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EDITOR & PUBLISHER



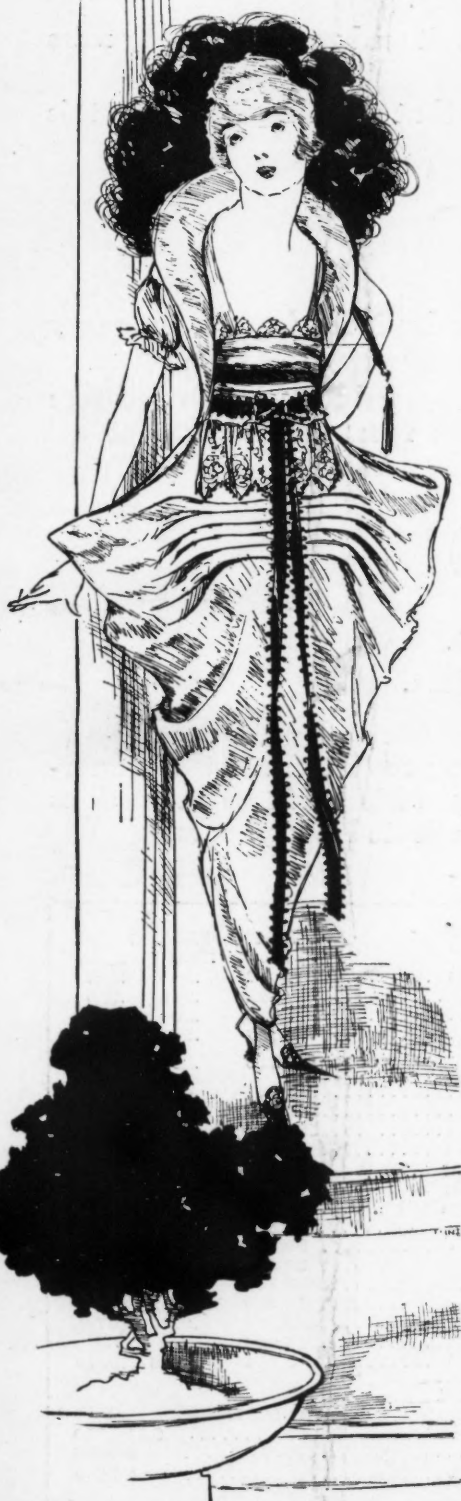
The Oldest Publishers and Advertisers Journal in America

LIBRARY 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, SATURDAY, MARCH 22, 1919

10c Per Copy



by *Corinne Lowe*

If the Directoire is really coming back, bringing the Medici collar with it—your heart does not skip a beat. Nor does the vogue of "taffeteria" and continued popularity of the silk jersey cause you to scan clothes shops' advertising in a flutter of anticipation!

"Why is a Woman's Page?" is a question no male can answer. But women can tell you why

THE TRIBUNE'S WOMEN'S PAGES

are so much superior. Our business department could tell, too. The fact that almost 100,000 women readers in 1918 wrote to various women's departments of The Chicago Tribune is one striking evidence of their editorial worth.

The fact, too, that THE TRIBUNE leads in women's wear advertising—from firms like Marshall Field & Co. and Chas. A. Stevens & Bro.—in grocery, furniture, shoes, and educational advertising, is another evidence of their business value.

What these pages do for THE TRIBUNE; they will do for you. Your paper will be more attractive to advertisers if more women read it—more attractive to women if these pages appear regularly.

The Women's Pages include Fashions, by Corinne Lowe; Needlework, by Clotilde; articles on dress and beauty, by Antoinette Donnelly; Romance, by Doris Blake; The Home Harmonious, by Anita de Campi; The Cook Book, by Jane Eddington; Etiquette, by E. Van Rennesleair; articles for Business Girls, by Mark King; and several other departments. Sold separately or in two pages. Mats furnished for simultaneous publication with THE TRIBUNE.

For Proofs, Rates, Information, Address
SYNDICATE DEPARTMENT

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The gown shown here is of turquoise taffeta, with a picturesque Medici collar. Five tucks in the skirt hold the taffeta out stiffly on the sides. The puff sleeves and inner fold of the bodice are of gold net. An adorable little apron, covered with bands of old rose, pieced edged, and ending in long ties, completes the costume. From Corinne Lowe's page.

New York State Newspapers

Pack your grip and ride with them into the richest market places in our whole country.

CLEAR the main track for advertisers who use the New York State Newspapers. They're bound for the land flowing with milk and honey.

The side tracks are cluttered with slow-pokes, who wait and wait until they miss their opportunity.

The National Advertiser who knows his book figures that the Empire State this year will pay an income tax in excess of

\$1,500,000,000

This stirs him to take the main track, and to make his business known to every buyer in the wealthiest state of the Union.

He knows that New York State has 338,682 automobiles used for pleasure alone; that the state last year received in licenses and miscellaneous fees, for the use of all kinds of motor vehicles, the princely sum of

\$4,284,114.00

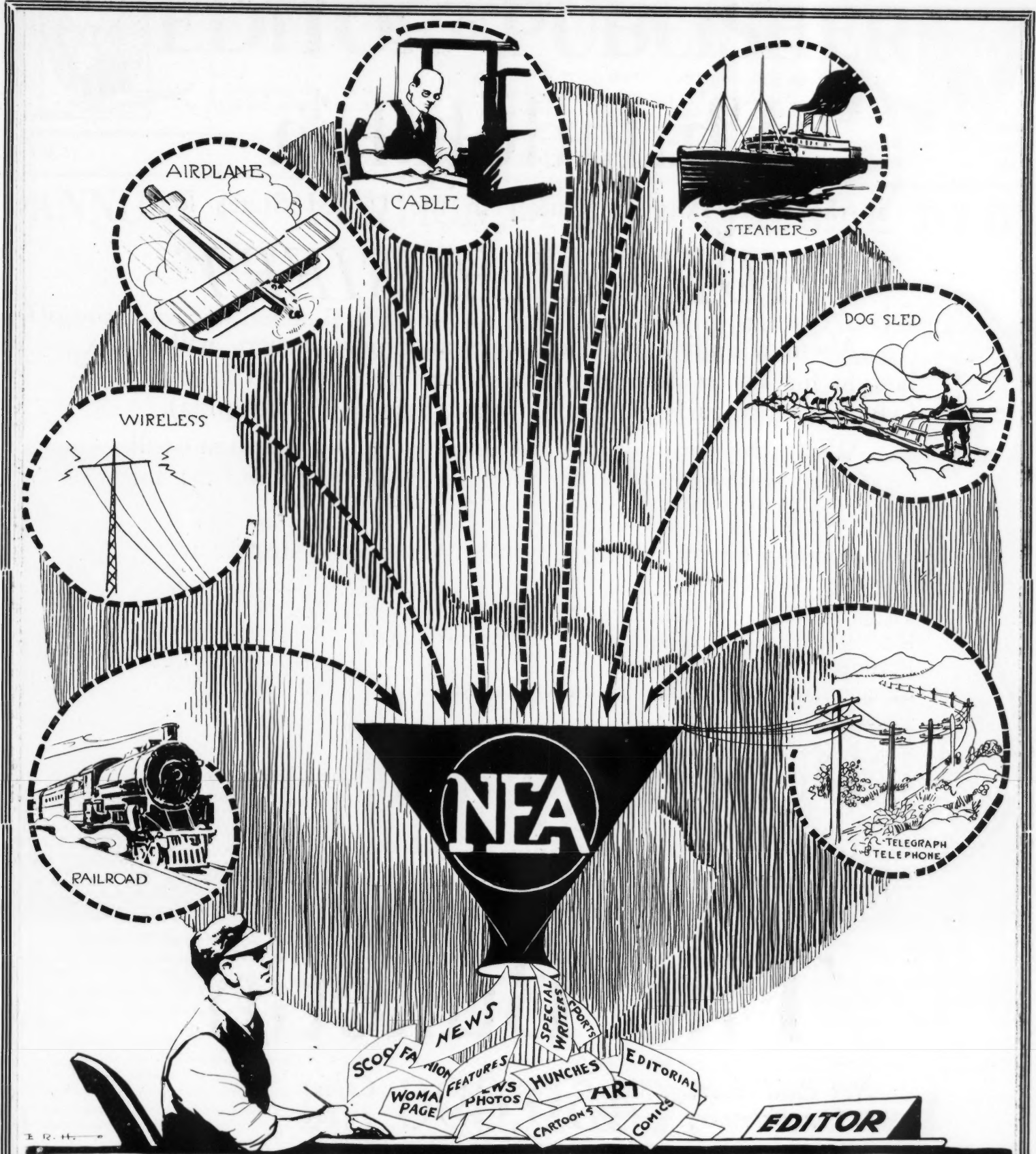
Where greatest wealth is, greatest opportunities exist.

The creators of greatest wealth are the greatest spenders.

New York State is the centre of the world's activities.

To participate in these activities, to reap the reward in proportion to their enormous production, the shrewd National Advertiser insists that his business invitations must be kept continuously in the following list of New York State Newspapers:

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,433	.07	.07	New York Telegram (E)	204,622	.342	.315
Albany Knickerbocker Press (S)	39,917	.07	.07	New York Telegram (S)	204,622	.246	.225
Albany Sunday Telegram	25,804	.05	.05	New York Times (M)	350,598	.50	.475
Batavia News (E)	7,855	.0179	.0179	New York Times (S)	475,853	.55	.5225
Binghamton Press-Leader (E)	27,814	.07	.06	New York Tribune (M)	122,310	.29	.26
Buffalo Courier & Enquirer (M&E)	71,625	.14	.12	New York Tribune (S)			
Buffalo Courier & Enquirer (S)	107,600	.16	.14	New York World (E)	367,101	.40	.40
Buffalo Evening News (E)	100,912	.16	.16	New York World (M)	340,074	.40	.40
Buffalo Evening Times (E)	51,438	.09	.09	New York World (S)	501,724	.40	.40
Buffalo Sunday Times (S)	62,127	.09	.09	Niagara Falls Gazette (E)	13,162	.03	.03
Elmira Star-Gazette (E)	26,687	.06	.05	Brooklyn Daily Eagle (E)	46,068	.18	.18
Gloversville Leader-Republican (E)	6,339	.02	.015	Brooklyn Daily Eagle (S)	46,068	.18	.18
Gloversville Morning Herald (M)	6,245	.03	.02	*Brooklyn Standard-Union (E)	65,107	.15	.15
Ithaca Journal (E)	6,791	.025	.025	*Brooklyn Standard-Union (S)	75,504	.15	.15
Jamestown Morning Post (M)	9,266	.025	.0207	Rochester Times-Union (E)	60,614	.14	.12
Mount Vernon Daily Argus (E)	6,668	.02	.02	Rochester Herald (M)	35,826	.06	.06
Newburgh News (E)	10,888	.04	.03	Rome Sentinel (E)	5,293	.0165	.0129
New York American (M)	367,969	.45	.41	Schenectady Union-Star (E)	17,580	.06	.04
New York American (S)	753,468	.65	.60	Syracuse Journal (E)	45,830	.07	.07
New York Globe (E)	188,772	.33	.31	Troy Record (M&E)	25,647	.04	.04
New York Herald (M)	128,814	.40	.36	Yonkers Daily News (E)	3,314	.0178	.0178
New York Herald (S)	202,000	.50	.45				
New York Evening Journal (E)	657,912	.75	.75	*A. B. C. Statement.			
New York Post (E)	32,234	.25	.19	Government statements October 1st, 1918.			
New York Sun (E)	180,998	.37	.34	Total Circulation		6,112,920	
New York Sun (M)	121,639	.39	.36	10,000 Line Rate			8.9635
New York Sun (S)	121,639	.39	.36	2,500 Line Rate			9.5569



Are YOU one of the fortunate Editors served by N.E.A?

The Newspaper Enterprise Association ~

A service not a syndicate
CLEVELAND, OHIO.

A WORD FROM YOU
WILL BRING SAMPLES
FOR YOUR INSPECTION

Philadelphia

is the third Largest Market in the United States for

SHOES & HOSIERY

About a million pairs of shoes and more hosiery will be bought for Easter and Spring wear by "the Bulletin Family" (which means nearly everybody in and around Philadelphia).

What proportion of this concentrated buying demand will go into the retail stores of Philadelphia and vicinity and ask for your brand?

Among the towns included in the Philadelphia district are:

Ardmore, Pa.	Coatesville, Pa.	Norristown, Pa.	Vineland, N. J.
Bridgeton, N. J.	Conshohocken, Pa.	Penns Grove, N. J.	Wayne, Pa.
Bristol, Pa.	Doylestown, Pa.	Phoenixville, Pa.	West Chester, Pa.
Burlington, N. J.	Jenkintown, Pa.	Salem, N. J.	Wilmington, Del.
Camden, N. J.	Lansdowne, Pa.	Trenton, N. J.	Woodbury, N. J.
Chester, Pa.	Media, Pa.		

Dominate Philadelphia

Create maximum impression at one cost (where there is a large fixed demand with easy distribution) by concentrating in the newspaper nearly everybody reads—

The Bulletin

Net Paid Average 450,696 *Copies*
For February *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 Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by The Editor and 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, SATURDAY, MARCH 22, 1919

No. 41

ANNUAL CONVENTION OF AUDIT BUREAU TO BE HELD IN NEW YORK CITY IN JUNE

Organization Now Rendering Best Service in Its History, With Staff of Travelling Auditors Adequate to All Demands—End of Auditing Period Finds Work Completed on Schedule, Ample Cash Assets and Growing Membership—Great Enthusiasm at Meeting of Board of Directors in New York



BOARD OF DIRECTORS OF AUDIT BUREAU OF CIRCULATIONS IN SESSION AT KNICKERBOCKER HOTEL, NEW YORK, MARCH 14.

From left to right, standing:

FRANK E. LONG, National Stockman and Farmer, Chicago; W. A. STRONG, Chicago Daily News; HENRY W. SCHOTT, Secretary and Director Montgomery Ward Company, Chicago; GEORGE S. FOWLER, Colgate & Co., New York; F. W. CHANDLER, Chief Auditor A. B. C., Chicago; GEORGE E. COOK, Publisher Mothers' Magazine, New York; S. J. DELANEY, Manager New York Office. A. B. C., and FRED B. STONE, American Review of Reviews, New York.

Seated:

WILLIAM A. WHITNEY, The Phelps Publishing Company, Springfield, Mass.; MASON BRITTON, McGraw-Hill Company, Inc., New York; L. B. JONES, President Eastman Kodak Company, Rochester, N. Y.; A. W. ERICKSON, Vice-President The Erickson Company, Inc., New York, and STANLEY CLAGUE, Managing Director, Chicago.

THE annual convention of the Audit Bureau of Circulations will be held this year in New York. It will be held in June, the exact date to be announced later, and it will, so far as present plans indicate, be held at the Waldorf-Astoria.

The decision to hold the most important convention in the history of the organization—as this year's event promises to be—in New York was arrived at by the directors at a meeting held Friday, March 14, at the Knickerbocker Hotel, New York.

This meeting was, as is the rule with meetings of the Board of Directors of the A. B. C., well attended, and it is said that in the executive session many

knotty problems were discussed and important decisions made.

It was the first meeting of the directors under the régime of the new president, L. B. Jones, and in some respects it marked a new epoch in the history of the organization. For the officers and directors feel that the A. B. C. is now firmly established as an indispensable service organization and that it has passed from the danger zone to smooth seas.

Stanley Clague, managing director of the A. B. C., was in a particularly happy mood at the close of the meeting of the board. He discussed the progress of the work of the bureau with a representative of EDITOR & PUBLISHER at length

and with enthusiasm. Mr. Clague has been identified with the A. B. C. movement and idea from the very first, having been one of the founders of the bureau and a director. He has seen in the organization, from the start, the straight road to the attainment of a big ideal—and he has devoted his energies without stint to the tasks involved.

Directors Rendering Public Service

"The spirit of the board of directors, as shown by their concentration on the problems coming up for solution at this meeting, is beyond praise," said Mr. Clague. "I am impressed deeply by the attitude of the directors toward questions which on the surface may

seem of slight import, but which as they bear upon related questions assume deep importance. They are men of wide business experience, knowledge of conditions, broad vision and judicial minds. They are utterly impartial.

"The thought uppermost in my mind at this time is one of satisfaction, of gratification and of appreciation—satisfaction with the practical progress made and making; gratification because of the intelligent and devoted coöperation given to me by the directors, and appreciation of the public service they are rendering through their unselfish labor in connection with this movement."

Stanley Clague was chosen to succeed Russell R. Whitman as managing di-

rector of the A. B. C. at a special meeting of the Board of Directors on August 28, 1917, shortly after Mr. Whitman had resigned to devote his energies to his new purchase, the New York Commercial. Mr. Clague, in taking the helm, fully realized the serious situation then confronting the bureau because of insufficient revenues, and he took up the fight for the adoption of a plan for rate equalization through which additional revenues of about \$35,000 a year would be developed.

At this time the work of the bureau had gotten sadly in arrears. The cost of audits had greatly increased under war conditions, and the staff of travelling auditors—then as large as the resources of the bureau permitted—was inadequate.

"The bureau owed to publisher members—and of course to advertiser members as well—about \$40,000 worth of audits. That is, audits costing that sum were in arrears. Some of them were greatly in arrears—a few, perhaps, for more than two years," said Mr. Clague. "That was a critical situation indeed. It was not a situation for which the officers were responsible. Mr. Whitman and his associates had accomplished everything possible with the revenues at their disposal.

A Critical Period

"It was the fault of the rate schedule of membership dues. I realized that the bureau had come to the parting of the ways. Either adequate revenues must be provided or the service must be so curtailed, so crippled, that its chief purposes would be defeated. Those of us on whose shoulders rested the responsibility felt that the membership would elect, when the situation should be made clear, to provide the sinews of war in order that a great movement in the interests of American business might not fail.

"There were difficulties in the way," said Mr. Clague, reminiscently. "EDITOR & PUBLISHER pointed them out at the time. There was justifiable dissatisfaction on the part of publisher members—particularly on the part of those whose audits had been delayed beyond apparent reason. To ask a man to pay more for a service which he felt was not functioning properly was to invite some natural opposition.

"Our appeal had to rest upon broad grounds. There had to be made plain to everybody the exact reasons for the call for higher dues. It was necessary to convince dissatisfied publisher members that adequate service could not be rendered, in a cooperative organization of this sort, at less than its cost. Our task in this direction was complicated by a crusade for a new publicity by-law, which, as everybody knows, won. It won in the same convention of the membership which failed to ratify the rate equalization plan—but which paved the way for the latter by providing for a mail referendum vote. In this vote the new rate schedule was victorious, taking effect January 1, 1918.

Service Now Fully Efficient

"Our new auditors had to be trained—a matter of two months' work in the home office, devoted to an intensive study of the bureau's auditing methods. As the new rate plan was not adopted until February 15, although operative as of January 1, it will be seen that some delay in the acceleration of audits was inevitable. In spite of that, the bureau has so speeded up the work within the past year that now there is no congestion whatever. There are thirty-five travelling auditors on our staff. Their

work is so well in hand that we are able to anticipate the work of the next auditing period by doing some preliminary work in the offices of one or two metropolitan newspapers.

"There are, at the present time, but twenty-eight newspapers to which audits are due, and in a majority of these offices our auditors are now at work. So, you see, in this vital detail of the bureau's service we are 'delivering.'

"The bureau now has a substantial working cash balance and some good Government bonds and certificates representing an ample reserve to meet almost any emergencies.

"The membership of the bureau grows steadily. Among the newspaper membership the increased efficiency of the service is generally commended. Among the important newspapers which recently applied for membership are the Boston Transcript and the Brooklyn Eagle.

"EDITOR & PUBLISHER's recent publication of a list of the English-language dailies of the United States, with their ad rates and their circulation figures, disclosed the great preponderance of A. B. C. circulation. Circulations of daily issues, morning and evening, totalled 28,625,041. Of this total 20,344,324 represents A. B. C. circulation. Of Sunday circulations, totalling 16,056,580, the A. B. C. newspapers total 14,191,480.

"It is even more astonishing to compare the advertising cost in the A. B. C. newspapers and in those not yet in the organization. The agate line rate, per million of circulation, in all of the A. B. C. papers is \$1.65; in the papers outside the bureau, \$3.38.

Working in Harmony With A. N. A.

"Of course, while this comparison is somewhat startling, it is not the purpose to state the figures as an indictment against non-member newspapers. A great majority of the newspapers still outside the organization are small dailies, whose advertising rates per thousand of circulation are necessarily much higher than those of the larger dailies. Yet, of course, the membership of the A. B. C. includes many small dailies, too.

"The A. B. C. and the A. N. A. are working in closer cooperation all the time. The former president of the A. N. A. is now the president of the A. B. C. The two organizations have so much in common that close relations are inevitable."

Mr. Clague has had an interesting career in the advertising field, having been actively identified with agency work for many years before assuming his present post. As the first president of the Western Advertising Association and as president of the National Association of Agents he worked zealously to further the idea of honest count and measure in circulation. He had the vision to understand the vital bearing of this question upon trade and commerce, as promoted and fostered through advertising. He saw the possibility of a sort of equity court, such as the Board of Directors of the A. B. C. now constitutes, for the decision of problems connected with the buying and selling of advertising. He feels that this great purpose has been achieved, and that the service of the A. B. C. is now on so high a plane of efficiency that the structure will withstand any shock.

Incidentally, Mr. Clague looks forward to the June convention in New York as an assured record-breaker for attendance, interest and enthusiasm.

Up-to-dateness is good, but sometimes primitive methods are necessary.

CIRCULATIONS AND AD RATES OF GENERAL MAGAZINES ANALYZED

EDITOR & PUBLISHER Presents State and Market Group Surveys of Circulations of 21 "General" or "Standard" Magazines, With Page and Agate Line Ad Rates

ON pages 12 and 13 of this issue EDITOR & PUBLISHER presents tables showing the circulations and advertising rates of twenty-one of the "general" or "standard" magazines of the United States. These tabulations correspond to those recently published in these columns covering morning, evening and Sunday newspapers, affording opportunity for handy comparisons.

The circulations of these "general" magazines are shown by States, also by major market groups. The page rate and the agate line rate for each magazine are quoted. The circulation totals at top of these tables, marked "A. B. C. Report," represents the averages for the six months' period ending June 30, 1918, as ascertained by the auditors of the "A. B. C."; while the figures by States and territorial groups cover the distribution of a single issue in each case, the issue being indicated in space opposite caption, "Detailed Circulation by States, as Shown on the A. B. C. Report."

6,184,658 General Magazine Circulation at \$38.55 Per Agate Line

The total net paid circulation of these twenty-one so-called "standard" or "general" magazines, as attested by the auditors of the "A. B. C.," averaged for the six months ending June 30, 1918—including "bulk"—8,046,097 copies per month. The grand total of the twenty-one magazines for the single month covered by the detailed reports was 6,184,658 copies per month.

\$38.55 Per Agate Line

The cost per agate line for advertising in these twenty-one magazines is \$38.55; per page, \$14.393.

If a manufacturer has dealer distribution in New England only, through the use of these twenty-one magazines he could reach a total of 466,207 magazine buyers, out of a total population of 7,351,208. The cost, of course, would be the agate line rate for these publications—\$38.55. If this manufacturer, seeking to concentrate on the New England market, were to use the seventeen Sunday newspapers of that territory, he would reach 1,384,325 buyers of newspapers at a total cost of \$1.87 per agate line.

If the morning newspapers should be selected—a total of twenty-eight papers in this New England group—the advertiser would secure a circulation of 1,170,163 at a joint advertising rate of \$1.77 per agate line. One hundred and ten evening newspapers in New England, with total circulation of 1,791,122, could be used at a cost of \$4 per agate line.

Newspapers Only for Localized Appeal

To sum up: By using the morning, evening and Sunday newspapers of New England the advertiser may reach 4,345,670 buyers of newspapers at an advertising cost of \$7.64 per line—no waste—direct, localized appeal. To reach less than half a million of these people (466,207) through use of twenty-one leading monthly magazines the line rate (which of necessity would involve buying the total circulations of these magazines in America and abroad, amounting to 6,184,658, for the sake of reaching the New England market) would be \$38.55.

The illustration affords striking evidence of the comparative availability and economy of magazines and newspapers when sectional or territorial market campaigns are under consideration. In brief, the newspapers solve the problem—the magazines do not.

Thus the newspapers score over the magazines as a channel for localized appeal. Let us see how the comparison runs in campaigns which are intended

to cover the whole country—where dealer distribution is complete and the aim of the advertising is to reach the greatest number of homes at the smallest cost.

Morning newspaper circulation of 10,271,137 may be purchased at the rate of \$19.20 per agate line.

Evening newspaper circulation of 18,353,904 may be purchased at the rate of \$42.53 per agate line.

Sunday newspaper circulation of 16,056,580 may be purchased at the rate of \$26.81 per agate line.

Monthly magazine circulation of 6,184,658 may be purchased at the rate of \$38.55 per agate line.

These figures are eloquent as "newspaper advocates."

Corrections

In the tables showing analyses of circulation and ad rates of morning and evening newspapers (March 1 and 8 respectively) some slight typographical errors appear. These figures were absolutely exact with the exception that an error in Illinois was made in the morning table of papers of over 300,000. In the evening table an error was made in the blocks showing rates and circulations of newspapers having one hundred to three hundred thousand and over three hundred thousand. It has been found impracticable to reproduce these blocks; therefore the entire tables, morning (March 1), Evening (March 8), Sunday (March 15), have been reprinted and will be sent to any reader who requests them, without charge.

EDITOR & PUBLISHER will print next week, March 29, a similar analysis of circulations and rates of "women's" magazines. This will be followed by the "class" and "weeklies."

Later the newspaper rates and circulations, morning, evening and Sunday, will be compared and contrasted with the total magazine figures—general, women's, class and weeklies—arranged by States and market groups.

Mathews's Successors Named

OKLAHOMA CITY, March 20.—W. M. Halmhacher has been appointed to succeed James A. Mathews as circulation manager of the Oklahoman and Times. His assistants will be C. A. Hogabaum, late of the Tulsa Times-Democrat, and Glenn Hough, formerly of the Muskogee Phoenix. Both are I. C. M. A. members.

Bridgeport Evening Herald Appears

BRIDGEPORT, Conn., March 20.—The new Evening Herald was issued for the first time this afternoon.

EDITOR & PUBLISHER IS OLDEST JOURNAL IN ITS FIELD

The Journalist, Founded March 22, 1884, Was Consolidated With This Publication in 1907—35 Years of Continous Publication

EDITOR & PUBLISHER'S pennant, proclaiming this publication to be "The Oldest Publishers' and Advertisers' Journal in America: 1884-1919," has inspired some recent discussion as to other claims of seniority in this field of trade journalism.

There has been no disposition to question the fact that the Journalist was the first journal in the field, aside from house organs, to cater to the interests of publishers and advertisers. Its first issue was dated March 22, 1884. C. A. Byrne and Leander Richardson were the editors. They retired at the end of the first year. March 21, 1885, C. J. Smith and Allan Forman became the editors and W. S. McLaughlin the publisher and treasurer.

The Journalist Was the Pioneer in Its Field

March 27, 1886, W. S. McLaughlin retired from the publication, Thomas H. Delano becoming business manager.

At the end of the first ten years of the Journalist's publication we find Allan Forman still editor "and proprietor" and Roy V. Somerville (now famous as the advertising manager of London Punch) listed as advertising manager. Offices were at 117 Nassau Street.

In the issue for March 24, 1894, there is printed an interesting review of the first decade of the journal's life. "Up to the time the Journalist was started there had never been a paper for news-

That "personal journalism" still thrived in 1894 is attested in the issue of the Journalist for September 29 of that year. The leading editorial is headed "The Rowell Row," and is devoted to an exhortation of Mr. Rowell's methods of business, both in the conduct of his directory and of Printers' Ink, founded in 1888. In the same issue some attention is given to "rumors" which, in the light of subsequent history, seem amusing. It was rumored that Carlisle N. Greig, assistant business manager of the World, who had resigned and sailed for Europe, was to meet H. H. Kohlsaat over there and discuss plans for "re-

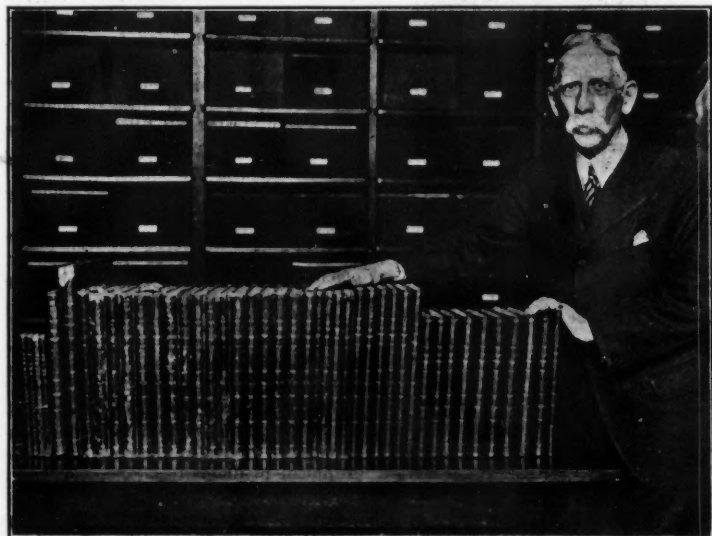
Forman sells and transfers "to the EDITOR & PUBLISHER Company the magazine or publication known as the Journalist, together with the good-will thereof, and all cuts, copyrights and other personal property belonging to me and used in connection with the publication of said magazine or publication,

making it, truly, "The Oldest Publishers' and Advertisers' Journal in America."

