfillment of the contract.
  - (d) Checking and verifying of insertion, display or other means used.
  - (e) The auditing, billing and paying for the service, space and preparations.

7. Co-operation with the sales work to insure the greatest effect from advertising. The more clearly the nature of the work is defined, and the more generally it is understood, the more quickly will those who are not disposed to live up to their obligations be forced out of business; the more, also, will we support, encourage and develop those who are disposed to live up to their obligations, and the more we can help them to do so."

### Executive Board.

The members of the Executive Committee are as follows:

William H. Johns, president of the George Batten Company, president.

Paul E. Faust, Mallory, Mitchell & Faust, vice-president.

W. R. Hine, Frank Seaman, Inc., treasurer.

Harry Dwight Smith, of Fuller & Smith, Cleveland, secretary.

William H. Rankin, chairman of the newspaper division.

W. C. D'Arcy, of the D'Arcy Advertising Company, St. Louis.

Jefferson Thomas, of the Thomas Advertising Service, Jacksonville, Fla.

W. R. McLain, of McLain-Hadden-Simpers Company, Philadelphia.

J. W. Barber, of the J. W. Barber Advertising Agency, Boston.

O. H. Blackman, of the Blackman-Ross Company, New York.

H. H. Charles, of the Charles Advertising Service, New York.

Jesse Matteson, of the Gundlach Advertising Company, Chicago.

Stanley Resor, of the J. Walter Thompson Company, New York; M. P. Gould, of M. P. Gould Company, New York.

James O'Shaughnessy, secretary of the association, New York.

### PLAN NEW HARTFORD DAILY

Sunday Globe Acquired by Alexander Troup and Associates

HARTFORD, Conn., April 4.—The Hartford Sunday Globe was sold today to Thomas J. Spellacy, former United States Attorney for Connecticut; John F. Crosby, the present United States Attorney, and Alexander Troup, publisher of the New Haven Union. William L. Linke has been principal owner for the past 23 years. "We shall probably make the Globe a daily," said Mr. Troup, so it is expected that before long Hartford will have a new morning newspaper.

John E. Dennis of the Hartford Post, is in temporary charge of the paper, succeeding Frank G. Macomber, who has been editor and manager since 1905. Mr. Troup continues as publisher of the New Haven Union. The Sunday Globe was established in 1876, and it has a Sunday Associated Press news service.

### New Daily in Middletown, N. Y.

MIDDLETOWN, N. Y., April 4.—Thomas Pendell, with a number of associates, is planning to start a new paper here. At present Mr. Pendell is publisher of the Orange County Herald, and it is his plan to change that publication into a daily. Additional equipment has been ordered, and the date of publication will be between April 15 and May 1.

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

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

## John B. Gallagher Company

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

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

**J. L. LEBERTHON**

2 RECTOR STREET

NEW YORK CITY





# Is the A. B. C.

## An Expense or an Investment

### To the Publisher of a Small Newspaper?

# READ THIS STORY

The publisher of a small (but influential) newspaper in a town in a middle western state, during the past month faced the question: "What will it benefit me to become a member of the A. B. C.?"

His special representative urged that he immediately apply for membership. But the publisher hesitated. His circulation was less than 5,000. He realized that newspapers of large circulations were benefiting through A. B. C. membership. But would his—with his small circulation?

The cost of membership (which he realized would probably not cover the cost of his service) did not worry him. The main deterrent was the fear of the cost of installing the necessary records.

This difficulty he communicated to his special representative. The special representative immediately wrote to the publishers in nearby towns and said: "Tell Mr. \_\_\_\_\_ what has been your experience since you became a member of the A. B. C."

Read this small type and learn what his neighbors said:

*Neighbor Publisher No. 1 said:*

#### HOW BUSINESS CAME THROUGH A. B. C.

Dear Mr. \_\_\_\_\_:  
My attention has been called to the fact that you are not a member of the Audit Bureau of Circulations. Please permit me to address you on this subject and assure you that you would find it very profitable if you would belong to the A. B. C.

We know how you feel about the matter as we felt the same way ourselves before we joined. But after we joined, advertising commenced coming to us from ways we could not trace and it was because of our membership to the A. B. C.

It does not take much work to look after the book-keeping. Our circulation manager attends to this for us and he spends only about two hours a week on his accounts. The pressman fills out a blank every evening showing the number of papers printed and the number of papers spoiled and this is copied into the record book together with the number of papers sold or paid circulation for that day. Of course you know that circulations do not vary in towns the size of \_\_\_\_\_ and \_\_\_\_\_ only about once every week.

If you would be interested further or want any further information from us, we shall be glad to take the matter up with you more in detail.

With best wishes I am,

Sincerely yours,

*Neighbor Publisher No. 2 said:*

#### A. B. C. RECORDS EASY TO KEEP

Dear Sir:  
We understand you are contemplating becoming a member of the A. B. C. but hesitate to make a final decision because of the additional clerical work necessary for the keeping of the records, etc.

There is of course, some extra work, but it is not arduous nor difficult; neither does it require a great deal of time. If the record is kept daily it will take but a few moments.

The starting of the record and becoming familiar with the method is, we believe, the worst feature and the first audit will perhaps cause some little confusion, but after that is out of the way you will find it all very simple.

The record book supplied by the A. B. C. for a nominal sum is very simple—anyone can keep it and then, as stated above, if it is kept daily you can tell at a glance just how many papers are being printed, where they are going, etc., and when the advertiser, local or foreign, desires some information about your circulation—you have it in a nutshell. Foreign advertisers frequently send in blanks giving detailed outline of circulation and these are quite hard to fill out—were, rather, before keeping the A. B. C. record. Now one can fill these blanks with just a few minutes of time.

Then the audit gives a paper a firm standing among all the advertisers—for that is authentic and after the first audit you have these reports to send to your prospective advertisers. And you, yourself, have absolute knowledge of the distribution of your papers.

Yours truly,

*Neighbor Publisher No. 3 said:*

#### HOW TO CUT OFF DEADHEADS

Dear Mr. \_\_\_\_\_:  
I understand you are contemplating joining the A. B. C. but are hesitating on the belief that it will take too much time keeping the records. I consider keeping the records as insignificant when compared to the satisfaction it gives, when an advertiser comes in the office and asks for your circulation, to be able to take down the record and give it to him in detail and point to the membership certificate and say, "you know what that means." Also, the agencies never question your circulation if you are a member.

Keeping the records, after once started is a very small item. I have a blank for the pressman to fill out (each blank lasts one month) for each roll of paper opened, giving weight, tare, waste and the amount of paper left on the core. The subscription clerk gives the newsmen their papers as they come from the press, keeping a record of same as well as a record of the papers going to mail subscribers, advertisers, etc.; this is not extra as it is necessary whether a record is kept or not. Then I keep a list of correspondents and exchanges which do not change, a list of advertisers for each day of the week, these I keep on a sheet in the circulation record. Five minutes a day and one hour to an hour and a half each month to post up the totals of the previous month, with possibly a half hour going over the mailing list once a month to correct any discrepancies that may have crept in.

Some over sometime and I will go over our system with you and I am sure you would not hesitate a minute.

I firmly believe the saving I have made, in knowing just where the papers are going, by being able to cut off a large number of dead-heads, poor correspondents, exchanges, etc., has more than paid for the extra time to keep the record.

You would be surprised if you would go over your list of dead-heads, exchanges, correspondents and others and see how many you could cut off that are of no value whatever.

Our list of employes (17), correspondents, exchanges and advertisers, etc., do not average but about 85 a day, this includes office use files, etc. Let me hear from you and if you would like to come over some day I will be here and will be glad to show you all I know about it.

Yours truly,

*Neighbor Publisher No. 4 said:*

#### SAVED \$900 A YEAR BY KEEPING A. B. C. RECORDS

Dear Sir:  
I have heard that you are considering joining the A. B. C., that you feel favorably toward taking out a membership and that the only thing that seems to stop you from putting in application at once is your fear that A. B. C. records require a large amount of bookkeeping. I want to tell you just what our experience has been.

Before we joined the A. B. C. we kept what we thought was an up-to-date record and yet the end of the year we never could make our news print account agree with our record of circulation by some 10 to 15%. When we started A. B. C. records, which as you know, separates the divisions of your circulation and shows you daily exactly where your papers go and how many, we had one of our subscription clerks make the entries each morning and at the end of the month I run up the totals. It takes about ten minutes a day to keep the book and an hour at the end of the month to strike the average.

Once started, it is very simple to keep. If you do not go into detail now, on your circulation you will be amazed at some of the things separated circulation accounts will show you about your business. In the first place it enables us to see where our losses on circulation are, if any. As our mail circulation is on a cash in advance basis it is an absolute check as to how much we are paying out on commissions to agents and solicitors by the simple comparison of what our receipts should be and what we received, as checked to our average for the year. It also enables you to keep a check on the mill furnishing your paper, to know whether you are getting 32 lb. stock and print the number of papers per pound that 32 lb. stock should give you.

This may seem to you, off hand, like small items, but our experience the very first year saved us about \$900.00 in papers that were disappearing between press run and the cash box.

We do not know of a better investment than the A. B. C. We do not know how any system could be devised that could be kept as simply, and yet give you such reliable information about your circulation, than the A. B. C. record book will give you.

Now the A. B. C. needs the \_\_\_\_\_ and the \_\_\_\_\_ needs the A. B. C. You will never regret it if you join and I hope to hear in the near future that you will make application for membership.

Very truly yours,

These four letters in part explain why A. B. C. membership is a profitable investment and not an expense. Over 90% of the influential newspapers of America now appreciate this fact. The other 10% will eventually—why not immediately?

We have further interesting facts if you care to send for them.

**AUDIT BUREAU OF CIRCULATIONS** CENTURY BUILDING  
CHICAGO, ILLINOIS

## SCIENTIST DIRECTORS DENY CHARGES

Say They Never Threatened to Make Publishing Business an "Empty Shell"—Question Rights of Trustees to Act in Affairs

BOSTON, Mass., April 5.—In their answer filed in the Supreme Judicial Court here yesterday to the suit brought against them by Herbert W. Eustace and other directors and trustees of the Christian Science Publishing Company, Adams H. Dickey and other directors of the First Church of Christ, Scientist, deny that Mr. Eustace, David B. Ogden and Lamont Rowlands are trustees under the deed of trust created by Mrs. Mary Baker G. Eddy in January, 1898, under which the publishing company was formed.

The original action was brought a week ago by the three directors of the publishing company against the church directors to prevent these officers from interfering in any way with their management as trustees of the publishing society and from putting into effect alleged threats to make the publishing company, which controls the Christian Science Monitor and other publications, an "empty shell." The church directors have filed a voluminous answer, in which many points of law are raised.

### Questions Rights of Plaintiffs

The church directors state that there have been no changes in the trustees from any decree of the court, that the deed of trust of 1898 contains no provision for resignation of trustees. They say that if it be held that the deed of trust is a complete instrument in itself and incapable of modifications, and the power to declare vacancies among the trustees is not vested in the Christian Science board of directors, then none of the plaintiffs ever became trustees.

It states further that John V. Dittmore was succeeded as a director of the Mother Church on March 17 last by Defendant Knott. It adds that the First Church of Christ, Scientist, in Boston, is known as the Mother Church and it avers it is the Mother Church of Christian Science.

It denies that prior to January 25, 1898, the Christian Science Publishing Society published Mrs. Eddy's works; it admits that in her lifetime all authority over the publications rested in her hands; it admits that during her lifetime she gave no authority over her publications to the board of directors; but it avers that by her will duly probated she bequeathed all her publications to the Mother Church in trust to promote Christian Science as taught by her.

The intent and purpose of Mrs. Eddy in establishing the trusts, the answer contends, was to make and keep the affairs of the publishing society under separate control and management from that of her church, but claims her purpose was to establish and maintain in the mother church a unified form of control over all agencies and departments engaged in the activities originated by her.

To that end, the answer recites, she provided that the trustees each six months should pay to the trustees of the First Church of Christ, Scientist, in Boston the entire net profits of the publishing trust, to be held subject to the orders of the first members who were authorized to order its disposal only in accordance with the rules and by-laws in the church manual.

Furthermore, the answer declares that the first members and directors were given the power to declare vacancies

in the trusteeship; that on January 28, 1898, all the governing power of the church not reserved to Mrs. Eddy was vested exclusively in the first members and the directors; that, therefore, the power to remove trustees was vested in the said church.

To support this contention the answer quotes from the church manual, 1898, Article XI., Section 2; A person who is not accepted by our pastor emeritus or by the Christian Science board of directors as suitable to publish her books shall in no manner be connected therewith nor with the Christian Science Publishing Society.

Further quoting, "Editors and Publishers, Section 3—Editor and publishers of the Christian Science Journal shall not be elected to these offices and shall not be removed therefrom without the knowledge and consent, if she chooses to decide, of the Pastor Emeritus."

### By-Law Provisions

Then the answer quotes from the Church Manual, 1899, 10th edition, Article XXIV. of by-laws—"Weekly newspaper. Section 6. If a weekly newspaper shall be at any time published by the Christian Science Publishing Society it shall be owned by the First Church of Christ, Scientist, in Boston, and shall be copyrighted and conducted according to the by-laws relating to the Christian Science Journal."

Since established in 1901 the board of directors has had exclusive control over the publishing society and it has never been questioned in its right to such control until recently, the answer states.

That the plaintiff trustees of the publishing society have at all times "zealously, conscientiously and faithfully discharged their duties is denied, as is also that they have held and managed the property rights exclusively for the purpose declared solely for the promotion and extension of Christian Science."

The defendants also deny that the trustees have "energetically, judiciously" managed the business of the publishing society on a strictly Christian basis and on sole responsibility of themselves.

That the affairs of the publishing society have been highly prosperous and successful is denied, but the directors state that the financial affairs of the society have as a whole been successful, but they deny that such success is the result of the administration of the trust by the present trustees. The answer further denies that the trustees "have all worked loyally, earnestly and faithfully as Christian Scientists and believers in its tenets and doctrines."

The directors declare that the trustees paid over to the mother church as earnings and profits for the six months ending October 1, 1918, \$287,103.11 and they state the trustees paid to the defendants, together with others as trustees, for the six months ending October 1, 1918, \$175,199.45, but they assert the amount so paid to the trustees under the will of Mrs. Eddy did not represent profits and earnings from the conduct of the trust, but represented royalties paid to the trustees under the will of Mrs. Eddy. Such result was made possible largely because the said publishing society is the only recognized publishing society of the mother church, according to the answer.

The directors deny that by the action in removing Mr. Rowlands, or by contemplated action on their part the business of the Christian Science Publishing Society will be in any way injured.

The answer further denies "the directors have contrived any plan or have made any threat to make the publishing house 'an empty shell,' but on the contrary, claim it is and always was their endeavor and purpose to support and promote the business of the society."

## BRIEFS

AKRON (O.) NEWSPAPER WRITERS have organized the Quill Club with C. C. Stubig president.

MRS MARGARET J. MAGENNIS (deceased), who was for 30 years with the Boston Traveler, leaves a personal estate valued at \$3,384.28.

CODE OR ABBREVIATED ADDRESSES MAY be used as addresses in cablegrams to or from Italy, but not as signature of messages; likewise Belgium, Alsace-Lorraine and all French possessions.

J. S. LEACH, PUBLISHER OF THE Bartlesville (Okla.) Enterprise, has been indicted by Federal Grand Jury on charges of sending objectionable matter through the mails.

RING STARS TREATED A PACKED HOUSE to a splendid boxing exhibition at stag of New York Press Club early last Sunday morning.

PAPER IS ABOUT TO BE ESTABLISHED IN Galveston, Tex., by local labor council and City Commissioner M. E. Shay.

BURLINGTON (IA.) HAWKEYE HAS appointed Benjamin & Kentnor Company, New York and Chicago, as national advertising representatives.

BRAFDORF (PA.) PRESS CLUB IS HOLDING a series of informal dinners with leading citizens as guests. D. W. Dean, editor of the Era, was the first honored.

MILWAUKEE JOURNAL'S RECENT REAL Estate Edition was one of the biggest propositions of its kind ever put out in Milwaukee.

JUNIOR ADVERTISING CLUB OF ST. Louis has started a miniature newspaper called "The Mingler."

DES MOINES REGISTER AND TRIBUNE is operating a private wire for news from New York.

UNIVERSITY OF IOWA JOURNALISM STUDENTS will handle United Press leased wire copy as part of practical training study.

AUDIT BUREAU OF CIRCULATIONS HEADQUARTERS has moved to Century Building, Chicago.

MAINE LEGISLATIVE CORRESPONDENTS were guests of Senator Deering at a supper in Augusta one evening last week.