Allan Forman, in commenting on the merger of the Journalist and Editor & Publisher, explained in Editor & Publisher of January 26, 1907, that failing health compelled him to dispose of the



First Issue of the Journalist, March 22, 1884, the First Publication Devoted to the Interests of Editors, Publishers, and Advertisers in America



"HERE THEY ARE!" Said Dr. Talcott Williams, Director of the Pulitzer School of Journalism, Columbia University, as He Placed a Protecting Arm Over the Bound Files of the Journalist, Which He Keeps in His Private Office. These Files Were Left to the Pulitzer School Under the Terms of Allan Forman's Will, and with the Assent of the Publisher of EDITOR & PUBLISHER.

paper workers," wrote Mr. Forman. "To-day I can fairly claim that the Journalist has made a place for itself . . . It has done this by covering the news . . . and by an earnest and sincere desire to be fair to every one. . . . It has never been and, please God, it will never be a negative sheet, a mere purveyor of gossip and gush." This tenth anniversary issue contained a letter of congratulations from Joseph Howard, Jr., an outstanding figure of the journalism of that day. The announcement also appears that the Journalist was the "Official Journal of the International League of Press Clubs." The slogan run just beneath the title on the first page reads: "Devoted to Newspapers, Authors, Artists, Publishers, and Advertisers."

organizing the New York daily which Mr. Kohlsaat has purchased and of which Mr. Greig is to be business manager." Then the "Rumor Committee" discovered S. S. Carvalho, then of the World, and George W. Turner, of the Recorder, lurching together "in one of Lipton's fascinating little boxes." It was a matter of speculation as to whether the World was to buy the Recorder and place Turner in charge of the consolidated papers or whether Carvalho was to go to the Recorder.

The Consolidation of the Two Journals

On January 19, 1907, Editor & Publisher, then in its seventh year of publication, purchased the Journalist and consolidated the two publications.

The bill of sale specifies that Allan

. . . the said EDITOR & PUBLISHER Company agreeing to complete all the unexpired subscriptions to said Journalist."

In Editor & Publisher of January 26, 1907, the sub-title "The Journalist" is used, and the announcement is made of the merging of the two periodicals. "The Editor & Publisher Acquires Full Title and Business of the Journalist—Publication of Both Journals Will Be Continued in Combination," according to the headlines.

By this merger Editor & Publisher and the Journalist became the pioneer trade publication for newspaper makers and advertisers, dating its continuous publication back to March 22, 1884. Editor & Publisher under that title was established and the first issue published on June 29, 1901. According to precedent and practice a merger of newspapers entitles the reconstituted publication to trace its history back to the date of the founding of the senior newspaper involved in the consolidation. Thus, Editor & Publisher of to-day, having merged with the Journalist, dates continuous publication as a trade newspaper for newspaper publishers and advertisers back to March 22, 1884,

and told of his satisfaction in being able "to place the interests which are dear to me in hands which, I am sure, will fulfill the mission of my paper better than I could do myself. . . . I rejoice that it [the Journalist] will be continued by Editor & Publisher, which has always stood for all that is honest, straightforward and enterprising in journalism."

The bound files of the Journalist are in the private office of Dr. Talcott Williams, director of the Pulitzer School of Journalism, which, under the terms of Mr. Forman's will and with the consent of the publisher of Editor & Publisher, was made permanent custodian of them.

A New York Commercial Victory

The New York Commercial was vitally instrumental in securing the recent passage of the Contract Validating bill by Congress. R. R. Whitman, publisher of the Commercial, made the welfare of the bill his paper's particular business, with the result that on one occasion its leading editorial was read before the joint Senate and House conference committee.

FLOOR FIGHT LIKELY AT A. P. MEETING

Friends of Colonel Rook Declare He Will Be Nominated for Directorate from the Floor—V. S. McClatchy Also Left Off Nomination List

For the first time in a long while there is likely to be a contest over the election of directors when the Associated Press holds its annual meeting next month.

When the nominating committee named ten men to be voted upon to replace the five directors whose term expires this year by limitation, it neglected to mention among them the names of two of the present incumbents—Charles A. Rook of the Pittsburgh Dispatch, and V. S. McClatchy of the Sacramento Bee. It is unusual, according to the custom of nominating committees of the A. P., not to name the retiring directors for reelection.

Some A. P. members in the Pittsburgh district are determined that an opportunity shall be afforded to other members to vote for or against Mr. Rook. They have sent requests to a number of members asking that they exercise their voting franchise in favor of Mr. Rook for another term, advising them that he will be nominated from the floor of the meeting, which is permissible, though not often resorted to.

Mr. McClatchy's friends, though distinct advice on their possible action have not yet been received, are expected to take similar action in his case. Mr. McClatchy is now in the Orient, and so will not be present at the annual meeting, missing it for the first time in many years.

The situation brings up, naturally, the long-mooted question of the advisability of a rotating, or changing board of directors. As a rule the same men serve from year to year, their election being almost as certain as their incumbency. Recently, however, the rotary question has been agitated with renewed vigor, and there are many who believe that it is time to put the proposed change into effect. Mr. McClatchy has been an advocate of a changing board of directors, and it is one of the ironies of fate that he should be selected to exemplify the principle he advocated.

Members Want to Know

Just why Colonel Rook and Mr. McClatchy were the only names selected for omission from the list of directors whose terms expire this year has already been a matter of inquiry by some members. At least one member of the nominating committee admitted to EDITOR & PUBLISHER that action was initiated by their advocacy of the rotary system, though it was hinted that other causes entered into the decision. It is anticipated by the nominating committee that at the annual meeting the A. P. membership will be sufficiently interested in an account of the discussion during the meeting of the committee to ask what it was, and how and why the names of Colonel Rook and Mr. McClatchy were the only ones deleted from the list. It is a promise that such a request will be met with fulness and frankness, and that the entire story will be aired.

The nominating committee consists of W. J. Pattison, Scranton (Pa.) Republican; W. J. Pape, Waterbury (Conn.) Republican; P. E. Burton, Joplin (Mo.) News-Herald; C. K. Blandin, St. Paul

THE EDITOR AND PUBLISHER
THE JOURNALIST
NEW YORK, JANUARY 26, 1907.
6 CENTS A COPY.

GREAT NEWS CENTER.
OPENING OF THE THIRTY-MURDER TRIAL ATTERED BY EVENTS OF UNUSUAL SIGNIFICANCE.

MR. FORMAN RETIRES.
THE EDITOR AND PUBLISHER ACQUIRES FULL TITLE AND DOMINANCE OF THE JOURNALIST.

FIFTY PAPERS AFFECTED.
NEWSPAPER MEN MUST PAY.

ALLEN FORMAN.
THE EDITOR AND PUBLISHER OF THE JOURNALIST.

Announcement of Merger of the Journalist with EDITOR & PUBLISHER, January 26, 1907, as Told in History of the Paper on Page 7.

POSTAL CONFERENCE APRIL 1 TO 3

Inefficient Newspaper Deliveries as Shown by Editor & Publisher, Believed One Subject to Be Discussed by 77 Postmasters

The Post Office Department has called the postmasters of seventy-seven large cities, division superintendents of the railway mail service, inspectors in charge of the various divisions and eight or ten representatives of large business houses to a conference in Washington April 1 to April 3 inclusive.

It is accepted that the conference will take up seriously the present inefficient service given in all branches of the department, especially in the handling of second-class mail, and by full discussion of the situation and its causes endeavor to devise means by which adequate service can be restored.

Complaints of poor service have been many, and affect all classes of mail. Recently EDITOR & PUBLISHER asked for and received from publishers in parts of the country statements of specific instances in which deliveries of newspapers were seriously delayed because of the inefficiency of the department; delays that occurred frequently and for which no adequate remedy had been applied. EDITOR & PUBLISHER briefed these complaints and laid them before the Postmaster-General, with a request that some measures be instituted that would bring about their correction. In reply a letter was received from the department expressing appreciation of the information and an assurance that the

specific instances mentioned would be investigated and an effort made to correct the faults. Since that time there has been evidence of special attention by the department to newspaper deliveries, and it is believed that this is one of the questions that will be taken up at the conference.

BARNES IS IN CHARGE OF ALBANY JOURNAL

Oliver A. Quayle, Who Has Been in Control of Editorial and Business Policy for Two Years, Removed—Squabble Rumored

By Wire to EDITOR & PUBLISHER
ALBANY, March 20.—William Barnes, former New York State Republican Committee chairman and a leader in political circles, yesterday resumed active management of the Albany Evening Journal, succeeding Olive A. Quayle in the general management of the paper. Mr. Quayle has been general manager and vice-president for two years.

The action of the board of directors was taken without any warning. Mr. Quayle received \$6,000 a year.

Soon after the result of the directors' meeting was announced the paper appeared on the street with the name of Mr. Quayle missing from the editorial page.

Although neither Mr. Barnes nor Mr. Quayle would discuss it, other officials of the company declared that a squabble preceded the decision to unseat Mr. Quayle.

Mr. Barnes is a grandson of Thurlow Weed, who founded the Journal in 1830. Members of this family have been in control of the paper almost continually since that time.

The following statement was made by Mr. Barnes: "The directors of the company have abolished the office of vice-president, placing the duties of this office in the hands of the president."

Mr. Quayle took full editorial and business charge of the Journal just before it entered its model new home, which cost about \$1,500,000. He instituted a number of changes in the business and editorial administrations of the newspaper, and also changed the typographical make-up.

The newspaper is Republican in politics and the change in control will place it once more in the position of spokesman for Mr. Barnes, who for years has been one of the most influential men in the Republican party.

For the last six years Mr. Barnes has been living in New York city, but recently he announced his intention of making Albany his home, and directing the affairs of the County Committee from this city. While he was in New York it was said that he sought to obtain control of a New York newspaper, but was not successful.

Mayor May Start Chicago Paper

CHICAGO, March 17.—It is rumored that in the event of Mayor Thompson's reelection the City Hall organization will try to launch a new daily paper for Republicans throughout the State.

P. R. Scarr Dead

Percy Robert Scarr, of the advertising staff of the American Cloak and Suit Review, died in New York March 19.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

NEWARK ORGANIZES CHAPTER OF THE A. N. A.

Elects Arthur J. Palmer, of Edison Company, Its First President

AT a preliminary meeting held March 10 at the home office of the Prudential Insurance Company, Newark, N. J., for the purpose of considering the formation of a Newark, or North Jersey, chapter of the Association of National Advertisers, the following gentlemen were present: T. J. McManis, Edison Lamp Works; Walter P. Coghlan, The Klaxon Company; H. C. Bursley, Murphy Varnish Company; Paul Sutcliffe, Edison Storage Battery Company; W. M. Neal, Rubberset Company; Arthur J. Palmer, Thomas A. Edison, Inc.; Edward Underwood, Kremenz & Co.; George D. Johnson, Johnson & Johnson; Paul Wing, Empire Cream Separator Company; George S. Fowler, Colgate & Co.; William Koester, Joseph Dixon Crucible Company; John W. Mettler, Interwoven Stocking Company; William Hill, Federal Truck Company; Harvey Thomas, Prudential Insurance Company of America.

George Frank Lord, vice-president of the A. N. A. and representative of E. I. du Pont de Nemours & Co., of Wilmington, Del., called the meeting to order and made a brief address explaining, in a general way, the purpose and benefits to be derived from the organization of a local chapter. Mr. Lord spoke particularly of the good work done by the Chicago and Philadelphia chapters.

Messrs. Fowler, Neal, Koester and Palmer engaged in the discussion that followed, and the general interest was quickly awakened.

In order to get the organization started on its way, the following officers of the Newark chapter were unanimously elected: Arthur J. Palmer, president; George D. Johnson, vice-president; W. M. Neal, treasurer; Harvey Thomas, secretary.

After supper had been served, there was further informal discussion, and it was decided to get the organization on a working basis as rapidly as possible.

POSTER ADVERTISING

IF such a headline in EDITOR & PUBLISHER does not attract the attention of newspaper men, I shall be surprised. For to many newspaper men, poster advertising is anathema. Their attitude is similar to that of the Englishman depicted by Punch many years ago: two English laborers are on one side of a street; a foreign-looking man is passing on the opposite side. Says one laborer, "Bill, there's a d— foreigner." Says Bill, "Heave half a brick at him." So it has been thought by some newspaper enthusiasts to be a mark of true patriotism to take a whack at some other advertising medium.

There are two considerations in this matter that I would like to present—unless any one in the audience has already lost patience: First, is it quite consistent for a newspaper man to be anxious and solicitous for the welfare of the national advertiser—enthusiasti-

cally desirous of the success of his business, and, at the same time, seek to destroy a valuable means through which to market certain goods economically? What would you think of a man who wished success for a friend's factory business, and who then blew a mine crater in one of two roads out of the factory yard necessary for the transportation of the product, thus compelling his friend to congest the other road, with consequent breakdown of traffic and decrease of efficiency and output?

MUCH POSITIVE WORK TO DO

THE other consideration is: There is so much for the newspaper to do in developing its market, in making still stronger its hold on that market, and in collecting information concerning its market, that it cannot afford to waste its time negatively. There is too much positive work to do. There is a definite goal to reach. It is plainly in view. The road is clear and straight. Why, then, turn up a side road because it is called "Billboard Avenue." Stick your sign, "Newspaper Boulevard," right opposite or alongside the other highway, and don't mess up the approach to it.

And may I be permitted to say that the trade paper, also, has so much to do of a positive and promotive character that it should have no time for indulging in Pecksniffian aesthetic talk about the defiling of beauty. To succeed in one's own field it isn't necessary to make a corpse of the other fellow.

BILL POSTERS IN CONFERENCE

THE foregoing remarks are prompted by attendance this week at a directors' meeting of the Poster Advertising Association, and by the fact that, from time to time, some would-be legislator with a bulging forehead introduces a bill into the State Legislature to prohibit or to tax outdoor advertising; his only conception of law is repression.

Let me say that these P. A. A. directors made no complaint whatever about attacks upon them by newspaper men. I was struck by the fact that their deliberations were of a distinctly positive character. They have turned a medium that often looked like a slum into a standardized and attractive proposition, and they are bent upon much further improvement. Moreover, their watchword is Service. And they also are beginning to study their markets.

FALLING FROM GRACE?

THE advertising manager of one of the soundest and best-conducted newspaper properties on the North American continent wrote us recently for our opinion concerning circulation contests. His newspaper has not for the last twenty years touched anything of the kind. (And I believe I am right in saying that it was one of the first in its territory to cease promoting special editions.) It has turned a deaf ear to the contest managers who propose houses and lots, automobiles, pianos, etc., as prizes.

Now, however, a different kind of prize has been conceived—free trips to the

battlefields of Europe; free trips to see the crosses "row on row"; free trips—to those glorious cemeteries—obtained by "beating out" the other fellow or miss or madame in a circulation contest! No doubt, when the range of the airship becomes unlimited, we shall be invited to engage in contests for free trips to the heavenly mansions!

NOT GOOD PLAN

THE advertising manager, as clean-cut a business man as any one would wish to meet, wanted to know also the attitude of the A. N. A. towards circulation contests. It has occurred to me that our reply to him may be of interest to other publications:

"The A. N. A. has not at any time passed any resolution in reference to contests as a means of increasing circulation. From time to time, however, information sent out from the headquarters office has deprecated the employment of circulation obtained by contests, and communications constantly received at the office from members have indicated prejudice against such circulation.

"The executive committee feels that, while it is not prepared to advise the association as a whole against the use of circulation obtained by contests, such methods of obtaining circulation are still to be deprecated. Experience has shown that the artificial building of publications' circulations does not enhance the advertising value of such publications. There was a time when the advertiser was anxious to obtain big circulation. But he has found that the big circulations are not anything like so business-producing as the smaller circulations obtained by conservative building methods.

"We are not disposed at this time to take any general action, but it is quite possible that such action might be taken in the future if the necessity arose."

So much good has been accomplished during the past year in the direction of the adoption of sound business methods in circulation promotion that it is a great pity there should be such a "falling from grace" in the futile attempt to build sound circulation by means of these almost ghoulish contests. Isn't there anything sacred to the contest manager?

DEVELOPMENT OF OUTLOOK

LAST week, under this heading, reference was made to the way in which buyers of advertising space are taking in more mental territory. Suppose, this week, I put in some evidence to support the assertions made. Here is a brief but varied list of data listed in a weekly bulletin as available to the A. N. A. membership:

Report on advertising in China, covering newspapers, magazines, translations, cuts, outdoor advertising, advertising methods, calendars, trademarks, etc.

Report on a newspaper service controlling some five hundred newspapers throughout the United States.

How members use motion pictures to educate employees and to show product's use and manufacture.

A packet system combining first-class

and parcel-post matter so that both classes are available at their respective rates, but secure first-class service.

Report on a company which makes investigations for employers.

Digest of opinions on use of hand-lettering vs. type.

Reports on export publications, on newspapers in Idaho, and on inquiry regarding fluctuation of a magazine's circulation.

THE name of the Gerhard Mennen Chemical Company, of Newark, N. J., has been changed to "The Mennen Company."

L. L. BERRY, formerly advertising manager of the Resinol Company, has accepted a similar position with H. O. Wilbur & Sons, Inc., of Philadelphia, manufacturers of cocoa and chocolate. Mr. Berry has had previous experience in advertising work in this particular line, and has put out some very clever and high-grade work.

Advertising Should Guide Public in Spending

Milwaukee Manager Says Best Ads Answer Consumer's Question, "What Will Your Product Do for Me?"

MILWAUKEE, March 17.—Ed Wolff, advertising manager of the David Adler & Sons Clothing Company, told members of the advertisers' division of the Milwaukee Association of Commerce that advertisements should be used to teach the public the best way to spend its money.

"The advertiser's task is not to induce a man to spend his money, but only to urge that it be spent for a certain purpose," said Mr. Wolff. "The big task of the advertiser is to make his wares as attractive as he can, because people spend their money for the things which first catch their fancy after they have paid for their necessities.

"The question always in the consumer's mind is: 'What will your product do for me?' Answer that question clearly and you will have a good advertisement. Never mind your own side of the story. The buyer is not interested in that. Avoid generalities and superlatives. Be brief, truthful, understandable, persistent and prominent, and don't hesitate to tell the same story over and over again. People forget if you don't continue to tell them. They become convinced if told often enough."

Newspaper Audits Issued

CHICAGO, March 15.—A. B. C. reports have been issued on the following newspapers: Amsterdam (N. Y.) Evening Recorder and Daily Democrat, Elmira (N. Y.) Star-Gazette, Galesburg (Ill.) Evening Mall, Galesburg Republican Register, Kewanee (Ill.) Star-Courier, Memphis (Tenn.) Commercial-Appeal, Memphis News-Semitar, Butte Daily Post, New York Sun.

EDITOR & PUBLISHER'S ANALYSIS OF CIRCULATIONS (TERRITORIAL MARKET INTERPRETATIVE ARTICLE FOR USE OF PUBLISHERS)

Table with multiple columns for markets, circulation data by state, and regional breakdowns. Includes sections like 'A. E. C.' REPORT, 'Detailed Circulation by States', 'WESTERN', 'SOUTHERN', 'CENTRAL', 'NORTHWESTERN', 'SOUTHWESTERN', 'MIDDLE ATLANTIC', 'N. Y.-N. J.', 'NEW ENGLAND', 'MISCELLANEOUS', and 'MARKET GROUPS'. Each section lists circulation figures for various publications and regions across different months and years.

GROUPS) AND ADVERTISING RATES OF THE LEADING MONTHLY MAGAZINES AND SPACE BUYERS WILL BE FOUND ON PAGE 6

MARKETS		Century Monthly.	Sunset Monthly.	Hearst's Monthly.	Everybody's Monthly.	St. Nicholas Monthly.	Boy's Magazine Monthly.	Photoplay Monthly.	Motion Picture Magazine Monthly.	Munsey's Monthly.	Current Opinion Monthly.	General Magazine TOTAL.
"A. B. C." REPORT.												
Total net paid.....	52,862	124,543	460,407	348,454	58,833	135,657	236,865	251,711	166,973	46,169	5,968,935	
Total net paid, incl. bulk.....	135,722	253,176	46,178	6,046,097	
Total distribution.....	57,132	130,065	473,546	360,150	61,133	149,071	241,710	257,216	172,315	51,621	6,198,673	
Audit 6 months ending June 30, 1918												
Detailed Circulation by States												
Report based on issue of	Jan. 1918.	April, 1915.	Jan., 1918.	June, 1918.	Feb., 1918.	Mar., 1918.	June, 1918.	Mar., 1918.	Mar., 1918.	Jan., 1918.		
WESTERN.												
States	Population.											
1 California	3,119,412	1,576	37,888	32,099	7,229	2,739	2,671	485	19,477	7,162	1,889	313,179
2 Wash.	1,660,578	404	6,083	9,228	4,748	684	2,778	105	3,572	1,881	531	117,976
3 Colorado.	1,014,581	284	1,522	5,310	2,483	571	2,299	89	2,285	1,256	398	60,179
4 Oregon....	888,243	261	10,174	4,928	1,967	397	4,005	63	1,733	1,215	260	70,021
5 Montana.	486,376	161	1,996	5,688	2,049	313	1,242	59	1,069	1,450	311	50,726
6 Utah	453,648	81	1,422	2,769	523	118	245	45	1,115	555	178	23,779
7 Idaho	461,766	101	3,184	2,699	797	211	610	29	804	611	135	28,918
8 Arizona..	272,034	87	2,115	3,741	1,071	124	240	32	1,063	763	132	28,474
9 Wyoming	190,380	49	422	851	569	94	487	25	131	500	66	13,544
10 Nevada..	114,742	19	955	1,311	279	46	104	6	155	236	59	9,188
Total	8,661,760	3,022	65,761	68,624	21,715	5,297	14,681	938	31,404	15,629	3,959	715,984
SOUTHERN.												
1 Georgia..	2,935,617	200	866	8,174	2,322	347	1,180	88	2,307	1,416	308	56,953
2 N. Carol'a	2,466,025	193	872	3,638	819	370	893	72	1,217	1,596	887	36,457
3 Kentucky	2,408,574	276	564	3,661	1,715	398	1,628	124	1,185	2,582	312	44,314
4 Tenn'ssee	2,321,253	215	589	6,201	1,492	376	1,195	89	1,638	1,679	276	45,311
5 Alabama.	2,395,270	110	467	4,488	1,644	248	4,399	47	2,175	1,124	353	39,692
6 Virginia..	2,234,030	360	518	5,272	2,142	669	993	117	2,219	3,977	543	61,875
7 Miss'sippl	2,001,466	102	428	2,630	937	160	912	37	611	1,020	606	23,300
8 Louisiana	1,884,778	130	889	3,260	1,977	206	1,708	52	1,516	1,124	248	35,299
9 S. Car'lina	1,660,934	133	442	3,230	802	246	499	49	725	1,346	817	26,607
10 Florida..	938,877	187	827	4,053	1,318	284	1,061	34	543	1,471	246	35,229
Total	21,246,824	1,906	6,462	44,607	15,168	3,304	14,468	709	14,136	17,335	4,626	405,037
CENTRAL.												
1 Illinois..	6,317,734	1,669	4,301	34,940	13,033	2,759	14,226	630	19,149	8,356	1,704	366,465
2 Ohio	5,273,814	1,512	3,372	24,248	12,012	2,589	14,161	521	15,657	9,098	1,648	298,094
3 Michigan.	3,133,678	798	1,725	17,933	5,629	1,433	6,253	299	8,818	4,615	1,037	206,717
4 Indiana..	2,854,167	551	2,261	9,895	5,377	968	4,396	230	4,772	3,727	717	126,803
5 Wisconsin	2,553,983	599	1,480	4,720	4,720	1,237	4,816	217	4,374	2,762	683	104,301
6 Iowa	2,224,771	669	2,600	11,352	5,431	990	9,903	251	3,257	3,553	829	126,172
Total	22,358,147	5,798	15,739	104,395	46,202	10,026	53,755	2,148	56,027	32,111	6,618	1,228,552
NORTHWESTERN.												
1 Missouri..	3,448,498	486	2,043	10,374	4,485	955	3,276	235	8,333	3,283	612	131,085
2 Minnes'ta	2,343,287	488	1,605	9,204	4,709	1,037	6,765	191	3,982	3,151	918	110,140
3 Kansas..	1,874,195	310	1,974	4,635	2,950	555	3,918	117	1,431	1,985	406	68,185
4 Nebraska.	1,291,877	283	2,207	4,551	2,928	483	2,042	111	2,738	1,964	1,030	62,456
5 N. Dakota	791,437	92	660	2,182	1,293	184	2,277	35	228	645	241	26,773
6 S. Dakota	735,434	123	801	2,453	1,601	224	1,529	41	463	826	366	28,691
Total	10,484,728	1,787	9,290	33,899	17,966	3,438	19,807	730	17,175	11,854	3,573	427,330
SOUTHWESTERN.												
1 Texas ...	4,601,279	341	2,781	15,703	7,001	618	3,760	226	6,449	3,796	586	137,540
2 Oklahoma	2,377,629	128	1,805	7,013	2,361	234	2,202	68	2,203	701	232	59,393
3 Arkansas.	1,792,965	108	968	3,047	836	314	1,042	50	1,175	777	180	27,581
4 N. Mexico	437,015	54	1,398	1,502	554	104	289	27	166	569	103	16,634
Total	9,208,888	631	6,952	27,265	10,752	1,270	7,293	371	9,993	5,843	1,101	241,148
MIDDLE ATLANTIC.												
1 Penn. ...	8,798,067	2,422	4,133	29,147	13,180	4,022	5,993	522	15,886	13,006	2,220	342,910
2 W. Virg'a.	1,439,165	169	242	3,611	1,115	347	1,047	25	1,517	1,298	214	38,110
3 Maryland.	1,384,539	348	388	4,255	2,363	711	532	71	2,541	3,435	358	49,431
4 D. of Col.	374,584	421	677	4,680	1,102	534	214	66	2,873	1,638	275	44,408
5 Delaware.	216,941	84	91	649	320	142	105	13	361	652	71	9,443
Total	12,213,296	3,444	5,531	42,342	18,080	5,756	7,891	697	23,178	20,029	3,138	484,302
N. Y.-N. J.												
1 New York	10,646,989	4,362	6,073	59,828	17,781	7,963	6,469	719	38,046	23,200	3,231	511,157
2 N. Jersey	3,080,371	1,081	812	10,291	5,720	2,723	1,318	184	6,498	6,156	658	203,113
Total	13,727,360	5,443	6,885	70,119	23,501	10,686	7,787	903	44,544	29,356	3,889	714,270
NEW ENGLAND.												
1 Mass. ...	3,832,790	2,611	2,148	22,890	9,537	4,161	2,449	260	14,391	10,320	2,269	255,616
2 Conn. ...	1,286,268	827	839	6,895	5,618	1,510	1,335	93	6,469	4,872	689	88,152
3 Maine ...	782,191	376	597	3,712	1,892	536	805	53	1,679	3,297	291	40,273
4 Rhode I..	687,415	269	342	2,552	1,537	380	378	47	2,144	1,388	203	35,151
5 N. Hamp.	446,352	284	1,062	2,181	851	423	1,828	27	1,019	1,936	160	25,603
6 Vermont.	366,192	250	367	1,285	972	381	580	29	487	2,158	167	21,412
Total	7,351,208	4,617	5,355	39,515	20,407	7,391	7,375	509	26,189	23,971	3,779	466,207
MISCELLANEOUS.												
Newsdealers.....	26,771	176,000	11,100	2,427	252,378	17,864	1,085,397
Unclassified.....	50,000	87	212,074
Canada.....	368	896	4,893	2,897	839	773	189	14,889	4,976	467	119,723	
Alaska & U. S. Pos...	102	796	2,341	90	144	146	358	2,936	391	22,987	
Foreign.....	1,001	630	335	1,627	668	129	268	11,231	9,105	287	46,407	
Other items.....	84	249	112	1,962	28	15,600
Total.....	28,326	2,322	57,818	180,524	12,809	3,560	252,981	28,440	17,017	19,037	1,501,828	
MARKET GROUPS.												
States	Population.											
1 Western..	8,661,760	3,022	65,761	68,624	21,715	5,297	14,681	938	31,404	15,629	3,959	715,984
2 South'n	21,246,824	1,906	6,462	44,607	15,168	3,304	14,468	709	14,136	17,335	4,626	405,037
3 Central ..	22,358,147	5,798	15,739	104,395	46,202	10,026	53,755	2,148	56,027	32,111	6,618	1,228,552
4 N'western	10,484,728	1,787	9,290	33,899	17,966	3,438	19,807	730	17,175	11,854	3,573	427,330
5 S'western	9,208,888	631	6,952	27,265	10,752	1,270	8,293	371	9,993	5,843	1,101	241,148
6 M. Atl'ntic	12,213,296	3,444	5,531	42,342	18,080	5,756	7,891	697	23,178	20,029	3,138	484,302
7 N. Y.-N. J.	13,727,360	5,443	6,885	70,119	23,501	10,686	7,787	903	44,544	29,356	3,889	714,270
8 N. Engl'nd	7,351,208	4,617	5,355	39,515	20,407	7,391	7,375	509	26,189	23,971	3,779	466,207
Newsdealers, unclassified, Canada, Alaska & U. S. Possessions, foreign, other items.	28,326	2,322	57,818	180,524	12,809	3,560	252,981	28,440	17,017	19,037	1,501,828	
Grand Total.....	105,252,211	54,974	124,297	488,084	354,315	59,977	136,617	259,986	251,086	173,145	49,720	6,184,658
Page rate.....	\$224.00	\$350.00	\$1,224.00	\$700.00	\$150.00	\$300.00	\$350.00	\$400.00	\$250.00	\$150.00	\$14.393.00	
Rate per agate line.....	1.50	1.00	2.25	1.75	1.00	1.75	1.00	1				

DISTRICT ATTORNEY INQUIRES INTO THE N. A. C. E. FUND

Examines President Steen, But Has Not Yet Announced Result
—All-American Association Organized to Take Over Money
—Chicago "Convention Solicitors" Appear

AS the direct result of the story published by EDITOR & PUBLISHER last week District Attorney Swann of New York has begun an investigation of the campaign to collect \$1,000,000 with which to fight Bolshevism, recently started under the name of the National Association of City Editors.

Mr. Swann stated his intention to inquire fully into the facts of the case after President Clyde P. Steen announced Tuesday from his headquarters in the Waldorf-Astoria that the "All-American Association" would be incorporated that day in Albany to take the fund entirely out of the hands of the N. A. C. E.

Public Entitled to Know All About Fund

"Now, make it very plain," said the District Attorney, "that I am not impugning the motives of Mr. Steen or of any one else connected with this anti-Bolshevik organization. I am actuated simply by a sense of duty to the public.

"If these men are soliciting a fund of \$1,000,000 I want to know all about it, and I shall seek to ascertain how the money is being collected, who will have the custody of it, and how and by whom it will be expended. The people who are asked to contribute to this rather large sum are entitled to know all about the organization that they are asked to support, and if the proposal is laudable Mr. Steen should have no difficulty in convincing me of that fact."

Fund Very Much Minus

Examined by Assistant District Attorney Kilroe, Mr. Steen said that though the association had collected \$10,000 in dues, it had but \$2,000 remaining in the treasury. He referred to the organization as his own scheme to get a "coöperative exchange of ideas." He said that the members were merely notified by letter of its activities, and that the officers were in entire charge, a statement that led Mr. Kilroe to characterize the organization as a "one-horse affair, with Mr. Steen as the horse." The Assistant District Attorney thought the only action necessary was for the public to refrain from contributing to the association's appeal for funds. Apparently they are doing this already, for Mr. Steen said that only \$700 had been sent in in response to an appeal which cost \$1,000 to send out. He was ordered to bring his books to the District Attorney's office to-day.

Wednesday, when District Attorney Swann took matters in hand, President Steen said that the "Three A's" had not been incorporated up to that time, but would be before the end of the week. He informed EDITOR & PUBLISHER Thursday that the papers had been filed that day.

Repudiation From Cobb

President Steen was asked:

"Will the City Editors Association take part in the fight of the Three A's against Bolshevism?"

"Only in a coöperative way. We shall probably be the substitute for press agents. It is our hope to develop what I may term a model form of publicity."

Up to the time EDITOR & PUBLISHER went to press, Mr. Steen said officers for the "Three A's" had not been elected, but probably would be Friday. Until then he did not wish to mention names of people connected with the new body.

Another incident in the past few days' stormy career of the N. A. C. E. was a letter written by Lewis Cobb. He

declared that his name had been used in asking for money without authorization and issued the ultimatum that Steen must resign and his resignation be accepted by the N. A. C. E. at once or he himself would withdraw as an honorary member.

"3 A's" Entirely Independent

Mr. Steen said that he did not anticipate resigning from the association.

Mr. Steen was asked: "What is the present status of the anti-Bolshevik organization?"

"That work," he replied, "will be immediately taken over by the All-American Association. Incorporators are: Rev. John Wesley Hill, the well-known Methodist clergyman; Mark T. McKee of Detroit, who is president of the Patriotic Industrial Conference; Newton W. Gilbert, a former Lieutenant-Governor of Indiana; Col. William H. Walsh of Philadelphia, Grant Whistlar of Cleveland, Ohio, and myself."

Dr. John Wesley Hill, when asked by EDITOR & PUBLISHER about his connection with the "Three A's," said: "You can quote me as refusing to say anything." However, he did admit that he knew Mr. Steen in Lima, Ohio, and he believes Steen is perfectly honest in his intentions.

The other named incorporators could not be reached or did not answer telegraphic inquiries as to whether they had accepted office in the "Three A's."

Hubert Kroh, president of the Pennsylvania Chapter, N. A. C. E., made a detailed complaint to the board of directors of the N. A. C. E. in a letter dated March 19, as follows:

No Directors' Meeting Held

"You are probably aware that the newspapers published in New York city are publishing columns of matter relative to the Anti-Bolshevik Campaign Committee's operations—as directed by Clyde P. Steen, president of the National Association of City Editors; Grant Whistlar, the professional promoter in the background, and Lieut.-Col. William Walsh.

"Mr. Steen's statements in defence of his actions in staging the campaign 'under the auspices of the National Association of City Editors' and of now pledging the association to support the work of the All-American Association prompts me to make more clear to you some of the things that have been done relative to which Mr. Steen has made wilfully false and misleading statements.

"In Mr. Steen's letter to you he said that he 'frankly' admitted that no meeting of the directors was ever held.

"I have a telegram from New York dated February 16, 1919, signed 'Clyde P. Steen, President National Associa-

tion of City Editors,' which says that there was a meeting of the directors and that it authorized my appointment as Pennsylvania chairman of the campaign committee.

"The New York Times of March 17 quotes Mr. Steen as saying that he did not know how I came to figure a commission of \$75,000 for myself on a State quota of \$500,000. [This was quoted from EDITOR & PUBLISHER of March 15.]

"I have a telegram signed 'Clyde P. Steen, President National Association of City Editors,' dated New York, February 17, 1919, which says: 'Committee grants you 15 per cent. on all money raised.'

"Mr. Steen declares that the name of Senator Harding was misused in a few telegrams that went out early in the campaign.

"After a man who represented himself as Colonel Walsh told me on the telephone at midnight on February 23 that Senator Harding had been made chairman I asked him to have Senator Harding send me a letter within a few days. No letter came, but on February 24 I received two messages signed 'W. G. Harding, Chairman,' one of which advised me to report immediately any large subscriptions.

"On February 29 I received from Washington a telegram signed 'W. G. Harding' and indisputably from the Senator, saying that he was not chairman and that funds were not to be solicited under his name.

"In New York on March 5 Colonel Walsh told me that he was representing Senator Harding and would protect the Senator's interests."

Demands N. A. C. E. Repudiation

"On March 4 Senator Harding personally told Charles E. Lewis, secretary of the Pennsylvania committee, that he (Senator Harding) did not know Colonel Walsh. I reported what Colonel Walsh told me to the Pennsylvania committee, and Mr. Lewis immediately informed me of what Senator Harding had said. I telephoned the Senator's office in Washington at the earliest possible moment and learned that Mr. Lewis was correct.

"Grant Whistlar, after promising me on March 5 that he would be careful, gave me a list of the 'confidential executive committee,' containing the name of a certain steel man as chairman. The list is partly in his own handwriting. I have a letter from the man named on that list as chairman. If he was chairman he evidently was not aware of it.

"The explanation is made that the names of prominent men were used carelessly by an irresponsible office assistant. On February 18 I wired Mr. Steen to send me a request over the signatures of Mr. Herrick and Mr. Hulbert or other prominent men to Pennsylvanians whom it would be desirable to have on the committee. The reply reached me the next day—signed as by several of the men whose names were misused.

"Mr. Steen refuses to resign his office and membership.

"It is up to you gentlemen with these facts before you to decide your pleasure and to make the necessary demands upon Mr. Steen if you are not in sympathy with him."

"Solicitors" Appear in Chicago

This week EDITOR & PUBLISHER received word from Chicago that men have appeared there, carrying letters purporting to be from the headquarters of the N. A. C. E. soliciting money

in amounts as high as \$250 for "the entertainment of the delegates who will attend the N. A. C. E. convention," which is scheduled to be held in that city on May 18.

President Steen told EDITOR & PUBLISHER Thursday that no such letters had been authorized by him and that he "would look into the matter at once."

The only N. A. C. E. authorized solicitors, Mr. Steen said, are advertising canvassers for the publication called the City Editor.

R. R. AD CAMPAIGN BEGUN BY U. S.

Railroad Administration Authorizes \$800,000 Expenditure in Newspapers and Magazines to Promote Travel to National Parks

The Railroad Administration has authorized a campaign of paid advertising, which will amount to about \$800,000.

The campaign is to be nation-wide and will use newspapers and magazines of national character.

This move on the part of the Railroad Administration follows a series of correspondence with the Bureau of Advertising of the A. N. P. A.

The advertising is to be placed without regard to the political complexion of the mediums used, and it is announced that any attempt to pull political wires by endeavoring to interest Congressmen or others on the part of publishers will be resented. The campaign, in other words, is to be conducted just like any other business campaign of advertising, without favor of any kind.

The following telegram was received by the Bureau of Advertising of the A. N. P. A. from Gerret Fort, Assistant Director, Division of Traffic, U. S. Railroad Administration:

"Following press notice released this evening, Mr. Walter G. Hines, Director General of Railroads, announced to-day the intention of the railroads under Federal control to engage a limited advertising campaign in newspapers and national magazines for the purpose of promoting travel to the national parks and principal health and pleasure resorts."

Arrangements have been made with the following houses to place copy:

H. E. Lesan Advertising Agency, 440 Fourth Avenue, New York.

Frank Presbrey Co., 456 Fourth Avenue, New York.

Lord & Thomas, Chicago, Ill.

Stack Advertising Agency, Chicago, Ill.

Massengale Advertising Agency, Atlanta, Ga.

Amsterdam Advertising Agency, 1180 Broadway, New York.

Thomas Advertising Service, Jacksonville, Fla.

The campaign will be supervised in every detail by three committees of passenger traffic officers located in New York, Chicago and Atlanta respectively.

CIRCULATION

The questions about circulation are:

WHAT IS YOUR CIRCULATION?

The circulation of *The*  *World* is

334,668 Daily

568,753 Sunday

WHERE IS YOUR CIRCULATION?

The circulation of **THE NEW YORK WORLD** is

DAILY WORLD

272,814 City: (The largest CITY circulation of ANY New York morning newspaper.)

32,013 within 50 miles of New York.

304,827 (over 90%) within the retail shopping district.

29,814 beyond the retail shopping district.

334,668 total.

SUNDAY WORLD

383,620 City.

77,543 within 50 miles of New York City.

461,163 (over 80%) within the retail shopping district.

107,590 beyond the retail shopping district.

568,753 total.

HOW DO YOU GET CIRCULATION?

In the case of **THE NEW YORK WORLD** this is answered by the statement that by common consent **THE NEW YORK WORLD** is the voluntary **CHOICE** of **MORE** people **IN** and **AROUND** New York, simply because it is considered **THE BEST NEWSPAPER**.

The circulation books of **THE NEW YORK WORLD** are open to all, at all times, for any kind of investigation or verification.

For vital facts about the New York Market, consult The World's Merchandising Department

PRINT PRODUCTION WAS 97,102 TONS

Publishers' Stocks Increased by 2,347 Tons in February—Thirty-six Publishers Hold 50 Per Cent. of the Total

Reports from fifty-five paper mills, made to the Federal Trade Commission, show that in February production of standard news for the month was 97,012 tons, of which 89,958 tons were shipped. On hand and at delivery points were reported 1,056 tons.

Commitments for delivery before December 31, 1919, totalled 633,133 tons, and after that date 251,063 tons, a total of 884,196 tons.

A total of 1,520 machine hours was lost during the month from lack of orders, repairs and other reasons.

From Canada, the report states, the United States imported 52,462 tons. Exports to Argentina were 4,241 tons, to Australia 2,134 tons, to Brazil 1,797 tons, to Cuba 868 tons, and to other countries 3,736 tons, a total of 12,776 tons. This is an export increase of 4,895 tons.

Publishers' stocks are given as follows: Stocks on hand, beginning of month, 193,120. Quantity received during month, 124,853. Quantity used and sold during month, 122,506. Stocks on hand end of month, 195,467. Tonnage in transit 37,472.

There was an increase of 2,347 tons in publishers' stocks during the period. Sixty-six publishing concerns held about 50 per cent. of the total stocks at the end of the month.

Reports from 232 jobbers show that they had 3,372 tons of rolls on hand at the end of the month, and 7,934 tons of sheets. Commitments to buy aggregated 56,588, and to sell, 67,415.

Jobbers prices were \$4.50 to \$6.25, rolls, and \$4.50 to \$7.60, ton lots, East and Middle West, and \$6.25 to \$6.00 and \$6.50 to \$10.13 on the Pacific Coast.

Discuss Paper Makers' Pay at N. Y. Conference

Conditions Likely to Arise After May 11 Taken Up by Union Heads and Manufacturers

A conference of the papermakers' union heads and manufacturers was held in New York Tuesday, to consider the renewal of agreements and understandings, after the War Labor Board's agreement expires on May 11.

The mill workers will demand an increase of 15 per cent. in wages for next year, beginning May 11. They say the War Labor Board recently decided that the average increase in the cost of living was 15 per cent., and therefore, the wage increase should be in conformity.

The minimum wage in the paper mills now is \$3.04 a day, and if the increase prevails the maximum wage will be \$1 an hour for skilled workers only.

At the recent union convention in Albany the delegates adopted a resolution which set forth they were convinced the war ended on the signing of the armistice, November 11. This would mean that the award of the National War Labor Board, which was for the duration of the war or six months after the war only, would expire May 11. Hence, the union men contend, so far as they are concerned, the war did actually

N. Y. Ad Women's Dinner Dance a Brilliant Success.

Two Hundred and Fifty Persons Take Part and Enjoy Splendid Programme of Entertainment

The Annual Dinner Dance of the League of Advertising Women of New York was held Tuesday evening at the Hotel Astor, with about 250 members and guests. Miss Jane J. Martin presided and the various committees, to whom are due the glory for having arranged a most excellent affair, were: Decorations, Miss Jessie Bracker; dinner, Mrs. W. E. Mead and Miss Ida Clarke; printing, Mrs. Clementine F. Stoddard; programme, Miss Minna Hall Simmons; reception, Miss Teresa Jackson.

The programme was particularly pleasing—including little Billie Crompton (aged six years) in toe dancing; Tom Hackett, with four splendid songs; Miss Fannie Hurst in a happy speech; community singing by the guests, led by English Cody, of the War Camp Community Service; a talk by Wilton Lackaye and some very good comedy work by Greig Patti.

And then the dancing. There were sixteen scheduled, and it was after one o'clock when the crowd thinned out. It was noticed that there was an unusually heavy attendance of advertising men at this dinner, most of the newspapers being represented.

The women of the League are to be congratulated upon their splendid success.

Among those present were W. McK. Barbour, of the Globe; W. E. Barling, of the Herald; Hugh O'Donnell, of the Times; W. M. Dear, of the Jersey Journal; Thomas Barrett, of the Orange Judd Company; Dan A. Carroll, special representative; F. Porter Carruthers, of the Tribune; Edward S. Cone, of Cone, Lorenz & Woodman; John O'Mara, of O'Mara & Ormsbee; W. J. Morton, special representative; William Woodhead, past president of the A. A. C. W.

ALBANY DINNER POSTPONED

Legislative Correspondents Arranging for Big Annual Affair in April

ALBANY, March 18.—The annual dinner of the Legislative Correspondents' Association has been postponed to the first week of April on account of a conflict of dates with the celebration of the return of the Twenty-seventh Division, A. E. F. Many State officials, who will be guests of honor at the correspondents' dinner, had planned to attend the New York parade.

New Lansing Daily Rumored

LANSING, Mich., March 21.—There are insistent rumors of a new daily newspaper at the State capital. Prominent Michigan politicians are said to be back of the venture, and it is understood that a paper publishing a 24-hour edition will be started.

end on November 11 and the new agreement must be made May 11.

The award of the referee, which was promulgated in January and made retroactive to May 1, 1918, set forth that it was for 10 per cent. increase on all minimum wages in newsprint paper mills. This applied to those working eight and nine hours a day, and all other hours common to the mills did not count.

Bonuses were not recognized.

CREDITS AND CASH OF U. S. SAFE

Secretary Glass Declares There Will Be No Undue Expansion of Either and Forecasts Bright Future for Business of Country

(By Wire to Editor & Publisher.)

MINNEAPOLIS, March 20.—The Better Business Congress of the Ninth Federal Reserve District, held under the auspices of the Associated Advertising Clubs of Minnesota, the Minneapolis Advertising Forum, the Civic and Commerce Association, and the Ninth Federal Reserve District of the Liberty Loan Committee, closed here to-night with a closing meeting, at which Secretary of the Treasury Glass was the principal speaker. Secretary of Agriculture Redfield was the chief speaker at last night's mass meeting.

Big after-the-war problems that now confront business men were discussed, especially the great part that advertising will play in readjusting the affairs of this nation and of the world.

"Putting Soul Into Business" was the theme of Secretary Redfield's address. He urged his hearers to think of better business than Germany ever knew of.

No Dearth of Funds

Secretary Glass made a stirring appeal for the success of the coming Liberty loan. Regarding the financial situation in America he said:

"I can set at rest any misgivings that there may be an undue expansion of money and credits. We are keeping our finger closely upon the pulse of trade, and upon construction and extension of commerce. Our banks are plentifully supplied with money, and our great Federal Reserve banking system stands ready to equalize and guard our credits. There is every reason for us to look brightly to the future, but we must not forget the needs of our neighbors, who have been so terribly desolated by havoc of war."

The proposal that Congress enact a law establishing a "Federal Blue Sky Commission" to control interstate stock promotion schemes and transactions in speculative securities, was endorsed.

Select Ad Club Paper

A resolution was also passed making the publication Minnesota Advertising, issued by the Minneapolis Advertising Forum, the official publication of the Associated Advertising Clubs of Minnesota.

The following officers of the Associated Advertising Clubs of Minnesota were named: President, Harry Cradick, Minneapolis; first vice-president, Elliott G. Hensel, St. Paul; second vice-president, G. A. Beckwith, Duluth; secretary, Arthur Hallam, Minneapolis; treasurer, C. J. Sergeant, Red Wing; directors, W. H. Neal, St. Paul, and Mae Martin, Minneapolis.

TORONTO NEWS REORGANIZED

Will Be Published, Beginning March 27, as Toronto Times

(By Wire to Editor & Publisher.)

TORONTO, March 21.—The Toronto News, announcement of the sale of which was made in last week's issue of Editor & Publisher, has been reorganized, and will be published, beginning March 27, under the name of the

Toronto Times. It is intended to make a complete change in its typographical appearance and the arrangement of news carried.

C. W. McDiarmid, who was general manager of the syndicate that purchased the News, becomes general manager of the newly named paper. F. D. C. Smith has been appointed editor-in-chief. No announcement has yet been made of the personnel of the new ownership.

CATALOGUE PRINTED IN NEWSPAPER

Wilson Grocery Company, of Peoria, Carries Unique 28-Page Advertisement in Chicago Sunday Tribune—Experts See Big Idea in Future

CHICAGO, March 20.—A 28-page tabloid section, devoted exclusively to advertising of the Wilson Grocery Company, of Peoria, Ill., which appeared in Sunday's Tribune, has been the talk of newspaper and advertising folks here all week. It was an unusual piece of good advertising—in reality a complete mail order catalogue of the Wilson house, placed directly into a far greater number of homes than the mail or any other means would have taken it. On the back page was a mail order blank, so that purchasers had only to fill it out and send for whatever goods they wanted.

One of the countless expressions of approval of the unique ad from a leading advertising authority in Chicago was as follows:

"I venture to say that at the Tribune's minimum rate of 50 cents per line, the section cost the Wilson Grocery Company about \$17,000. Were the firm to distribute the catalogue itself, the postage alone at 2 cents a copy would be \$14,000, the addressing would be \$1,500, to say nothing of the cost in paper, composition and printing.

General Use Predicted

"Aside from this cost, there is no question but that the catalogue appearing as paid advertising in the Tribune will receive many times the attention it would were it received direct through the mails under regular postage. For being a part of the Tribune there is no question as to the integrity and stability of the Wilson Grocery Company.

"Bear in mind that by this one act the Wilson Grocery Company has gotten its catalogue into the homes of more than 700,000 families of its immediate territory. Orders will not only be received every day this week but the catalogue will be held for the next few months, and I feel certain that the business resulting from this investment will total fully one hundred times its actual cost.

"I am willing to predict that within a short time such firms as Sears, Roebuck & Co. and Montgomery Ward & Co. will adopt the same plan, and that furthermore all of the Sunday papers throughout the country with large unduplicated circulation will be used.

"Of course, there is going to be some feeling in connection with local dealers, because there is always a great deal of feeling against this mail order cash business. Nevertheless, it will help business all around in that the local merchants will endeavor to meet this price and quality and may even come to the place where they will give special prices for cash."

**THREE PRESS ASSOCIATIONS
SERVE THE 18,373,904 SUBSCRIBERS,
OF THE AFTERNOON PAPERS
OF AMERICA**

**More
Than Eight Million**

OR NEARLY ONE HALF OF THIS TOTAL ARE SERVED BY

UNITED PRESS

"JIM" MATHEWS RETIRES FROM CIRCULATION

Going Into the Automobile Business in Oklahoma City—Will Fill Out Term as Secretary-Treasurer of I. C. M. A. Until Annual Meeting

OKLAHOMA CITY, March 15.—James A. Mathews, popularly known throughout circulation circles of the United States and Canada as "Jimmy" Mathews, today announced his resignation as circulation manager of the Oklahoman and as secretary-treasurer of the International Circulation Managers' Association. He will engage in the manufacturing of automobile supplies in Oklahoma City under the name of the Bear Cat Products Company.

To EDITOR & PUBLISHER Mr Mathews said: "I am making a change that looks good, which it seems few of us



JAMES A. MATHEWS

can do. But certainly there are many hearstrings strained in cutting away from the I. C. M. A. 'boys' and circulation work. I have also resigned from the I. C. M. A., but will continue in office until my successor is elected at Buffalo.

In his management of newspaper circulation and as an officer of the I. C. M. A., Mr. Mathews's ability received national-wide recognition.

Mr. Mathews began his newspaper work on the Indianapolis Journal in 1896, when he sold papers during the famous "gold-bug" convention which nominated Buckner and Palmer. He became editorial messenger on the Indianapolis Journal, later taking up Associated Press work as an operator. To escape the confining work as a telegraph operator, Mr. Mathews went into the Journal's circulation department and became its manager in a few weeks. Later he worked under John M. Schmid on the Indianapolis News and was on Successful Farming in Des Moines.

It was February 2, 1912, that Mr. Mathews came to Oklahoma to take charge of the Oklahoman's circulation. In the seven years of service he has helped to bring about a big increase in circulation for the Oklahoman and the Farmer Stockman.

In token of the esteem with which "Jimmie" is held among his former associates on the Oklahoman he was presented with a beautiful gold watch.

Mr. Mathews is now president of the Bear Cat Products Company, maker of auto supplies, which is an important new industry added to Oklahoma City.

NEWSDEALERS WANT SUNDAY P. M.

New Yorkers Preparing Petition to Have Closing Law Enacted

The United Newsdealers and Stationers' Protective Association of New York is preparing a petition asking that the city law which now authorizes the sale of prepared tobacco and newspapers on Sunday be so amended as to provide that no prepared tobacco, stationery supplies or newspapers shall be permitted to be sold after one o'clock of the afternoon on Sundays. The petition says:

"The reasons are that at the present time newsdealers and stationers are employed from four o'clock in the morning until eleven o'clock at night, every day in the week, by the requirements of their business and the stress of competition.

"That in the absence of a law compelling closing on Sundays these conditions cannot be removed, as it is impracticable for some concerns to remain closed while others are permitted to do business.

"In addition to this, the profits of the business of newsdealers and stationers are so small that they cannot afford to hire help and thereby obtain a few hours off each week for recreation and social betterment.

"It is further believed that all the newsdealers and stationers would welcome such an amendment in the law."

CIRCULATION NOTES.

The Milwaukee Herald's morning edition has discontinued its carrier service and hereafter will be delivered only by mail.

The "last minute" 6 A. M. edition of the New York Tribune is an innovation in morning newspapers. With its own delivery system the Tribune circulation department is in a position to rush to the more important stands this final, "scoop-getting" edition for which the presses are held whenever anything is breaking. One of these days something big is coming along in the wee, sma' hours and the Tribune will have it—alone.

Three hundred St. Paul newsboys were recently the guests of L. N. Scott, manager of the Metropolitan Opera House, and were given a dinner by Reuben Kovsky, the "newsboy king." A movement is on foot to have the boys entertained one night each month by clubs and theatres.

The Ohio Circulation Managers Association will hold its semi-annual meeting in Zanesville on April 1. Sessions will be at the Hotel Ruggie. Leslie H. Sowers, of the Zanesville Signal, is in charge of the arrangements.

Two Philadelphia newsboys have been sentenced to five days each in prison by Magistrate Harris for crying "3,000 American troops killed in France," when the story in their papers referred only to alleged unsanitary conditions in Brest.

The New York Globe is conducting a vote among its readers to get a line on the real public sentiment as regards the League of Nations.

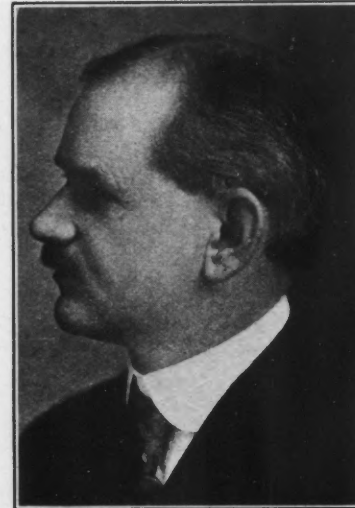
Justice Tompkins, of the Supreme Court, has signed an order vacating the judgment recently entered by the Star Company, of New York, in an action to restrain Mayor Brush and the Aldermen of Mount Vernon from enforcing the provisions of an ordinance forbidding the sale of the Hearst newspapers in Mount Vernon. The judgment was vacated on the ground that it was erro-

neously entered and did not conform to the directions of the Appellate Division in a recent decision.

"Journeys in Industrial Plants of Cleveland" is the title of a series of interesting Sunday articles furnished to the Plain Dealer by John W. Love, who recently returned to newspaper work from Camp Gordon. Twenty of these "Journeys" are planned to give the paper's readers a close-up viewpoint of big factories.

James F. Kelley, connected with the Kansas City Journal since 1891, has resigned to enter the insurance business with the Northwest Mutual Company, Kansas City. He was formerly travelling agent in Kansas for the Journal and later had charge of both city and rural circulation.

E. S. Dobson, who resigned from the Philadelphia Public Ledger on March 1, has taken charge of the circulation de-



E. S. DOBSON

partment of the Newark (N. J.) Ledger.

The Cleveland Plain Dealer has added an eight-page fiction section to its Sunday issue.

The motion picture or screen magazine weekly recently started by the Cleveland News-Leader is making a hit in local movie houses. Current events are closely watched by the paper's picture-maker.

The Schenectady (N. Y.) Union-Star, having discontinued its Saturday war page, is now publishing a fraternal page every Saturday. It contains a review of all the fraternal news of the week, illustrated with several cuts of newly elected officers or distinguished visitors.

The Tulsa (Okla.) Times has added a full page of comics every day.

C. B. Hogobaum, formerly circulation manager of the Tulsa Democrat and Times, has been appointed country circulator of the Oklahoma City Oklahoman.

E. H. Clark, formerly city circulator of the Tulsa (Okla.) World, who was recently discharged from the army, is now with the city circulation department of the Tulsa Democrat and Times.

Georgians in New York After Business

Paul T. Harber of the Commerce (Ga.) Observer, Otis Brumby of the Marietta Times, and Gordon Chapman of the Sandersville Progress, and possibly J. Kelly Simmons of the McRae Enterprise, are expected to arrive in New York to-day on a business trip in the interests of the recently organized Select Newspaper Association of Georgia.

DAIRY MEN ARE URGED TO ADVERTISE

Leaders All Over the Country See New Opportunities to Expand Industry Through General Public Education Campaign in the Newspapers

Dean H. E. Van Norman, of the University of California, and president of the National Dairy Association, is advocating a general movement for more newspaper advertising by the dairy interests and milk product dealers. Mr. Van Norman believes that the time is ripe for a general educational campaign of this nature with the object of creating greater consumption of dairy products, and he spoke of it at the recent dairy products show and convention of Northwestern Milk Dealers at Boise, Idaho.

"Every branch of the dairy business should contribute to such a campaign," said Mr. Van Norman. "We should not start it at all unless we go in for a three-year programme. Most of the advertising money should be spent in market centres where the bulk of the products are sold. The money could be spent by levying an assessment of a fraction of a cent on every pound of butter fat produced in the district being covered. Once the fund is in hand we must elect honest, capable, clean-cut business men to supervise the campaign."

The remarks were along the same lines as plans already outlined by the Western Dairy Council and at recent meetings of dairy men in St. Louis and Milwaukee.

New Englanders Advertise

The subject of advertising was also discussed at the annual meeting of the New England Milk Producers Association, held recently in Boston. H. P. Hood declared that the return of the cow to New England means the return of prosperity of farmers and urged a continuation of the advertising campaign instituted by the association.