THE DINNER PAIL IS THE NAME OF A new free daily at Cushing, Okla. C. L. O'Bryan, former manager of the Cushing Daily News, is owner.

BROOKFIELD (Mo.) DAILY ARGUS, after suspension for a month on account of a fire, is again being published.

AURORA (Mo.) DAI Y LIGHT HAS SUSPENDED publication on account of cost of labor and material.

HARVEY ECKHART, OF LARNED, HAS sold the Dodge City (Kan.) Journal to Fred Sailors, formerly business manager of the Ottawa Herald.

GOLDEN BELT EDITORIAL CONFERENCE will hold its annual business session at Hays, Kan., May 3.

PRESS CLUB OF CHICAGO WILL RETAIN its present quarters in the City Hall Square building, for at least another year.

MAYOR THOMPSON HAS VETOED AN ordinance for the city's purchase of the old Chicago Herald building for use of certain courts and police department.

N. Y. AD CLUB WILL BE TURNED OVER this evening to wounded soldiers. The club's "all-star" cast will give a special show.

GRADUATES OF FRANK BLANCHARD'S class in advertising at 23d street Y. M. C. A., New York, held annual dinner last evening.

QUARTERLY MEETING OF CONNECTICUT Editorial Association will be held in Hartford, April 19.

SHORT COURSES OF STUDY FOR COUNTRY newspaper editors will be given by University of Minnesota May 1-3.

PAUL J. FAUTECK, OF THE MEDFORD (Wis.) Sun, has been found guilty of violating the Espionage act and of evading selective service law.

MILWAUKEE HEROLD IS SUED FOR \$25,000 for alleged libel for alleged incorrect statement that plaintiff had been arrested on the charge of larceny.

JEWISH DAILY FORWARD, NEW YORK, has established a Milwaukee edition. A. Rubin is Milwaukee representative.

ART STAFF OF ST. PAUL DISPATCH-Pioneer Press has secured 33 original Saturday Evening Post illustrations and placed them on exhibition.

PHOTO-ENGRAVERS ON THE DENVER newspapers have been on a strike for the past week demanding \$40 a week for night work and \$37.50 for day work. Their present pay is \$32.50.

LEE J. ROUNTREE HAS SOLD THE Georgetown (Tex.) Commercial and purchased an interest in the Sulphur Springs Gazette from John A. Rhodes.

PANHANDLE PRESS ASSOCIATION OF Texas will hold its annual convention in Vernon, on April 11 and 12.

ADVERTISING MEN OF WACO, TEX., HAVE decided to reorganize the Waco Advertising League which was disbanded during the war.

ASSOCIATED PRESS HAS OPENED BUREAU office with Galveston News. Louis La Coss is in charge. Report for Mexico City papers is now filed in Galveston.

S. W. THOMAS, OF ASPERMONT (TEX.) Star, was shot and killed last week. The murderer later took his own life by cutting his throat.

SOUTHWESTERN AMERICAN, AN OIL weekly, has been established at Lampasas, Tex.

PRESIDENT WILSON HAS ASKED THAT findings of Debs sedition trial be forwarded to him in Paris for examination.

MICHIGAN SUPREME COURT HAS RULED that Henry Ford's \$1,000,000 libel suit against Chicago Tribune must be tried in Mt. Clemens.

\$75,000 LIBEL SUIT HAS BEEN FILED BY Mayor-elect Stevens against the East St. Louis (Ill.) Journal and its manager.

OLD HOME OF JAMES GORDON BENNETT in New York has been sold.

CONGRESSMAN J. HAMPTON MOORE was host to 85 of his former Philadelphia associates in the newspaper business at a banquet last week.

NOW THAT WAR IS OVER, ARMY EDITION of Chicago Tribune is to be changed to Paris Edition of Chicago Tribune and continued permanently.

FRANKLIN (PA.) HERALD AND EVENING News have been merged under the name of News-Herald.

COURT HAS CLOSED CONWAY (IA.) Record, owned by J. J. Clark, for breaking an agreement with P. S. Junkin not to engage in the newspaper or printing business in Taylor county.

TOPEKA CAPITAL HAS BEEN UNANIMOUSLY selected as official publication of the state of Kansas.

HIAWATHA (KAN.) DAILY WORLD claims the long distance news record for small town newspapers. Recently it received a story from Germany.

FRANK S. NIPPER HAS PURCHASED THE Clinton (Mo.) Republican and will start the Daily Record.

### Memorial to Farnsworth

PROVIDENCE, R. I., April 7.—A handsome engraving erected as a memorial to Henry W. Farnsworth, former Journal reporter, who was killed while serving in France in 1915, has been presented by the French Government to the Widener Library at Harvard University. Mr. Farnsworth was a graduate of Harvard in the class of 1912. There is a tablet erected to his memory in the reporter's room of the Journal.

# CUBA

Ties of friendship and mutual interests link the United States to Cuba. Larger in area than Pennsylvania, with fertile plantations, and a long coast-line, Cuba is prosperous. Its sugar crop alone is worth more than \$200,000,000, it has over 2,300 miles of railroads—it is inhabited by a friendly, liberty-loving people.

A Complete and Authoritative Story will be told in  
the Cuban Number to be issued by

**The New York Evening Post**

**SATURDAY, APRIL 26**

More than 20,000 Cubans visit New York every year. Trade between the United States and Cuba is growing. It will grow faster as our knowledge of each other increases. The New York Evening Post will present fully the resources of the island. It will tell the story of modern Cuba, its cities, its agricultural regions, its climate, its industries, its future.

This Cuban Number, in two separate editions, one in English and one in Spanish, will bring the business men of the two countries into touch. Welcomed by our Southern neighbors, the issue will be widely circulated in North and South America—and preserved.

## Importers and Exporters of the United States:

You will find here important facts about the industrial needs, the social and business customs of Cuba, which will guide you in developing markets.

You can gain through the advertising columns an introduction to all the leaders of the Island Republic's commercial life.

*For reservations of Advertising Space address Advertising Manager, New York Evening Post, 20-24 Vesey Street, New York.*

*Copies will be mailed to any address in the United States, Canada, Mexico or Cuba for 5 cents each; foreign, 10 cents. Address Circulation Manager, 20-24 Vesey Street, New York.*

**The New York Evening Post**

### TIPS FOR THE AD MANAGERS

**McKINNEY COMPANY**, 58 E. Washington Street, Chicago. Has secured accounts of Nelson Motor Truck Company, Saginaw, Mich.; United Manufacturing & Distributing Company, Saginaw; Auto Truck Steel Body Company, Chicago; Taylor Ewart & Co., Chicago; Hamilton, Ont. Will handle account of Clark Equipment Company, Buchanan, Mich., and Challoner Company, Oshkosh, Wis.

**HAMILTON AGENCY**, 40 McNab Street, Hamilton, Neb. Will handle account of Pure Cane Molasses Corporation of New York which has opened a Canadian branch.

**HENRI, HURST & McDONALD**, People's Gas Building, Chicago, Ill. Will start campaign among consumers for the Alamo Farm Light Company, Chicago.

**McJUNKIN AGENCY**, 5 S. Wabash Avenue, Chicago. Will hereafter place the advertising of Auburn Motor Company, Auburn, Ind.

**DOW DRUG COMPANY**, Cincinnati. Plans to invest 50 per cent more in advertising in 1919 than last year, according to President D. C. Keller.

**CRITCHFIELD & Co.**, Brooks Building, Chicago. Starting an advertising campaign on dark Barre granite for Boutwell, Milne & Varnum Company, Montpelier, Vt.

**McCONNELL & FERGUSON**, Dundas and Market Streets, London, Ont. Will handle a co-operative advertising campaign for the Canadian Paint, Oil & Varnish Association, Montreal. Initial appropriation is \$15,000.

**ACME ADVERTISING AGENCY**, Atlanta. Placing orders with newspapers for Herolin Medicine Company.

**N. W. AYER & SON**, 300 Chestnut st., Philadelphia. Placed orders with New York City newspapers for Northern Baptist Laymen.

**BARTON & DURSTINE COMPANY**, 25 W. 45th st., New York City. Placing orders with some Western newspapers for the Nation.

**BERRIEN COMPANY**, 19 W. 44th st., New York City. Reported to be making up a list of newspapers for Norwalk Tire & Rubber Company.

**GEORGE BATTEN COMPANY**, Fourth Avenue Building, New York City. Will handle advertising for Elliott Fisher Company.

**BLACKMAN-ROSS COMPANY**, 95 Madison ave., New York City. Placing 1-t. orders with newspapers for U. S. Chamber of Commerce, the Nation's Business.

**CECIL, BARRETO & CECIL**, Mutual Bldg., Richmond. Placing orders with large city newspapers for McCawley & Co.

**NELSON CHESMAN & Co.**, 1127 Pine st., St. Louis. Usually make up lists during April for Walmutta Company.

**J. H. CROSS COMPANY**, 214 S. 12th st., Philadelphia. Making new contracts and placing copy with newspapers for United Medicine Company.

**EVANS & BARKHILL**, 7 W. 42nd st., New York City. Reported to be figuring on a campaign for Rosenthal Brothers.

**HENRI, HURST & McDONALD**, People's Gas Bldg., Chicago. Placing orders with farm papers for Alamo Farm Light Company.

**HOWE, MURRAY & Co., Inc.**, 30 E. 42nd st., New York City. Again making 10,000-1. contracts with newspapers in selected sections for American Ever-Ready Works.

**HOYTS SERVICE**, 120 W. 32nd st., New York City. Placing advertising for Churchill & Alden Company.

**McJUNKIN ADVERTISING COMPANY**, 5 S. Wabash ave., Chicago. Placing orders with some New York City newspapers for Peabody Coal Company; will handle the advertising for Auburn Auto Company.

**MATOS ADVERTISING COMPANY**, Bulletin Bldg., Philadelphia. Placing orders with Pennsylvania newspapers for Pratt Food Company.

**MORSE INTERNATIONAL AGENCY**, 449 Fourth ave., New York City. Placing orders with newspapers for M. Tecla & Co.

**NEWELL-EMMETT COMPANY, INC.**, 120 W. 32nd st., New York City. Will place orders with newspapers after April 14 for Liggett & Myers Tobacco Company.

**HARRY PORTER COMPANY**, 18 E. 41st st., New York City. Placing orders with New York State newspapers for General Ordinance Tractor Company.

**E. P. REMINGTON AGENCY**, 1280 Main st., Buffalo. Reported will make up newspaper list within the next thirty days for Wildroot Chemical Company.

**JOSEPH RICHARDS COMPANY**, 9 E. 40th st., New York City. Placing a few orders with newspapers for Liggett & Myers Tobacco Company.

**SHECK ADVERTISING AGENCY**, 9 Clinton st., Newark. Placing advertising for American Piston Ring Company.

**FRANK SEAMAN**, 470 Fourth ave., New York City. Reported will make up a list during May using farm papers for Joseph & Feiss Company.

**SHERMAN & BRYAN**, 79 Fifth ave., New York City. Will shortly place orders with some Eastern newspapers and gradually extend to other sections for Hauch Nut Butter Company. Making contracts with newspapers generally for Erlanger Brothers.

**SPAFFORD COMPANY**, 10 Postoffice sq., Boston. Placing orders with newspapers in cities where Emerson Shoe Company have stores for Emerson Shoe Company.

**J. WALTER THOMPSON COMPANY**, 242 Madison ave., New York City. Reported will place orders with newspapers shortly after Easter for Pictorial Review Company.

**VAN PATTEN, INC.**, 50 E. 42nd st., New York City. Placing orders with newspapers for Carlisle Tire Company.

**WILLIAMS & CUNNYNGHAM**, 59 E. Madison st., Chicago. Making 5,000-1. contracts with Middle West newspapers for National Beverage Company.

**WILLIAM H. RANKIN COMPANY**, 104 S. Michigan Avenue, Chicago. Now is handling advertising of Monroe Clothes and of the Preston Chemical Company of Brooklyn, N. Y., maker of Asperin.

**SWIFT SPECIFIC COMPANY**, Atlanta, W. S. Eakin will be in New York, at the Hotel Martinique, April 17-28, to close newspaper contracts for Swift Specific medical advertising.

**H. E. JAMES AGENCY**, 110 West 19th street, New York City, will hereafter handle advertising of Sanatogen (Bauer Chemical Company) and Formamint (A. Wulffing Company). Fall lists are now being considered.

**ST. LOUIS GLOBE-DEMOCRAT'S SERVICE** and promotion department has started a paper called The Merchandiser, as a trade aid to its advertisers.

**TRIAL OF J. A. CHALONER'S \$100,000 libel suit** against New York Evening Post, which was to have opened Tuesday, was postponed to April 11.

**NEW YORK CALL HAS BEEN SUED FOR \$100,000 damages**, for alleged libel, by Arthur Guy Empey.

**COOK COUNTY PRESS CLUB**, Chicago, has adopted the Standard Rate Card recommended by the American Association of Advertising Agencies.

# INDIANA

**THE** magazine promoter will tell you that you can "cover Indiana" through the use of nationally-circulated publications.

He will tell you that, by using the 21 largest monthly magazines you will reach a total combined circulation in Indiana of 126,803. Of course, you will pay the full national rate, or \$38.55 per agate line. He will tell you that by using the eleven largest publications for women you may get a circulation in Indiana of 248,180. The full rate for this group is \$49.80 per agate line. He will tell you that by using the eight big weeklies of national distribution you will get an Indiana circulation of 114,320, at a combined rate of \$26.35 per agate line.

So, to reach a combined magazine and periodical circulation in the State of Indiana of 489,303, the total distribution there of 40 of the leading magazines and publications, the advertiser will be forced to pay a rate of \$114.70 per agate line—this, of course, being the full rate for the three groups.

Rather expensive way of advertising to INDIANA PEOPLE, don't you think? Here's the contrast:

The daily newspapers listed below have a combined morning, evening and Sunday circulation in Indiana of 658,022 copies. AND THE TOTAL COMBINED ADVERTISING RATE IS BUT \$1.05 AN AGATE LINE!

		Circulation	5,000-line rate
Anderson Herald	(E)	5,797	.0125
Elkhart Truth	(E)	7,164	.0215
Evansville Courier	(M)	22,246	.04
Evansville Courier	(S)	18,715	.04
Fort Wayne Journal-Gazette	(M)	29,000	.05
Fort Wayne Journal-Gazette	(S)	24,000	.05
Frankfort Times	(M)	5,025	.015
Indianapolis News	(E)	123,437	.15
Indianapolis Star	(M)	99,065	.11
Indianapolis Star	(S)	113,129	.14
Kokomo Dispatch	(M)	4,889	.0179
Lafayette Courier	(E)	8,435	.02
Lafayette Journal	(M)	10,476	.02143
Logansport Pharos-Reporter	(E)	6,335	.015
Muncie Press	(E)	9,646	.01786
Muncie Star	(M)	26,203	.0425
Muncie Star	(S)	16,006	.025
Richmond Item	(M)	8,221	.02
Richmond Palladium	(E)	11,003	.025
South Bend Tribune	(E)	17,138	.035
Terre Haute Star	(M)	26,212	.04
Terre Haute Star	(S)	18,388	.04
Terre Haute Tribune	(E)	25,412	.04
Terre Haute Tribune	(S)	18,870	.04
Vincennes Capital	(E)	3,210	.01071
<b>Total Daily Circulation and Rate</b>		<b>448,914</b>	<b>.70440</b>
<b>Total Sunday Circulation and Rate</b>		<b>209,108</b>	<b>.3525</b>



# EDITOR & PUBLISHER



*The Oldest Publishers' and Advertisers' Journal in America*  
1864 1919

WILL COVER THE

## Associated Press and American Newspaper Publishers' Associations Conventions

(Waldorf-Astoria Hotel, New York, Week of April 21)

Through Two Notable Editions and an Extra—April 17 and 24 and 26

### Combined Victory-Liberty Loan and Special Convention Number Will Be Issued Thursday, April 17.

This issue will contain numerous special articles of timely interest and value.

In the place of honor will appear a special message on the Victory-Liberty Loan campaign, addressed to editors and publishers and advertisers, and transmitted to them through EDITOR & PUBLISHER by Hon. CARTER GLASS, Secretary of the Treasury.

The work newspaper men and advertisers are doing to assure the full success of the last of the great war loans will be told in detail.

List of newspaper men who will attend the conventions and the hotels at which they will stop—a feature first carried by EDITOR & PUBLISHER last year, and which proved of great service in promoting neighborliness—will be presented in the most complete form possible.

Special stories of the Associated Press organization, together with advance stories of the two conventions and their programmes will aid in making this pre-convention number valuable—VALUABLE TO READERS, HENCE CORRESPONDINGLY VALUABLE TO ADVERTISERS.