"Last year the producers took their part in an advertising campaign which brought good results," stated Mr. Hood, "and such a campaign is needed now. The consumption of oranges was doubled several times. If the consumption of oranges and other foods has been successfully increased by the use of advertising, backed up by intelligent salesmanship, the use of milk—a necessity of life and a food that will bring health and happiness into the home, can be increased in a very much larger percentage by the intelligent use of the same methods.

"New England is a great manufacturing centre. New England agriculture successfully managed will help the consumers in this great consuming centre of New England. Cows are now coming back to New England, and we hope and believe this means the return of prosperity to our New England farmers."

More Trouble for L. V. B. Rucker

RICHMOND, Mo., March 19.—L. V. B. Rucker, poet and magazine writer and formerly a newspaperman in St. Louis and New York, has been taken to State Asylum No. 2, at St. Joseph, after having been adjudged of unsound mind by the Ray County Court. Rucker was blind for several months, regaining the sight of his left eye about two weeks ago, but being left a physical wreck. After a few months' rest, it is believed, he will be himself again.

Nearly a Million Lines Gained in 4 Months

(954,422 Lines, To Be Exact)

In the last two months of 1918 and the first two months of 1919 The Birmingham News printed 3,449,208 lines of paid advertising—a gain of 954,422 lines over the corresponding period of a year ago, or an average gain of 238,605 lines per month.

In the same period the other two Birmingham daily newspapers combined printed 3,272,178 lines—an excess for The News of 177,030 lines over both combined. Here are the totals in lines for the four months:

THE NEWS	- - - - -	3,449,208
The Age-Herald	- - - - -	1,834,070
The Ledger	- - - - -	1,438,108
Age-Herald and Ledger Combined	- - - - -	3,272,178
Excess of The News over Age-Herald and Ledger		177,030

In February, the last month of the period, The News printed a total of 817,068 lines of advertising—a gain of 255,738 lines over the corresponding month of last year, or 45 per cent. The total for the twenty-eight days of February—817,068 lines—exceeded that for the thirty-one days of the preceding month—795,732 lines—by 21,336 lines.

The News' gain for each of these months surpassed all records for Southern newspapers, and in January it stood seventh among the newspapers of the United States in point of advertising gain for the month, according to the Statistical Department of The New York Evening Post.

The News' advertising gains for February were well distributed in the three classifications—Local, Foreign and Classified—as shown by lines in the following tabulation:

	<i>LOCAL</i>	<i>FOREIGN</i>	<i>CLASSIFIED</i>
February, 1919	618,044	199,024	101,220
February, 1918	423,976	137,354	54,642
Gain	194,068	61,670	46,578
	46%	45%	85%

In Foreign Advertising The News printed in February 38,388 lines more than both of the other two Birmingham newspapers combined; in Classified Advertising it printed 11,319 separate and distinct advertisements as compared with its own record of 5,960 printed in the corresponding month of last year—a gain of 5,359 separate and distinct advertisements, or 90 per cent. The News total exceeded by 942 the total number of separate and distinct advertisements printed by both the other two Birmingham newspapers combined.

Advertisers Can Dominate Birmingham—At One Cost—By Concentrating In The News

The Birmingham News

The South's Greatest Newspaper

Kelly-Smith Company

Marbridge Bldg., NEW YORK

FOREIGN REPRESENTATIVES
Member Audit Bureau of Circulations

Lytton Building, CHICAGO

500 AD MEN EXPECTED IN BUFFALO

Members of Advertising Affiliation,
Composed of Seven Clubs, Will
Consider After-War Problems at
Convention on March 28-29

BUFFALO, March 21.—About 500 advertising men are expected in Buffalo March 28 and 29 for the first after-war meeting of the Advertising Affiliation. Members of the Buffalo, Rochester, Cleveland, Columbus, Cincinnati, Pittsburgh and Canton Advertising Clubs will participate.

The conference will open on the night of the 28th with a dinner and sales management meeting. J. George Frederick will be chairman, and it is hoped to have Secretary Redfield of the United States Department of Commerce as a speaker.

The morning session of the 29th will be divided between talks on window displays and advertising copy. R. T. Fiske, secretary of the Buffalo Retail Merchants' Association, is chairman of the window display section, and C. G. Percy of New York will be one of the speakers. James Wallen of Buffalo will lead the discussion on advertising copy.

In the afternoon there will be a conference on patriotic advertising of which Albert L. Kinsey of Buffalo will be chairman. Guy Emerson, publicity chairman for the Second Federal Reserve District, and Lewellyn Pratt will be speakers, it is expected.

The Cleveland Advertising Club will direct the conference on business letters. The speakers will include, so far as is now known, Tim Thrift, S. Roland Hall and Homer Buckley. There will be a banquet in the evening.

PAPER MILLS "CORNER" LUMBER

Now Use Two-Thirds of Spruce Cut
in Maine.

BANGOR, Me., March 18.—Because the pulp mills have outbid the sawmills in the lumber market, for the first time in the history of lumbering on the Kennebec River, no logs will be rafted or sawed on that river below Augusta this year.

Capital has found that there is more profit in grinding spruce into pulp than in sawing it into lumber. Of the 1,000,000,000 feet of logs annually cut in Maine ten years ago, about half went into pulp. Now the pulp mills claim nearly two-thirds.

Senator Stephenson's Will in Court

MARINETTE, Wis., March 15.—Martha E. Stephenson, widow of Senator Isaac Stephenson, for many years owner of the Milwaukee Free Press, has filed papers in the Circuit Court preferring her legal share of the estate instead of that left by the will. Senator Stephenson's will provided that his property be left in trust, divided into nine shares, of which the widow received one. The estate is estimated at about \$6,000,000.

Puts Ban on Free Space

BOSTON, March 15.—The Massachusetts Press Association has gone on record as opposing newspapers giving free space to the Government war committees and agencies. An exception was made in favor of local news reports of the progress of campaigns and of efforts locally to further them.

"LARRY HO" OF SONG AND STORY, MAYOR, JOURNALIST AND LOVER OF HIS FELLOW MEN



LAURENCE C. HODGSON

By JOHN TALMAN

LAURENCE CURRAN HODGSON, the "Larry Ho" famous in song and gripping prose, is Mayor of St. Paul and "Man of the Hour" in Minnesota. Journalist he is by calling; poet by nature, though not of the "scatter-brain" sort; for he is a capable, adroit, energetic executive, entirely at home in State and city affairs. He helped get out the State census of 1905 and was secretary to the Speaker of the Legislature and to his two immediate predecessors in the Mayoralty.

Backed by the "middle class" and labor element, Mr. Hodgson is now reducing his humanitarian theories to practice and meanwhile starting common-sense reforms in city government which everybody but politician and profiteer has always wanted and never could get.

Yet is he no whit demagogue, socialist, or self-seeker. His only aim, his heart's master desire, is to be of service to man. Fearless in civic betterment, he is the despair and terror of the riffraff of politicians, though himself an almost eerily shrewd politician in the highest sense.

All his life has Laurence Hodgson been a lover of his kind, a powerful, dependable helper, a chronic "booster," with all the poet's impulsive, lavish generosity. He "gives of himself" and all of himself. By the law of Karma, he was, almost without lifting a finger, "boosted" into the Mayor's chair last May with a record vote and majority. The birds are twittering that he will be "boosted" into the Governorship next year. Country newspaper editors of all parties, as it looks now, will see to this. As a quondam co-worker says: "It is a plain case of poet, orator and lifelong preacher and consistent exemplar of the gospel of love and real brotherhood coming into his own and bringing the people with him."

Never a "knocker," still this man can, as some have learned to their sorrow, "roast" virulently when Justice cries aloud. His fealty to the lofty ideals governing his life seems unshakable. Not long ago he spoke at the funeral of a poor, ragged, friendless old fellow who, one sub-zero night, in the service of a local charity, contracted pneumonia, in trundling a wheelbarrow load of supplies to a destitute family. And the Mayor's address was a new Sermon on the Mount.

In a recent private letter Mr. Hodgson used the following words, which he little imagined would ever meet the eye of any one but the recipient's:

"Most sincerely I do hope that in my blundering way through life I may in a small measure defend the dignity of common men and prove of some sustaining power to the suffering souls I meet. When I die I hope no living man will ever feel that I was not his brother. The one reward life has brought me is the earnest love of a few men who felt that I honestly loved them. I have small faith in any man's religion if he feels above those who are unfortunate."

No man in the North Star State approaches "Larry" in popularity. He is incapable of hate; much less of mean little grudges. All admire him, all love him. Pure that soul as the fluttering snowflake, spotless that life page as the lily drenched in April rains.

Just out of the University of Minnesota, Mr. Hodgson began newspaper work as a reporter on the old Minneapolis Times. As to the origin of his singular pen name: He had written his first signed "feature." While affixing the signature "Larry Hodgson" the pencil broke at the first "o." The city editor, James Gray, chanced to be looking on and suggested: "Better let it go at that—

"Larry Ho." Gray was afterward Mayor of Minneapolis and Democratic nominee for Governor. He died in 1916 at Washington, D. C., where he represented the Minneapolis Journal.

For a decade or more Mr. Hodgson served, one after the other, all the St. Paul dailies in the various capacities of reporter, feature writer, book reviewer, editorial writer, sporting editor and fashioner of the sparkling "Cabages and Kings" column which ran daily on the back page of the Dispatch. He was the Northwest's highest baseball authority and every daily in the American League territory carried his tabulated "averages."

"Larry" talks as well as he writes. For years and years he has been in demand at journalistic, fraternity, patriotic and social gatherings everywhere in Minnesota.

Has Remarkable Memory

The extent of his reading and the power and accuracy of his memory are amazing. He can quote pages from practically every worth-while author, living or dead.

But it is as a poet, both in rhyme and prose, that the fame of Laurence Hodgson is widest and perhaps the most securely founded, no matter where his multiform activities as an ethical reformer may land him eventually. For many years translations of his uplifting verse have had place in the school textbooks of Armenia. His sublime tribute to the American flag, written for the 1918 Memorial Day, has circulated (in pamphlet form) in the United States and abroad to the extent of over 700,000 copies and is in growing demand. He contributed a poem to this year's Lincoln Birthday observance in the St. Paul Auditorium, which critics say equals, if it does not eclipse, the familiar tributes of Lowell, Whitman, R. H. Stoddard, Stedman, and Markham.

"Larry Ho" is forty-four years old. His eyes and mouth wear a smile that never "comes off." Not long since a leading newspaper in Kansas City had a picture of that mouth alongside of Lincoln's, with a text comparing the traits indicated.

INSTALLS PLANTS IN 7 WEEKS

The Wilmington Morning News Entirely
Recovered From Disastrous Blaze

WILMINGTON, Del., March 15.—The Morning News has resumed operations "under its own power" and starts afresh with a mechanical plant second to none in the city. On January 19 a disastrous fire wrecked the old home of the News, at 511 Market Street, and left the force nothing with which to continue operations, which began at that place in 1881. Through the cooperation of the Journal and the Star, the News was able to issue since then without loss of an edition. Before the fire was out contracts for a new plant were made and an entire new equipment was in operation within seven weeks.

Welcoming Oregon's Soldiers

The welcome of Oregon soldiers in New York, as they arrive from overseas, is chiefly in the hands of newspaper men who formerly lived in Portland. The committee is headed by O. C. Leiter of the Tribune, former city editor of the Oregonian and the Journal, and includes Walter W. H. May, Miss Peggy Curtis, Capt. Roscoe Fawcett and Samuel C. Bratton, an ex-president of the Portland Ad Club.

Iowa's First Rotogravure Section

WILL APPEAR IN

The Sunday Capital

THE CAPITAL will publish every week, as a part of the new Sunday Capital, four pages of rotogravure, which will be printed by the American Photo Gravure Company at Detroit.

This section will be of the same standard as that issued by the New York Times, the same quality of paper, and the same character of pictures; the only difference being that it will be smaller. In most cases the pictures will be national and international. Occasionally local pictures will be used when they are of such nature as to appeal to the Capital's entire subscription list.

The first issue of the Sunday Capital is guaranteed at 60,000.

It is receiving the unanimous support of the subscribers and advertisers in the Des Moines and Iowa field, and we doubt if there has ever been a newspaper started in America under such favorable circumstances for instantaneous success.

The Sunday Capital will of course contain four pages of comics in three and four colors and all of the habiliments and furbelows known to Sunday newspaper making.

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher.*

New York and Chicago Representatives—O'MARA & ORMSBEE, Inc.

NEWSPAPERS PAYING HIGHER WAGES

Cost of Production Continues Upward With Signing of Many New I. T. U. Contracts—New Agreements for Chicago, Seattle and Tacoma

New agreements and contracts with the International Typographical Union for increased wages have been signed by the newspaper publishers of Chicago, Seattle, Tacoma and numerous other cities throughout the United States and Canada. The details of each case follow:

SEATTLE AND TACOMA, WASH.—Newspaper printers in Seattle had their wages increased \$9 per week through a decision of a local board of arbitration. This makes the scale \$45 per week for night work and \$42 days, for a forty-two hour week. Tacoma Union No. 170 later secured the same terms in adjusting its scale with the publishers. The Seattle award follows:

"The board of arbitration, in final executive session, renders the following decision:

Conditions

"This award shall be effective for one year, from January 1, 1919, until January 1, 1920, and until such time thereafter as a new scale may be negotiated (not exceeding sixty days).

"Section 1. Machine operators, employees engaged in hand composition and distribution, make-ups, proofreaders, machine tenders and foremen, except as herein otherwise provided, shall receive the following scale of wages: Seven hours to constitute a day's work. For day work, \$7; night work, \$7.50. Overtime, price and one-half for the first four hours, double price thereafter. On holidays five hours to constitute a day's work. The following shall be observed as holidays: January 1, February 22, Memorial day, July 4, Labor day, Thanksgiving day and December 25; provided that when any holiday falls on Saturday the following Monday may be observed as the holiday.

"Copyholders shall receive two-thirds of the above scale.

"This board rules that the matter of reproduction is not arbitrable under the existing arbitration agreement between the publishers and Typographical Union No. 202."

Chicago

CHICAGO—(Day)—Proofreaders, copycutters, make-ups, linotype machine tenders, \$37.20; copyholders, \$27.60. (Night)—Proofreaders, copycutters, make-ups, linotype machine tenders, \$39.60; copyholders, \$30. Hourly basis, with a minimum of seven and one-half hours, 79 cents per hour day, 85 cents per hour night. Bonus operators, with a minimum of six hours, 3,500 ems, 64 cents per hour; 4,500 ems, 70 cents per hour (day); 3,500 ems, 70 cents per hour; 4,500 ems, 76 cents per hour (night). The contract was effective February 3, 1919. Increase (weekly)—Proofreaders, copycutters, make-ups, linotype machine tenders, \$6.20 per week; copyholders, \$4.60 (day). Proofreaders, copycutters, make-ups, linotype machine tenders, \$6.60 per week; copyholders, \$5 (night). Hourly basis, 13 cents per hour (day); 14 cents per hour (night). Bonus operators—3,500 ems, 11 cents per hour, 12 cents per hour (day); 3,500 ems, 12 cents per hour, 4,500 ems, 13 cents per hour (night). The agreement also provides that "members of Chicago Typographical Union No. 16 employed in the composing rooms of the newspapers represented by Chi-

cago local of the American Newspaper Publishers Association shall be paid \$1.50 for each six days of day work, and \$1.90 for each six days of night work, during said period between October 21, 1918, and February 2, 1919, fractional six-day periods to be paid pro rata."

GREELEY, COL.—Handmen, operators, \$25. (Night)—Handmen, operators, \$27. Increase, \$3.

NEW KENSINGTON-TARENTUM, PA.—Handmen, \$26; operators, \$28. Increase, \$3.

SHERIDAN, WYO.—Handmen, operators, \$32. Increase, \$2.

POPULAR BLUFF, MO.—Handmen, \$20; operators, \$23.50. Increase—Handmen, \$2.50; operators, \$3.50.

HACKENSACK, N. J.—(Day)—Handmen, operators, \$25. (Night)—\$28. Increase, \$3.

GRAND JUNCTION, COL.—(Day)—Handmen, operators, \$27. (Night)—Handmen, operators, \$30. Increase—Handmen, \$5; operators, \$3.

ALTOONA, PA.—(Day)—Handmen, operators, \$4.66 2-3 per day. (Night)—Handmen, operators, \$5. Increase, \$6 per week.

MEDICINE HAT, ALTA.—(Day)—Handmen, operators, proofreaders, \$5. Eight hours constitute a day's work. (Night)—Handmen, operators, proofreaders, \$5.33 1-3. Seven and one-half hours constitute a night's work. Increase, \$4.

Pittsburgh

PITTSBURGH, PA.—(Day)—Handmen, operators, 77 cents per hour; proofreaders, \$5.18 per day. (Night)—Handmen, operators, 82 cents per hour; proofreaders, \$5.52 night. Seven and one-half hours constitute a minimum day's or night's work. Increase—Handmen, operators, 16 cents per hour; proofreaders, \$7.58 per week (day), \$7.62 per week (night).

LEWISTON, MONT.—(Day)—Handmen, operators, \$6.25. (Night)—\$6.75. Seven and one-half hours constitute a day's or night's work. Increase \$7.50.

EAST LAS VEGAS, N. M.—(Day)—Handmen, \$18; operators, \$21. (Night)—Handmen, \$21; operators, \$25. Increase, (day) handmen, \$3; operators, \$1; (night) handmen, \$4.50.

HIBBING - VIRGINIA, MINN.—(Day)—Handmen, operators, \$30. (Night)—Handmen, operators, \$33. Increase (day)—Handmen, \$9; operators, \$7. (Night)—Handmen, \$7; operators, \$5.

HUTCHINSON, KAN.—(Day)—Handmen, operators, \$26. (Night)—Handmen, operators, \$28. Increase, \$3.

BLUEFIELD, W. VA.—Handmen, \$20; operators, \$22. Increase—Handmen, \$2; operators, \$4.

Crawfordsville

CRAWFORDSVILLE, IND.—Handmen, operators, \$21. Increase, handmen, \$4; operators, \$2.20.

WINDSOR, ONT.—Handmen, \$28; operators, \$30. Increase, \$8.

DRUMRIGHT, OKLA.—Handmen, operators, \$22.50. Increase, \$2.50.

WAUKEGAN, ILL.—Handmen, operators, \$24.50. Increase, \$4.50.

TWIN FALLS, IDAHO—Handmen, operators, \$33. Increase, \$6.

TALLAHASSEE, FLA.—Handmen, \$27; operators, \$30. Increase, \$9.

DOVER, N. J.—Handmen, \$27; operators, \$30. Increase, \$9.

WARREN, PA.—Handmen, operators, \$26 (day). Handmen, operators, \$30 (night). Increase, \$6.

WINSTON-SALEM, N. C.—Handmen, operators, \$27 (day). Handmen, operators, \$31 (night). Increase, \$3.

MUSKOGEE, OKLA.—(Day)—Handmen, operators, \$31. (Night)—Handmen, operators, \$33. Increase, \$5.

BIRMINGHAM, ALA.—(Day)—Handmen,

\$28.35; operators, piece rates. (Night) Handmen, \$30.45; operators, piece rates. Seven hours constitutes a day's or night's work. Increase—Handmen, \$4.20.

QUEBEC, P. Q.—Increase of \$6 per week, spread over three years, \$3 the first, \$2 the second, and \$1 for the third. The rate for overtime was changed from one-third to one-half over single time. The final result met with the approval of all employers, with the exception of L'Action Catholique.

JERSEY CITY, N. J.—In the newspaper branch an increase of \$3 per week has been awarded and paid on the following basis: Week ending February 8, \$32; week ending March 8, \$33; week ending April 12, \$34.

NORFOLK, VA.—The Virginian-Pilot has just granted another war bonus of \$2 per week, making the scale in the composing room \$35 per week. This makes a total of \$10.50 per week granted by this paper and the Ledger-Dispatch, as war bonus, since September, 1917.

FRESNO, CAL.—(Day)—Handmen, operators, \$33. (Night)—Handmen, operators, \$36. Seven and one-half hours constitute a day's or night's work. Increase—January 1, 1919, \$3; April 1, 1919, \$1.

JACKSON, MICH.—(Day)—Handmen, operators, \$25. (Night)—Handmen, op-

erators, \$27. The contract covers a period of one year, August 3, 1918, to August 3, 1919. Increase—Handmen, \$5.80; operators, \$4 (day). Handmen, \$5.88; operators, \$4 (night).

OLEAN, N. Y.—Handmen, operators, \$21. Increase—Handmen, \$3; operators, \$2.

CANTON, ILL.—Handmen, operators, \$20. Increase, \$2.

Collecting Capes for Soldiers

The New York American, with the cooperation of seventy-five newspapers in New Jersey, Delaware, Pennsylvania, New York and Connecticut, made a drive last week to obtain capes for wounded soldiers and rounded up nearly ten thousand.

These capes will be distributed at the various hospitals along the Atlantic seaboard where wounded service men are quartered.

Papermakers Want a Trade-Mark

MONTREAL, March 15.—The Canadian Pulp & Paper Association will give \$100 for the best design for a trade-mark or insignia, suitable for use as a label for the various products made by its members, on or before April 15, 1919. A. L. Dawe, 137 McGill Street, is in charge of the contest.

Practically all that
a newspaper has
to do to qualify for
membership in the
"A. B. C." is to tell
the truth.

Thus far the
Standard Union is
the only Brooklyn
member.

Publishing the FACTS About Foreign Trade

A WORLD lately at war, still shaken from the shock of battle, the overthrow of traditions and dynasties, is slowly getting its bearings. Its big problems are chiefly industrial. **FOREIGN TRADE** must be a cornerstone of reconstruction.

And America? Never was the Nation so fit to play a leading role. Ready to hand we have a growing merchant fleet, which means shipping facilities and prestige. National vision has been widened. With millions of new workers enrolled, pushing ahead under the spur of necessity, we have reached new goals. We have learned habits of thrift and economy. Now millions of soldiers return with increased vigor.

Opportunities abound but they must be known before they can be improved. *The New York Evening Post* endeavors to facilitate international commerce by making the facts available.

It publishes every Saturday a Page of **Foreign Trade News** which is eagerly read by exporters, importers and visiting foreign buyers. It publishes every month a

FOREIGN TRADE REVIEW

April 12 (next issue)

The Review will present accurately the conditions bearing upon finance, commerce and industry in

ARGENTINA	ENGLAND	PERU
BRAZIL	CHINA	SPAIN
FRANCE	SWEDEN	INDIA
JAPAN	CHILI	ECUADOR
SOUTH AFRICA	NORWAY	BOLIVIA
ITALY	GREECE	DUTCH EAST INDIES

and other countries.

AMERICA IN COMMERCE

Special articles will deal with the United States—the trend of our commerce as shown by an analysis of statistics—developments under the Webb-Pomerene Act—what our Government is doing to facilitate foreign trade—the labor situation in America and abroad—its effect on international commerce—and other important topics.

Copies of the Foreign Trade Review will be mailed to any address in the United States or Canada for 5 cents each; foreign addresses, 10 cents each.

For reservations of advertising space, address Advertising Manager, 20-24 Vesey St., New York City

New York Evening Post

More Than a Newspaper—A National Institution

CAPTAIN EDDIE RICKENBACHER

THE AMERICAN

OFFICIALLY ACCREDITED WITH BRINGING DOWN TWENTY-SIX GERMAN PLANES, DEEDS OF BRAVERY, THE FRENCH LEGION OF HONOR AND THE MARVELLOUS HAIR-RAISING EXPERIENCES

Sixteen Full Page Weekly Instalments Vol

FIRST SERIAL

In this series Captain Rickenbacker tells for the first time in detail of the flights and victories that won him his many decorations.

His record of just one month has more death-daring experiences than the most adventurous could expect in many lifetimes.

On May 1 Captain Rickenbacker brought down a German plane in enemy territory, for which he was decorated on May 14 with the French War Cross.

May 17 he attacked three enemy Albatross planes, shot one down in the vicinity of Richecourt and forced the others to retreat to their own lines.

May 22 he attacked three enemy monoplane Albatrosses more than two miles over St. Mihiel, drove them back into German territory, separated one from the group and shot it down near Flirey.

May 28 he attacked by himself six machines—two battle planes and four monoplanes—shooting one down and dispersing the others.

May 30, over two miles above Jaulnoy, he attacked a group of five enemy planes, shot one down and drove the others away.

Each of these, and his many other victories, is a thrilling, blood-curdling story by itself. Captain Rickenbacker's life while flying over the German trenches was so full of incident and achievement that his story has the effect of being condensed to the smallest possible number of words—it is meat from beginning to end. It would take about a hundred full-page installments to tell the complete exploits of Rickenbacker, from the time he left America until he returned THE ACE OF ACES. In condensing it to sixteen pages he is giving the great, history-making moments of his flying career and of the triumphs of the 94th Squadron.

The first instalment includes a most illuminating foreword by Lawrence La Tourette Driggs, the great authority and expert on war aviation. Mr. Driggs tells of "Rick's" acknowledged skill, his popularity among the men of his squadron, and his devotion to them and to his work. He explains that, undoubtedly, Rickenbacker would have had many more Hun machines to his credit, equalling or excelling the French and British flyers who were at the front many months longer, were it not that as leader of his squadron he felt responsible for the lives of all his men.



INSIGNIA OF THE
94TH HAT-IN-THE-RING

GENERAL PERSHING

read by Secretary of War
occasion of a dinner given
Astoria in honor of Capt
at which there were a thou
among them many govern

"The history of the A
Service on the West
remarkable for its so
successful development
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that the great war h
Captain Rickenbacker
some of its brightest p
behalf of the Amer
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witness to our admir
air service and for his

THIS STORY IS AN EPIC OF WHAT AMERICAN AVIATION HAS MEANT IN THE WORLD WAR
THE ENEMY TRENCHES, AND OF THE ACHIEVEMENTS OF THE ONLY AMERICAN

Released, Beginning

UNDOUBTEDLY EVERY TERRITORY THROUGHOUT THE COUNTRY WILL BE

Options Granted in the Order

THE McCLURE NEWSPAPER SYNDICATE

RICKENBACKER'S OWN STORY

AN ACE OF ACES

IS, DECORATED WITH THE AMERICAN D. S. C. WITH NINE CITATIONS FOR INDIVIDUAL
 AND THE CROIX DE GUERRE WITH THREE PALMS, TELLS OF HIS
 EXPERIENCES "FIGHTING THE FLYING CIRCUS."

Voluminously Illustrated from Photographs

SPECIAL RELEASE



...A OF THE FAMOUS
 ...N-THERING SQUADRON

Eddie Rickenbacker is the most idolized flying man in America to-day. As commander of the famous 94th "Hat-in-the-Ring" Squadron, as well as for personal achievements evidencing almost superhuman bravery and skill, he has been welcomed and feted throughout the country—his name is known from coast to coast. When he appeared in the gallery of the House of Representatives in Washington members and visitors arose and gave him an ovation lasting several minutes. His first lecture in New York is to be in the Metropolitan Opera House, which holds eight hundred more persons than Carnegie Hall, in which place all other lecturers on and from the World War have appeared.

This series is more than the story of the experiences of America's Ace of Aces, it is a magnificent record of what America and Americans have done in the air during the World War. The 94th Hat-in-the-Ring Squadron has been the pride of this country in aviation. There is hardly a name in it that Captain Rickenbacker does not mention in this service, for they were his comrades. They flew with him, and under his leadership when he was made Commander; they protected him and he them many a time from hovering death in the air. And sometimes he had the sorrowful duty of flying over their open graves. There are wonderful stories, some daring, and some pathetic, of his personal association with Douglas Campbell, James Norman Hall, Charles Chapman, and Quentin Roosevelt.

Captain Rickenbacker gives what is probably the first absolutely authentic and true account of the tragic death of Major Luffbery. He made his first flight over the German lines with Luffbery and had the sad honor of leading a formation of five pilots to fly over his grave, dropping flowers from a height of fifty feet.

Rickenbacker's story would make magnificent reading if it were fiction. It would thrill every human heart if it were a narrative of the exploits of an English or French flyer. But as the record of our own ACE OF ACES who has come back to us covered with decorations, and as a tribute to the gallant American boys from every part of the United States who have fought, and many of them died, distinguishing themselves in the most daring and dangerous branch of military service, it has an OVERWHELMING APPEAL.

PERSHING'S CABLE

...y of War Baker on the oc-
 ...ner given at the Waldorf-
 ... of Captain Rickenbacker,
 ...ere a thousand men present,
 ...ny government officials:

...y of the American Air
 ...he Western front is as
 ...for its sound and suc-
 ...velopment of aviation
 ...r its spirit of unselfish
 ...d daredevil gallantry,
 ...surpassed by anything
 ...eat war has produced.
 ...kenbacker has written
 ...righiest pages, and on
 ...he American Expedi-
 ...ces I am proud to bear
 ...our admiration for the
 ...nd for him."

...RLD WAR, OF THE MORALE AND FINE SPIRIT OF THE BOYS WHO FLEW AND FOUGHT OVER
 ...Y AMERICAN ACE OF ACES WHO HAS COME BACK TO TELL US THE STORY.

ing Sunday, April 27

...Y WILL BE CLOSED AS QUICKLY AS TELEPHONE AND WIRE MAKE POSSIBLE.