### Full News Reports of the Two Conventions Will Be Carried in the Conventions Numbers.

The regular Thursday issue, on distribution at the Waldorf-Astoria on that day, will cover the sessions of the Associated Press, and of the Annual Luncheon; the Annual Luncheon of the Bureau of Advertising of the A. N. P. A.; and Wednesday's business sessions of the A. N. P. A.

The Annual banquet of the A. N. P. A., and the closing business sessions of the convention will be covered in a special "Extra" dated Saturday.

The notable addresses delivered at the Associated Press and Bureau of Advertising Luncheons will be reported adequately in the Thursday issue, while the Saturday "Extra" will carry the full story of the climactic event—the annual banquet on Thursday night of the A. N. P. A.

These issues will carry the STORY OF NEWSPAPER WEEK—the one week of the year during which the newspaper makers of the American continent convene for the renewal of friendships and the discussion of problems which all face in common.

### Striking Cover Designs in Colors Will Decorate Both of These Convention Numbers

They will carry the advertising of the most progressive newspapers in the country—and they will carry this advertising to the men to whom it is addressed, the SPACE BUYERS for national advertisers and advertising agencies.

IT IS SUGGESTED THAT ADVERTISERS RESERVE SPACE IN THESE SPECIAL NUMBERS BY WIRE!

**EDITOR & PUBLISHER**

1117 WORLD BUILDING  
NEW YORK

**HE GOT ONLY INTERVIEW GIVEN BY FOCH**



ARTHUR B. KROCK

The honor of obtaining what is believed to be the only individual interview given to a newspaper man of any nationality by Marshal Foch since he came into international prominence was captured by Arthur B. Krock, now edi-

tor of the Louisville Times, who represented the Times and Courier-Journal in Paris during the early days of the Peace Conference.

The Foch interview was widely printed in the American and European newspapers in February, but it has not become generally known how it was secured. Up to the time Mr. Krock got the story, the marshal declined to even talk to French correspondents. The interview was based on a question asked him concerning his opinion of the manner in which the United States cooperated in the war-making and the effectiveness of the American Army as a military unit under his command.

His reply, praising the American soldiers and their leaders as "noble and brave," was sent to Mr. Krock personally in a letter and subsequently was given out by Mr. Krock to the French papers, the Paris edition of the Chicago Tribune, the Louisville Courier-Journal and other American publications.

**Audit Reports Issued**

CHICAGO, April 4.—A. B. C. Reports have been issued on the following newspapers: Akron (Ohio) Beacon-Journal, Akron Evening Times, Allentown (Pa.) Democrat and Evening Item, Allentown Morning Call, Great Falls (Mont.) Leader, Great Falls Tribune, Massillon (Ohio) Evening Independent.

Paul Bellamy, for several years city editor of the Cleveland Plain Dealer, has rejoined the paper's staff.

Twelve things to Remember

THE VALUE OF TIME  
 THE SUCCESS OF PERSEVERANCE  
 THE PLEASURE OF WORKING  
 THE DIGNITY OF SIMPLICITY  
 THE WORTH OF CHARACTER  
 THE POWER OF KINDNESS  
 THE INFLUENCE OF EXAMPLE  
 THE OBLIGATION OF DUTY  
 THE WISDOM OF ECONOMY  
 THE VIRTUE OF PATIENCE  
 THE JOY OF ORIGINATING  
 THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE  
**MANHATTAN PHOTO ENGRAVING CO.**  
 FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING—  
 TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.  
 251-253 WILLIAM ST. - NEW YORK CITY  
 PHONES: - 1637 WORTH

# Iowa

Explaining the 670,000 Savings Bank Depositors

**I**N 1918 Iowa produced farm crops to the value of \$825,000,000.00, livestock \$745,000,000.00 and over \$300,000,000.00 of manufactures.

Add them up! Some money, what? And **ONLY** about 2,250,000 people to spend it!

You can tell them about **YOUR** goods in five full pages of advertising in every English language daily paper in Iowa for the price of one postage stamp per habitant family.

Yes!

Start with these papers:

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

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



EDITOR & PUBLISHER

Q & A

Service Department

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

Q.—I have in prospect to buy a "country weekly" newspaper in an Ohio county seat. It is a very much run-down property, but the field seems good, fine people and prosperous countryside. I have had years of editorial experience on a middle-west city newspaper, but do not know the business side. I have just enough money to make the initial payment. Do you think there is much of a speculation in this for a man of ideas, good personal habits and a great longing to establish that sort of business for himself? Do you feel like encouraging me?

H. H. K.

A.—You will do well to read Mr. Myers' article on costs in this issue. A gentleman who knows the country field as well as anyone of our acquaintance wrote to us recently a letter which is perhaps the best reply to your query: "I can cite a number of instances where men, some without a previous knowledge of the newspaper business, went into the game and made big money out of former failures. How? They applied business principles. They sought out the reason for the losses and set about to counteract them. I know of a fellow in Iowa who bought the second-string weekly in a small town. He got the property for little money. It had been a loser. He got busy with the advertising, after revamping the paper. He showed merchants how to write advertising, helped his printers to learn how to set it. On a circulation of 2,000 he secured 30c. per inch, flat, for his advertising. Five years after buying the property for \$1,500, he sold out for \$15,000. Did costs play a part? No! The proper remedy, properly applied, did the trick. It's a human interest story. There are many such. But there are many, many tragedies, though there is small excuse for them. Given a field, properly handled, big money should and can be made with the small town paper."

Q.—I shall appreciate it if you can furnish me with a list of press clipping bureaus throughout the country or tell me where such a list is prepared.

I. H. Case, 960 E. 163d Street, N. Y.

A.—Prominent bureaus are Hemstreet's, Burrelle, Dominion Press, whose advertisements you can see in this paper.

Q.—Can you give me figures that will show the lowest rate per column inch, taking the average of newspapers large and small, at which advertising can be set first cost? What I want to get at is the average cost per inch of producing an inch of advertising, no matter whether a paper has 500 or 5,000 circulation. I want the deadline under which advertising cannot be run at a profit. It is my belief that such figures are obtainable, but we do not know where to get them and will appreciate anything you can do for us.

R. C. Gordon, Waynesboro (Pa.) Record-Herald.

A.—See feature story on this subject in this issue of Editor & Publisher.

Q.—I notice your editorial questioning of the New York Times' profuse use of the comma and desire to know what rule you favor for that punctuation?

Copy Reader.

A.—In newspaper practice the rules of the Detroit News seem excellent: "A series of three or more words takes commas except before conjunctions." "Commas set off an explanatory phrase but not a restrictive phrase of inclusive qualification." "Use commas before conjunctions in a sentence made up of separate clauses, each with its own subject nominative."

Q.—Believe you are in a position to give us some information. We have a morning newspaper in city of about 5,000 in Eastern Pennsylvania and are desirous of changing our foreign advertising representative and wish you would put us in touch with a good, live, reliable firm in New York. We want a representative who is making a specialty, if possible, of the small city dailies. Please regard this as confidential.

P. P. C.

A.—We are glad to call your want to the attention of the special representatives in New York and will forward to you any letter addressed "P. P. C.," sent in care of the editor, Editor & Publisher.

Q.—We desire to secure a list of newspapers and their advertising representatives throughout the United States and Canada and your publication seems to be the only logical one that could furnish such data.

U. S. Light and Heat Corp.  
F. G. Blakelock, Adv. Mgr.

A.—We are sending by mail the books you request.

Q.—The Wall Street Journal has referred me to you for the address of the publishers of the best books on journalism and for booklets of instructions to correspondents and reporters.

H. L. Lawrence,

Instructor in Journalism,  
Huron College, Huron, S. D.

A.—Address the larger publishers, such as Macmillan, Doubleday, Page & Co., Henry Holt, or Brentano's Book Store, in New York, asking for lists of such books. Many large newspapers publish their own instructions to writers and editors in privately circulated "style books."

Q.—Do you think it good newspaper form to refer to "Hebrews"?

Student.

A.—No. If necessary to designate race, say "Jews."

# Great Tunnels, Bridges and Aerodromes Planned for NEW JERSEY

In no state in the Union are broader plans being matured to care for the immediate present and to prepare for the inevitable greater development just ahead than in New Jersey.

A great tunnel to Manhattan, under the Hudson on the East;

A mighty bridge to Philadelphia across the Delaware, on the West;

Aerodromes in Newark and Atlantic City in anticipation of coming aerial commerce;

An inland coastal canal;

Unified harbor development with New York City—

## All Making for a Mightier New Jersey

Wise National Advertisers will give such a state the utmost consideration in publicity and promotion plans.

You Can Get New Jersey Business  
By Using These Newspapers:

	Circulation.	Rate 5,000 lines
Asbury Park Press (E)	7,360	.0225
Atlantic City Press (M) Union (E)	14,793	.0350
Elizabeth Journal (E) (A.B.C.)	17,528	.04
Hackensack Record	5,072	.0178
Hudson Observer (Hoboken)	43,400	.07
Passaic Herald (E)	7,302	.0178
Passaic News (E)	8,009	.0215
Paterson Press-Guardian (E)	12,500	.03
Perth Amboy Evening News (E)	8,025	.0214
Plainfield Courier-News (E)	7,495	.0215

# EDITORIAL

## THE "DEALER INFLUENCE BRIGADE"

WE have discussed in previous issues the agencies who are special pleaders for certain magazines and have pointed out the need for action by the newspapers to protect national advertisers from further exploitation.

There is another type of national advertiser whose uses, or rather, abuse of magazine advertising may well deserve attention because his case has direct bearing upon the question of agency control by powerful magazine interests.

We have referred to this advertiser and his kind as the "Dealer Influence Brigade."

Most advertisers use advertising primarily to sell goods to the consumer. The "Dealer Influence Brigade" use advertising to unload goods on the retailer by making him think they are advertising to sell goods to the consumer.

A long time ago it was discovered that national advertising could be "merchandised"—that it could be used as a lever upon the retailer to make him put a product upon his shelves. The salesman called on the store keeper and produced proofs of the advertisements his firm was running to make its product popular. The dealer was persuaded to believe that the advertising would create demand and he naturally agreed to stock the salesman's article.

A very good idea, indeed, so long as it is legitimately practiced. But it didn't take long for some adroit persons to figure out that the dealer was a "mark" and that, for the unloading process, it didn't matter much whether you advertised or just made him think you were advertising, except that the latter process looked by far the cheaper.

So magazines started to sell "dealer influence" to the national advertiser. They showed him how he could take a few pages of space and send his salesmen out to the jobbers and the retailers with proofs of these pages and make them believe people would clamor for his product as a result. A very respectable volume of distribution often followed.

The dealer influence brigade is made up of wise folks, indeed. They will tell you that they know very well the strongest magazine has little or no consumer influence and that the knowledge does not worry them at all. As long as the dealers don't understand this, everything is lovely.

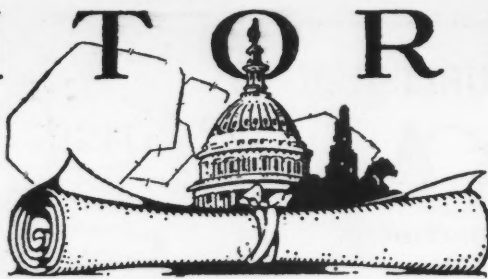
These gentlemen are sowing the wind to reap the whirlwind. How many times has the dealer been stuck with an "advertised brand"—some goods which the salesman said were "advertised extensively," showing the pretty magazine pages in proof of his statement? The dealer did not stop to consider that not a dozen of his customers would ever see the advertising.

The laments that ascend daily from dealers and distributors who are loaded up with "advertised goods" that weren't advertised at all, should cause these advertisers some real anxiety. Go into any store. Look over the dead stock, and contemplate the tombstones of "dealer influence" advertising campaigns!

How long will the dealer stand the gaff and what will be his opinion presently of all advertised goods? Is the Dealer Influence Brigade, still encouraged, dazzled and persuaded by charts, statistics and impressive volumes compiled by the magazine merchandising experts, making or breaking retail goodwill for advertised brands?

But there is one grim spectre that more and more dogs the footsteps of the Dealer Influence Brigade. That is the High Cost of Selling. Not all the brave words and bright charts of the magazine experts have been able to lay that ghost. The tragic part is that it should haunt the dreams of advertisers who started out to save a whole lot of money on their selling by "letting George do it."

The "Dealer Influence" magazine advertiser must take business wherever he can get it and in whatever volume it comes. That means his sales are scattered from here to there, that his volume is made up of numberless small accounts and that each one needs watching and cultivating. He is not a real factor anywhere, although he may have a label planted on a shelf most anywhere. He is a mark for competition at every point and he is not entrenched to meet it at any point.



And if the protest of the retailers he has stuck get too loud, he is obliged to do something to move the goods he has sold them. That means consumer advertising here, there and the next place.

If he ever figures out the cost of the contingencies which his advertising has created, he gets a truly illuminating view of magazine advertising and its relation to high cost of selling. The chief anxiety of the magazines and the agents they control is to keep him from this harrowing realization.

The "Dealer Influence Brigade" and the influences which surround and encourage them are not doing advertising any good. As they wake up to the fact that they are not doing themselves any particular good, their ranks will thin and "passing the buck" will lose its popularity in advertising and merchandising.

## PROPAGANDA ADVERTISING

THE Ottawa (Ont.) Journal has been a supporter of the "drys" in Canada. It has always held its columns open to them for creating a public opinion in support of prohibition.

But the Journal believed that the opponents of its editorial policy in this matter should be permitted to use its advertising space in getting over to its readers their own side of the controversy. The Quebec brewers were permitted to buy about \$300 worth of advertising space.

The "drys" proceeded to denounce the Journal for this. They considered that it amounted to a sort of sale of the paper's influence, so far as that influence extended to the advertising carried by the paper, to the opponents of the newspaper's policies. The Journal has defended its course, which is wholly in keeping with the accepted policies of a majority of our newspapers in regard to propaganda advertising. "Give both sides a hearing on every question" is the creed of hundreds of important dailies.

EDITOR & PUBLISHER has no desire to discuss the merits of this particular case. Attention has been called in these columns, however, frequently—and without arousing general applause—to the dangers inherent in a too-broad tolerance of "opposing views," especially when the publication of such views is made a source of advertising revenue.

The "open forum" idea, admirable in its general aspects, carries with it some elements of danger. This fact is becoming evident to many editors and publishers who approve the principle of the open forum. There are not lacking very sincere and intelligent people who see sinister possibilities in the invitation to all who oppose editorial policies to buy advertising space in which to refute these policies and defeat their purposes through confusing public thought.

EDITOR & PUBLISHER has been quite content to urge what seems clearly to be a minority view in this matter, confident that the note of caution which it has repeatedly sounded will serve to eventually clarify editorial thought throughout the country on an issue which is coming to loom large in the making of newspapers.

NOT every newspaper is able to follow the policy of the New York World in regard to the protection of former employes who enlisted for war service. Not only does the World reinstate every man who returns in his old place, but those who enlisted before the draft have had the difference between their service pay and their old World pay made up to them for the period of the war. The World, according to a recent statement of the treasurer, J. Angus Shaw, has already expended \$200,000 for these benefits. What great future dividends are sure to come out of this magnificent investment in organization morale!

## "THE NEWSPAPER ADVOCATE"

EDITOR & PUBLISHER has long been known to national advertisers, advertising agencies and space-buyers as "The Newspaper Advocate." The slogan carries an intimation of policy and a challenge.

Having presented and won its case for the newspaper as the great primary medium for advertising, EDITOR & PUBLISHER has been presenting during the present year comprehensive statistical information as to the cost of territorial advertising campaigns—the sort of data which all space buyers must have, but which, heretofore, has been obtainable only at great trouble and expense.

These statistical exhibits as to rates and circulations of newspapers and of magazines have already played a big part in the revival of advertising activity. They have shown, in "cold figures," the reasons why newspapers are the most economical and effective mediums for national advertising—the only mediums, in fact, for territorial and localized campaigns.

The Bureau of Advertising of the A. N. P. A. has been making effective use of these tabulations and analytical surveys in connection with its work for promoting national advertising in newspapers. The Chairman of the Committee-in-Charge of the Bureau, Fleming Newbold, of the Washington Star, in a communication to Gerritt Fort, of the United States Railroad Administration, said:

"I enclose a tabulation of circulation and advertising rates classified by States that may be of interest to you in considering sectional or regional advertising. Both Mr. Moore and I want the Bureau to be as helpful as possible in trying to assist you in working out some plan through which newspaper advertising might be profitably used by the railroads."

In a letter to EDITOR & PUBLISHER, after the campaign for government advertising of the railroads had been decided upon, Mr. Newbold said:

"The tabulation referred to (in letter to Mr. Fort) is the data you had printed up to that time in EDITOR & PUBLISHER. I am greatly interested in your statistics and deductions in regard to newspaper circulation and advertising. You have done a splendid work."