Order Requests Are Received

373 FOURTH AVENUE, NEW YORK

TRADE MARK VALUE DESTRUCTION OHIO COURT RULES A MENACE TO ADVERTISING ON COPYRIGHTS

Expert Declares That Price Cutting on Standard Goods Will Eventually Result in Diminishing Publicity or Control of Charge for Newspaper Space

BY CRICHTON CLARKE

IN my first article of this series I attempted to show that price standardization of advertised articles constitutes one of three interlocking and competing systems of distribution, and that the competition of advertised brands with unbranded and consignment goods produces a mutual checking of prices.

If the branded goods are priced too high the demand for unbranded goods increases and the reverse. I also showed that the keen competition of such price-standardized and advertised goods as automobiles had progressively lowered the prices and increased the normal values of such products.

Menace of Diminishing Numbers

In my second article I showed that the refusal of the courts to permit price standardization of advertised brands by contracts, notices, licenses or refusal of sales will eventually destroy not only the system of selling branded goods at advertised prices, but likewise the system of selling unbranded goods at open prices, for the reason that special privileges in buying advertised goods and cut prices in selling them serve to tip business into a state of unstable equilibrium in which large distributors grow larger and fewer in number and independent distributors tend to disappear altogether.

Price Competition

As the great chain organizations wax in power and size and the independents disappear there will be a constantly decreasing amount of price competition, not only between rival advertised brands, but even between unbranded products. A chain-store organization will not compete against itself. In short, by legalizing price standardization of advertised goods we produce three competing systems of distribution carried on by business in small competing units; whereas, by the destruction of the brand advertising system we will eventually destroy competition in unbranded goods because we will foster the growth of great retail organizations built up on special privileges in buying and selling, and practically non-competitive within and between themselves on either branded or unbranded goods.

In this article I intend to show that unless price standardization of advertised brands is established the right of ownership of the commodity known as advertised good-will, based on advertising, is certain to be undermined and its sale limited to distributors alone, instead of going to both distributors and manufacturers, and that as the distributors decrease in number and increase in power they will be in position either to cut down advertising or to control the prices at which it must be sold.

May Control Advertising

Let us trace out the chain of cause and effect. I am a manufacturer of a branded article. I have sufficient capital to operate my factory and to buy advertising, but not sufficient to protect my advertised price by consigning my goods to the trade until sold. In short, I must rely on contracts, refusal to sell, or other inexpensive means of protecting the established price, without which protection I can secure no distribution on my advertised product.

No one will question the soundness of my title to the advertising which I purchase during the early days of my business. My advertising good-will and reputation are not well enough established to induce any cut-rater to hold me up and take away from me that

which I have bought and paid for under a delusion that I would be able to retain it. But as soon as my advertising good-will is established and my goods distributed in all big markets, the secondary advertisers, or cut-raters begin to operate. They advertise my goods at cut prices, the lower the better, because thereby they can tap my reservoir of advertising good-will and drain it into theirs for nothing, destroying my distribution and sales while accelerating their own business.

Ownership of Good-Will

How can I be said to own the advertising good-will which I have bought and paid for if I can keep it only so long as no one feels like taking it away from me? And with this sort of work going on at will, how long do the advertising mediums in the large and small markets expect to be able to induce manufacturers to patronize them? And how long will it be after the newspapers cut themselves off from the sale of advertising to manufacturers by not delivering good title to that which they sell, and by confining their sales of advertising to distributors who are growing constantly larger in size and fewer in number, before the distributors control the condition surrounding the sale of advertising, and for all practical purposes take away the right of ownership of advertising mediums themselves, leaving the publishers with the shell while they take the kernel of ownership?

Any man who favors competition among and between advertised brands and other goods, and among and between independent and competing distributors, and who does not advocate tipping business into unstable equilibrium so that large organizations will grow bigger in power and few in number, and who believe in selling advertising to manufacturers as well as distributors and in protecting the title to such advertising when sold, as well as the title to the ownership and control of the medium which sells it, will eventually become a supporter of price standardization of advertised brands. It eventually, when it may be too late, why not now when it is not too late?

Gibson Buys Zanesville Signal

ZANESVILLE, Ohio, March 15.—The Daily Signal has been sold by James R. Alexander, its directing head for more than twenty years, to Charles W. Gibson, a former advertising manager of the paper and lately in charge of advertising for the Times-Recorder. Mr. Alexander will give his whole attention to the duties of postmaster, to which post he has just been reappointed for four years.

Infringement on a Series Makes Transgressor Liable for Damages on Each Individual Design Involved—Columbus Dispatch Loses Case

COLUMBUS, Ohio, March 15.—According to the Ohio Supreme Court, when a newspaper infringes on a series of copyrighted advertisements, it is liable for damages on every one of the separate designs involved in the series. The decision reverses a lower court ruling that a series constituted only one infringement.

The opinion was rendered in a \$35,000 damage suit brought by the C. A. Westerman Company of New York against the Dispatch Printing Company for alleged infringement of a series of seven advertising designs, copyrighted separately and alleged to have been published at different times in the Dispatch.

The lower court held that publication of the series constituted only one case of infringement and limited damages to \$250 for the single infringement.

The Supreme Court decided that the amount of damage determined upon should have been awarded for each of the seven infringements.

CRITICISE COPYRIGHT LAW

Some Canadians Say Present Provisions Are Inadequate Protection

TORONTO, March 20.—To a deputation from the Authors and Composers Association of Canada, which visited Ottawa last week, Hon. A. K. Maclean, Acting Minister of Trade and Commerce, stated that a new copyright bill had been drafted and was now being printed.

Among the criticisms of the existing regulations made by the delegation was one to the effect that the present method of registration of articles by newspapers

is inadequate and inconvenient. Articles have to be registered separately, and where there is a series it is insufficient to register the series, but each separate article in the series must be registered.

It is understood that under the new law all the contents of a newspaper will be automatically registered as it is printed. Should this be the case it may work a hardship on those smaller newspapers which are accustomed to clip a good deal of their news from the metropolitan dailies.

SUNDAY CAPITAL ON APRIL 6

New Des Moines Edition Starting Under Most Favorable Conditions.

DES MOINES, Ia., March 18.—April 6 has been set for the appearance of the Capital's new Sunday edition, according to a statement by Lafayette Young, jr., business manager, to Editor & Publisher. He said: "Our Sunday paper is starting out under the most favorable conditions. We have the good-will of advertisers and subscribers alike. Our first issue, which will appear April 6, will be somewhere between seventy and eighty pages in size, and an innumerable list of features will be in excess of anything that has ever before been attempted by an Iowa newspaper. We expect a paid circulation of 50,000 to start."

J. F. Barry Going to South America

John F. Barry, late automobile advertising manager of the New York Evening Post and formerly Eastern manager of the Audit Bureau of Circulations, is leaving for a four months' trip to Brazil about the middle of April. He will investigate conditions in the Amazon Valley, and expects to make the full trip up the river as far as Iquitos, in Peru. He will be back in New York in the fall. He will also write some stories for the New York Commercial on trade conditions in Para, Manaus and other big Brazilian centres.

"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.

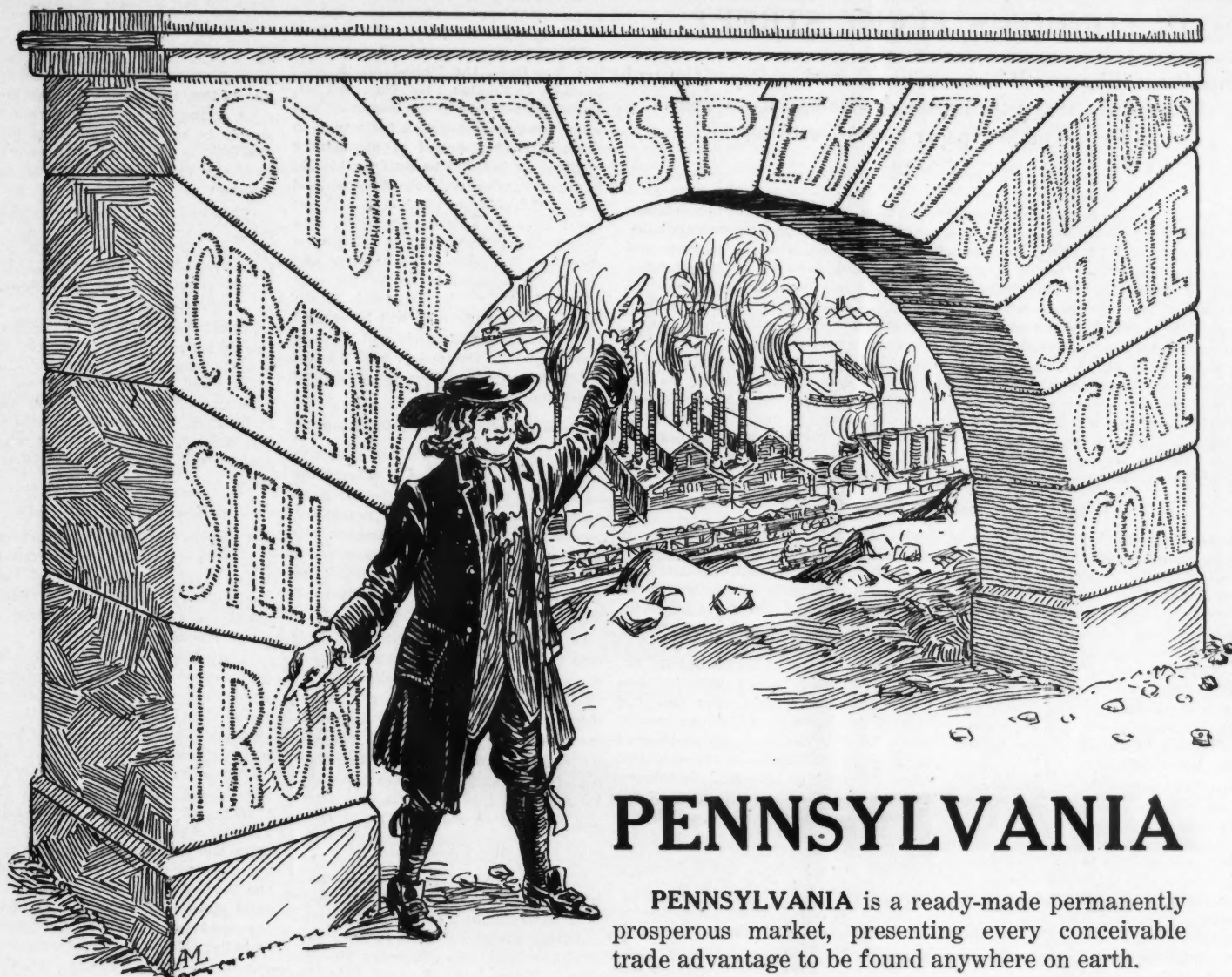
Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

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.



PENNSYLVANIA

PENNSYLVANIA is a ready-made permanently prosperous market, presenting every conceivable trade advantage to be found anywhere on earth.

PENNSYLVANIA'S manufacturing and mining interests are permanent institutions. They cannot be moved.

PENNSYLVANIA'S railroad facilities are adequate in every way—the transportation problem is solved.

PENNSYLVANIA offers trade advantages sufficiently attractive and sufficiently diversified to warrant the most intensive cultivation National Advertisers can concentrate into any field.

The daily newspapers listed herewith will put your story before Pennsylvania people properly.

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03	New Castle News (E)	12,503	.025	.025
Altoona Mirror (E)	22,265	.04	.04	Oil City Derrick (M)	6,135	.023	.018
Altoona Times (M)	14,940	.025	.02	Philadelphia Record (M)	123,277	.25	.25
Bethlehem Globe (E)	6,175	.025	.025	Philadelphia Record (S)	133,680	.25	.25
Chester Times & Republican (M & E)	13,174	.04	.03	Pittsburgh Dispatch (M)	{ 63,285 }	.12	.08
Connellsville Courier (E)	6,996	.015	.025	Pittsburgh Dispatch (S)19	.14
Easton Express (E)	8,368	.02	.02	Pottsville Republican (E)	11,533	.0329	.0329
Easton Free Press (E)	15,835	.025	.025	Scranton Republican (M)	28,534	.08	.07
Erie Herald (E)	8,632	.02	.02	Scranton Times (E)	35,344	.08	.07
Erie Herald (S)	8,491	.02	.02	West Chester Local News (E)	11,962	.03	.03
Harrisburg Telegraph (E)	26,451	.045	.045	Wilkes-Barre Times-Leader (E)	20,292	.05	.035
Johnstown Democrat (M)	9,841	.03	.025	York Gazette (M)	15,026	.03	.03
Johnstown Leader (E)	8,039	.015	.015				
Lancaster Intelligencer and News-Journal (M & E) ..	21,098	.05	.05				

Government statement October 1st, 1918.

TOPICS OF CURRENT INTEREST ON LONDON'S FLEET STREET.

Times Pays Tribute to Retiring Editor—End of Paper Control Demanded—Dr. Mitre Honored—Memorials to War Heroes of Newspaper and Advertising

(BY OUR OWN CORRESPONDENT.)

LONDON, February 27.

IN announcing the resignation of Geoffrey Dawson as editor and the appointment of Wickham Steed to succeed him, the London Times paid Mr. Dawson the compliment of saying: "We may be allowed to observe that the position and influence of the Times to-day are due in no small measure to his energies, character and ability." The change of editorship has been the chief topic of Fleet Street, and various reasons are assigned. Newspaper comment is chiefly based on the political views held by those expressing them. Contemporaries have, however, generously congratulated the new editor on his appointment.

Wickham Steed is a distinguished looking man of forty-seven who has carried out many important missions for his paper. As a special correspondent he has travelled far and scored with valuable dispatches. He has been foreign editor of the Times, and added distinction to columns edited by many of the most distinguished men in journalism. Mr. Steed has an exceptional knowledge of Eastern Europe, and is a staunch supporter of the League of Nations. His work at Printing House Square will be watched with expectation.

Waging War Against Paper Control

R. D. Blumenfeld has been waging war in his newspapers against the continuation of the paper control on the ground that it is against the best interests of the newspaper business. News print can only be bought here at 8½ cents per pound, while American and Canadian importers are offering supplies at 6 cents per pound. The price is maintained by the Paper Controller as an after-the-war reconstruction method to stabilize paper making at the home mills.

The Express newspapers organized a big meeting in London yesterday of news agents, who attended from all over the United Kingdom, to demand the immediate cancellation of the "no returns" order, which was inspired as a war-time measure. The speakers, including Mr. Blumenfeld, showed how heavily they had been hit and one of the news agents who spoke calculated that the loss thrown on the small men has amounted to nearly £1,000,000. The demonstration was determined in its purpose, and passed resolutions demanding the withdrawal of the "no returns" order and the end of the paper control. It also appointed a deputation to wait on Mr. Lloyd George, the Prime Minister, and lay the grievance of the trade before him.

Editor of La Nacion Entertained

During the war period the famous offices of the Times were the scene of notable entertainments, thanks to the generosity of Lord Northcliffe, to American editors and other parties visiting Great Britain. If smaller in character, none the less happy was the luncheon given in honor of Jorge A. Mitre, editor of La Nacion, before he returned to his own country, bearing many happy memories of his visit here.

Owing to Lord Northcliffe's absence in the South of France, Howard Corbett proposed the health of the guest of honor. Mr. Corbett paid tribute to Mr. Mitre's great abilities in the conduct of La Nacion, which was founded by the present proprietor's grandfather in 1872 and is to-day a newspaper of great power and influence in world affairs. Several groups of journalists had been entertained at Printing House Square, but Mr. Mitre was the first visiting editor to be entertained individually.

The Times had a peculiar interest in welcoming representatives of foreign newspapers for to-day the principal features of the Times news service are

daily cabled in advance to the United States, France, Italy, Australia, New Zealand, Canada, Japan, Holland and through the agency of La Nacion to South America. Cecil Harmsworth, M.P., supported the toast, which was enthusiastically received.

Mr. Mitre, in acknowledging his hearty reception, stated that he was establishing a British office for La Nacion in London, which he hoped would be regarded by business men as an unofficial consulate. If through that office he could do anything to further the cordial relations which have so long existed between his country and Great Britain, it would give the greatest pleasure and gratification.

Death of J. E. Mackenzie

The late J. E. Mackenzie, who died on Tuesday last, was the son of a Somersetshire clergyman who on leaving Oxford College took to journalism, and was on the staff of the Bristol Times and Mirror, the early training ground of a number of present-day newspaper men of distinction. Mr. Mackenzie was appointed assistant to George Saunders, who represented the Times in Berlin, and succeeded his chief in 1908. He was in Germany until the outbreak of war. On his return to Printing House Square Mr. Mackenzie continued his work and contributed regularly an information column "Through German Eyes."

Journals Change Hands

The great business of Horace Cox, Ltd., publishers and printers, which has been run for some years as a family trust, under the management of G. Binney Dibblee, has, owing to the death of Horace Cox, been sold to the company owning Land and Water, controlled by J. Murray Allison, who some time ago visited the United States. The deal runs into a large sum of money, rumor says \$5,000,000, as it includes the Field, the Queen, the Law Times, Bazaar, etc., and a large and well established printing business, plant, leasehold and freehold property in the Fleet Street district. The business was founded over fifty years ago by the late Sergeant Cox, whose family have been actively associated with it until recently. The Field, edited by Sir Theodore Cook, is the English country gentleman's newspaper, and the Queen the leading society and fashion weekly. The new proprietors take possession in April.

Bringing England and U. S. Together

At the luncheon at which he was entertained by the Government on February 26 Frank Doubleday, the New York publisher, told a moving story of the late Mr. Page, the United States Ambassador to London. Mr. Page was Mr. Doubleday's partner in business, and when the Ambassador, on his return to America, had a period of momentary recovery in hospital he sent for his old friend and colleague, took his hand, and said: "I'm going to get better, and you and I have got a new work to do. We have got to dedicate the rest of the time given us to bringing the English and Americans together in bonds that cannot be broken." Unfortunately death intervened, but the task will be carried on by many willing hands and by none more than Mr. Doubleday, who regards it as a sacred legacy from the friends he loved and revered.

Department of Public Information

Captain Guest, on behalf of the Government, has formulated a scheme for an official Press Bureau to supply news of public importance to, in particular, provincial and country newspapers. The proposal is not being favorably received, as opposition newspapers contend the editorial matter likely to be supplied will be chiefly of a political propaganda type.

On the other side of the fence it is held that really impartial statements as to the position on the economic and industrial situation would be a desirable form of copy to be issued by a Government Information Department. The activities of the National War Alms Committee were suspended from November 13, 1918, and the committee was formally dissolved on February 21, 1919.

Big Official Ad

The new public information methods of Lloyd George's Government have been heatedly discussed this week and questions have been asked in the House of Commons. Last Saturday the big Sunday newspapers received orders to insert an advertisement of seven columns of reading matter, being a verbatim report of speeches made by Lloyd George and others to discuss the miners' strike question. Several newspapers were unable to comply with the official Government agents' order, while others were able to cut the matter to two columns.

The smaller sized picture papers had a page and illustrated it with two photo blocks of the Minister of Labor and the miners' chief spokesman.

One big circulating London paper carved the ad up nicely with its own cross and other headings, and boldly told its readers that owing to the importance of the matter it considered it desirable to report the speeches in full! The reading public had no reason to believe the fine display to be an advertisement.

In the House a question was put and Bonar Law informed Mr. Hogge that the verbatim account of the Prime Minister's interview with the Miners' Federation at Downing Street was published as an advertisement. In the very exceptional circumstances of the case the Government considered that the widest possible publicity should be given to the proceedings between the Prime Minister and the executive of the Miners' Federation. The cost of the publication was \$22,250, which would be charged against the vote for the Ministry of Labor.

Newspaper Press Fund

A highly satisfactory report of the year's working of the Newspaper Press Fund was submitted at the annual general meeting last Saturday afternoon, Lord Burnham (Daily Telegraph), president, in the chair.

Lord Burnham referred with pride to the roll of honor of their profession, which had paid the great sacrifice in full in the cause of civilization. No profession could have taken less advantage of exemption of service open to its members. He said the institution stood for good feeling between all the branches of the profession. Proprietors, staff managers, and journalists had always worked cordially together for the common purpose of providing against the inevitable misfortunes of life. The fund stood also for what was just now the greatest thing in the universe, stability. Nobody rejoiced more than he did that the prospects of working journalists were being materially improved. Proprietors of London newspapers had not much to reproach themselves with on that score. The man who counted most in newspaper production was the man who supplied the copy that filled the columns. As long as the "intellectuals" held together he was cer-

(Continued on Page 27.)

There is really no reason why news of special interest to women should not be accurate, interesting and helpful. Philadelphia women know from its famous woman's page that

THE PHILADELPHIA RECORD

Is
"Always Reliable"

KELLOGG AND DICKSON PLACED IN CHARGE

Owner of San Francisco Call-Post Will Manage Business of Los Angeles Express—Sunday Morning Edition Dropped—Staff Rearranged

LOS ANGELES, Cal., March 14.—Following EDITOR & PUBLISHER'S announcement on March 7 that Edwin A. Dickson had been named to direct the editorial policy of the Evening Express, the executors of the estate of Edwin T. Earl, publisher, gave out the information to-day that F. W. Kellogg has been engaged to direct the paper's business interests.

Mr. Kellogg is the owner of the San Francisco Call-Post and interested in the ownership of the San Diego Union-Tribune, but Mr. Dickson informed EDITOR & PUBLISHER that "the Los Angeles Express is entirely owned by Edwin T. Earl and that ownership will continue without change."

It was further explained that: Owing to readjustments, including discontinuance of the Sunday morning edition, various reductions and changes in staff have been made. The new executive staff consists of Edward A. Dickson, editor; F. W. Kellogg, business manager; O. E. Copeland, auditor; A. Y. Tully, news editor; W. F. Axtman, city editor, and H. C. Noe, circulation manager.

Joseph F. Melia Made Ad Manager of Buffalo News

Edward H. Butler, Publisher and Editor, Extends His Duties Since Death of William P. Goodspeed.

BUFFALO, N. Y., March 18.—Following the death of William P. Goodspeed, business manager of the Buffalo Evening News, Joseph F. Melia, who for several years has been connected with the advertising department of the paper, has been appointed advertising manager. He will have general supervision of the local advertising department and will be in control of the foreign advertising.

Edward H. Butler, editor and publisher of the News, for the time being at least will assume some of the duties of the business manager, devoting close attention to both the business and editorial departments.

Mr. Melia has been active in the affairs of the Greater Buffalo Advertising Club and assisted in the numerous patriotic campaigns which have been carried on during the past two years. He has been in the newspaper business seventeen years.

Starting with C. F. Kelly on the Fall River (Mass.) Globe, Mr. Melia since then has been connected with the New Haven Register, the Lynn News, the Worcester Telegram, and several New York city trade publications. "The advertising situation in Buffalo is particularly bright at the present time," Mr. Melia told EDITOR & PUBLISHER'S representative.

New Morning Paper in Jackson

JACKSON, Mich., March 20.—Citizen-Patriot, one of the Booth newspapers, has launched a morning edition, with James S. Hitchcock, formerly city editor of the Grand Rapids Press, as managing editor.

FLEET STREET TOPICS OF INTEREST

(Continued from Page 26)

tain that the dignity of their profession would be upheld.

The following were elected vice-presidents: Lord Queenborough, Lord Bledisloe, Sir Robert Kinderley, James Buchanan, Sir Thomas Lipton, and Sir Roderick Jones, of Reuter's Agency.

Journalist War Heroes

St. Paul's Cathedral, where bells have pealed out for centuries within sound of the great newspaper offices of Fleet Street and newspaperland, was the scene of pilgrimage of representatives of journalism and the printing trades from all parts of Great Britain last Saturday afternoon to attend a national memorial service in honor of the departed dead.

The Bishop of Hereford delivered a sympathetic address, in the course of which he paid the following tribute:

The departed were a great hierarchy of associated workers, organized for the collection and distribution of a knowl-

edge of current events, which provided the running commentary without which that knowledge would be almost useless, and which itself ministered directly to the higher life of the state by making an intelligent exercise of citizenship possible, bringing the whole process of Government under constant and salutary review.

It was difficult adequately to state, and it was quite impossible to overstate, the services which this multitude of associated workers were ordinarily rendering to the state. But in the time of war their labors acquired a greatly enhanced importance. They kept the nation informed and alert; they stimulated its courage; they incited it to fresh exertions; they maintained its purposes.

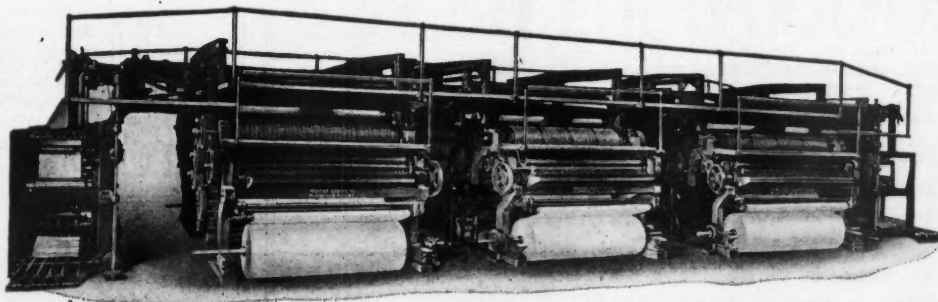
That was the work of British journalism, and it has been well done. The whole nation must needs associate itself with the representatives of an industry, doing reverence and grateful homage to those of its members, a notable multitude numbering more than 5,000, who had laid down their lives in the good fight.

A short time ago a memorial service was held at St. Bride's Church, Fleet Street, in honor of those who had made the supreme sacrifice who were connected with the advertising side of the newspaper business and the advertising agencies. It is proposed to erect a memorial tablet in St. Bride's, for which subscriptions have been generously given by all classes engaged in the business of advertising.

Empire Union Plans Discussed

TORONTO, March 21.—An informal conference took place here last Saturday between Sir Campbell Stuart, of London, England, a member of the executive committee of the Empire Press Union, and John Imrie, manager of the Canadian Press Association, with reference to plans for the Imperial Press Conference to be held in Canada next year. While nothing definite was decided, it is understood that Sir Campbell Stuart had some interesting ideas to disclose which, if carried out, will make the conference a memorable event.

The Scott "Multi-Unit" Triple Quadruple Press With Four Folders and Three Drives



In considering new equipment

you should consider machinery suited not only for your present needs, but the future requirements of your paper. The Scott "Multi-Unit" takes care of both.

Scott "Multi-unit" Presses

need no introduction here, for they have been introduced into the leading newspapers in this country and abroad. They have been thoroughly tried and not found wanting, and we can refer you to any user. Every press is running to capacity every day in the week.

Do not throw away your money

purchasing experimental or out of date presses that you will have to discard in a few years. Install Scott Multi-Unit Presses which last a lifetime.

SEND FOR OUR MULTI-UNIT PRESS CATALOGUE

just off the press. It shows the different sizes and describes them in detail. Then send for us when you are considering new equipment.

N. Y. Office: Brokaw Bldg.
1457 Broadway at 42nd St.

Chicago Office:
MONADNOCK BLOCK

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

Cable Address: Waltscott, New York

Codes Used: A B C (5th Edition) and Our Own

TIPS FOR THE AD MANAGER

FLETCHER COMPANY, 1214 Arch Street, Philadelphia. Is placing the advertising for the Hardman Rubber Corporation, Hardman tires; Knickerbocker Motors, Inc., Knickerbocker tractors; Martin Truck and Body Corporation, commercial bodies and Atlas trucks; H. E. Wilcox Motor Company, Wilcox Trux; Automobile Devices Company, Burke motor accessories; Magnetic Motors Car Company, magnetic transmissions.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Working on a national advertising campaign for "Kumyss," a prescription drink, which has been taken over by the Jacob Ruppert brewing interests.

CRITCHFIELD & Co., Brooks Building, Chicago. Will handle a largely increased advertising appropriation in 1919 for the Holland Furnace Company, Holland, Mich.; will soon start a newspaper campaign in Michigan for the Widlar Company's teas, Philadelphia.

WILLIAM H. RANKIN COMPANY, 50 Madison Avenue, New York. Will hereafter handle the advertising of Monroe Clothes, New York, and the Preston Chemical Company's Aspirin, of Brooklyn.

MALLORY, MITCHELL & FAUST, Security Building, Chicago. Has secured account of the Oneida Truck Company, Green Bay, Wis.

RAY L. ALEXANDER, 327 South LaSalle Street, Chicago. Will start an early newspaper campaign for Cushion Arch Company, Chicago, a new account.

MARGON ROBINSON AGENCY, Lincoln Building, Louisville, Ky. Will hereafter place the advertising of Peaslee-Gaulbert Company's paints, made in Louisville.

SHERMAN & BRYAN, 79 Fifth Avenue, New York. Is now placing advertising account of the Fulton Motor Truck Company, Farmingdale, N. Y.

SCOTT & SCOTT, 144 East 42d Street, New York. Planning campaign for the Ivory Manieure Specialty Company, Brooklyn.

PORTLAND (ME.) CHAMBER OF COMMERCE. Elaborate advertising plans for the city and port of Portland have been formulated by the directors of the Publicity and Conventions Bureau of the Chamber of Commerce. A great deal of real constructive work is promised during the coming year.

FRANKLIN P. SHUMWAY COMPANY, 453 Washington Street, Boston. Placing a series of full-page advertisements for the Pacific Mills in a selected list of American and foreign dry goods trade papers. Anzac Company, Boston, manufacturer of a non-intoxicating cereal beverage, is giving New England dailies 4,500-line contracts through the Shumway Company, and intends to use other forms of consumer publicity.