F. WAYLAND AYER, head of the Ayer Agency, should be—and is—a very happy man these days. The appreciation of one's contemporaries, finding its expression in such an event as the Golden Jubilee banquet in Philadelphia on Friday night, is calculated to tinge with gold the pathway of any man. Those who journeyed to the Quaker City to participate in that tribute to the Dean of Advertising Fraternity in America found Mr. Ayer still the leader, still the man of energy and vision, that he has been for fifty years, unspoiled by the victory of his advertising ideals or by the great measure of material success that is his. They found him looking forward to greater achievements of service through the magic of the printed word.

THE late Howard Brock, managing editor of the Boston Traveler, used to tell his friends that his chief work in the organization was to make himself unnecessary to it—to so train his staff that his temporary absence from the office would never be felt. If he had failed to do that, he contended, he would have failed as a managing editor. There's a hundred-sided sermon in organization-building in this thought.

WHY is it that, when a city plans an advertising campaign for itself, the appropriation is so often concentrated upon magazine space? Why is it that the newspapers of such cities fail to protest against a policy which they know to be unsound, and which is a direct challenge to their own usefulness as channels of communication with the business world?

IF you mean ADVERTISING do not write it "publicity." The words are not, in present conditions, interchangeable.



**PERSONALS**

**IN THE EDITORIAL ROOM**

Leslie Niblack, editor of the Guthrie (Okla.) Leader, has returned from army service in France. Mrs. Niblack is still in Red Cross work there.

Harry C. Temple, whose "Sketches from Life" are regular features of the Cleveland Plain Dealer, will shortly take up studio work in New York.

Donald McGregor, of New Philadelphia, O., recently a captain in the army, has joined the Washington Herald staff.

Clifton W. Carberry, managing editor of the Boston Post, was welcomed from Europe with a banquet given by more than 150 members of the Post organization.

Frank Carson, for a number of years past day city editor of the Chicago Tribune, this week was made day city editor of the Chicago Herald and Examiner.

Charles H. McTigue, managing editor of the Albany Argus, underwent an operation in the Albany hospital last week.

S. E. Dunn, former editorial writer on the Tulsa (Okla.) World, has been named assistant city attorney of Tulsa.

William A. Duff is now editor of the Ashland (O.) Daily Times-Gazette and Press.

**THE BUSINESS OFFICE**

F. H. Tobey has resigned as advertising manager of the Newark (N. J.) Ledger to become assistant to C. I. Putnam, New York representative of the Boston American. He spent last week in Boston getting acquainted.

T. M. Kennett has resigned as business manager of the Warren (Ohio) Morning Chronicle. He is at present in New York.

Herbert M. Ogg, former advertising manager of the Bartlesville (Okla.) Examiner and connected with the Muskogee Times-Democrat, is now in the oil business in Fort Worth, Tex.

G. Edward Buxton, Jr., treasurer of the Providence Journal Company, has been promoted to the rank of lieutenant colonel of the 328th Infantry and detached on special duty at headquarters of the 82nd Division to write the division's history. He served in the Mexican war and at the opening of the present war entered as a major.

Lieut. Philip E. Bradley, son of the vice-president of the St. Louis Star-Chronicle Publishing Company, has been assigned by the French Government to a four months' course in the School of Economics of the Sorbonne University, Paris. When he entered the army he was doing newspaper work in Missoula, Mont.

Joseph M. Lennon has been appointed advertising manager of the New York Tribune's business page. For nine years he has been with the Dry Goods Economist.

D. A. Smith is now advertising manager of the Creston (Ia.) Plain Dealer.

James Winters, advertising manager of the Kansas City Post, is back at his desk after a few days' illness.

**WITH THE AD FOLKS**

Colonel Barrett Andrews, who recently returned from the war zone, will tell the League of Advertising Women on April 15 "why he is glad to be back." Colonel Andrews is advertising manager of the Pathé Phonograph. Miss Nell Vinick, who has placed Aladdin products on the map of New York and vicinity, will tell how she did it with saleswomen.

Roy M. Edmonds has been made permanent editor and manager of P-E-P, the official publication of the Advertising Club of St. Louis.

Miss Helen Crandall, who is with the advertising department of the Hamilton National Bank, Denver, has announced her engagement to Bruce Wiswall, photographic artist and former member of the Rocky Mountain News staff.

Charles E. Smock, formerly with the Detroit News and the Chicago Inter-Ocean, has been appointed advertising manager of the Eureka Vacuum Cleaner Company, Detroit.

Leslie W. Rowland has returned and Robert Barton is a new addition to the advertising department staff of the American Express Company.

William H. Besack, late advertising manager of the Layne & Bowler Company, Memphis, has been made advertising director of the Wales Advertising Agency, Topeka. Mr. Besack was also connected with N. W. Ayer & Son, Philadelphia, the White Advertising Company and the Painter-Jones Company of Chicago.

G. Prather Knapp, publicity and advertising manager of the Mississippi Valley Trust Company, St. Louis, and Miss Hilda Rosalynd Dawson-Watson were married on April 5.

J. Russell Lowell, an owner of the Moberly (Mo.) Democrat, and Mrs. Bess Hulen were married April 3 at Clayton.

Edward S. Babcox is back in his old field of activity again as sales manager of the Rubber Products Company, Barberton, Ohio. He recently resigned as advertising manager of the Firestone Tire & Rubber Company and as president of the A. B. C. to be secretary of the Christian Herald, New York.

Sampson Raphaelson and John Manley are new additions to the McJunkin Agency's staff in Chicago.

B. W. Matthews has been elected to the board of directors of the Joseph Richards Company, New York.

I. L. Robertson has been appointed advertising manager for Thomas E. Wilson & Co., Chicago, succeeding J. A. Robertson, who, with C. W. Diehl, becomes assistant advertising manager of Wilson & Co.

W. C. Hellman, of Louisville, has joined the advertising staff of B. Kuppenheimer & Co., Chicago.

Russell D. Meredith is now in charge of promotion for the Byron G. Moon Agency, Troy, N. Y.

Walter P. Hanson, late of the Chicago Examiner, is now assistant advertising manager of the Haynes Automobile Company, Kokomo, Ind.

S. Bloom has been appointed director of advertising for the Essenkay Products Company, Chicago. For the past few years he has been engaged in advertising and merchandising in the United States and Australia. He is just out of the U. S. Army service.

Lieut. Milton Weill has returned from A. E. F. service and resumed his work with the Weil-Biow-Weill Agency, New York.

Thomas F. Willoughby is now advertising manager for the H. H. Robertson Company, Pittsburg.

E. S. Klemper is a new addition to the Charles Daniel Fry Company's staff, Chicago.

Arthur Hallam has resigned as advertising manager of the Crane & Ordway, Minneapolis, to join the Lochren Film & Slide Company, same city.

B. F. Henriquez has been appointed space buyer for the Charles F. W. Nichols Agency, Chicago.

R. A. Rosen has resigned as advertising manager of the LaSalle Steel Company to join the sales force of the Oxweld-Acetylene Company, Newark, N. J.

**MADE F. T. C. SECRETARY**

WASHINGTON, April 4—J. P. Yoder, formerly manager of the Washington Bureau of the United Press Associations, and a newspaper man in Boston, New York and Chicago, has been sworn in as secretary to the Federal Trade



CAPT. J. P. YODER.

Commission, succeeding Leonidas L. Bracken, who resumes the private practice of law.

Mr. Yoder was at one time a special examiner for the Trade Commission, but resigned in February, 1918, to accept a commission as captain in the Army Sanitary Corps. Only recently he returned from France. He is a native of Kansas.

Benton Hopkins has succeeded W. L. Towne as advertising manager of the Austin Company, Cleveland.

L. O. Haskins is the new sales and advertising manager of the M. & S. Corporation, Cleveland.

A. A. Dallas has been appointed to the staff of the Julian J. Behr Agency, Cincinnati.

Newton Fuessle has joined the advertising staff of the National City Company, New York.

M. P. Hinman is now sales and advertising manager of the Boutwell, Milne & Varnum Granite Company, Montpelier, Vt.

Jane Carroll, member of the League of Advertising Women, New York, will have charge of the foreign trade bureau of the American Express Company.

Arthur Liebes, of New York, Latin-American advertising and trade expert, is in Cuba on an information gathering tour.

Fred M. Farrar has resigned as art director of Calkins & Holden to become vice-president of the Typographic Service of New York, Inc.

Salem N. Baskin, advertising manager for B. Kuppenheimer & Co., Chicago, was recently married to Miss Bess Sampson.

S. Gordon Gurwit, who for six years past has been advertising manager for the Hartman Furniture and Carpet Co., Chicago, has resigned to become vice-president of the National Textiles Co., of New York city.

Stanley Ikerd has returned to the A. A. C. W., as Chicago advertising representative of Associated Advertising.

William H. Ingersoll has returned to New York after spending several months in Europe as a member of a Department of Labor commission appointed to investigate labor conditions abroad.

G. Pettigrew has succeeded Mr. Goldstein as advertising manager of Schoenbrunn & Co., Chicago. The latter is now in charge of advertising for the Chicago Tailors Association. Mr. Pettigrew has been handling the advertising of A. L. Singer & Co.

John Goldstrom has left the Atlanta Georgian staff to join the copy writing staff of the Lewis & Coffee Advertising Agency.

George A. Phillips, manager of the Palace Store at Spokane, has been elected president of the Spokane Ad Club.

Anthony Blum, who has been connected with the Frank Presbrey agency for the past six years, is now with the Barrows & Richardson Agency, New York.

George W. Morrison, Nuyler D. Ford, Humphrey C. Tiffany and Victor C. Rinder are new additions to the Wales Advertising Agency staff, New York. L. B. Kaufman becomes copy director, J. J. Veth office manager and B. J. Carpenter auditor.

**The Tacoma News Tribune Has Renewed Its Contract For the Haskin Service For Another Year**

## THE CONNELLY PLAN FOR SECOND CLASS MAIL

(Continued from Page 9)

adopted beyond 'making up' in states and large cities and in some instances in 'routes.'

"My experience in this department, which dates from its organization, has very forcibly impressed upon me the conviction that a most decided improvement in the handling of second class matter advantageous alike to both the publisher and the Post Office Department would be obtained if (instead of the tags, labels, paper slips, etc., varying as they do, from stiff leather to tissue paper and frequently torn from the sacks before reaching the distribution department) there should be issued by the department, tags, consisting of leather, wood, stiff paper or any other substantial material, upon which in a distinct color there should appear certain designs each indicating the special classification of second class matter contained in the sack to which it was found attached, together with the name of the publication, its frequency of issue, and its destination.

"Upon the samples herewith enclosed I have used the color that seems to me most appropriate by reason of its being easily recognized and for its suggestiveness, it usually denoting danger.

### What Plan Would Do

"The system if used would indicate:  
"1st, by the color, that matter contained in the sack was second class;  
"2nd, by the design, whether the matter was regular mail, sample copies, stamped for city delivery, box delivery, foreign, etc.;

"3rd, the frequency of issue, so that if several sacks were on the floor or distribution table, some containing weekly publications and others monthly, etc., the preference could be given to the publication issued oftenest, if the time for closing would not permit the handling of both; and

"4th, its destination.  
"Not more than three or four of the designs would be used to any large extent, but I have used them simply to complete the system.

"To illustrate what I would hope to accomplish, as well on the postal car as in the Post Office, an incident that occurred some years ago on the New York & Buffalo R. P. O. will serve as an example:

"At that time the clerks were expected to have all matter intended for certain points west of Syracuse entirely assorted before arriving there, and on this occasion quite a large number of sacks were unsorted when Syracuse was reached and were transferred to the R. P. O. car bound East. Two or three days later, when the same crew of postal clerks made their next trip West they recognized some of the identical matter still striving to get past Syracuse, having in the interim enjoyed an excursion between that place and Albany daily.

"Assuming that a certain portion of

this matter was second class, it, at least, might have been selected from the lot or such of it as might have been going to regular subscribers, when it became apparent that some must be sent back, if there had been attached to each sack a tag similar to those I have described.

"This class of mail matter ranks second in importance in the service. Probably more complaints are made of the loss or detention of this class than any other in proportion to the amount carried.

"If it be suggested as an objection that the department would not incur the expense attending the furnishing of tags to the publishers I would respectfully submit that the saving in labor, time, correspondence, etc., would more than compensate the department for the expense and the main object towards making the scheme successful, that is, being universally adopted all over the country, would be accomplished.

### Importance, Then and Now

"Whatever benefit is derived from the present system of simply 'making up' second class matter in states, etc., would, of course, still be obtained, while, in my judgment, a very practical reduction in the percentage of complaints regarding the delay or loss of this class of mail would follow as a natural result.

"I have the honor to remain.

"Very Respectfully Yours,

"H. W. CONNELLY,

"Sup't., N. & P. P. Dept."

With that Mr. Connelly produced the original tags, described in the letter. They are of a durable cardboard material, each bearing a distinctive red design—so as to be easily recognizable for the mail clerks. Space was left on the front side for filling in the name of the publication and frequency of issue. On the reverse the red design was fully as prominent, with space left for the destination of the sack and class of distribution.

Then he gave the following explanation of the tags and designs:

Solid red circle—daily papers.

Red oblong or square—weekly publications.

Two red bars—semi-weeklies.

Three red bars—tri-weeklies.

Single red triangle—monthlies.

Two red triangles—semi-monthlies.

Three red triangles—quarterlies.

Brazilian cross—annuals.

"Of course, these could be changed around in any way that might be preferred, but they covered every class of second-class mail at that time, and now," explained Mr. Connelly.

### Discussion in 1895

"I was the reading secretary of Post-Dayton to hold regular periodical conferences of his department heads to discuss mail problems and complaints, and second class, then as now, was receiving most attention on the latter score. My proposition was placed by Mr. Dayton before these conferences and thoroughly thrashed out, but Postmaster Dayton went out of office before any

action could be taken and the matter lay dormant ever since, but has not been forgotten for one minute by me.

"I was the reading secretary of Postmaster Dayton's conferences, and I have the original notes right here on the presentation of my plan for discussion and the comment made upon it.

"Here are my notes:

"Paper presented at the meeting following action of committee.)

"In presenting my original communication to the Postmaster, I started with the proposition to try to reduce the percentage of complaints regarding the loss or detention of second-class matter. I did not claim, nor have I ever for a moment imagined, that the plan I then submitted would prove to be absolutely perfect, nor that it would meet all objections that might arise.

### Criticism of Old Days

"But, it being self-evident that some change in the present system of handling this class of matter was desirable (and as the main feature usually advanced whenever this question has been discussed—requesting publishers to 'make up' their mail—is still retained in the change I suggested), my own thought was and is that the service would be materially benefited if, upon the same tags carrying the destination or 'make up,' there should be other (and in my judgment equally as important) information that would render the matter at once easily distinguished without regard to the amount of mail there might be massed around it, while also indicating the name of the publication, its frequency of issue, and which classification of second-class matter it came under.

"The first objection was that it was contrary to P. L. & R. to discriminate in favor of any piece of mail matter whatever its class might be.

"I fully appreciate the sentiment expressed in that proposition, but every Post Office official knows that if it were lived up to literally the percentage of complaints instead of being reduced would be increased beyond anything ever known in the history of the department.

"Discrimination of the most pronounced character is made every day in the year and more particularly with second-class matter.

"The several editions of the afternoon papers, are given the preference

right up to the minute the mail wagons leave the office and an R. M. S. card is often used by them after the mail has gone.

"At the committee meeting it was ascertained that not only has discrimination been made in favor of regular publications going to subscribers, but that in some instances the one published more frequently was given the preference over another issued less often because of the supposed importance of the latter as compared with the former, or, as I interpret it, for the very purpose I have already mentioned—to avoid as many complaints as possible.

"Another objection was that, as most of the sacks had to be examined, it would not help especially to have them tagged as my plan provided.

"In order to examine a sack it must first be handled, and any system that will indicate the contents of a sack to be of the class that causes most all of the complaints received in the second division will surely enable the clerks or porters to examine, assort, or retag all such sacks before handling any other.

"The sender of a package of either third or fourth-class matter is in most cases sending it for the first and last time to the same address.

"The publisher of a weekly paper is expected by his subscribers to mail his publication so that they will receive it on a certain mail the same day every week, and more trouble is caused in many of the post offices in country towns or cities, where farmers come in once a week for their mail, by the loss or delay of the weekly they are looking for than for any other reason.

"At the committee meeting I referred to this fact and spoke of my own experience when a boy in the Newburgh

## Electrical Goods Advertisers

placed nearly half of their Cleveland advertising for 1918 in

## The Plain Dealer

FIRST NEWSPAPER, CLEVELAND—SIXTH CITY

All "live wires" in Northern Ohio look to THE PLAIN DEALER for the latest announcements of every labor-and-time-saving device.

## Reason Results

The merchants of Washington, D. C., usually use more space in

## The Evening Star

than in the other three papers combined

## 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

## The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

(280x150)



## The Detroit News

Carries over half the entire appropriations for week day newspaper advertising in Detroit. Three competitors divide the balance.

## The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



## WHAT DO YOU WANT TO KNOW ABOUT THE NEW ENGLAND MARKET?

As pioneers, our Merchandising Service Department is the best equipped and the most thoroughly posted to give you what you want

## BOSTON AMERICAN

Over 300,000 Net Paid Circulation  
Send for Booklet

post office. This reference to a time and place so remote afforded my friend Mr. Bradley considerable amusement and elicited the remark that 'that was forty-five years ago.'

"Forty-five years ago not only antedates my acquaintance with the postal service but also with the world, but I respectfully submit that if there are methods or ideas still in everyday use, whether in the Newburgh post office or in the New York post office that existed forty-five years ago, all of us will cordially welcome any change for the better.

**Wanted Change for Better**

"Replying to the suggestion that it would take too much time and cause confusion on the floor if too many different designs had to be inspected and understood by the employees, I would call attention to the fact that I stated in my first communication that only three or four would be used to any extent, and it is likewise true that in the Second Division, where the benefit, if any, to be derived from the system would be most apparent, never more than two and only one that would be important would come to the newspaper distribution department except through carelessness or mistake of employes in the lobby.

"The designs that would be used less frequently would render them all the more conspicuous when they did appear.

"For the reason that in many instances the tags would be detached in this office on account of the matter being worked here, Mr. Jackson said he did not see how the proposed change would help him at all.

"My idea was that wherever regular subscription mail (which the tags will indicate) was being distributed the proper tag could be attached when the sack was dispatched. In any event, on all matter not worked in this office the tag would still remain until the postal car was reached, and in case of a 'swamp,' such as I referred to before, certainly some trouble might have been avoided.

**Endorsement for Tag System**

"Branch H, through the superintendent, reported that it was receiving second-class matter in such good shape from the publishers that it did not need a change.

"I deem this a strong indorsement for the tag system. The bulk of all the second-class matter mailed at the branch comes from less than a dozen publishers. Every one of them has some sort of a tag or label and all are evidently trying to adopt a system that will insure against loss or delay.

"In conclusion I beg again to emphasize the statement that my idea was from the beginning to simply reduce the number of complaints that are made by the publishers. While it is quite possible I am unconsciously imbued with the same spirit that causes every parent to think his own child the best, I can conscientiously say I have not yet heard an objection to the plan that has caused me to lose confidence in its ability to accom-

plish the original purpose for which it was designed."

"Now," said Mr. Connelly, "I can't today add a word more to my argument of twenty-four years ago that would make it more effective. There has not been one change made in the second-class postal regulations in the last quarter of a century that would make my scheme of 1895 inapplicable now.

**Applies Just as Well Today**

"Today, by request of the Post Office Department, publishers of daily papers are using a red tag so that their bags can be readily picked out by the clerks and given preference in handling. This, in part, is an application of my idea of using red—as a stand-out danger signal. Oh, yes; the style of tag has been changed somewhat, too. Now each bag carries a metal tag-holder into which the label-tag is slipped. But my tag could be easily made to a size to fit these holders.

"My principle, also, could be applied to the present red tag by printing the separate designs in black on red. Just as long as the label remains distinctively red it will answer its original purpose."

As a result of EDITOR & PUBLISHER efforts to revive interest in Mr. Connelly's plan, he was first invited to explain his idea in detail to the Superintendent of Mails of the New York Post Office, when a representative of EDITOR & PUBLISHER was also present by invitation. A little round discussion was held, presided over by Eugene Jordan, assistant superintendent of mails, representing Superintendent Norris.

**Criticism in 1919**

Mr. Connelly outlined his plan fully. Mr. Jordan found practically the same faults with it, as noted above in the 1895 conference notes of Mr. Connelly.

In the first place, Mr. Jordan said he believed that to mark every kind of second-class mail would only confuse matters and bring about more complaints than are being received now; likewise, it would serve to bring charges of discrimination.

"Giving the daily newspapers preference, as we are doing now through our red tag system and even when bags are not so tagged, is all we can be expected to do," was Mr. Jordan's view. "Of course, next to the dailies we give second attention to weeklies and the next fastest service to publications issued less frequently," he pointed out, "but none except the dailies is distinctively marked.

"If the publishers will co-operate with us they will have no cause for complaint

\* \* \* \* \*

**THE ELLIS SERVICE**

- - - *Swarthmore, Pa.* - - -

Offering Two Weekly Features

1 - A "Different" Sunday School Lesson

2 - The Religious Rambler

\* \* \* \* \*

against the New York Post Office. If they deliver their mail between the hours of 7 A. M. and 4 P. M. it will get immediate attention. These are the hours in which we are in the best position to handle second-class mail. After 4 P. M. the day's business mail pours in and attention must be divided so as to handle everything. Let publishers give us their mail at this time and let dailies use the red tag and there will be the best possible service."

**Remedy Promised**

Mr. Jordan declared arrangements were being made to open a special receiving station for second-class mail, which would soon be in operation. He also said that the Post Office does not furnish the tags to publishers, as it would be too expensive, but requests that certain kinds of tags be used, and it must leave it to the publisher to comply or not, just as he chooses.

Mr. Connelly argued in rebuttal that the points made against his plan by Mr. Jordan were exactly the same as in the old days. "There is no need of using all the different designed tags I proposed," he said. "I just devised all of them to show that all phases of the situation could be met, if they had to be. Instead of additional confusion, I can see the elimination of many causes of complaint.

"Really just two of them would be sufficient—the circular mark to denote dailies, and the oblong or square to specify the weeklies and publications of more frequent issue. The dailies and weeklies usually contain matter of a perishable nature. Usually their subscribers must have them within a certain period after issue or they are of no use at all. If they are not received on time, then there is trouble.

**Only Two Designs Needed**

"Publications issued less frequently than weekly need not be marked, it seems to me, although my scheme provides for them if they had to be. Getting the regular second-class treatment

they will reach their readers in the usual time allowed, and I am sure there will be no more complaint of discrimination than there is now, when the dailies alone are receiving preferred treatment."

Following this conference, Mr. Connelly was called upon on several occasions by the higher officials in New York for further details of his marking idea and what he thought of its possibilities before Postmaster Patten would consent to EDITOR & PUBLISHER printing the story of the plan.

EDITOR & PUBLISHER made the point to Patten that even though the New York Post Office officials did not believe the Connelly plan would be applicable or improve the service here, it would be well to give it publicity so that it would reach officials in other cities and circulation managers throughout the country.

In this way, it was argued, some other post office division might be willing to test it, or at least it could be brought to the attention of circulation managers and other postal officers for the widest possible consideration.


**Postmaster Patten Satisfied**

Finally, Postmaster Thomas G. Patten gave his consent for full publication, as presented herewith, with the following statement:

"This office has no objection to EDITOR & PUBLISHER printing the story in question. However, in this connection you are informed that the system now in vogue covering the handling of second-class matter is working to the complete satisfaction of both this office and the Railway Mail Service and any change made would not result in a more expeditious handling of such mails."

A. William Hanson, in charge of the night force of the Associated Press Northwestern news bureau in Minneapolis, is ill and in the hospital.

The Biggest Serial Story  
of the year



By  
**Robert W. Chambers**

*Wire or Write*

**INTERNATIONAL FEATURE SERVICE, Inc.**

246 West 59th Street, New York

**WE SPEND MORE THAN \$500,000**

per year to produce the features which have created the greatest newspaper following in the world.

*"Hearst's Features Always Lead"*

Write for booklet.  
*"Half Million Dollar Feature Service"*

**The International Feature Service**  
246 West 59th Street

**Time and Money**

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

**The Associated Newspapers**  
170 Broadway New York

**The True News**

**FIRST**

*Always—Accurately*

**International News Service**  
World Bldg. New York

**THE INTERNATIONAL NEWS BUREAU, Inc.**  
15 SCHOOL STREET, BOSTON, MASS.  
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

## THE CONNELLY PLAN FOR SECOND CLASS MAIL

(Continued from Page 9)

adopted beyond 'making up' in states and large cities and in some instances in 'routes.'

"My experience in this department, which dates from its organization, has very forcibly impressed upon me the conviction that a most decided improvement in the handling of second class matter advantageous alike to both the publisher and the Post Office Department would be obtained if (instead of the tags, labels, paper slips, etc., varying as they do, from stiff leather to tissue paper and frequently torn from the sacks before reaching the distribution department) there should be issued by the department, tags, consisting of leather, wood, stiff paper or any other substantial material, upon which in a distinct color there should appear certain designs each indicating the special classification of second class matter contained in the sack to which it was found attached, together with the name of the publication, its frequency of issue, and its destination.

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### What Plan Would Do

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"Assuming that a certain portion of

this matter was second class, it, at least, might have been selected from the lot or such of it as might have been going to regular subscribers, when it became apparent that some must be sent back, if there had been attached to each sack a tag similar to those I have described.

"This class of mail matter ranks second in importance in the service. Probably more complaints are made of the loss or detention of this class than any other in proportion to the amount carried.

"If it be suggested as an objection that the department would not incur the expense attending the furnishing of tags to the publishers I would respectfully submit that the saving in labor, time, correspondence, etc., would more than compensate the department for the expense and the main object towards making the scheme successful, that is, being universally adopted all over the country, would be accomplished.

### Importance, Then and Now

"Whatever benefit is derived from the present system of simply 'making up' second class matter in states, etc., would, of course, still be obtained, while, in my judgment, a very practical reduction in the percentage of complaints regarding the delay or loss of this class of mail would follow as a natural result.

"I have the honor to remain.

"Very Respectfully Yours,

"H. W. CONNELLY,

"Sup't., N. & P. P. Dep't."

With that Mr. Connelly produced the original tags, described in the letter. They are of a durable cardboard material, each bearing a distinctive red design—so as to be easily recognizable for the mail clerks. Space was left on the front side for filling in the name of the publication and frequency of issue. On the reverse the red design was fully as prominent, with space left for the destination of the sack and class of distribution.

Then he gave the following explanation of the tags and designs:

Solid red circle—daily papers.

Red oblong or square—weekly publications.

Two red bars—semi-weeklies.

Three red bars—tri-weeklies.

Single red triangle—monthlies.

Two red triangles—semi-monthlies.

Three red triangles—quarterlies.

Brazilian cross—annuals.

"Of course, these could be changed around in any way that might be preferred, but they covered every class of second-class mail at that time, and now," explained Mr. Connelly.

### Discussion in 1895

"I was the reading secretary of Post-Dayton to hold regular periodical conferences of his department heads to discuss mail problems and complaints, and second class, then as now, was receiving most attention on the latter score. My proposition was placed by Mr. Dayton before these conferences and thoroughly thrashed out, but Postmaster Dayton went out of office before any

action could be taken and the matter lay dormant ever since, but has not been forgotten for one minute by me.

"I was the reading secretary of Postmaster Dayton's conferences, and I have the original notes right here on the presentation of my plan for discussion and the comment made upon it.

"Here are my notes:

"Paper presented at the meeting following action of committee.)

"In presenting my original communication to the Postmaster, I started with the proposition to try to reduce the percentage of complaints regarding the loss or detention of second-class matter. I did not claim, nor have I ever for a moment imagined, that the plan I then submitted would prove to be absolutely perfect, nor that it would meet all objections that might arise.

### Criticism of Old Days

"But, it being self-evident that some change in the present system of handling this class of matter was desirable (and as the main feature usually advanced whenever this question has been discussed—requesting publishers to 'make up' their mail—is still retained in the change I suggested), my own thought was and is that the service would be materially benefited if, upon the same tags carrying the destination or 'make up,' there should be other (and in my judgment equally as important) information that would render the matter at once easily distinguished without regard to the amount of mail there might be massed around it, while also indicating the name of the publication, its frequency of issue, and which classification of second-class matter it came under.

"The first objection was that it was contrary to P. L. & R. to discriminate in favor of any piece of mail matter whatever its class might be.

"I fully appreciate the sentiment expressed in that proposition, but every Post Office official knows that if it were lived up to literally the percentage of complaints instead of being reduced would be increased beyond anything ever known in the history of the department.

"Discrimination of the most pronounced character is made every day in the year and more particularly with second-class matter.

"The several editions of the afternoon papers are given the preference

right up to the minute the mail wagons leave the office and an R. M. S. card is often used by them after the mail has gone.

"At the committee meeting it was ascertained that not only has discrimination been made in favor of regular publications going to subscribers, but that in some instances the one published more frequently was given the preference over another issued less often because of the supposed importance of the latter as compared with the former, or, as I interpret it, for the very purpose I have already mentioned—to avoid as many complaints as possible.

"Another objection was that, as most of the sacks had to be examined, it would not help especially to have them tagged as my plan provided.

"In order to examine a sack it must first be handled, and any system that will indicate the contents of a sack to be of the class that causes most all of the complaints received in the second division will surely enable the clerks or porters to examine, assort, or retag all such sacks before handling any other.

"The sender of a package of either third or fourth-class matter is in most cases sending it for the first and last time to the same address.

"The publisher of a weekly paper is expected by his subscribers to mail his publication so that they will receive it on a certain mail the same day every week, and more trouble is caused in many of the post offices in country towns or cities, where farmers come in once a week for their mail, by the loss or delay of the weekly they are looking for than for any other reason.

"At the committee meeting I referred to this fact and spoke of my own experience when a boy in the Newburgh

## Electrical Goods Advertisers

placed nearly half of their Cleveland advertising for 1918 in

## The Plain Dealer

FIRST NEWSPAPER, CLEVELAND—SIXTH CITY

All "live wires" in Northern Ohio look to THE PLAIN DEALER for the latest announcements of every labor-and-time-saving device.

## Reason Results

The merchants of Washington, D. C., usually use more space in

## The Evening Star

than in the other three papers combined

## 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

## The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

(280x150)



## The Detroit News

Carries over half the entire appropriations for week day newspaper advertising in Detroit. Three competitors divide the balance.

## The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



## WHAT DO YOU WANT TO KNOW ABOUT THE NEW ENGLAND MARKET?

As pioneers, our Merchandising Service Department is the best equipped and the most thoroughly posted to give you what you want

**BOSTON AMERICAN**  
Over 300,000 Net Paid Circulation  
Send for Booklet

post office. This reference to a time and place so remote afforded my friend Mr. Bradley considerable amusement and elicited the remark that 'that was forty-five years ago.'

"Forty-five years ago not only antedates my acquaintance with the postal service but also with the world, but I respectfully submit that if there are methods or ideas still in everyday use, whether in the Newburgh post office or in the New York post office that existed forty-five years ago, all of us will cordially welcome any change for the better.

**Wanted Change for Better**

"Replying to the suggestion that it would take too much time and cause confusion on the floor if too many different designs had to be inspected and understood by the employees, I would call attention to the fact that I stated in my first communication that only three or four would be used to any extent, and it is likewise true that in the Second Division, where the benefit, if any, to be derived from the system would be most apparent, never more than two and only one that would be important would come to the newspaper distribution department except through carelessness or mistake of employees in the lobby.

"The designs that would be used less frequently would render them all the more conspicuous when they did appear.

"For the reason that in many instances the tags would be detached in this office on account of the matter being worked here, Mr. Jackson said he did not see how the proposed change would help him at all.

"My idea was that wherever regular subscription mail (which the tags will indicate) was being distributed the proper tag could be attached when the sack was dispatched. In any event, on all matter not worked in this office the tag would still remain until the postal car was reached, and in case of a 'swamp,' such as I referred to before, certainly some trouble might have been avoided.

**Endorsement for Tag System**

"Branch H, through the superintendent, reported that it was receiving second-class matter in such good shape from the publishers that it did not need a change.

"I deem this a strong indorsement for the tag system. The bulk of all the second-class matter mailed at the branch comes from less than a dozen publishers. Every one of them has some sort of a tag or label and all are evidently trying to adopt a system that will insure against loss or delay.

"In conclusion I beg again to emphasize the statement that my idea was from the beginning to simply reduce the number of complaints that are made by the publishers. While it is quite possible I am unconsciously imbued with the same spirit that causes every parent to think his own child the best, I can conscientiously say I have not yet heard an objection to the plan that has caused me to lose confidence in its ability to accom-

plish the original purpose for which it was designed."