AMERICAN THERMOSTAT COMPANY, Newark. Reported will make a newspaper list during spring and will place orders direct.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia. Reported will place the advertising for "The 1900 Washer Company"; placing orders with newspapers for Derf Manufacturing Company; reported will shortly place orders for a combination of macaroni manufacturers.

BLACKMAN-ROSS COMPANY, 95 Madison Avenue, New York. Again placing orders with newspapers for General Cigar Company.

WALTER HARRISON BLAKER, 110 West Fortieth Street, New York. Placing two-time orders with New England newspapers for Broaker Accountants Corporation.

J. WALTER THOMPSON COMPANY, 242 Madison Avenue, New York. Renewing contracts with newspapers for Andrew Jergens Company.

D'ARCY ADVERTISING COMPANY, International Building, St. Louis. Making 15,000-line contracts with newspapers generally for Meyer Brothers Drug Company.

DAUCHY COMPANY, 9 Muffay Street, New York. Again placing 14-line, 21-time orders with weekly newspapers for Harold Somers's "Daisy Fly Killer."

GARDNER & WELLS, 150 Madison Avenue, New York. Placing contracts with Middle West newspapers for Kelly Springfield Tire Company.

GARDNER ADVERTISING COMPANY, 1627 Locust Street, St. Louis. Making 2,000-line contracts for Southern and Middle West newspapers for Fownes Brothers.

HANFF-METZGER, 95 Madison Avenue, New York. Reported will handle the advertising for Utica Drop Forge and Tool Company; also handling advertising for Fulton Motor Truck Company, Farmingdale, N. Y.

E. T. HOWARD COMPANY, 432 Fourth Avenue, New York. Placing orders with New York city newspapers for Cantrell & Cochrane.

H. B. HUMPHREY COMPANY, 581 Boylston Street, Boston. Again placing orders with newspapers generally for George Frost Company.

WYLIE B. JONES AGENCY, Binghamton, N. Y. Again renewing contracts with newspapers for Othine Laboratories.

MACLAY & MULLALLY, 198 Broadway, New York. Placing orders with New England newspapers for Home Life Insurance Company.

MODELL ADVERTISING COMPANY, 150 Nassau Street, New York. Will make up a list of newspapers in April for American European Raincoat Company.

PICARD & Co., 50 East Forty-second Street, New York. Making 5,000-line contracts with newspapers for United Shirt and Collar Company.

GEORGE M. POTTER, 5 Beekman Street, New York. Handling the advertising for Farmers Loan and Trust Company.

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Again placing schedules with newspapers for American Tobacco Company.

SCOTT & SCOTT, 144 East Thirty-second Street, New York. Will place advertising in newspapers for F. A. Toombs & Co., Inc.; will advertise extensively for Kotal Company; will advertise in "roto" sections of newspapers for Aprop & Lillian; placing advertising for Roche Electric Apparatus Company.

FRANK SEAMAN, 470 Fourth Avenue, New York. Placing advertising for Dexter Yarns.

A. M. STOCKMAN ADVERTISING AGENCY, 271 Broadway, New York. The following accounts will be placed: Hampton Paint and Chemical Company, Springfield, Mass.; R. E. Dietz, lanterns, 60 Laight Street, New York; Clover Farms, Inc., 533 West Forty-seventh Street, New York; Automatic Safety Tire and Valve Corporation, Long Island City, N. Y.; Deed Realty Company, 68 Broad Street, New York; George M. Sadleir, dress platings, 17 West Thirty-fourth Street, New York; Vermilax Company, 45 West

Thirty-fourth Street, New York; Milburn Pharaeal Company, Baldwin, N. Y.

COWEN COMPANY, 50 Union Square, New York. Again placing orders generally for Lorillard Tobacco Company.

TRACY-PARRY COMPANY, Lafayette Building, Philadelphia. Renewing newspaper contracts for Autocar Company.

WADE ADVERTISING AGENCY, Old Colony Building, Chicago. Will make up lists during April for Iron Crib and Bin Company.

WALES ADVERTISING COMPANY, 110 West Fortieth Street, New York. Will place advertising for Foamite Fire Extinguisher Company.

M. WINBURN & Co., 576 Fifth Avenue, New York. Placing orders with newspapers in Pennsylvania and New York State for Kern Products Company.

HAMILTON ADVERTISING AGENCY, Hamilton, Ont. Will place the advertising for the Antoinette Hat Shops, a chain of millinery establishments, recently opened in about ten of the smaller cities of Ontario.

Arthur Hanson, in charge of the Northwestern Bureau of the Associated Press in Minneapolis, has recovered from a long illness and resumed work.

KIRKWOOD GOING TO ENGLAND

Well-Known Canadian Advertising Man Will Edit Export Register

TORONTO, March 20.—John C. Kirkwood, formerly manager of the J. Walter Thompson Agency in Toronto and lately assistant manager of the Canadian Press Association, is leaving shortly for England to become manager of production and editor of an export register to be compiled for the Federation of British Industries. Mr. Kirkwood, though a Canadian, has already spent several years in England, where he was associated with the London Daily Mail as advertising counsel.

A farewell dinner and presentation were tendered Mr. Kirkwood March 14 by a group of friends in the publishing business.

Correction

In the two-page advertisement of the McClure Newspaper Syndicate in *ERROR & PUBLISHER* of last week there appeared this line: "Ask us to mail four-column sample pages of 'Betty' and 'The Clancy Kids.'" "Four-column" should have read "Four-color."

When it comes to selling goods in Brooklyn, the performing average of the Standard Union is high.

"Oh! Promise me" isn't as popular now as a real performance.

We put "form" in performance.

BRIEFS

ERECTOR OF A THREE-STORY ADDITION to the Denver Post building will soon be commenced.

WASHINGTON (Pa.) DAILY NEWS WILL add a Sunday edition to-morrow.

AUSTIN (Tex.) AMERICAN HAS BEEN elected to active membership in A. N. P. A.

ROCHESTER, N. Y., HAS A NEW LABOR publication called the Mechanic, with S. P. Carroll, local business agent for the International Association of Machinists, as editor.

JAMES FULLERTON, EDITOR OF THE Hornet, in Eugene (Ore.), has been convicted of criminal libel for making charges of immorality against University of Oregon students.

ROGERS (Ark.) DAILY POST HAS BEEN purchased by W. I. McGehee and Ray M. Kokanour.

AEROFOL, ISSUED AT SCOTT FIELD, Ill., will suspend publication March 29. Sergt. James E. Sinnott has been editor.

TWENTY-THIRD INFANTRY, N. Y. G., will take over Spunk from the 106th Infantry, A. E. F., when the latter is mustered out.

MEMORIAL SERVICES FOR THE LATE ST. CLAIR MCKELWAY, editor of the Brooklyn Eagle, were held on March 14, his birthday.

ATLANTIC CITY PRESS CLUB WILL CELEBRATE "Ladies' Night" this evening.

WARREN (Ohio) DAILY TRIBUNE HAS installed a Duplex tubular press.

MIDDLE TENNESSEE EDITORS' LEAGUE will meet in Shelbyville April 1.

H. MAYNE STANTON HAS BOUGHT AN interest in the Bemidji (Minn.) Pioneer. Before going to France as a marine he was editor of the Bemidji Sentinel.

DINNER COMMEMORATING FIFTIETH ANNIVERSARY of founding of N. W. Ayer & Son, Philadelphia, will be held April 4.

CONCORD (N. H.) EVENING MONITOR celebrated its fifty-fifth birthday March 3 by issuing a special historical newspaper number.

JAMES F. DRISCOLL IS SUING THE FALL River (Mass.) Globe Company, of which he was formerly manager, for breach of contract.

UNITED FARMERS OF ONTARIO HAVE PURCHASED the Toronto Weekly Sun.

TRIBUTE WILL BE PAID THE MEMORY OF Henry W. Grady, famous editor of the Atlanta Constitution, at the Atlanta Writers' Club on March 24.

GERMAN FOREIGN OFFICE STILL CONTROLS all news sent out by foreign correspondents.

JOHN W. KELLER, OF NEW YORK, WHO died March 5, left an estate valued at \$10,000 to five nephews and nieces. It consists entirely of personal property.

ARGENTINE NEWSPAPER WORKERS HAVE unionized and will join the Graphic Arts Federations.

STORM KING PAPER COMPANY'S BANKRUPTCY schedules show liabilities of \$155,828 and assets of \$129,372.

LIEUT.-COL. FREDERICK PALMER, WAR correspondent and chief censor with the A. E. F., lectured at Carnegie Hall, New York, Tuesday evening.

JOHN A. MACKAY AND A. P. VAN BUREN have opened an advertising agency in

the Board of Trade Building, Calgary, Alta.

GREATER BUFFALO ADVERTISING CLUB has adopted memorial resolutions on the death of William P. Goodspeed.

PATRIOTIC EXERCISES FOR MEMBERS OF the Texas Press Association who lost their lives in the war will be features of the annual meeting at San Antonio, June 12-14.

THE NEW YORK AD CLUB AND THE POOR RICHARDS will play a golf match for the Wanamaker Cup in Philadelphia on May 13.

VOICE OF COMMERCE IS A NEW AFTERNOON paper soon to appear in Buenos Aires.

POOR RICHARD CLUB OF PHILADELPHIA is preparing to organize a Better Business Bureau.

RICHARD BRENNE, OF THE CLEVELAND Waechter and Anzeiger, charged with garbling war news dispatches, has been acquitted.

J. W. HETHCOAT, OF THE SEXTANT Advertising Company, Cleveland, has sent out a general alarm for his wife, who has been missing since February 2.

THE CHIEF, CIVIL SERVICE PAPER IN NEW York, has been purchased by F. J. Priol, W. R. Bradley and associates.

CLEVELAND ADVERTISING WOMEN HAVE formed a club, with Miss Florence Martin as president.

GEORGE B. LONGAN HONORED

Former Kansas City Star Men in New York Give Him a Dinner

Twenty former Kansas City Star men gave a dinner in honor of George B. Longan, city editor, when he visited New York on a tour of Eastern newspapers last week. Karl Walter, former music critic of the Star, but now living in London, was also an honor guest.

Ex-Star men now located in New York city who attended the dinner are: Gerald B. Breittigam, Globe; Jerome Beatty, Famous Players-Lasky Corporation; Arnold Hoffman, Herald; Arthur D. La Hines, Globe; A. E. Johnson, United Press; Harry Godfrey, Tribune; Robert Shannon, Munsey's Magazine; Ralph H. Turner, Evening Post; Woodman Morrison, Tribune; Charles Gatchell, Picture Play Magazine; Glendon Alvine, Tribune; C. L. Van Fleet, Associated Press; Howard De Vree, Globe; Ralph Block, Globe; Lionel Moise, Evening Journal; Harlan Thompson, special writer; C. L. Edson, magazine writer; R. L. Lambdin, magazine artist; Robert Ball, artist; Ray Van Buren, artist, U. S. A.; Jack Bechdoft, magazine contributor, and F. S. Tisdale, Nation's Business.

Standardizing in Wyoming

THERMOPOLIS, Wyo., March 15.—The Big Horn Basin Press Association, 11 convention here yesterday, voted to standardize prices of advertising and commercial printing. Nearly all papers reported being on a cash subscription basis. Officers elected are: President, L. L. Newton, of Cody, Wyo.; secretary, Reyn Leedom, of Lovell; treasurer, Presley Anderson, of Basin. The next meeting will be held in June in Worland.

Big Ads Mark "Display Week"

ALBANY, N. Y., March 18.—This city's newspapers report record sales of advertising space as the result of the annual "Spring Display Week," which is taking place March 17 to 22.

Learn
to
know

Wisconsin

the
State
that
"IS"

\$1,500,000,000.00

BY crops, live stock, and manufacturing, Wisconsin produces annually about one and one-half billion dollars.

Of course that is not actual net income. As figures, they are misleading—but by matching them with such figures from other states and dividing by population, you will sense a measure of Wisconsin's possibilities for your business, and of the riches of its people.

You can reach these people with news about your goods by five full pages of advertising in every English language daily newspaper in the state for only about 2½ cents per habitant family—less than a postage stamp!

Try these papers first:

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,376	.02
Eau Claire Leader-Telegram (M&E&S).....	8,960	.027
Fond du Lac Commonwealth (E).....	5,872	.02
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	4,849	.0143
La Crosse Tribune-Leader Press (E&S).....	13,064	.03
Madison, Wisconsin, State Journal (E).....	14,708	.03
Madison, Wisconsin, State Journal (S).....	10,553	.03
Milwaukee, Wisconsin, News (E).....	65,000	.10
Milwaukee Journal (E).....	119,386	.14
Milwaukee Journal (S).....	92,447	.14
Milwaukee Sentinel (M&E).....	79,425	.11
Milwaukee Sentinel (S).....	68,070	.11
Racine Journal News (E).....	7,483	.025
Sheboygan Press (E).....	6,329	.0214
Superior Telegram (E).....	16,000	.035
Wausau Record-Herald (E).....	5,102	.0178

Government Statements, October 1st, 1918.

ANOTHER ATTEMPT TO ESTABLISH DAILY NEWSPAPER FOR LABOR

British Labor Movement Back of Plan to Create Powerful
Organ, Carrying General News of World—
Failure of Previous Attempts

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

LONDON, March 4.

FOR some months past British Labor interests have announced their intention of running their own daily newspaper. It is now definitely stated that it will be published at the end of March, and much interest is centred upon the enterprise, for journals, whether daily or weekly, representing Labor and its political opinions have not been conspicuously successful up to now.

This new venture, however, certainly comes at an auspicious time, for the Labor movement in Great Britain is not only a bigger factor in politics than it has ever been, but in many respects it has gained the sympathy of those who were formerly against it, and that both politically and socially.

Has Enough Capital to Last One Year

The new Labor daily is a development of a publication now issued weekly, called *The Herald*. At one time it was a daily and its name the *Daily Herald*, but the war stifled its activities, and for the past four years it has been issued in smaller form as a weekly. The re-introduction of the word "daily" makes it the title of the new enterprise. The present weekly *Herald* is edited by George Lansbury, a well-known Socialist leader, and a staff of writers somewhat extremist in their views. It is claimed that sufficient funds are in existence to render tolerably certain that the new *Daily Herald* will have at least a year's run, and it is hoped and believed that in that time the newspaper will have established itself as a commercial proposition.

Great Britain has several other Labor weeklies published in London and certain provincial cities, and these, while ambitious in their editorial policies, which may be said to represent the views, extreme and otherwise, of small sections of Labor, cannot be regarded as successful and profitable ventures. Under such limitations, and with the chief plank in their platforms the ever-green subject of Labor versus capital, their circulations are small and their editorial policy no attraction to advertisers.

Bought by Harold Harmsworth

Besides the previous issue of the *Daily Herald* there have been two notable efforts to establish daily newspapers in the interests of labor in Great Britain. Fully twenty years ago, in Scotland, a number of compositors on strike established the *Glasgow Echo* as a daily to represent the views of the trade unionists of Scotland. The project was an ambitious one, fairly well carried out at the time and money was easily found at first to carry it on. Glasgow, as a news centre, was a formidable field to tackle, as the established morning and evening newspapers, with extensive news services and London wires and correspondents, commanded big circulations.

The *Echo*, reaching the end of its financial reserves, was bought by Sir Harold Harmsworth (now Lord Rothermere), who then became, for the first time, a provincial newspaper proprietor, and from the old *Echo* developed the *Glasgow Daily Record*, as a general daily, which has been and is a great success. The last ambitious effort to establish a daily Labor journal was made just before the war when the trade unionist societies found money to print and publish in Manchester the *Daily Citizen*. The midland city was chosen to afford a wider radius of circulation in the large working-class towns. Again the Labor publication was brought into keen competition with great general newspapers of Manchester and Liverpool. The *Citizen* was well edited but crippled on account of the cost of general news service and was run by a number of enthusiasts of pronounced views. The advertising revenue was slow in its growth, but offices were opened in Fleet Street, London, and arrangements made to publish in both Manchester and London. Good as the *Citizen* was as a daily newspaper, it failed to supply the British working-man with as complete a newspaper as he was accustomed to. Opinion varied as to the source of its weakness; some people held it to be too strong on Labor and political questions, others not strong enough, while it did not cover sport and horseracing as fully as the Briton desires. When it was realized that the *Citizen* had small hope of turning the corner funds were hard to find and the publication somewhat abruptly shut down.

How Labor Journals Are Handicapped

The weakness of Labor newspaper journalism in the past may be summed up in a paradox—its strength. That refers to the expression of its views, not necessarily to the inherent strength of those views. It has never been, apparently never could be, moderate or restrained in its expressions or its proposals.

At times British Labor journalism has been positively abusive. It has seemed to foam at the mouth with rage. For some reason abuse is always a humorous thing with the thinking, reasoning man; he cannot take it seriously. Yet the same sober leaders of this great party have never, apparently, seen that their adoption of unmeasured abuse in the expression of their views and the exposition of their programme, while it may win them some favor with the classes upon whom the use of strong language has an impressive effect, alienates the sympathy of and creates mistrust in those classes whose influence might tend to the attainment of Labor ideals. They do not see that they present themselves in the light of a bully, who seeks to convince with loud, strong words what would be more convincing if uttered in moderate language.

The British Labor journalists are practically in the position of an advertiser. Instead of goods to sell they have propaganda to disseminate—that is the minor difference.


Commercial advertisers' methods vary. But the accepted cardinal principle of successful advertising (only another name for the publicity which the Labor interests seek) is to tell the story of the advertiser's goods in four stages. These are (1) arrest attention; (2) carry conviction; (3) create a desire to buy (or try); (4) sustain interested satisfaction. The commercial advertiser can use language as strong as he likes, but

he dare not use abuse; that would be fatal. The fact that the British Labor party is dealing with human interests makes no essential difference between his position and that of a commercial advertiser; both are seeking the suffrage and support of the people.

If that attitude of abuse is carried into the new *Daily Herald* it may be its own weakness. There can be no doubt of a place for a daily newspaper for Labor interests in Great Britain, and it may be that the realization of this fact will secure for the *Daily Herald* a measure of support from advertisers. But advertisers are "capitalists," and human nature, I fear, is too strong (or weak) to stand being asked for support on the one hand and being made the subject of extreme language on the other.

The British Labor Party might, in more senses than one, like to try the experiment of regarding themselves as commercial advertisers.

It will interest American newspaper and advertising men to know that John Hart (the advertisement manager of *London Opinion*, and well known in American advertising clubs) was at one time spoken of as the probable advertisement manager of the new *Daily Herald*. Rumor has been busy in other directions, too, for it is stated that two new evening papers are projected in Labor interests, one in Glasgow, Scotland, and the other in Lancashire in association with an existing weekly, the *Leader*.



*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 1638

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 St.

New York City

S. B. GRIFFIN RETIRES AFTER 47 YEARS

Served Springfield Republican Long as Managing Editor—Duties Divided Between Waldo L. Cook and Howard K. Regal, Veteran Staff Men.

SPRINGFIELD, Mass., March 15.—After more than forty years as managing editor of the Springfield Republican, Solomon Bulkley Griffin has resigned and will devote his time to his business interests and to private literary work.

Waldo L. Cook, who for a number of years has been in charge of the Republican's editorial page, will continue as editorial director.

Howard K. Regal, who for several years has been general news editor, becomes managing editor.



WALDO L. COOK

Mr. Griffin joined the Republican staff following his graduation from Williams College in 1872, starting as a reporter, and received his first newspaper training under the elder Samuel Bowles. He



HOWARD K. REGAL

was appointed managing editor in 1878. At one time or another he has filled every editorial position on the paper.

Though he devoted much of his time to editorial writing, Mr. Griffin has had general oversight over other departments. He attended most of the national and State political conventions of the last forty years, and his insight into

political conditions won him a national reputation.

Mr. Cook is noted as an editorial writer of remarkable soundness, brilliance and force. Richard Hooker, the Republican's publisher, attributes to him the maintenance of the Republican's editorial page up to the full standard of independence and quality that first gave it national influence in the days of the elder Samuel Bowles, Mr. Hooker's grandfather.

The Republican has been a notable supporter of President Wilson in many matters, and in 1916, before the country entered the war, an Associated Press dispatch from Berlin reported that an editorial in the Republican (written by Mr. Cook) had created a deeper impression there than the speeches which President Wilson was then delivering upon preparedness.

Mr. Regal is as keen and rapid in his handling of news as he has been in writing it. The tradition in the Republican office, until Mr. Regal assumed an executive position, was that there had been no one on the staff who could turn out so good a news story so rapidly.

Richard Hooker will continue as editor and publisher of the Republican and will do some of the editorial writing.

CHIEF CLERK GOT THE INFORMATION FOR WHICH HE SOUGHT

Wausau Daily Record Herald.
WAUSAU, Wis., March 18, 1919.

To EDITOR & PUBLISHER:

It is evident that your campaign for a better mail service has stirred up the Post Office Department. Last week for the first time in seven years the chief clerk of the railway mail service for Wisconsin called on me and asked for specific instances of poor service, in response to which I gave him enough to keep him busy for some time.

More power to ye,
J. L. STURTEVANT, Publisher.

AYER AGENCY IS 50 YEARS OLD

Big Event Will Be Celebrated in Philadelphia April 4

PHILADELPHIA, March 20.—One of the most notable gatherings of its kind ever held here will be a dinner on April 4 to F. Wayland Ayer, head of the well known advertising firm of N. W. Ayer & Son.

The dinner will be held at the Bellevue Stratford at 6:30 o'clock, and will mark the golden anniversary of the firm. W. W. Fry, son-in-law of Mr. Ayer, said to-night that the details of the event were still in the making, but that there would be from 600 to 700 guests. Most of the 400 employees of the firm will be included, and there will be present 200 or 300 representative business men from all parts of the country, clients of the firm.

The firm of N. W. Ayer & Son, whose fifty years of life is to be celebrated, was founded by F. Wayland Ayer, who named it for his father. The founder still continues head of the concern.

The Rex W. Wadman Agency, New York, will conduct a national advertising campaign next fall for the Sunderman Carburetor Corporation, Newburg, N. Y.



You can be a BIG advertiser in every English language daily in West Virginia, where industrial history is in the making, for less than half a cent per inhabitant.

The government discovered the Kanawha Valley for the purposes of war industries. Its investment for plants, buildings and equipment will exceed, in all probability, **\$100,000,000.00**

Nearby — where the Star of West Virginia's industrial destiny had led them — are ten permanent Chemical industries employing nearly 4,000 men, capital invested

\$14,000,000.00

Why not start your advertising in these papers and participate in the prospective future and present prosperity?

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
*Telegraph ..(M)	6,426	.01428	†Herald.		
Charleston			Dispatch ..(M)	10,479	.02
†Gazette(M)	14,500	.02	†Herald.		
†Gazette(S)	16,500	.02	Dispatch ..(S)	11,103	.02
*Leader(M)	6,819	.0157	Martinsburg		
*Leader(S)	7,351	.0157	*Journal(E)	3,068	.0129
*Mail(E)	8,735	.02	Morgantown		
Clarksburg			†Post(E)	3,025	.0143
*Exponent (M&S)	8,607	.02	Parkersburg		
*Telegram ..(E)	8,020	.02	*News(M)	6,300	.0125
*Telegram ..(S)	7,746	.02	*News(S)	6,200	.015
Fairmont			†Sentinel ..(E)	6,854	.017
*Times ..(M&S)	7,209	.02	Wheeling		
*W. Virginian (E)	5,377	.02	†Intelligencer (M)	11,366	.0325
Grafton			†News(E)	16,225	.04
*Sentinel(E)	2,476	.014	†News(S)	16,225	.04
Huntington			*Government statement, Oct. 1st, 1918.		
†Advertiser ..(E)	8,231	.02	†A. B. C. statement, Oct. 1st, 1918.		
			†Publishers' statement.		

File the facts for reference

EDITORIAL

THE MAGAZINE AGENT

HOW are the newspapers to deal with that class of advertising agents who work in the exclusive interests of a few big magazines?

Some of the magazines maintain powerful promotion organizations. They develop an account and give it to an agent, who finds the client quite willing to spend his money according to the suggestions made to him by the magazine promoters. The agent is expected to endorse the promoters' recommendations. In this manner the advertiser is led to believe that he is proceeding along the best possible lines, having the counsel of an agent who is supposed to have had wide experience with all advertising mediums. The agent—this type of agent—sees easily earned money in sight. He loses sight of the fact that he is supposed to be the guide and adviser of the advertiser. He is content, perforce, with serving the interest of the seller, not the buyer, of advertising.

There is plenty of advertising for all classes of mediums. THE NEWSPAPERS, as usual, ARE CARRYING THE BIGGEST SHARE OF NATIONAL BUSINESS. The newspapers may not, therefore, be accused of petty envy when they object to the methods in vogue in some quarters in the agency field. Why should any agent favor the use of magazines over newspapers, and even advise clients to confine appropriations to one or two, or a half dozen, publications? The answer is not difficult to find.

There is little work and much profit in handling a magazine account. In this fact may be found the simple truth of the situation.

Magazines, because of their thinly spread circulations and their infrequent publication, are a supplementary and secondary medium.

For a product that is well enough distributed to be found on sale at any point where a magazine advertisement may create demand, it has its legitimate value. It is a good "reminder," and, like the signboard, offers opportunities for graphic display, color schemes and "quality" copy.

But it is not a consumer medium of primary force, because it does not reach enough people often enough in any given community. Even though an advertiser bought space in all magazines printed, he would get little enough in the way of consumer influence.

What about the advertiser who is induced to believe that one, two or three magazines are all he needs in the way of "national publicity"?

What about the agents who are bludgeoned, caajoled or subsidized into helping the advertiser believe this?

Herein lies one of the chief abuses of magazine advertising—the deliberate, skilfully planned exaggeration of its influence. It is here that the magazine-controlled agent commits his capital crime.

The agent is supposed to value all mediums at their proper worth, to possess facts and figures about all kinds of advertising and earn his commissions by doing his utmost to help his client to win success. SOME agents fulfill this function faithfully. Others, who are under the thumb or basking in the favor of magazine interests prostitute it.

The magazine organizations that control advertising agents are made up of able men armed with a bewildering array of statistics, charts, investigations and conversations. The new advertiser is their meat, because the novice invariably looks for mysteries, intricacies and hypotheses in advertising. To him it is often a glittering, adventurous, romantic sort of thing. He would be scared off if its simplicity were revealed at the outset. The magazine promoters give him what he expects in the way of thrills and theories; they live with him until they "sell" him and, when they finally get him, they "land him right."

Then they call in an agent to keep him hooked and to make him think that he is really advertising. The agent understands his job. If he gets reckless and gives the client any information or advice, outside of the street address of the magazine that developed the account, he is through. The magazine



men are strong enough to throw him out any time he falls to toe the mark.

If he "behaves," he draws his easy commissions, and he will get other accounts, for the magazine promoters are grinding away every day, making new crops of advertisers. They need them in that high-speed, forced-pressure game they run. Some of the new advertisers die, and some cut their eye teeth. But fresh ones are born periodically.

Many advertisers go into this magazine game with eyes wide open and well defined purposes. Take the "dealer influence" brigade, for instance. But that is another story, which we shall discuss later on.

But the fledgling advertiser, who is first hypnotized by the magazine and kept in a state of coma by the agent accomplice, needs help if we want him to survive and if the business of advertising is to keep its good name.

What are the newspapers going to do about it?

Isn't it time they defined an advertising agent as a representative of all mediums and properly classified those others who, masquerading as agents, are merely the henchmen for "special interests."

A SIGN OF THE TIMES

DES MOINES has been for some time a centre of tense competition in the newspaper field.

The Capital is now to enter the Sunday newspaper domain, and the manager, Lafe Young, jr., assures EDITOR & PUBLISHER that every portent is for a big success. He proposes to issue a real, big-calibre Sunday edition, and to preserve in it the individuality and distinctive character which have made the six day Capital so popular in Iowa.

It seems like old times, indeed, when one may chronicle the advent of new enterprises on a large scale. It signifies not merely that the war is over but that there is a revival of initiative. It means that the hard conditions facing publishers are lifting—that advertisers are seeking, more and more, the best channel through which to reach the people with their messages. It means a renewal of national activity in business—following the long, gray night of war.

The good wishes of hosts of their newspaper friends—including, doubtless, those of their immediate competitors—will be extended to Senator Lafayette Young and his gifted son, "Lafe, jr.," for the prosperity of the new Sunday Capital.

A RECENT issue of the Concord (N. H.) Evening Monitor contained an interesting history of that newspaper and its development under fifty years of Chandler family control. The late Senator William E. Chandler was editor and owner of the Monitor for nearly half a century, and his son, William D. Chandler, who is now in sole control, has been connected with the paper since 1892. The Monitor has lately added greatly to its mechanical facilities. It appears now in a new type dress, chipper and attractive.

A. B. C. SERVICE

WHEN Stanley Clague accepted the direction of the Audit Bureau of Circulations he found the work of the organization in arrears—not through any fault of the former management, but because the revenues were not ample for conducting the audits on schedule.

Publisher members, irritated by a publicity by-law which hampered their promotion advertising, were in a mood to fight for an amendment permitting a rational use of the figures given in their reports and audits. They were not in a mood, in view of delayed audits, to accept an increase in dues. Yet it became Mr. Clague's task, and that of the board of directors, to persuade the membership of the vital necessity of the higher rates. This was accomplished—following the adoption of the more liberal publicity by-law.

It was a critical period in the life of the organization. A big principle was at stake. Great results had already been accomplished by the service, limited and hampered as it had been by inadequate revenues. But the arrearage in audits could not be allowed to grow. It had to be wiped out. That has been done. And, at the meeting of the board of directors in New York, March 14, it was shown that the bureau is now functioning as it was designed to do—and its financial resources are adequate.

Some of the problems the directors have had to pass upon within the past year have been difficult of solution. Many of these have dealt with the question of what constitutes paid and free circulation. This, on first thought, seems like a very simple matter. As a matter of fact it is often an involved one.

The ingenuity of a circulation manager, when faced with the task of winning first place for his newspaper or periodical in a particular field, often results in promotion plans which carry him hazardously near the line of free distribution. When the circulation premiership in a city or field rests upon the A. B. C.'s definition of "paid," that definition—as applied to that specific case—gains importance.

The A. B. C. takes on, naturally, more and more the nature of a Court of Circulations. The board of directors are the justices of the court, charged with the duty to render impartial decisions. That the members of this board enjoy the confidence of publishers and advertisers is a happy circumstance.

EDITOR & PUBLISHER congratulates the managing director, Stanley Clague, on the splendid progress made under his direction of the affairs of the bureau. Mr. Clague BELIEVES in the things which the A. B. C. stands for—and this faith of his has, indeed, come to "be known by works."

CHANCE FOR CO-ORDINATION

THOSE who have read the complaints of continued poor mail service, made through EDITOR & PUBLISHER by nearly four score newspapers, must have been impressed with two outstanding facts, namely: Lack of cooperation between the Railroad Administration and the Railway Mail Service, and insufficient help in the mail cars.

A. W. Peterson, president of the Inland Daily Press Association, who had complained of deficiencies in the second-class mail service, was visited by a representative of the Post Office Department soon after EDITOR & PUBLISHER had brought his letter to the attention of the Postmaster-General. This official assured Mr. Peterson that, in his opinion, the complaints of poor service were due largely to the fault of the Railroad Administration. Mr. Peterson reminded him that both were departments of the Government, subject to the guiding hand of our present national Administration, and that there should be found a way to get the two together for the benefit of the public.

Cannot somebody be found in Washington who will introduce the Postmaster-General to the Director-General of Railroads? These gentlemen ought to know each other—and certain of their immediate subordinates should also know each other. If one may judge by the disorganized train schedules, the needs of the Railway Mail Service have never bothered the Railroad Administration folks. The public has been doing all the worrying.

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James Wright Brown, editor; W. D. Shoemaker, managing editor; Walter Sammis, features, and John F. Redmond, news.

London: Charles Caspary.

Paris: F. B. Grundy.

Toronto: W. A. Craik.

Chicago: D. F. Coss.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

Philadelphia: John E. Geraghty.

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

Canadian, 50c.

PERSONALS

IN THE EDITORIAL ROOM

Col. G. Norris Osborn, editor of the New Haven Journal-Courier, has been named Bromley lecturer at Yale for the coming year.

John F. Vail, principal owner of the Pueblo (Col.) Star-Journal Company, was married in Denver on March 11 to Mrs. Lela P. White, widow of Fred White, who died eight years ago, and was connected with the editorial department of the Star-Journal.

Hamilton Easter Field, wealthy collector of paintings, drawings and prints, has become art editor of the Brooklyn Eagle, succeeding the late Edwin A. Rockwell.

Robert H. Murray, for the past ten years correspondent of the New York World in Mexico, has been visiting the home office. He is to return within a few days to his post of duty.

J. H. Woods, editor of the Calgary Herald and past president of the Canadian Press Association, arrived in the East this week and will spend several days in New York.

John Cairns, for seven years news editor of the Calgary Herald, has resigned and gone to Vancouver, B. C., where he becomes city editor of the Daily Province.

C. A. Hayden, formerly news editor of the Calgary Canadian, which recently suspended publication, has succeeded John Cairns as news editor of the Calgary Herald.

Chester S. Lord, former managing editor of the New York Sun, has been elected president of the Lotos Club, after serving as secretary and vice-president for twenty-five years.

C. F. Crandall, managing editor of the Montreal Star, was a visitor in New York this week.

THE BUSINESS OFFICE

R. F. R. Huntsman, president of the Brooklyn Standard Union, celebrated his fifty-first birthday March 19.

Julian M. White, former New York Tribune man, has just returned from twenty-three months in service to become renting agent for the Tribune Building.

Ramon L. Hall, advertising manager of the Schenectady (N. Y.) Gazette, has received the Distinguished Service Cross for rescuing a wounded comrade in No-Man's Land.

Alfred Zimmerman, of the New York World, is down with influenza at his home in Plainfield, N. J., but is reported to be improving satisfactorily.

H. H. Horton, who recently left the Tuisa (Okla.) Democrat and Times, has returned to the Muskogee Phoenix.

Horace Havenor, formerly with the Albany (N. Y.) Journal, has returned from France with one arm badly injured as the result of a shrapnel wound.

E. C. Bowler, business manager of the Portland (Me.) Daily Eastern Argus, was host to his editorial staff at a dinner the other evening.

Manning Wakfield has resigned from the New York staff of the Capper publications to become Eastern manager of Better Farming, Household Guest, Milwaukee System Employees' Magazine and the Junior Yank.

Sol Dan, advertising manager of the Tuisa (Okla.) Times, also secretary of the Tuisa Automobile Dealers' Association, handled the Tuisa automobile

dealers' show and is now working on an automobile boosters' trip.

David W. Howe, formerly of Scribner's Magazine, who has just returned from overseas service with the air forces, has joined the New York Tribune advertising staff.

J. J. O'Neill, of the Manchester (England) Guardian, is on a business trip to America.

Major Frank Knox, publisher of the Manchester (N. H.) Union, who returned from more than a year's service with the American Expeditionary Forces in France two weeks ago, was tendered a complimentary luncheon by the New England Newspaper Alliance in Boston on Tuesday evening.

E. M. Alexander has been made advertising manager of the New York Tribune. Mrs. Ogden Mills Reid continues to be advertising director.

The Johnstown (Pa.) Democrat is planning a new building.

WITH THE AD FOLKS

Albert Bearup, jr., former assistant city editor of the Albany (N. Y.) Times-Union, has taken over local advertising for the Goldine Specific Company at Albany.

Frank J. Lee, outdoor advertising manager for the Anheuser-Busch Company, St. Louis, was married in Milwaukee March 3 to Miss Elnore M. Gettelman.

E. C. Schmidt, former city editor of the Salt Lake Tribune, is now publicity director for the Mutual Creamery Company, which has nineteen plants in the Pacific Northwest.

Jules Schloss, formerly of New York, Chicago and Atlanta, is in Tulsa (Okla.) looking over the field and may open a special advertising agency there.

Arthur C. Rogers, head of the Rogers-Brett-Baker Advertising Agency, Cleveland, who has been a major in the ordnance branch of the American forces abroad since November, 1917, has been promoted to lieutenant-colonel.

Max Koenigsberg, first vice-president of the Advertising Club of St. Louis and advertising manager of Famous-Barr Company, spoke before the Women's Advertising Club of St. Louis this week. Miss Winifred Whitman, treasurer of the Women's Advertising Club of Chicago, was also a guest.

J. H. Malone has resigned as advertising manager of the Chilton Company, Philadelphia, to become vice-president and general manager of the William F. Hudson Enterprises, Detroit.

Collin Armstrong, of New York, is receiving the sympathy of his many friends on the death of his brother, Augustus, March 13, at Fayetteville, N. Y.

H. C. Daych, for the last year business manager of the Chemical Engineer, has been appointed Eastern representative for Associated Advertising, New York.

Edwin S. Wadsworth, of New York, has joined the copy and plan staff of the Thomas Advertising Service, Jacksonville, Fla. His past connections have included W. H. H. Huli & Co., N. W. Ayer & Son, Lyman D. Morse Agency, and an agency of his own.

Miss Florence Martin, of the H. Black Company, has been elected president of the Cleveland Women's Ad Club. Miss Dumont Grant is vice-president and Mrs. John Hill secretary-treasurer.

Harvey J. Campbell, of the Apel-Campbell Company, is the new president of the Adcrafters Club, Detroit. J. B. Mills is vice-president.

S. Locks Breaux is now advertising manager of the Baillard & Ballard Company, Louisville, succeeding R. M. Bean, who has become vice-president of the Louisville National Banking Company.

G. I. Snowden has become advertising manager of the Archbold Manufacturing Company, Rochester, N. Y.

Capt. Douglas V. Martin, jr., has been made service department manager of Nelson Chesman & Co., St. Louis.

Walter C. Barnes, recently advertising manager of the Garford Motor Car Company, Lima, has become associated with the Mallory, Mitchell & Faust Agency, Chicago.

L. D. Wallace, Delmer J. Rammers and Miss F. M. Turner have been elected, respectively, vice-president, treasurer and secretary of the Thomas E. Basham Agency, Louisville, Ky.

Fred W. Miller is now in charge of advertising for F. V. Price & Co.'s clothing, Chicago.

S. G. Gurwit, advertising manager of the Hartman Furniture and Carpet Company, Chicago, has resigned to become vice-president of the National Textiles Company, New York.

R. A. Brown, late advertising manager of Marshall Field & Co., has become a director of the Standard Advertising Company, Chicago.

G. E. McCulloch has become advertising and sales promotion service manager for the Canadian Advertising Agency, Ltd., Montreal.

Miss Lillian H. Rosenblum has joined the staff of the Century Advertising Service, New York.

S. R. Swiss is the new advertising manager of the Republic Truck Company, Alma, Mich., in the place of Blaine McGrath, who has gone with the sales department.

Terrell T. McCarty has opened an advertising agency in the Baker-Detwiler Building, Los Angeles.

James M. Imrie has opened an advertising agency in Toronto.

J. W. Beckman is now connected with the advertising department of the International Motor Company.

I. J. Oswald is now advertising manager of the Holeproof Hosiery Company and Luxite Textiles, Inc., Milwaukee, succeeding H. V. Weaver, who becomes

vice-president of the Oregon Vulcanizing Company, Portland, Ore.

Donald M. Wright has joined the copy staff of Critchfield & Co., Chicago.

Mrs. Robert C. Glover has been re-elected president of the Dallas (Tex.) Women's Advertising League.

George Robb Collins has started an advertising business in Chicago.

Roy Quinian and John H. Kelly have organized an advertising agency in Chicago.

Harry Southgate is in charge of advertising for the United States Motor Truck Company, Cincinnati.

Joseph Schmidt has been elected a vice-president of the Blaine-Thompson Company, Cincinnati. Russell E. Smith is a new copy writer.

W. H. Holmes has been appointed advertising manager of the Packard Motor Car Company, Detroit, succeeding Frank G. Eastman.

Clarence D. Newell will resign April 1 as secretary of Frank Seaman, Inc., New York.

Robert R. Thien has been appointed to the New York copy staff of the Martin V. Kelly Company.

Joseph A. Richards, of New York, has been appointed advertising counsel to the Bureau of War Risk Insurance, Washington.

Oswald B. Carson has resigned as advertising manager of the American Optical Company, Southbridge, Mass., to take a similar position with the American Hard Rubber Company, New York.

Marvin S. Small (formerly Smallheiser) has left the service of the American Druggists Syndicate to join the advertising staff of the Einson Lithograph Company, New York.

G. W. Moister, late of the Haynes Automobile Company, has assumed charge of advertising for the Old Hickory Chair Company, Martinsville, Ind.

Robert Babcock is now with the Husband & Thomas Agency, Chicago.

K. S. Bailou has been made advertising and sales manager of the Morgan Manufacturing Company, Keene, N. H.

W. F. Patten has been appointed advertising manager of the Sinclair Oil Company, Chicago. He was with Butler Brothers, New York.

The Arkansas Gazette
Has Renewed Its Contract
For The Haskin
Service For Another
Year.

CHILIAN NEWSPAPERS EQUAL TO BEST IN SOUTH AMERICA

Some Show a Tendency to Adopt North American Ideas in Makeup and Treatment of News—Big Dailies Progressive—Most Workers Speak Several Languages

By A. A. PRECIADO,*

Representative of the Committee on Public Information in Chili

A publicity representative of the United States Government in the Republic of Chili I came in contact with over 150 newspapers in that country. There are probably over 400 publications in operation, but the number indicated above represents the cream of the metropolitan and rural press.

I do not believe one can find a more progressive press in any part of Latin America than in Chili. From a mechanical viewpoint, and looking at it from the Latin-American style, the Chilian newspaper is very neat in appearance. It is very carefully departmentized, and a reader has no trouble in finding the particular class of news he is interested in.

High Editorial Standards Prevail

From an editorial viewpoint the larger newspapers maintain exceedingly high standards of literary effort. I have read in the Chilian press some of the finest newspaper articles ever written. I believe that Carlos Silva Vildosa, London representative for the Mercurio group of newspapers, is one of the best Latin-American newspapermen. Some of his leading articles can be found in the libraries of this country in the American text.

ent they are at a disadvantage to improve matters owing to mechanical and workmanship difficulties and the shortage of white paper. When these difficulties are overcome, however, I believe that the American style will supplant the present easy-going method. In fact, preliminary work along these lines has already been begun. A year ago Carlos Edwards, one of the owners of the Mercurio group of newspapers, sent for a young American newspaper man by the name of Falk to introduce American methods into his Valparaiso plant. Falk came from the San Diego Union. He changed the whole mechanical dress of the paper. He worked in the composing room with the foreman and in the editorial room with the editors. At regular intervals he delivered lectures to the entire personnel on various phases of newspaper work. In a short while El Mercurio began to look like an American newspaper—like the San Diego Union.

No Ads on First Page

Instead of advertisements on the first page El Mercurio now prints local and foreign news of first importance. Double column thirty-six point heads with fourteen-point banks are used to display the leading stories on either side of the page. Uniformity of heads characterizes the make-up on the inside pages. The change of dress from a Latin-American to an American style has been a rather radical departure for El Mercurio, but Señor Perez Canto, the editorial director, told me that circulation was growing.

Satisfied with results on his Valparaiso property, Mr. Edwards transferred Falk to El Mercurio of Santiago. He was getting along nicely when the draft sent him home and Mr. Edwards was compelled to drop his Americanization scheme for the time being.

This experience goes to show that the Chilian press is susceptible to American methods and style.

Have Own Ideas

Other newspapers have their own original ideas of appearance. For instance, La Union, of Valparaiso, bars advertisements from its first page. The first column on the left-hand side is used for the leading editorial. News pictures and special articles fill the rest of the page.

El Mercurio, of Santiago, sells space on page 1. Whenever there is a shortage of advertisements, articles of a general character are requisitioned to fill up the page. El Mercurio can accommodate the advertiser with two colors when required.

La Nacion, of Santiago, one of the fastest growing newspapers in South

America, makes no attempt at uniformity in make-up, but uses the type in the simplest fashion. It labels its leading articles on page 1 with two or three column thirty-six point heads. La Nacion relishes human interest, and uses illustrated feature articles on its first page.

The style of other Chilian newspapers varies. There are no hard and fast rules to observe. Each newspaper follows its own inclinations.

The Chilian editor follows the same plan for gathering news that we do in America. He has the same organization to work with. There must be two or three men on the staff, however, who are experts in one or two foreign languages. Each leading newspaper has such men. They are required to translate the Associated Press and the United Press reports into Spanish. Sometimes they must bring their French and German knowledge into use. The cable editor must be a wizard in knowledge of foreign affairs. He must not only be able to translate but to amplify a highly condensed and cablezed story.

There are no leased wires in the Chilian newspaper offices. Messengers are substituted to carry despatches to the editorial rooms.

In the Editorial Rooms

The society column is an institution in all Chilian newspapers. It differs from the American column of like character, however, in that it includes death and illness announcements.

Other regular departments are the sport page and political column. The sport page features horse racing, football, aviation and boxing. The daily doings in the political camps of the various parties are found in the political column. Departments are also devoted to regional news, finance, shipping and other branches of industry.

The cable news of the world is concentrated on one page on the inside. It represents a solid mass of eight point type. Across the top of the page a general heading with the words, "Cabled news of the world," and a series of smaller eight-column heads following beneath, represent the total effort at head-setting. Each item, however, carries a small eight-point caption. It is interesting to note that the most important story does not appear at the top of the column. Stories are given prominence in the order of their arrival and not in the order of their importance. The most vital story of the day may be found in the lower right-hand corner of the cable page.

No Extra Editions

Chilian newspapers do not issue extra editions. All news, however important, must wait until the regular editions. Short bulletins are placed on the bulletin boards outside the buildings for the convenience of the public.

The two leading evening newspapers in Santiago do not battle for street sales supremacy like newspapers do in the United States. Each paper gets out one edition during the afternoon. There is no regular press time. They do not publish on Sundays or holidays.

Cartoons and comic strips, known so well to American newspaper readers, are unknown in Chili. There are no regular staff articles. I believe a market can be created for cartoons and comic strips, provided the subject matter is prepared from the Latin-American viewpoint.

There are no Sunday colored supplements in the newspapers. The nearest approach to a supplement is an eight-page insert in El Mercurio of Santiago, which contains some very in-

teresting material, such as translations from articles in American newspaper magazine sections, and local articles, but its mechanical standard is low.

The principal newspapers of Chili are El Mercurio, La Nacion, La Union, El Diario Ilustrado (morning) and La Opinion and Las Ultimas Noticias (afternoon), Santiago; El Mercurio, La Union, Valparaiso; La Union, El Sur, Concepcion; El Mercurio, Antofagasta.

El Mercurio of Valparaiso was founded by an American named Wells, in 1827, and is said to be the oldest newspaper in South America. A centenary celebration is being planned for 1927 by Mr. Edwards, the editor, to which the leading newspapermen and statesmen of the world will be invited. The first issue of El Mercurio is carefully guarded in the archives of the institution.

The average newspaper man in Chili may be described as a composite of a first-class reporter and a walking encyclopaedia. He is thoroughly familiar with the geography, history and politics of every foreign country of importance. He is a master of one or two foreign languages. He knows more about the United States than reporters in our own country known about Chili.

The newspapers in Latin America, particularly those in Chili, are not as backward as some of us have been led to believe.

*Mr. Preciado is a Pacific coast newspaperman, having been connected with Scripps papers in the Northwest for eight years. He was born at Madera, Cal., and his parents are Spanish-American. Because of his knowledge of Spanish and of the newspaper business he was chosen by George Creel to represent the Committee on Public Information in Chili, where he remained until the signing of the armistice.

CARD-INDEXES EVERY REPORTER

New York World Bureau Also Investigates All Complaints and Errors

The workings and benefits of the New York World's Bureau of Accuracy and Fair Play were explained to the Pulitzer School of Journalism at Columbia University Tuesday by Isaac DeForest White, its director.

The bureau was established, he explained, to do away with conditions under which inaccuracies crept into print, letters of complaint went astray and corrections were never printed or hidden away in an obscure part of the paper.

Under the system worked out by the bureau, card indexes are kept of every reporter, on which are entered all complaints received about stories written or handled by him. These are investigated, and wilful or chronic carelessness punished with dismissal. "The true worth of a newspaper," said Mr. White, "is measured by the number of persons who read it and believe in it." Under the World system, he pointed out, correspondents are discouraged from writing the so-called "harmless fake stories," which tend only to weaken public confidence in the press.

Accuracy and fair play, he said, are inseparable terms in journalism.

La Follette Hearing Postponed

MADISON, Wis., March 15.—Examination of Senator La Follette in connection with his \$100,000 suit for alleged libel against the Democrat Printing Company and O. D. Brandenburg, its president, which was to have taken place yesterday, was again postponed. The Senator claimed to be too busy clearing up his Congressional affairs to go to Madison. A new date has not yet been announced.



A. A. PRECIADO

I have often been asked since my recent return from Chili: "Do Chilian newspapers look anything like our own?"

Following North American Model

I have answered: "With one or two exceptions Chilian newspapers look nothing like our American papers. They follow different standards of style. Ordinarily, they produce make-ups on their first page and on the inside columns that would make an American make-up artist turn gray with anger. I have seen them break all the known rules of make-up familiar to the American composing room. Yet when one gets used to the Chilian style the disappointment at not finding the big heads on page 1 soon wears off. After all, it seems to me that the success or failure of a newspaper depends not so much on what typographical dress you design for your pet. It is what you put into it that counts.

Nevertheless, I believe that the time is coming in Chili when all the leading newspapers will follow the American plan of make-up. The Chilians admire the American press. At pres-

CANADA AD OUTLOOK MILLION A MONTH

Figures for First of the Year Indicate
That Newspaper Business Will Be
Prosperous Above the Border
During 1919

TORONTO, March 18.—For the first time in Canada an attempt has been made to check the volume of advertising carried by the large city dailies of the Dominion. Figures for January and February have been compiled by Marketing, the monthly advertising journal published here by W.

advertising; the Toronto Telegram and the Vancouver Province second and third in local display, and the Vancouver Province and Toronto Star second and third, respectively, in total display advertising. The Toronto Telegram led by a large margin in classified advertising. The accompanying table gives the data.

Australian Dies in New York

Maurice Brodney, a founder of Table Talk, a paper in Melbourne, Australia, and father of Leon Spencer Brodney, an editor of the Brisbane Daily Mail, died in New York March 19, aged sixty-eight years. He came to America five years ago, and continued journalistic work until his death.

Volume of Advertising in Leading Canadian Daily Newspapers for February, 1919

	Total General.	Local Display.	Total All Display.	Classified.
Calgary Albertan.....	65,536	207,260	272,796	51,664
Calgary Herald.....	141,879	331,236	473,115	173,233
Vancouver Province.....	196,652	438,738	635,390	162,028
Vancouver Sun.....	73,598	165,512	239,110	76,688
Vancouver World.....	107,115	352,130	459,245	59,941
Winnipeg Free Press.....	240,706	406,808	647,514	254,658
Winnipeg Telegram.....	127,034	229,313	356,347	58,967
Winnipeg Tribune.....	157,305	372,917	530,222	120,369
London Advertiser.....	138,081	196,052	334,133	70,616
London Free Press.....	160,682	210,153	370,835	93,142
Ottawa Citizen.....	91,537	282,893	374,430	56,868
Ottawa Journal.....	168,300	291,361	459,661	30,073
Toronto Globe.....	201,180	142,403	343,584	89,461
Toronto Mail.....	172,103	132,652	304,755	75,835
Toronto World.....	94,692	142,793	238,485	9,905
Toronto News.....	96,281	201,448	297,729	17,739
Toronto Star.....	175,349	413,013	588,362	191,546
Toronto Telegram.....	134,747	445,064	579,811	367,324
Montreal Gazette.....	196,100	246,058	442,158	8,403
Montreal Star.....	268,981	460,053	729,034	173,973
Totals.....	3,007,858	5,687,857	8,696,916	2,142,453

FOR JANUARY

	Total General.	Local Display.	Total All Display.	Classified.
Toronto Globe.....	217,068	169,817	386,885	97,691
Montreal Star.....	199,351	534,231	733,582	156,578
Halifax Chronicle.....	197,130	121,580	318,710	6,056
Winnipeg Free Press.....	194,915	412,291	607,206	231,168
Montreal Gazette.....	191,148	300,035	491,183	8,587
Toronto Star.....	180,515	454,283	634,798	183,545
Toronto Mail.....	178,566	160,563	339,129	79,616
Vancouver Province.....	166,557	491,918	658,475	151,183
London Free Press.....	164,082	204,104	368,186	99,476
London Advertiser.....	150,599	185,336	335,935	75,666
Winnipeg Tribune.....	147,384	530,878	678,262	123,218
Halifax Herald.....	145,538	85,586	231,124	16,261
Edmonton Journal.....	140,929	374,483	515,412	104,032
Ottawa Journal.....	140,637	332,215	472,792	33,824
Toronto Telegram.....	137,264	462,388	599,652	358,984
Calgary Herald.....	134,398	423,873	558,271	167,682
Regina Leader.....	132,732	191,347	324,079	118,897
Edmonton Bulletin.....	126,411	241,226	367,667	62,602
Toronto World.....	113,558	181,417	294,975	12,925
Ottawa Citizen.....	105,389	323,257	428,646	57,441
Toronto News.....	103,124	201,043	304,167	22,155
Winnipeg Telegram.....	102,851	256,904	359,755	64,432
Vancouver World.....	97,656	397,443	495,099	77,703
Regina Post.....	90,367	270,083	360,450	49,022
Calgary Albertan.....	68,100	202,646	270,746	50,400
Vancouver Sun.....	66,014	209,175	275,189	77,332
Totals.....	3,692,283	7,718,122	11,410,375	2,486,476

A. Lydiatt. In January twenty-six dailies were checked; in February, twenty papers in Halifax, Regina and Edmonton having been omitted the latter month.

Mr. Lydiatt's conclusions are that the twenty-six dailies covered in January carried in excess of \$500,000 worth of advertising, of which one-fourth was classed as foreign or general advertising. On the basis that January is not a heavy advertising month, it is to be expected that these papers will carry at least \$6,000,000 of advertising for the year. On the same basis, the whole list of Canadian dailies would have an advertising revenue of approximately \$1,000,000 a month, of which from 20 to 25 per cent. would be advertising other than purely local.

The February figures show that the Montreal Star leads in the volume of general advertising and in local display. The Winnipeg Free Press stands second and the Toronto Globe third in general

Service

For years "service" in advertising trade journalism has been largely a matter of publishing news of the field, together with ideas culled from men in various branches of activities in that particular field.

No trade paper was complete without this kind of news, and no trade paper is complete without it now.

Many trade papers furnish such information—and stop there.

EDITOR & PUBLISHER has gone further than this. Not satisfied with doing what other trade papers were doing, and doing it better, EDITOR & PUBLISHER has gone deeply into research work, digging up facts, figures and various kinds of statistics related to newspaper making, until now it is neither a luxury nor a mere help—it is a positive necessity known and appreciated, not only by MAKERS of newspapers, but by USERS of newspapers.

The FACT that the big majority of the members of the American Advertisers' Association are paid subscribers to EDITOR & PUBLISHER, together with the FACT that NINETY PER CENT. of the recognized advertising agencies of the country are paid subscribers to EDITOR & PUBLISHER is significant.

Service, especially the right kind of service, pays those who render it, just as it pays those who receive it.

Advertising Rates on Request

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

"Grows Younger as It Grows Older"

1117 World Building

New York City

Louis Cohen News Co.

20 VESEY ST., N. Y. CITY

LOCAL DISTRIBUTERS

of Editor & Publisher

AND PROMOTERS

OF OTHER

HIGH CLASS MAGAZINES

Covering all first class hotels and prominent stands.

Personal contact with trade.

Display service guaranteed.

NEWSPAPER ADVERTISING IN FEBRUARY—CONTINUED

Name of Paper.	Total.		Local.		Foreign.		Classified.	
	1919.	1918.	1919.	1918.	1919.	1918.	1919.	1918.
CALIFORNIA								
San Francisco								
Chronicle	655,396	569,632	305,536	274,512	110,698	65,142	239,162	229,978
Examiner	784,602	747,068	364,882	363,832	134,428	104,482	285,292	278,754
Bulletin	440,846	341,530	259,756	205,940	122,920	79,296	58,170	56,294
Call	434,364	339,542	283,948	229,390	106,400	76,216	44,016	33,936
CONNECTICUT								
Waterbury								
Republican	437,318	389,424	280,812	284,172	85,764	63,210	70,742	42,042
INDIANA								
South Bend								
News-Times	335,724	72,310	49,790
IOWA								
Stout City								
Tribune	28,858	22,461	16,935	12,616	7,365	5,698	4,558	4,147
MASSACHUSETTS								
Lynn								
Item	414,624	324,744	304,486	241,192	83,356	62,972	26,782	20,580
MINNESOTA								
Minneapolis								
Journal	932,456	763,742	621,838	505,554	143,472	106,288	167,146	151,900
Tribune	877,954	741,958	518,056	431,242	162,358	126,504	197,540	184,212
News	471,604	457,198	294,728	279,244	115,276	122,570	61,600	55,384
MISSOURI								
Kansas City								
Star	1,604,741	1,308,678	929,723	777,684	278,288	162,656	396,730	368,338
NEW JERSEY								
Trenton								
Evening Times	*506,478	*357,490	317,177	222,334	91,084	59,822	86,765	67,788
Sunday Times-Advertiser	*181,482	*97,132	147,028	70,994	9,380	6,566	22,064	16,100
State Gazette	*324,506	*234,850	276,318	187,670	19,908	18,046	19,180	21,280
NEW YORK								
Utica								
Observer	357,266	308,392	297,736	270,844	59,430	37,548	54,180	46,844
Herald-Dispatch	370,566	329,846	287,714	275,940	82,852	52,906
Press	472,262	396,256	408,828	342,398	62,818	54,258
OHIO								
Dayton								
Herald	595,534	446,614	457,226	341,068	73,962	63,546	62,734	42,000
Journal	560,672	391,664	407,512	284,746	53,480	44,226	93,716	62,692
OKLAHOMA								
Oklahoma City								
Daily Oklahoman	439,306	334,110	331,002	263,318	108,304	69,692	148,232	99,526
Sunday Oklahoman	275,212	240,352	217,042	200,830	58,170	39,382	55,230	53,396
Times	499,478	367,526	411,222	309,596	72,256	58,002	143,288	108,430
TEXAS								
Fort Worth								
Star-Telegram	769,832	406,392	518,420	181,468	147,882	134,932	103,530	89,992
Record	588,966	307,048	406,266	156,996	84,980	99,092	96,720	50,960
VIRGINIA								
Richmond								
Times-Dispatch	476,500	342,226	267,846	200,921	103,529	91,475	105,125	49,830
News-Leader	485,895	350,707	293,048	231,626	127,932	71,346	64,915	47,735
Journal	259,686	219,515	182,527	144,904	48,165	51,550	28,994	23,061
Virginian	124,861	143,208	102,419	81,281	29,153	48,383	11,289	13,544
WASHINGTON								
Spokane								
Spokesman-Review (D.S.)	561,176	528,262	265,804	274,302	117,278	80,262	178,094	173,698
Totals	15,605,185	12,358,715	10,354,226	8,106,818	2,933,776	2,157,814	3,072,029	2,541,419
Totals of newspapers previously published	64,926,489	50,361,427	63,421,482	33,984,437	10,658,467	7,251,438	10,347,113	8,705,922
Totals of full list published to date	80,531,674	62,720,142	73,775,708	42,091,255	13,592,243	9,409,252	13,419,142	11,247,341

*Includes legal advertising and readers. †Corrected from previous figures.