"Now," said Mr. Connelly, "I can't today add a word more to my argument of twenty-four years ago that would make it more effective. There has not been one change made in the second-class postal regulations in the last quarter of a century that would make my scheme of 1895 inapplicable now.

**Applies Just as Well Today**

"Today, by request of the Post Office Department, publishers of daily papers are using a red tag so that their bags can be readily picked out by the clerks and given preference in handling. This, in part, is an application of my idea of using red—as a stand-out danger signal. Oh, yes; the style of tag has been changed somewhat, too. Now each bag carries a metal tag-holder into which the label-tag is slipped. But my tag could be easily made to a size to fit these holders.

"My principle, also, could be applied to the present red tag by printing the separate designs in black on red. Just as long as the label remains distinctively red it will answer its original purpose."

As a result of EDITOR & PUBLISHER efforts to revive interest in Mr. Connelly's plan, he was first invited to explain his idea in detail to the Superintendent of Mails of the New York Post Office, when a representative of EDITOR & PUBLISHER was also present by invitation. A little round discussion was held, presided over by Eugene Jordan, assistant superintendent of mails, representing Superintendent Norris.

**Criticism in 1919**

Mr. Connelly outlined his plan fully. Mr. Jordan found practically the same faults with it, as noted above in the 1895 conference notes of Mr. Connelly.

In the first place, Mr. Jordan said he believed that to mark every kind of second-class mail would only confuse matters and bring about more complaints than are being received now; likewise, it would serve to bring charges of discrimination.

"Giving the daily newspapers preference, as we are doing now through our red tag system and even when bags are not so tagged, is all we can be expected to do," was Mr. Jordan's view. "Of course, next to the dailies we give second attention to weeklies and the next fastest service to publications issued less frequently," he pointed out, "but none except the dailies is distinctively marked.

"If the publishers will co-operate with us they will have no cause for complaint

\* \* \* \* \*

**THE ELLIS SERVICE**

- - - Swarthmore, Pa.

Offering Two Weekly Features

1 - A "Different" Sunday School Lesson

2 - The Religious Rambler

\* \* \* \* \*

**THE INTERNATIONAL NEWS BUREAU, Inc.**

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR  
—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

the New York Post Office. If they deliver their mail between the hours of 7 A. M. and 4 P. M. it will get immediate attention. These are the hours in which we are in the best position to handle second-class mail. After 4 P. M. the day's business mail pours in and attention must be divided so as to handle everything. Let publishers give us their mail at this time and let dailies use the red tag and there will be the best possible service."

**Remedy Promised**

Mr. Jordan declared arrangements were being made to open a special receiving station for second-class mail, which would soon be in operation. He also said that the Post Office does not furnish the tags to publishers, as it would be too expensive, but requests that certain kinds of tags be used, and it must leave it to the publisher to comply or not, just as he chooses.

Mr. Connelly argued in rebuttal that the points made against his plan by Mr. Jordan were exactly the same as in the old days. "There is no need of using all the different designed tags I proposed," he said. "I just devised all of them to show that all phases of the situation could be met, if they had to be. Instead of additional confusion, I can see the elimination of many causes of complaint.

"Really just two of them would be sufficient—the circular mark to denote dailies, and the ohlong or square to specify the weeklies and publications of more frequent issue. The dailies and weeklies usually contain matter of a perishable nature. Usually their subscribers must have them within a certain period after issue or they are of no use at all. If they are not received on time, then there is trouble.

**Only Two Designs Needed**

"Publications issued less frequently than weekly need not be marked, it seems to me, although my scheme provides for them if they had to be. Getting the regular second-class treatment

they will reach their readers in the usual time allowed, and I am sure there will be no more complaint of discrimination than there is now, when the dailies alone are receiving preferred treatment."

Following this conference, Mr. Connelly was called upon on several occasions by the higher officials in New York for further details of his marking idea and what he thought of its possibilities before Postmaster Patten would consent to EDITOR & PUBLISHER printing the story of the plan.

EDITOR & PUBLISHER made the point to Patten that even though the New York Post Office officials did not believe the Connelly plan would be applicable or improve the service here, it would be well to give it publicity so that it would reach officials in other cities and circulation managers throughout the country.

In this way, it was argued, some other post office division might be willing to test it, or at least it could be brought to the attention of circulation managers and other postal officers for the widest possible consideration.


**Postmaster Patten Satisfied**

Finally, Postmaster Thomas G. Patten gave his consent for full publication, as presented herewith, with the following statement:

"This office has no objection to EDITOR & PUBLISHER printing the story in question. However, in this connection you are informed that the system now in vogue covering the handling of second-class matter is working to the complete satisfaction of both this office and the Railway Mail Service and any change made would not result in a more expeditious handling of such mails."

A. William Hanson, in charge of the night force of the Associated Press Northwest news bureau in Minneapolis, is ill and in the hospital.

The Biggest Serial Story  
of the year



By  
**Robert W. Chambers**

Wire or Write

**INTERNATIONAL FEATURE SERVICE, Inc.**

246 West 59th Street, New York

**WE SPEND MORE THAN \$500,000**

per year to produce the features which have created the greatest newspaper following in the world.

*"Hearst's Features Always Lead"*

Write for booklet.

*"Half Million Dollar Feature Service"*

**The International Feature Service**

246 West 59th Street

**Time and Money**

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

**The Associated Newspapers**  
170 Broadway New York

*The True News*

**FIRST**

*Always—Accurately*

**International News Service**  
World Bldg. New York

# NEWSPAPER ADVERTISING COSTS ARE COMPARATIVELY LOW

Measured by Rate Standards of Magazines and Periodicals of National Distribution, Space in the Dailies Is Amazingly Inexpensive

**E**DITOR & PUBLISHER has presented analyses of circulations and advertising rates—by States, by market groups and by quantity classifications—of the morning, evening and Sunday newspapers of the United States. These have been supplemented by statistical surveys showing the circulations by States and market groups of the leading magazines, Women's and Class Publications of large distribution and the weekly periodicals of major importance.

A comparison of the costs of advertising in developing a nation-wide market through the use of newspapers and through the use of magazines and these other related classes of periodicals affords an unanswerable argument in favor of the newspaper.

### Some Contrasts in Advertising Costs

Through using the 23 leading magazines an advertiser may reach a circulation in the United States of 6,046,097 at a cost of \$38.55 an agate line. By using 503 Sunday newspapers he may reach a circulation of 16,056,580 at a cost of \$26.81 per agate line. And at a cost of \$61.74 per agate line he would be able to reach the readers of the morning and evening newspapers of the nation—28,625,041.

Eleven women's magazines could sell him a combined circulation of 9,209,989 at the rate of \$49.80 per agate line. The seven chief class magazines have a total circulation of 1,105,353 and the combined rate is \$8.20 per agate line. The eight leading weekly periodicals have a total circulation of 4,467,395 and the combined rate is \$26.35 per agate line.

The 49 most widely circulated weekly and monthly publications with a combined circulation of 20,828,834 copies, sell advertising at a joint rate of \$122.90 per agate line. The daily newspapers of the United States, morning, evening and Sunday, with a combined circulation of 44,781,621 copies, sell advertising at a joint rate of \$88.55 per agate line.

Thus it will be seen that in a campaign aimed to reach all of the people of the nation the newspapers are, incontestably, the great primary medium—the economic channel of communication between advertisers and the people.

Suppose that you wanted to develop the New England market through the twenty-one leading monthly magazines. They could give you a total New England circulation of 466,207 copies. Of course, the cost would be their regular combined rate, \$38.55 per line. The Boston Post sells you a morning circulation in that territory of 540,606 copies at the rate of .45c per agate line. Thus one daily newspaper in that field reaches a greater number of readers than the 21 top-notch monthly magazines and the rate, viewed comparatively, looks like a misprint.

These same 21 magazines have a circulation in the state of New York of 511,157. The New York Evening Journal, with a circulation of 657,912 has an agate line rate of .75c.

These 21 monthly magazines have a total circulation in the state of Pennsylvania of 342,910. The Philadelphia Evening Bulletin has a circulation of 428,875 and an advertising rate of .40c per agate line.

These magazines have a combined circulation in the state of Illinois of 366,465 copies. The Chicago Daily News, with a circulation of 373,112 copies, has an agate line advertising rate of .43c. The Chicago Tribune, with a daily morning circulation of 410,818 copies, has an agate line rate of .40c; and for a Sunday

circulation of 633,315 charges but .50c per agate line.

The circulations quoted are as of October 1, 1918, and are based upon A. B. C. and Government reports. The rates are of January 1, 1919, as printed in detail in *EDITOR & PUBLISHER* of January 11 and January 18, 1918.

The circulation and rates of the magazines were given in detail in the issue of *EDITOR & PUBLISHER* for March 22; of the Women's & Class publications in the issue of March 29; and of the Weeklies in the issue of April 3. These circulations were quoted from A. B. C. reports.

In the issue for April 17 there will appear a double-page tabulation in which will be incorporated, in summarized form, the whole range of data carried in the statistical surveys of circulations and rates of newspapers and magazines appearing in *EDITOR & PUBLISHER* of January 11 and subsequent issues to date.

In this new tabulation, which is the work of an expert statistician, the magazines and periodicals of national circulation will be analyzed side by side with the daily newspapers. It will be a presentation of "cold facts" served hot for the guidance and information of space buyers. It will constitute an unanswerable selling argument for newspaper advertising.

## C. C. ROSEWATER MADE GENERAL MANAGER

Now in Full Charge of All Kansas City Journal Publications—Geo. Blake Appointed Director of Circulation—Rosewater Well Known

KANSAS CITY, April 9.—Charles C. Rosewater, who last October assumed the business management of the Kansas City Journal, has been made general manager of the Journal Publishing Company, which issues the Kansas City



C. C. ROSEWATER

Journal, the Weekly Journal and the Missouri and Kansas Farmer.

Mr. Rosewater is a son of the late Edward Rosewater, the founder of the Omaha Bee, and a brother of Victor Rosewater, now editor of the Bee. He was associated for many years with his brother Victor in the Bee management, having learned the business from the ground up under the direction of his father. Several years ago he assumed management of the Los Angeles Express and Tribune.

One of his first acts on assuming control was to appoint Geo. Blake, formerly circulation manager of the St. Paul Pioneer Press, as head of all the circulation work.

### Chicago "Specials" Incorporate

CHICAGO, April 4.—The Newspaper Representatives' Association of Chicago has been incorporated. The old officers will remain in office. They are: J. E. Lutz, president; E. S. Wells, Jr., vice-president; H. M. Ford, treasurer; C. W. Wallis, secretary; directors are W. T. Cresmer, chairman; H. W. King, J. E. Middleton, J. E. Lutz and C. W. Wallis.

Karl J. Thomas, former Kansas City newspaperman is now editor of the semi-monthly magazine published aboard the U. S. S. Bridgeport.

## The Pittsburg Dispatch

steadily advances (not spasmodically) as the leading newspaper in its field.

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

## Why Does The Detroit Free Press "Michigan's Greatest Newspaper"

Carry more advertising in the foreign field than any other Detroit newspaper?

### BECAUSE

The Free Press has both quantity and quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

The amalgamation of the two leading progressive Jewish newspapers of New York

## THE DAY

and

## THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.



The National Jewish Daily

## THE 1918 RECORD OF The Indianapolis News

### ADVERTISING

Display.....29,047.40 columns  
Classified.... 8,114.85 columns  
Total.....37,162.25  
Daily average columns, 118.72.

### CIRCULATION

Total net paid daily average.....123,816  
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

## New London, Conn.

—Has increased in Wealth fully 75% during the last two years.  
—Has increased in purchasing power at least 100%.

## The New London Telegraph

is the only morning newspaper covering this field.

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr.  
Payne-Burns & Smith, Representatives.

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1918

44,968 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.  
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.  
Circulation data sent on request.

The S. C. Beckwith Special Agcy.  
Sole Foreign Representatives  
New York Chicago St. Louis

## The Circulation of The Des Moines Register and Tribune

(Morning and Evening) for 1918 averaged  
116,223

net paid daily, exceeding that of any two other Iowa newspapers.

## THE CHICAGO EVENING POST

is the one indispensable financial medium among Chicago's daily newspapers.

THE STAR LEAGUE consists of the Indianapolis Star, Terre Haute Star and Muncie Star—each leads in its field and is invaluable in covering Indiana.

## THE ROCKY MOUNTAIN NEWS and DENVER TIMES

unbeatable in their field, are Denver's premier newspapers.

THE LOUISVILLE HERALD has by far the largest circulation and practically no advertising competition in the morning newspaper field of Louisville.

## The Shaffer Group

L. J. ARNOLD RETIRES FROM MANAGEMENT

Succeeded as President of Albany Knickerbocker Press by Son—Will Devote Time to Law Interests of His Daily Newspaper

ALBANY, April 7.—Judge Lynn J. Arnold, president of the Press Company, publisher of the Albany Knickerbocker Press, has been succeeded in office by his son, Lynn J. Arnold, Jr., it was announced at the close of the annual meeting of the board of directors Saturday.

Much significance is considered here to lie in the fact that the Press Company and Judge Arnold have suits for libel amounting to \$8,900,000 against five individuals and the Albany Telegram arising from a recent political campaign in which Harold J. Hinman, a law partner of Judge Arnold, was elected to the Supreme Court bench.

Rapid and sensational developments are expected in the actions, which all of the defendants have declared they will push to the limit in court.

"The actions will not be begun for election purposes," Judge Arnold said, "but for the purpose of pushing them to trial at the earliest date, to defend the good name of the Knickerbocker Press and to recover damages."

CALLS SUNDAY A BEST SELLER

Dunn Also Says Cure for Bolshevism Lies in Advertising

Members of the New York Ad Club attending the lecture of Arthur Dunn, sales specialist, at luncheon Thursday, voted Charles M. Schwab as the best salesman in the United States, with President Wilson second and Henry Ford third.

Mr. Dunn said that Sunday's advertising and sales system for his doctrines were the most effective ever devised. "He is the only salesman in the world, who can abuse his client and then sell him to the extent of \$50,000 to \$80,000 worth in from five to eight weeks," was Mr. Dunn's clinching argument.

Mr. Dunn's subject was "Advertising or Bolshevism, What?" He declared that the most effective weapon with which to fight Bolshevism is counter propaganda—through advertising.

The Dominating Force

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

The Bridgeport Post Standard-Telegram

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

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

Complete Shake-up Staged in Asheville, N. C.

Both Daily Papers Have New Owners and Every Newspaper Man a New Job

ASHEVILLE, N. C., April 9.—A complete revolution has just been effected in the newspaper business in Asheville. Not only has the ownership of both the daily papers in this city been changed, but every man connected with the editorial and news forces of the two papers here, has been transferred to a new position.

The Asheville Times, which for the past three years has been operated as a Democratic paper, owned by Charles A. Webb, United States District Marshall, and edited by T. W. Chambliss, has been sold to a stock company, made up for the most part of leading Republicans of the State, headed by Charles J. Harris, of Dillsboro.

After selling the Times, Mr. Webb, associating himself with George A. Stephens, a prominent banker of Charlotte, and Haywood Parker, an Asheville attorney, bought the Asheville Citizen from Robert S. Jones and James H. Caine. The Citizen will continue as a Democratic paper.

Messrs. Caine and Jones will retire from the newspaper business, at least so far as Asheville is concerned, it being stipulated in the terms of their sale that they would not again engage in the newspaper business in this city for a period of ten years.

In taking over the Citizen, the new management drew heavily on the personnel of the staff of the Times. Charles K. Robinson, formerly city editor of the Citizen, was promoted to editor; Gray Gorham, who has been city editor of the Times for the past several years, went over to the Citizen in the same capacity, and C. B. Taylor, who has been serving the Times as news editor for the past year, becomes managing editor of the Citizen.

The new owners of the Times were forced to almost secure an entirely new force of men for their staff. As yet

The ground-hog stays out all winter in ASBURY PARK, NEW JERSEY

If you want business all the year advertise in the

Asbury Park Press

Published in "the community without a poor-house." The leading residential pleasure resort district near New York City. And in the second richest agricultural county in the United States.

Standard Rate Card: A. B. C. Circulation; Associated Press News; A. N. P. A. membership. Always your money's worth.

How many newspapers like this have you included in the last list you made up? You want results, don't you?

J. Lyle Kinmonth, Pub., Asbury Park, N. J.

The Pittsburg Press Has the LARGEST

Daily and Sunday CIRCULATION IN PITTSBURG

Member A. B. C.

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

no editorial writer has been secured, the work for the present time being done by stockholders and well-wishers of the paper. Since there are a number of experienced writers included in this number, the editorial page is making a very creditable showing.

Ora L. Jones, formerly city editor and news editor of the Citizen, and later with the Charleston (S. C.) News and Courier, is now managing editor of the Times, while W. C. Hendricks, formerly on the staff of the Times, is city editor. Horace Sentelle, a publisher of Western North Carolina, is business manager.

Another interesting angle to the newspaper business in this city is contained in an advertisement which appeared in last week's issue of the EDITOR & PUBLISHER, in which F. L. Seeley, of this city, is advertising for all kinds of newspaper machinery and equipment to be delivered next fall.

Mr. Seeley, who is now manager of the Grove Park Inn, a famous tourist hotel in this city, was formerly editor and publisher of the Atlanta Georgian. It has long been known that he has never thoroughly cleaned his hands of printers' ink, and it is generally believed that he is planning to start either a Democratic or an independent daily here within the next few months. Whatever his plans, he has nothing to say in regard to them.

Perth Amboy, N. J.

Most Rapidly Growing City in East

Thoroughly Covered by Only Daily in Field.

Evening News

Member A. N. P. A., A. B. C., A. P.

Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue New York City

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation 139374

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for Six Months ending Oct. 1, 1918

36,204

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Win Paper Freight Decrease

TULSA, Okla., April 5.—The local newspaper publishers who asked a decrease in freight rates for news print from Minnesota and Wisconsin pulp mills, have won their case. The decision of Examiner Gibson is that the Tulsa papers were entitled to the same ton rate as Joplin. It will result in a saving in freight rates of about \$9,000 per year to the papers. Rebate of overcharges on all cars from November 1, 1916, to the date the decision was rendered is also recommended.

O. B. Keeler of the Atlanta Georgian rewrite battery, is just over an illness.

The Following Newspapers are Members of

THE

Audit Bureau of Circulations

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, newsagents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

CALIFORNIA Los Angeles EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

GEORGIA Atlanta DAILY GEORGIAN AND SUNDAY AMERICAN Circulation daily, 62,537; Sunday, 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.

ILLINOIS Joliet HERALD-NEWS Circulation, 18,100.

IOWA Des Moines SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proved, or no pay. Member Audit Bureau of Circulations.

LOUISIANA New Orleans TIMES-PICAYUNE

MONTANA Butte MINER Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.

MISSOURI St. Louis POST-DISPATCH Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city. Circulation for entire year 1918: Sunday average 353,177 Daily 189,796

NEW JERSEY Asbury Park PRESS Elizabeth JOURNAL Paterson PRESS-GUARDIAN Plainfield COURIER-NEWS

NEW YORK Buffalo COURIER & ENQUIRER New York City IL PROGRESSO ITALO-AMERICANO New York City DAY The National Jewish Daily that no general advertiser should overlook.

OHIO Youngstown VINDICATOR

PENNSYLVANIA Erie TIMES Wilkes-Barre TIMES-LEADER

TENNESSEE Nashville BANNER

TEXAS Houston CHRONICLE The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.

VIRGINIA Harrisonburg DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.

WASHINGTON Seattle POST-INTELLIGENCER

# SUPPLIES & EQUIPMENT

For Newspaper Making

## WANTED AND FOR SALE

### MacLENNAN WINS TWO SUITS

#### Jury Decides for Him Despite Adverse Instructions of Judge

TOPEKA, Kan., April 3.—"Well," said the Judge, "it is a big victory for you—a greater victory because my instructions were so strongly against you." This was the remark made to Frank P. MacLennan, publisher of the State Journal, by Judge Garver, of the District Court, following a verdict of the jury in the libel case of Decker vs. MacLennan. The plaintiff sought \$20,000 damages because of the publication of an article in the State Journal intended to encourage subscriptions to the Fourth Liberty Loan, in which it was declared that a barber, whose name was not known, had failed to subscribe to the loan.

Mr. MacLennan has been continuously in court for the last month. This is the second favorable verdict received by him during this time. The other case in which the verdict was given him last week, was the outcome of a suit for \$25,000, brought by the proprietor of the Grand Opera House on account of an article based on official reports concerning the Opera House and its condition, which was described as dangerous to the public.

### SELL DUBUQUE TIMES-JOURNAL

#### Morgan and Woodward Retiring—Wallis Reported Starting New Daily

DUBUQUE, Ia., April 8.—Joseph S. Morgan, for many years publisher of the Times-Journal, has sold his interest to a coterie of local Republicans headed by John T. Adams, Republican national committeeman from Iowa. Fifty per cent of the stock now held by F. S. Woodward will likely be acquired by the purchase of Mr. Morgan's interest it is reported.

Herman Ternes, former postmaster, has been appointed general manager with Glenn B. Hancock, late of the Telegraph-Herald, as editor. The Times-Journal was re-incorporated a few days ago with a capital stock of \$100,000.

J. Harold Wallis, former editor of the Times-Journal, is reported as endeavoring to start a new paper in here. At one time he was Republican candidate for Mayor.

### Boeshans in Council Bluffs

COUNCIL BLUFFS, Ia., April 3.—J. L. Boeshans has been appointed business manager of the Nonpareil, succeeding P. H. Clark, who recently resigned to take charge of the Monarch Printing Company. W. P. Hughes, who has been acting business head of the paper, will continue as managing editor with general supervision of the business.

EDITORIAL CONFERENCE AND DINNER—dinner will be held by New York Business Publishers' Association at Hotel Astor Friday evening.

MIDDLE TENNESSEE EDITORS' LEAGUE will meet in Shelbyville tomorrow.

AUTHORS' LEAGUE ANNUAL DINNER took place in Sherry's, New York, Tuesday evening.

### RECENT INCORPORATIONS

NEW YORK. Novel Art Company, printing and publishing. Capital, \$10,000. B. P. DeWitt, J. S. Mulqueen, Jr., M. Schorr, 2765 West Fifth Street, Brooklyn.

Bolletino della Sera (Italian Evening Bulletin). Capital, \$300,000. F. Pellegratti, F. and B. Gierdano, 137 West 188th Street.

Allied Foreign Newspapers of America, general advertising. Capital \$100,000. W. M. Hewitt, 22 East 89th Street; J. W. Mayer, Jr., 440 West End Avenue; L. D. Baum, 1270 Madison Avenue.

Boro Printing Company. Capital, \$5,000. J. Manne, M. F. Tilman, B. Machinist, 21 East 105th street.

Greeley Advertising Agency. Capital, \$16,000. S. M. Cohen, B. Leebenstein, L. M. Dick, 1328 Broadway.

Chronicle Press. Capital increased from \$7,500 to \$25,000.

SYRACUSE, N. Y. Standard Publishing Company. Capital increased from \$60,000 to \$100,000.

PICHER, Okla. Picher Publishing Company, to consolidate with Hickerville News and Tar River Advocate. Capital, \$25,000. Thomas Fantamas, J. H. Denny, George Foster.

JAMAICA, N. Y. City Press. Capital, \$10,000. M. M. Rich, J. W. Black, E. E. Early, 607 West 137th street, New York.

MATLOCK, N. Y. Suffolk Printing & Publishing Corporation. Capital, \$50,000. J. H. Hagen, C. Levalley, D. J. McDonald, 158—83d street, Brooklyn.

### Predicts Biggest Auto Ads

PHILADELPHIA, April 8.—Advertising appropriations of the big automobile manufacturers are the largest in the history of the trade, according to Arthur H. Story, automobile advertising manager of the Philadelphia Record, who has returned after a visit to all the large factories in the Middle West. He believes the factories will be unable to supply the demand for cars and that prices will be maintained.

### Ledgers in New Dress

PHILADELPHIA, April 7.—The Public and Evening Ledgers appeared today in new dresses. Gothic supplanted Bodoni in the heads and the body type is changed from nonpareil to seven point. The new body matter is "skinny" minion and is calculated to be more easily read by the Ledgers' 200,000. The Gothic is condensed and will run up to 42 point on the afternoon edition and 48 point on the morning paper.

### Starting Paper in McAlester

MCALISTER, Okla., March 31.—The Morning Public is a new morning paper soon to be started here. Captain Loyce B. Myers of this city and Tulsa, and W. Tate Brady, Merritt J. Glass and Morris Diviney of Tulsa, have incorporated the enterprise for \$50,000. Capt. Myers was formerly with the Tulsa Times and Democrat.

Frank Emerieh, editorial writer for the Chicago Tribune, has resigned to engage in the practice of publicist and lawyer.

### EQUIPMENT FOR SALE

#### For Sale

About 700 pounds labor-saving brass, six-point slugs, and two-point leads, from one to seven columns in width. Address: Business Manager, the Post-Standard Company, Syracuse, N. Y.

### EQUIPMENT WANTED

#### Wanted

Linotype machine with equipment for 7, 8 and 10 point composition. Mr. Geraghty, Widener Bldg., Philadelphia.

### BRISBANE'S PAPER IN NEW HOME

#### Wisconsin News Has New Plant and Enlarged Equipment

MILWAUKEE, April 8.—The Wisconsin-News, with the exception of part of the advertising department, has moved to the Goldsmith Building, two blocks from its former location. The paper now has a larger and better mechanical equipment. It has presses capable of turning out 72,000 papers an hour, one of the presses from the old Chicago Herald having been installed.

The linotype machines of the Free Press and the Daily News, which were absorbed by the Wisconsin-News, have been installed in addition to those from the old Wisconsin-News plant. In all, twenty-nine machines will be used. The Goldsmith Building is on Wisconsin Street, Milwaukee's principal thoroughfare. In the basement, which has 14,000 square feet of floor space, are the press, mailing and delivery rooms.

### REGISTER WITH STARS & STRIPES

#### Official Army Paper Wants Names of All Writer-Soldiers

The Stars and Stripes, the A. E. F. paper in Paris, is requesting that newspaper and magazine writers of all ranks in the A. E. F., who previous to their entry into military service were professional writers or contributors to recognized publications, register with it at once. The purpose is not stated. The request says:

"Registration should be made not later than March 11, communications being sent, preferably by telegraph, to the Assistant Officer in Charge of the Stars and Stripes, 32 Rue Taitbout, Paris, American E. F."

### HUNT GETS INTO PETROGRAD

#### Success Sending Chicago Tribune Story a Big War Feat

Frazier Hunt, of the overseas news staff of the Chicago Tribune, who managed to enter Petrograd March 24 and send back a fine story on conditions there, is said to be the first newspaper correspondent to get into the Russian capital in the last six months.

### Honored by Czecho-Slavs

CHICAGO, April 5.—V. A. Geringer, editor of the Bohemian Daily Svornost, and managing editor of several other papers, has been appointed trade commissioner to the Republic of Czecho-Slovakia. He will sail for Europe about April 20.

### GENERAL EQUIPMENT

#### Printing Plan's and Business BOUGHT AND SOLD

#### Printers' Outfitters' American Typefounders' Products

Printers and Bookbinders Machinery of Every Description  
**CONNER, FENDLER & CO.**  
96 Beekman St., New York City

### FOR SALE

#### Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

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

**Walter Scott & Company**  
PLAINFIELD, NEW JERSEY

### For Prompt Service

#### TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

#### AMERICAN TYPE FOUNDERS CO.

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

### Take It To

#### POWERS

Open 24 Hours out of 24  
The Fastest Engravers on Earth

**Powers Photo Engraving Co.**  
154 Nassau St., Tribune Bldg.  
New York City

W. O. McGeehan, New York Tribune sporting editor and late captain in the 15th Regular Infantry, has been made a major on the reserve list. He was one of the first to go to the Plattsburg training camp.



## 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 Manager

Advertising manager, 15 years' experience writing and selling advertising, wishes position April 20. Can write copy that makes them ask for more. Best references. Address A-667, care of Editor & Publisher.

#### Trained Newspaper Man

A trained experienced newspaper man, under forty, with several years varied work in city of over 200,000 wishes to change for personal reasons. A scientific accountant, office manager, secretary-treasurer accustomed to handling help and planning and systemizing in a large way. Have built a system that is the last word in comparative information cost accounting, etc. Familiar with circulation both inside detail and city promotion. Conversant with handling foreign advertising and large volumes of correspondence. Working knowledge of all departments. Seek connection with a city newspaper looking for an all around man. Address A-674, care of Editor and Publisher.

#### Mr. Publisher:

Having just returned from France and received my discharge from the Army, I am looking for a JOB as Circulation Manager of a newspaper or magazine. Aside from my 13 months' service with the U. S. A. I have always been connected with circulation work. Have been Circulation Manager of some of the best papers in the country. Am 37 years of age (but my Army experience has made me feel 10 years younger), and I get a lot of fun out of HARD WORK. If you are coming to the Publishers' Convention, I will arrange to call on you and we can talk it over, if you will write me to A-681, care of Editor and Publisher.

#### News Editor

With eight years' experience as reporter, editor and manager desires desk position or management of editorial department of evening daily in city over 30,000. Best references, married, 30 years of age, not afraid of work. Address A-679, care of Editor and Publisher.

#### Feature Writer

Who needs whole or part time of editorial writer, column conductor, writer of features of several sorts? Not flashy stuff, but human, readable and appealing. 15 years' experience in newspaper game has shown me what people want. Now managing editor. Address A-676, care of Editor and Publisher.

#### Editorial Writer

now employed on large metropolitan daily wishes to establish permanent connection with liberal democratic or independent sheet. Address A-677, care of Editor and Publisher.

#### Desk Man

Desk man for city or telegraph work, eight years' experience; best references; no bad habits; any location. Address A-680, care of Editor and Publisher.

#### Mail Clerk

Fast on hand maller; galley room experience; desires to change to medium-sized paper where SERVICE is recognized. Address A-659, care of Editor & Publisher.

#### Do You Need

a man who is qualified and competent to act as advertising manager, general manager or assistant to publisher? At present assistant advertising manager on morning newspaper. Experienced in all departments and understand their problems. Have studied the business from every angle. College graduate, 28 years of age, married. As I hope to make this change permanent, the opportunity offered is more important than salary, but not likely to consider less than \$2,500 to \$3,000. Prefer city of 50,000 to 100,000. References present employers. Address A-684. Editor & Publisher.

#### Foreman

Ten years on present job; married; union; competent in all departments, will consider change. Have been successful handling men. Can furnish references from present employers. Address A-683, care of Editor and Publisher.

#### Managing Editor

Young married man, fully qualified, wants connection in Eastern city of 20,000 to 50,000 as managing or telegraph editor. Now employed. Address A-682, care of Editor and Publisher.

### SITUATIONS WANTED

#### Expert Accountant, Auditor and Executive

desires position with a large publishing house in New York City or vicinity. Experience—public accounting and eight years large daily newspapers. Address A-672, care of Editor & Publisher.

### HELP WANTED

#### Advertising Solicitor and Copy Writer

Wanted—Advertising solicitor and copy writer on a growing daily of 13,000 circulation in a Pennsylvania city of 50,000 population. Prefer a man who has had at least three years' experience and about twenty-five years of age. Please address, giving age, salary expected, experience and references to Box A-675, care of Editor and Publisher.

#### Man Who Can Get Business

Daily newspaper in large city has weekly edition, circulation near 100,000. Carries no classified advertising. High commission and salary to man who can get business. Address A-678, care of Editor and Publisher.

#### Assistant Advertising Manager

Wanted: Young man who has had experience soliciting and writing advertising to assist Advertiser. Manager of newspaper in city of 50,000. Pays \$30.00 per week. None but experienced need apply. Times-Herald, Lorain, Ohio.

#### First-Class Reporter

WANTED—By an old established and high class trade journal a first-class reporter. Must be a good interviewer. Good opportunity for promotion. Address, stating age, salary expected, etc., A-783, care of Editor and Publisher.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of

THE EDITOR AND PUBLISHER published weekly at New York, N. Y., for April 1, 1919.

State of New York, County of New York, ss.: Before me, a Notary Public in and for the State and County aforesaid, personally appeared James W. Brown, who, having been duly sworn according to law, deposes and says that he is the publisher of THE EDITOR AND PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, James W. Brown, 234 Valentine Lane, Yonkers, N. Y. Editor, Marlen E. Pew, 174-25th St., Elmhurst, Long Island. Managing Editor, W. D. Showalter, 701 West 179th Street, New York City. General Manager, J. W. Ferguson, 94 West 162nd Street, New York City. Business Manager, Fenton Dowling, 69 Norwich Avenue, Jamaica, L. I.

2. That the owners are:

THE EDITOR AND PUBLISHER CO., 63 Park Row, N. Y. City; James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.; Edwin D. De Witt, 37 So. Maple Ave., Orange, N. J.; T. J. Keenan, Keenan Bldg., Pittsburgh, Pa.; George P. Leifer, 21 Bennett Ave., New York City; John Hulderman, Harrisville, W. Va.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities, than as so stated by him.

JAMES W. BROWN sworn to and subscribed before me this 30th day of March, 1919.

F. A. PRATT, Notary Public.

(My commission expires March 30, 1920.)

### OBITUARY NOTES

T. F. McKANE, editor of the Centra (Mo.) Standard is dead.

WILLIAM T. STEWART, for 15 years publisher of the Wathena (Kan.) Republican, died April 1.

MRS. AMANDA BRIGGS, widow of J. M. Briggs, pioneer Iowa publisher, is dead in Anita, Ia., March 17.

F. T. COBRINGTON, formerly managing editor of the Washington Herald, died March 21 in Washington.

CHARLES J. WILSON, for many years publisher of the Somerville (N. J.) Messenger, died April 4, aged 82 years.

MRS. MARY C. GOTTEN, wife of W. J. Gotten, editor of the Winsdor (Mo.) Review, died March 30 of influenza.

OSCAR LEA MOSES, a director of the Printers' Ink Publishing Company, New York, died in Montclair, N. J., April 2.

HENRY LITTS, founder of the Abilene (Kan.) Daily Reflector, was killed in an automobile accident at Scranton, Pa., April 1.

MRS. NELSON F. ACRES, widow of Nelson F. Acres, pioneer Kansas newspaper editor, is dead at Iola, Kas, aged 80 years.

WILLIAM ABROMSON, a reporter for the Jersey City Journal, died April 4 from injuries received in an automobile accident.

MRS. FRANCES HANLY, wife of Clarence P. Hanly, of the Ferry-Hanly Advertising Company, Kansas City, died in Denver, Colo., last week.

STEPHEN PFEIL, a newspaper writer-author, died in Camden, N. J., April 4. He wrote many articles on international law and political economy.

ULIN L. JOLLY, aged 32, a newspaperman, died at a sanitarium in Paris, Tex., last week. Several years ago Mr. Jolly established the Deport Triumph.

RUIZ S. ARIZA, former city editor of the Bartlesville (Okla.) Enterprise and formerly of Sapulpa, died in Bartlesville recently after a year's illness.

REV. HENRY J. LYONS, a member of the editorial staff of America, died in New York April 4. Father Lyons was for many years vice-president of Fordham University.

JAY THACKER, who worked on leading newspapers in New York, Detroit, St. Louis, Philadelphia and Pittsburgh, died in the latter city last week after a brief illness, aged 49 years.

JUDD WOODS, former editor of the Bristow (Okla.) Enterprise and later of the Record, died in San Diego, Cal., March 21. He was a veteran of the Spanish-American war.

MELVILLE B. MOODY, editor of the Johnson County Democrat, died in Warrensburg, Mo., March 24, aged 65 years. He was connected with various Baptist publications in St. Louis and Dallas for 30 years. Ten years ago he founded the Democrat.

MRS. MARY L. GROZIER, mother of Edwin A. Grozier, editor and publisher of the Boston Post, died in Los Angeles, Cal., April 2 from apoplexy. She was in her eighty-sixth year. Besides Edwin A. Grozier she leaves two sons and a daughter, one of whom is William A. Grozier, business manager of the Post.

ADAM H. LOWRIE, editor of the Elgin (Ill.) Daily News for thirty-six years past and its founder in 1883, died April 3, aged 82 years. Before going to Elgin, Mr. Lowrie was senior proprietor of the Adrian (Mich.) Times. For several years he was treasurer of the National Editorial Association and in 1892-1893 was consul at Freiberg, Germany.

**ROCKY Mountain or Pacific Coast daily or weekly wanted which can be bought with a first payment of \$5,000, balance deferred.**

Proposition S. Q.

**Charles M. Palmer**

Newspaper Properties  
225 Fifth Avenue, New York

### Big Weekly Opportunity

Owner desiring to retire from business after many years of uninterrupted success, we have for sale one of the very best weekly papers in the East, dominant in its section. Unusually equipped, much new, splendidly housed, low rent. Loyal, efficient force, open shop. Important job business, abundance high class work without solicitation, ably supervised. Circulation newspaper large, advertising volume and rates excellent. Beautiful, healthful town. Will bear closest investigation. \$15,000 cash necessary, balance terms. Liberal concession if all cash. Best weekly opportunity we have had for high class man.

**HARWELL & CANNON,**  
Newspaper & Magazine Properties  
Times Building, New York, N. Y.

### COVERED MEETINGS OF POLITICAL PARTIES FOR 25 YEARS



EDWARD STAATS LUTHER

Edward Staats Luther, the new president of the Legislative Correspondents' Association, is the Albany representative of the New York Morning Telegraph. He was born at Balston Spa, November 9, 1876, was educated in the Albany public schools and high school, and began his newspaper work on the Albany Press and Knickerbocker. Later Mr. Luther was on the staffs of the Albany Evening Journal and Albany Argus, and began his legislative work at the Capitol in 1893, representing Albany, Buffalo, Rochester, Syracuse and other up-State papers. Mr. Luther went to the New York Morning Telegraph in 1899, as political writer and three years later joined the staff of the New York Times in the same capacity. He returned to the Morning Telegraph in 1914, as the Albany correspondent. He has covered every State and national convention of all parties for the past 25 years.

David J. Kane has resumed newspaper work on the staff of the Bridgeport (Conn.) Evening Herald.

## URGE NEW COPYRIGHT LAW IN CANADA

### Last of Old Bridgeport Post Regime Leaves Paper

**Proposed Measure Gives Publications First Rights to Employes' Work— Allows Summaries of Lectures and Reports of Addresses**

OTTAWA, Ont., April 9.—While Canadian book publishers declare adoption of the proposed new Copyright Act will practically ruin the industry in the Dominion, placing the market in the hands of the publishers of the United States and Great Britain, the newspapers are not inclined to treat this contention seriously. The majority of them are urging that the Senate adopt the new bill.

At present, there must be registration before copyright. The proposed new bill sets forth that the right "subsists in every original literary, dramatic and musical and artistic work." The right becomes an automatic one, subject only to conditions of citizenship, etc., with provision for optional registration as a simple method of proof.

In its application to newspapers, the bill provides that whatever is copyrightable in the paper (and not merely individual articles), can be registered. The writer of a story or article, who is in the employ of another, is protected to the extent that, while his employer has first rights, he has power to restrain other publications.

The proposed act provides that there is no infringement of copyright if a newspaper publishes a report of a political address delivered at a public meeting. However, lectures can be copyrighted by notice, and made immune from report, although newspapers will have the privilege of giving a summary.

#### Espionage Indictments Dropped

Among those affected by the Government's decision to drop Espionage Law violation indictments are John Reed of the Masses; Dr. William J. Robison and Samuel W. Simpson, editor and publisher, respectively, of a magazine known as "A Voice in the Wilderness." Assistant District Attorney Barnes of New York asked Judge Knox in the Federal District Court to set the defendants free from liability because the Government had no evidence tending to connect them with conscious efforts to interfere with the war programme.

#### British Censor Will Quit April 30

The British censorship of press telegrams will be raised on April 30, it has been officially announced as follows: "Unless an emergency arises the Press Bureau in London will close on April 30, after which date there will be no censorship of press telegrams, press articles, books or pictures. The provisions of the Defense of the Realm act regulations are binding as heretofore, but the responsibility rests upon the publisher. The responsibility as to matter telegraphed abroad rests upon the senders of the telegrams.

**Stevens and Hubbell Added to Long List —G. W. Stevens Appointed Business Manager**

BRIDGEPORT, Conn., April 8.—With the departure in mid-April of Burr E. Stevens, mechanical superintendent, and Elmer S. Hubbell, business manager of the Bridgeport Post, to administer their purchase, the Middletown Evening



BURR E. STEVENS

Press, the Post Publishing Company loses the last of its departmental heads of the days of the McNeil ownership.

A. McNeil, Jr., and Kenneth McNeil, publishers, went with the sale of the



ELMER S. HUBBELL

Post, Telegram and Sunday Post; Clarence P. Beers, managing editor of the trio of papers, resigned later and is doing free-lance writing and conducting

a column in the new Evening Herald here; Forrest W. Montayne, advertising manager, followed somewhat after with J. A. McNeil, Telegram circulation manager, to operate the new Herald as active part owners.

Mr. Stevens leaves the Post after twenty-six years of continuous service, during which he advanced through the various positions in the mechanical department from "printer's devil" to "boss." Following the death of Frank W. Bolande, in 1916, the Post Publishing Company reorganized, and Mr. Stevens was made director and vice-president, and Mr. Hubbell, director and secretary.

Mr. Hubbell served his apprenticeship in the business office of the Telegram, and became business manager of the combined Post, Telegram and Sunday Post, with the consolidation five years ago. G. W. Stevens, assistant to Mr. Hubbell, has been made his successor. No one has been chosen for Mr. Stevens' place as yet.

#### MIDDLETOWN PRESS SOLD

**Bridgeport Men Buy Property for \$135,000 from Messrs. King**

MIDDLETOWN, Conn., April 4.—The Evening Press, established thirty-four years ago as the Penny Press, was sold today to a corporation which will change the name to the Middletown Press. It is said that the price paid was \$135,000. The new managers will be Elmer S. Hubbell and Burt E. Stevens, formerly of Bridgeport. Gerald E. King and Claude B. King, who have owned the newspaper property for thirty-five years, will retire.

The sale of the Press is especially interesting from the fact that the purchase was brought about mainly through the efforts of the Middletown Chamber of Commerce, so that in a restricted

sense, the publication of the paper from now on will be a sort of community venture, although privately owned.

#### Miss Fuller Elected President

MONTCLAIR, N. J., April 7.—The New Jersey Women's Press Association elected officers here today as follows: President, Miss Ada Fuller; first vice-president, Mrs. Virginia M. Wheat; second vice-president, Miss Rachel McDowell; recording secretary, Miss Josephine Lawrence; corresponding secretary, Miss Jessie C. Owen; treasurer, Mrs. Florence V. Trapwell; auditor, Mrs. Wheat.

#### Miss Kellor in Charge A. A. F. L. N.

The American Association of Foreign Language Newspapers is now in charge of Miss Frances A. Kellor as managing director and the New York corporation is being reorganized. A new personnel has also been put in charge of the Chicago office. New departments have been established. Headquarters will be in the Woolworth Building after May 1.

#### Robinson Agency Starts Business

William R. Robinson and Lieut. Louis W. Bleser, who were officials of the Robert Hamilton Corporation, have organized the William R. Robinson Company, Inc., in New York to conduct a general advertising agency. Offices will be in the Flatiron Building.

#### ADVERTISING AGENTS

**ALBERT FRANK & CO.**  
26-28 Beaver St., New York  
Tel., Broad 3831

#### Publishers Representatives

**O'FLAHERTY'S NEW YORK SUBURBAN LIST**  
225 W. 39th St., New York  
Tel. Bryant 6875

## R. J. BIDWELL CO.

Pacific Coast Representative of

## Daily Newspapers

SAN FRANCISCO OFFICE

of the

Editor & Publisher

742 Market Street  
SAN FRANCISCO

#### U. S. P. O. REPORT

For the period ending Oct. 1, 1918

#### The New Orleans Item

Daily .....	70,964
Sunday .....	90,242
Average .....	73,703

Foreign representatives

**THE JOHN BUDD COMPANY**  
New York Chicago St. Louis

#### LYNN

#### TELEGRAM-NEWS

Largest Circulation in Lynn.

Most Up-to-date Daily in Eastern Massachusetts.

Member of Audit Bureau of Circulations.

#### LYNN

#### TELEGRAM-NEWS

LYNN, MASS.

### Food Medium of New Jersey Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY  
20 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

#### Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

#### The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

## Hemstreet's PRESS CLIPPINGS

Tenth Avenue at 45th Street  
New York

# Why Are There 500 American Branch Factories in Canada?

1st—Appreciation of Canada as the most accessible and profitable export market.

2nd—Creation of a demand for the goods by advertising in Canada's best mediums, the daily newspapers.

3rd—Opening of Canadian offices necessitated by the growth of the business.

4th—Establishment of branch factories.

The list of American branch factories in Canada includes most things in the machinery line from watches to threshers and tractors; in food products from soup to confections, and in textiles from silk gloves to blankets.

**Learn more about Canada. That will give you item No. 1 in the process above outlined.**

**The other items will take care of themselves.**

Nearly all of the American industries with branch factories in Canada started to do business in the Dominion in a limited way.

They found Canada the most accessible Country in the world for their exportable surplus; that there was rapid all-rail transportation and prompt settlements. There was no bar in language, currency, or business practice.

More than 500 American Manufacturers who formerly exported to Canada no longer do so. They now have branch factories in Canada and the Dominion is a home market.

In some cases these branch factories have outgrown the parent concern.

With others, the Canadian factory does much of the export business to Europe, Asia, Africa, and Australia, particularly to other countries in the British Empire; because Canada has reciprocal tariff arrangements, or because the cost of production is lower in Canada. Some of the Canadian branch factories find an export market in the United States.

The firms establishing trade in Canada now will reap rich rewards in the near future.

Write to the advertising managers of any of Canada's leading dailies for information about Canada.

PROVINCE OF ONTARIO							
Population 2,523,274							
Lines							
	Circulation	2,500	10,000		Circulation	2,500	10,000
Border Cities Star (Windsor) .....	10,373	.03	.03	Kingston British Whig .....	(E) 6,237	.02	.015
*Brantford Expositor .....	(E) 10,200	.025	.025	London Free Press .....	(MN&E) 39,973	.07	.06
*Brockville Recorder-Times .....	(E) 4,300	.025	.015	Peterborough Examiner .....	(E) 5,800	.017	.0128
*Chatham Daily News .....	(E) 2,419	.01	.0071	St. Catharines Standard .....	(E) 8,004	.025	.015
*Galt Reporter .....	(E) 3,999	.0157	.01	Toronto Globe .....	(M) 87,112	.15	.11
Guelph Mercury .....	(E) 3,315	.015	.01	Toronto Star .....	(E) 85,077	.14	.11
Hamilton Spectator .....	(E) 30,357	.0550	.05	Toronto Star .....	(S) 65,763	.105	.09
*Hamilton Times .....	(E) 14,000	.035	.03	Toronto World .....	(M) 41,214	.095	.06
				Toronto World .....	(S) 89,614	.11	.08

PROVINCE OF QUEBEC							
Population 2,002,731—English 397,392							
French 1,605,339							
Lines							
	Circulation	2,500	10,000		Circulation	2,500	10,000
Montreal Gazette (3c.-\$8 yr.).....	(M) 36,973	.085	.07	Montreal Star .....	(E) 110,820	.12	.1050
Montreal La Presse (2c. per copy)...	(E) 154,905	.12	.10	Quebec Le Soleil .....	(E) 35,275	.06	.06

# Globe Operation

—is—

# Co-Operation!

## **Co-operation With the Government**

The Globe adhered strictly to the policy of economy urged by the Federal Trade Commission, even at the expense of advertising revenue.

The Globe by national advertising urged other newspapers to get behind all Liberty Loans. In short The Globe stood firmly with the government.

## **Co-operation With the Public**

The Globe is made up of departments, including the news, editorial, and critical departments, which meet the requirements of persons comprising the family life of the nation, who look to their favorite paper for something more than the daily happenings and comment thereon. Sensationalism is never permitted.

The public finds light and guidance in the independent, accurate, honest, fearless and impartial treatment of all those matters important in the general welfare.

## **Co-operation With the Advertisers**

The Globe exercises control over its advertising columns, denying the privilege of using them to merchants who cannot be trusted not to abuse the confidence of its readers, thereby establishing a peculiar value for the eligible advertiser.

While pressure from advertisers has not the slightest influence on The Globe's editorial attitude, The Globe is ever willing to co-operate to the limit in order to make the advertising in its columns more profitable to its customers.

Any advertiser admitted to its columns secures the impartial endorsement of The Globe to its readers.

The Globe was the first paper in the United States to issue and advocate statements of *net paid circulation*.

## **Co-operation With the Advertising Agencies**

Recognizing the value of the services of responsible advertising agencies, The Globe was the first newspaper to take a definite stand in favor of paying commission on local advertising. The Globe not only adopted the idea itself, but inaugurated a nation-wide advertising campaign to influence other leading newspapers to take similar action. The Globe believes in getting together with advertising agencies for greater efficiency and improved service.

## **Co-operation With Its Employes**

The Globe pays strict attention to the welfare of its employes, providing up-to-date facilities to promote the health of all. Unsurpassed mechanical equipment is furnished in every department.

"Globe Operation Is Co-operation"

Circulation  
Now  
200,000  
Daily

# The New York Globe

JASON ROGERS, Publisher

Member  
Audit  
Bureau of  
Circulations

"Founded in 1793—Integrity Its Guarantee"

Note:—The two slogans in this advertisement would acquire intrinsic value if adopted and continuously used.