FEBRUARY AD FIGURES SHOW BIG INCREASE

Special Reports Made to Editor & Publisher Give 17,811,532 Lines More Than in Same Month Last Year by 161 Newspapers

Additional reports on the volume of advertising in newspapers during February last have been received since last week's issue of EDITOR & PUBLISHER.

They increase the number of newspapers reported on to 161, and the number of cities in which they are located to 48.

Adding the total of advertising reported in the previous issue to these latest returns produces a total of 80,531,674 lines carried by the papers noted during February, 1919, showing an increase of 17,811,532 lines over the same month of 1918. The additional tabulation and the summaries are on this page.

Garretson and Wiley Win

CINCINNATI, March 15.—Joseph Garretson, managing editor of the Cincinnati Times-Star, has been elected president of the Cuvier Press Club, and W. F. Wiley, general manager of the Enquirer, first vice-president.

Mason Heads Relief Body

PROVIDENCE, R. I., March 11.—The Journal Mutual Relief Association has elected the following officers: President, William H. Mason; secretary, Harry G. Glasby; treasurer, Robert W. Warren.

352,730 Lines Gain

is the 1918 Record of The Plain Dealer

First Newspaper of Cleveland, Sixth City

This is 1,046,556 lines more than ever appeared in any Cleveland paper, in any previous year.

WATTERSON AGAINST LEAGUE

Accepts Presidency of Organization to Combat Peace Conferrees' Report

WASHINGTON, March 15.—Henry Watterson has telegraphed his acceptance of the presidency of the preliminary national organization created to combat the proposed League of Nations in its present form.

Organization was effected at a conference held in the office of Senator James A. Reed, of Missouri, at which were Senator Borah, of Idaho; Senator Polindexter, of Washington, and George

Wharton Pepper, a lawyer, of Philadelphia. An active campaign will be begun within a few weeks.

Charged With Counterfeiting

CHICAGO, March 15.—Wearing a badge inscribed "American Association of Foreign Language Newspapers" and carrying credentials purporting to show that he was an agent for an Italian newspaper in Salt Lake City, Danti Dagnauri (alias Giovanni Zanoni) has been arrested here charged with counterfeiting. He has been sought over the whole country since last December.

The Evening Star

Washington, D. C.

October, 106,330

Does not print a forenoon edition

Its paid circulation in Washington and suburbs is believed to be 2 1/4 or 3 times that of the corresponding edition of its afternoon contemporary in the same territory.

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

250 Fifth Avenue NEW YORK

Lytton Building CHICAGO

NEWARK (N. J.) LEDGER

MORNING SUNDAY EVENING

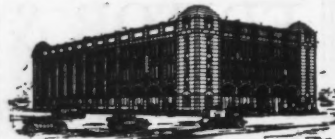
Associated Press United Press

There is a million population within a five-mile radius of The Ledger Office.

700,000 lines Department Store gain in five months. 50,000 Circulation Guaranteed.

PRUDDEN, KING & PRUDDEN

New York Boston Chicago



The Detroit News

daily and Sunday, during 1918, led all Michigan papers in local, national, automobile, classified, rotogravure, and total advertising.

Member Audit Bureau of Circulations

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



Service

Thorough Trade Investigations, before and after the inauguration of your Boston campaign, will help you get more business.

Merchandising Service Department of the

Boston American

JOURNALISM STARTED JUDGE PRYOR

Helped Begin Civil War—Served as Confederate General—Faced World Penniless—Old N. Y. Daily News Job Was Stepping Stone to Success

Judge Roger A. Pryor, widely known jurist and figure in national political life of the days gone by, who died in New York March 14 from pneumonia, received his opportunity in life through newspaper editorial work and few other men ever crowded more experiences into ninety years. A newspaper man, American foreign minister, member of Congress, Confederate brigadier-general, penniless emigrant in New York, famous lawyer and New York State Supreme Court justice were just a few of the places in life that he filled.

Judge Pryor was born in Dinwiddie, Va., July 19, 1828. When he attained his majority he was admitted to the bar in his native State, but his voice was against him and he went into newspaper work.

"Accident" Changed His Career

"That was fascinating work," he said one day. "Do you know I think I'd be in it to this day if it hadn't been for an accident?" That accident was the Civil War.

Before the conflict he edited the Petersburg (Va.) Southside Democrat, the Washington Union and the Richmond Enquirer. He was a delegate to the convention that nominated Franklin Pierce for the Presidency and Pierce made Pryor, then twenty-eight, Minister to Greece. Later, in 1857, he went to Congress.

It was while he was editor of the Washington Union and the Richmond Enquirer, newspapers which were almost rabid in the cause of slavery, that he had differences with Oswald B. Finney, a Whig member of the Virginia Legislature, and the only possible outcome, according to the then current Virginian code of honor, was to fight a duel. Finney was badly wounded.

Helped Begin War

It has been said that Judge Pryor had much to do with precipitating the Civil War. In April, 1861, he was in Charleston. He told a Southern audience, ripe for secession, of the ills the South suffered which drew from Jefferson Davis the order to fire on Sumter. To Pryor was given the lanyard of the first gun, with instructions to fire. But Virginia, his own State, was still in the Union and he refused.

General Pryor was captured by the Union forces and came near to being hanged as an instigator of the secession. But he was ordered "released by exchange" by President Lincoln in appreciation of his humane treatment of Union prisoners.

At the close of the war General Pryor faced the world destitute, with a wife and five children. He had ranked as one of the country's leading journalists, at one time receiving the largest salary paid to any staff editor of his period—\$5,000—so he decided to return to his old profession.

Benjamin Wood Helped Him

Seeking the widest field for his talents, the General came to New York. In the beginning it was a hard fight. He began writing for the old Daily News. The late Benjamin Wood gave him employment, but he had to do it half secretly, as it would not have been for the good of the paper if it were known that a Confederate General was on its staff.

While he was working for the Daily News, General Pryor studied law and was admitted to the bar in New York. Mr. Wood gave him his first case, which he won and received a fee of \$1,000, which he used to bring his family North. That was the first of a number of cases in which the soldier-lawyer was successful. Soon he became a leader in his new profession, and subsequently was appointed State Judge Advocate and elected a Justice of the State Supreme Court.

In 1899 he retired under the age limit and resumed his practice of law. When Judge and Mrs. Pryor celebrated their sixtieth wedding anniversary, in 1909, more than a thousand persons from all over the country thronged their home to offer congratulations. Mrs. Pryor died in 1912.

Count Stephen Ivor Szinnyey Dead of Heart Disease

Once Attempted to Start an American-English Paper in Paris, Later a Successful Playwright

Count Stephen Ivor Szinnyey, newspaperman and playwright, died in New York March 16. He was born in Hungary about fifty-five years ago, was highly educated and spoke several languages. He worked on New York and San Francisco newspapers, including the Staats-Zeitung, Brooklyn Citizen and the Hearst publications before turning his whole attention to writing plays, among which was "The Royal Vagabond," now showing in New York.

* * * * *

THE ELLIS SERVICE

* * * Swarthmore, Pa. * * *

Offering

* * * A "Different" Sunday School Lesson * * *

* * * * *

As a young man Count Szinnyey was an officer in the Hungarian Army. At one time he endeavored to establish an English-American newspaper in Paris, but the project fell through. He was long a member of the New York Press Club and was buried March 20 in the Press Club's cemetery plot in Cypress Hills.

Count Szinnyey is the third member of the Press Club to die within a fortnight, the others being John W. Keller and Peter J. Loughlin, the latter also having been buried in the Press Club plot.

GROVER C. DANBY DEAD

Pneumonia Kills Circulation Manager of New York Evening Mail

Grover C. Danby, circulation manager of the New York Evening Mail, died March 14 from pneumonia after one day's illness. Mr. Danby's entire business career, except for a few years, was spent with the Evening Mail. At fourteen he started as an office boy. By conscientious work he made his way up step by step until in 1910 he was appointed assistant circulation manager. He held that position until 1915, when he resigned to become associated with the Interboro News Company. In July, 1918, he returned to the Evening Mail as circulation manager. For six years, during his service with the newspaper, he was also in charge of the distribution of the City Record.

Mr. Danby was born in Bridgeport, Conn., but had spent his life since boyhood in New York city. He is survived by his widow and four-year-old daughter, his mother, and a brother, Thomas W. Danby, country circulation manager of the Globe. He was thirty-three years old.

Clarence V. Orr

DENVER, Colo., March 9.—Resolutions of sorrow were introduced in the lower house of the Colorado General Assembly upon the death of Clarence V. Orr, reporter on the Rocky Mountain News, who died March 3. He began his newspaper work in New Brunswick, Canada, and had been for eight years connected with Denver papers.

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

OBITUARY NOTES

EDWARD ROCKWOOD TILTON, a former reporter on the Boston Post and ex-secretary of the Veteran Journalists' Association, died in Roxbury last week. He was fifty-eight years old.

LESLIE B. CASSINO, who was associated with his father and two brothers in the publication of Little Folks Magazine and the Black Cat, died at his home in Salem, Mass., last week, from influenza.

MRS. EMELYN ELIZABETH BOSWELL, wife of Albert Boswell, formerly of the Chicago Record-Herald, New York Herald and New York Evening World, died in Chicago on March 12 from cancer. Mr. Boswell left the New York Evening World last July in order to take Mrs. Boswell back to her home in the West. He is now director of publicity of the War Savings organizations for Illinois, with headquarters in Chicago.

FREDERICK J. SYME, publisher of the Stockholder, a financial weekly in New York, died March 15 in Bronxville.

JOHN J. KORBEL, a writer on sporting events and associated with his brother, Edward F. Korbel, in handling the publicity of many big exhibitions in New York city, died of pneumonia in St. Vincent's Hospital March 16.

THEODORE HUNTER, a former manager of the Jacksonville (Fla.) Citizen, died in New York March 16. He was

The Bell Syndicate, Inc.

BUD FISHER,
"Mutt & Jeff" Daily Strip
and 4 color page.
MABEL HERBERT URNER,
"Helen and Warren."
LT. EDWARD STREETER,
"Dere Mable"
"That's Me All Over, Mable."
HUGH S. FULLERTON,
"Screen of Sport."

63 Park Row, 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

NEWSPAPER Feature Service

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

NEWSPAPER FEATURE SERVICE
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

THE INTERNATIONAL NEWS BUREAU, Inc.

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

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

connected with the Title Guarantee and Trust Company.

MONTGOMERY ESSIG, for many years a newspaperman in Wilmington and Philadelphia, died in Philadelphia last week of heart disease.

CHARLES H. VAN DUSEN, former editor and publisher of the Hudson (N. Y.) Sunday Journal, died in Three Rivers, Mass., of pneumonia on March 13, aged sixty years.

BRITT CRAIG, a reporter for the New York Sun and member of the U. S. A. Aero Corps, died of pneumonia in New York March 18. Mr. Craig was twenty-six years old, the son of William Hawley Craig, editor of the Gainesville (Ga.) Eagle. He worked on the Eagle while a boy, and when nineteen went to Atlanta as a reporter on the Constitution. He worked on many of the best known Southern stories in recent years, among them the Leo Frank case. He was said to have been the first man on the scene at the discovery of that murder and was called as one of the witnesses by the police.

JAMES TAYLOR ELLISON, vice-president of the Richmond (Va.) Dispatch Company and for many years secretary-treasurer of the Religious Herald, died in Richmond March 18. He was a prominent figure in State business circles and for twenty-five years was chairman of the State Democratic Committee.

SAMUEL KASTER, for nearly a quarter of a century foreman of the Louisville Herald's composing room, died March 7 from pneumonia. He was 51 years old.

WALTER E. SCOTT, formerly New York advertising representative of the Oil City Derrick and other out-of-town newspapers, died March 14 in Roosevelt Hospital after a long illness. Recently Mr. Scott had been striving to perfect a preparation that would produce a new metal similar to aluminum.

JAMES M. ANDERSON, for twenty-five years publisher of the Indianola (Ia.) Herald, is dead.

CHARLES LESLIE HILL, night editor of the Associated Press in Louisville, is dead of influenza. He was formerly in the advertising business in Huntington, W. Va.

STEPHEN IVOR SZINNYEY, advertising specialist, newspaper man and playwright, died in New York on March 16 of heart disease.

JAMES J. HILDRUP, for twenty-one years an editorial writer on the Pawtucket (R. I.) Times, died last week, aged fifty-two years.

Daniels Goes to Europe

In connection with his work as Secretary of the Navy, Josephus Daniels, publisher of the Raleigh (N. C.) News and Observer, and Mrs. Daniels are on their way to Europe. Mr. Daniels will especially study aircraft and the foreign naval situation. He is making the journey on the U. S. S. Leviathan.

BOTTOMLEY OPENS AD AGENCY IN LONDON

Man Who Won High Reputation in War Loan Advertising to Conduct Business of His Own—Created C. B. E. for Services to Great Britain

BY GRAYTON DEERING
London Correspondent EDITOR & PUBLISHER

It seems only fitting that after showing what he could do in advertising war loan for his country's sake, one of the British geniuses who was not tied to any commercial house should offer his services as a free advertising agent for the benefit of British commercial advertisers.

H. Holford Bottomley, C. B. E., who must not be confused with Horatio Bottomley, M. P., the fighting editor of



H. HOLFORD BOTTOMLEY, C. B. E.

John Bull, was a leading man in the publicity department of the British War Saving Committee and promoter of the Tank Banks here, and now has retired from his work to set up in business on his own account as publicity advertiser and advertising agent. Mr. Bottomley, whose services were rewarded by King George last year with the C. B. E. (Commander of the British Empire), has been selected by Sir Robert Kindersley, head of the War Savings Committee, to place all the advertising for the new War Saving Certificate campaign. This is a very substantial contract and one likely to run for a considerable time, as it is understood that the habit of thriftiness inculcated by the buying of war-time certificates is to be further encouraged under the name of Thrift Certificates.

Mr. Bottomley has settled down in the heart of the City of London, next door to the famous Guildhall, where he has got together a band of young and enthusiastic advertising men. Having chosen the City for his location it may be concluded that Mr. Bottomley's field of operations will largely be financial and

commercial, the locality being that of London's equivalent of Wall Street.

For a young man Mr. Bottomley has had a varied career which has fittingly equipped him for his new work.

Mr. Bottomley, before the war, joined the staff of the Daily Mail on the invitation of Wareham Smith, and held a responsible position in the City office, where he looked after certain Daily Mail interests. When war put an end to financial and other business of the kind Mr. Bottomley filled in at Carmelite House with varied duties, taking in hand the working of several charitable schemes promoted by the Associated Newspapers. Mr. Bottomley's services were also loaned by Lord Northcliffe to outside charities, including Queen Mary's Work for Women movement and the scheme for assisting the professional classes, badly hit by the war. In connection with the last named body Mr. Bottomley was chief organizer of a wonderful bazaar held at the Royal Albert Hall, London, which proved a magnificent financial success. Another phase of Mr. Bottomley's war-time work was his association with Kennedy Jones, M. P., in the early days of the publicity department of the Ministry of Food.

Holford Bottomley was one of the first advertising men to assist Sir Robert Kindersley and other influential gentlemen of the National War Savings Committee in the development of publicity in every shape and form for the sale of War Bonds and War Saving Certificates, and has been identified with all manner of scheme and "stunts," including the Tank Banks in London and provincial cities. During the period in which George Sutton (of Amalgamated Press) was chief of the publicity department of the National War Savings Committee, when new records were almost a weekly occurrence, Mr. Bottomley was one of his principal assistants.

New York Times Man Nearly Killed

Lieut. Francis X. Pavesick, formerly of the New York Times advertising department, was seriously injured in an airplane accident at Seabreeze, Fla., on March 16. His flight companion was killed.

Consider Clarksburg

WEST VIRGINIA
Population, 1918 estimate, 35,000. Located on the west fork of the Monongahela River on the main line of the Baltimore and Ohio railroad, with five converging divisions of that system; also five converging lines of Monongahela Valley Traction system. Center of a rich farming district and one of the greatest natural gas, oil and coal fields in the world. Extensive mining of coal in surrounding country. Abundant gas and coal supply being two of the community's greatest assets.

The Clarksburg Telegram
Covers This Rich Field
TWO CENTS LINE FLAT

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.

MAKING OVER A "MORGUE"

Cleveland Plain Dealer Will Have One of Finest When Completed.

CLEVELAND, March 18.—The Plain Dealer's "morgue" is being made over by Mrs. Elsie Lee, who spent several years in the libraries of the Press and News. She has already installed new steel cabinets and filing cases. The "morgue" has pictures and biographies of over 12,000 Ohio soldiers, in addition to nearly 12,000 envelopes containing pictures and "stories" of men and events. It will be one of the most up-to-date of any newspaper in this section of the country when finally rearranged.

Miss Lotta MacDonald, for two years assistant to William S. Lloyd, former librarian, succeeds Mr. Lloyd. Mrs. Lee is devoting practically all of her time to recarding and refilling the data.

Rafael Alducin, managing director of the Excelsior, a morning newspaper of Mexico City, was a recent visitor in St. Louis, Mo., where he looked over the various newspaper plants.

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 Pittsburg Dispatch

for nearly four score years has sold good merchandise for advertisers.

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

The Net Paid Circulation of The LOUISVILLE HERALD

In October, 1918, was
DAILY - - - - - 58,984
SUNDAY - - - - - 49,953
This is an increase over October, 1917, of
DAILY - - - - - 2,888
SUNDAY - - - - - 995
The increase over October, 1913 (5 years), totals
DAILY - - - - - 59%
SUNDAY - - - - - 56%
On 2c Basis Since August 1, 1918
Largest Non-Duplicated Circulation
Member (A. B. C.)

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 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 is the logical and economic medium.
Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

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.

PROPAGANDA ADS GROW IN CANADA

Newspapers Getting Business, Which They Never Had Before, From Tariff, Candy, Paint and Insurance Interests—Other Prospects

TORONTO, March 21.—The Canadian press is receiving a good deal of what may be described as propaganda advertising at the present time.

Conspicuous in the list is some large-space display copy on behalf of the tariff campaign of the Canadian Manufacturers' Association, a powerful organization with a membership of between three and four thousand of the leading manufacturers of the Dominion. The copy is designed to offset the free trade propaganda of the Western grain growers and is being placed through the A. McKim Agency, Montreal and Toronto.

The same agency is also placing large-space copy for the Canadian Reconstruction Association, of which Sir John Willison, the well-known Canadian journalist, is president. This association is allied with the Canadian Manufacturers' Association and its purpose is to endeavor to stabilize conditions in the Dominion and prevent any dangerous tinkering with the tariff.

Creating Demand for Candy

Coöperative publicity to promote the greater use of candy has been undertaken by a group of the leading confectionery manufacturing companies of the country and this is appearing in a large list of newspapers and magazines in good-sized space. The McKim Agency has this business in hand as well.

Another interesting coöperative campaign about to be launched is one to encourage the paint-up and clean-up idea. Paint manufacturers have appropriated \$18,000 for the promotion of the campaign and will employ the McConnell-Ferguson Agency to handle the copy. A significant feature of this campaign is that plans have been laid to carry it on for at least three spring seasons.

It is understood that plans for a campaign in the interests of life insurance are about complete. Several of the Canadian life insurance companies have done fine publicity work individually in the past but it is now proposed to combine for a general campaign. The idea has been mooted several times but has never come to fruition. This time it is expected that it will materialize, though details have not been worked out.

In line with this tendency the Canadian Press Association is directing the attention of members to the exceptional opportunity afforded this year for promoting "paint-up and clean-up" advertising. While some papers have secured a goodly volume of special advertising

along these lines in previous years there are particular reasons why the idea should be pushed this year. A C. P. A. bulletin enumerates a number of arguments which publishers could use with advantage in canvassing manufacturers and retailers of paints, similar to the recent articles by W. L. Larned in **EDITOR & PUBLISHER**.

The C. P. A. points out that the merchandise available for the use of those proposing to paint-up and clean-up has large variety. Allied to the paint-up and clean-up idea is that of the general renovation of the home. Sellers of furniture, wallpaper, carpets and rugs, furnishings—all will be keen to make the spring's business have larger volume. Advertising managers are urged to begin early the devising of plans and suggestions calculated to develop and secure the advertising related to spring renovations.

FLOCKING TO OTTAWA

So Many Newspaper Men There That Commons Asks Why

OTTAWA, March 21.—This city has of late become the mecca of a good many journalists from all parts of the Dominion, owing to the number of good berths open in the various publicity bureaus that have been created. So numerous have these publicity men become that a member of the House of Commons, I. E. Pedlow, M. P., has asked the Government for a return of their numbers with further particulars.

The inquisitive commoner wants to know how many former newspapermen are employed in the censor's department; how many propaganda publications are issued by the Government, and at what cost; what their editors receive, and how many of them are former newspapermen; and how many newspapermen are now employed by the Government in the various departments arising out of the war.

The return has not yet been brought down, but it will evidently be an interesting document.

William S. Murphy, former Fall River (Mass.) Herald reporter, has received a medal and citation for courage in battle, signed by General Pétain, commander-in-chief of the East French Army.

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 poorhouse." 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.

BREEZY AND BRIGHT AND READABLE IS MAC LENNAN'S BOOK

Lots of Kansans come to New York between New Years and Christmas, taking one month with another, year in and year out. Some of them come on business and some for recreation, in both of which quantities the great city abounds. Some go back home and write about their experiences, and some of them just don't. Usually those who do, tell either flat and wearisome tales of scenes and incidents already much over-written about or tell weird tales that don't help the reputation of the big city or the visitors.

Once in a while, though, some man comes from Kansas to New York and keeps his eyes open and his mind receptive to worth while things, and then when he writes about his visit what he says is worth reading, even to a biased New Yorker. That describes Frank P. MacLennan, editor and publisher of the Topeka State Journal, and the contents of his book, "A Kansan in New York."

Mr. MacLennan hardly needed to tell his readers that he wrote his experiences first for a series in his own paper. His narrative shows it. He wrote it as every other newspaper man writes copy for his paper—sheet after sheet turned out and passed unreviced to the copy reader, who sees that the English is all right, sticks a head on it, and lets it go. That's one reason why more than 30,000 readers have enjoyed what he tells about New York. A more polished style wouldn't carry the reader along, as

his does, with such smoothness, nor give him such vivid and enjoyable pictures of things and of people in the metropolis.

Besides that, Mr. MacLennan is one of the few that have discovered there are other things in New York than Broadway and Wall Street. His book remains a very readable production.

"Dick" Harburger, for several years City Hall reporter for the Cleveland Plain Dealer, has "quit the game" and is now the \$3,600-a-year secretary of the City Plan Commission.

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, news-agents' 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.

ALABAMA
Birmingham NEWS
Average circulation for June, 1918, Daily, 48,396; Sunday, 63,795. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.

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-PICTAYUNE

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

The Dominating Force

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

The Bridgeport Post Standard-Telegram

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

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

The 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

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.

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

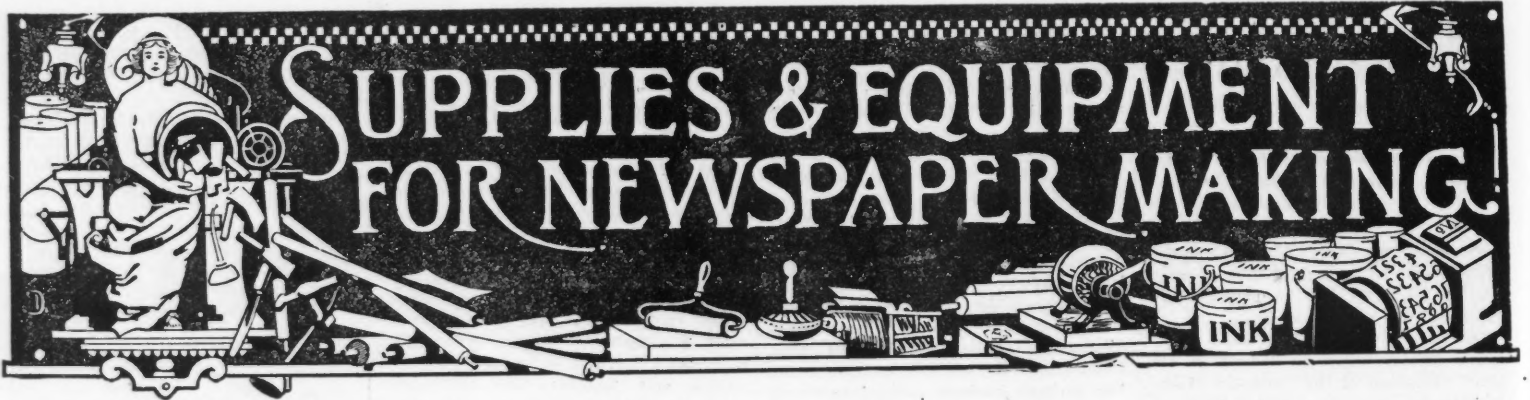
20 Fifth Avenue NEW YORK
Lytton Building CHICAGO

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 Day
דער טאג
The National Jewish Daily



PRINTERS FORM "PEACE LEAGUE"

Union and Employers Organize an International Conference Board

CINCINNATI, March 15.—An International General Conference Board of the Printing Industry was organized at a meeting here this week to "devise means of peacefully settling industrial disputes." Its founders are five international unions of the printing and allied industries and representatives of the four organizations of employers who hire members of these unions.

The board, consisting of five members from the unions and five members from the employers' organizations, will meet within the next thirty days in Chicago "to establish policies, rules and regulations affecting the industry."

These policies, it was said, will become the law of the industry when ratified by all the participating organizations.

The American Newspaper Publishers Association will not be connected with the new conference board, whose members will be strictly commercial establishments and international unions of the printing trades.

Taking Printing Census in Atlanta

ATLANTA, Ga., March 20.—Hooper P. Hogan, special representative of the United Typothetae of America, has arrived here to make a survey and census of the printing and allied industries of Atlanta.

RECENT INCORPORATIONS

ALBANY, N. Y., Model Printing Company, Manhattan. Capital, \$10,000. Incorporators: Frederick C. Ziemer, Corona, N. Y., and others.

Court Press, Manhattan. Capital, \$5,000. Incorporators: R. J. Braunberg and P. L. and J. Lansbacher, 35 St. Nicholas Terrace.

Buffalo Magazine and Book Corporation, Buffalo. To handle subscriptions for publications. Capital, \$20,000. Incorporators: C. A. Adloff, J. C. Plain and T. B. Stewart, Buffalo.

Soldiers' Publishing Company, Manhattan. Capital, \$5,000. Incorporators: S. Carmel, A. E. Cohn and M. Gisnet, 830 East 163d Street.

James A. McCann Company, printing and publishing, Manhattan. Capital, \$20,000. Incorporators: J. Lewis, G. Harrigan and H. Brookner, 56 Sixteenth Street, Brooklyn.

Publisher and Advertiser, Inc., Manhattan, newspaper and general publishing. Capital, \$50,000. Incorporators: G. P. Leffler, W. E. McReynolds and H. C. Hunter, 80 Maiden Lane.

Gales Paper and Twine Company, Manhattan. Increased capital from \$25,000, to \$100,000.

Housen Printing Company, Troy. Capital, \$3,000. Incorporators: Henry Housen, E. C. Housen, J. F. O'Connell.

Platex Press, Manhattan. Capital, \$10,000. Incorporators: R. J. Keller, W. Saenger, B. Wright, 233 Broadway.

Printers Delivery Company, Manhattan. Capital, \$5,000. Incorporators: G. A. Cymburg, W. Riesfeld, H. Gilman, 402 West Thirty-first Street.

International Aircraft Advertising Agency, Manhattan. Capital \$100,000. Incorporators, G. A. Pollock, S. H. Mapes, M. G. Whitman, 106 Central Park West.

Citizen-Sentinel Company, Ossining. Capital, \$10,000. Incorporators, T. F. Walsh, E. Hallgrin, J. J. Reilly, Ossining.

Seeley Advertising Company, Manhattan. Capital, \$25,000. Incorporators, J. E. Seeley, L. W. Dinkelspiel, H. R. Green, 50 East Forty-second Street.

Record Press Corporation, Brooklyn. Capital, \$6,000. Incorporators, G. Dotzauer, C. Moore, C. J. Franck, 186 Elton Street.

Arco Company, Manhattan, name changed to Newport Printed Typing Company, Inc.

CHICAGO.—Pictorial Art Publishing Company. Capital, \$10,000. Incorporators: M. Oppman, E. Schwab and J. K. Sklare.

DOVER, Del.—Batra Publishing Company. Capital, \$10,000. Incorporators: W. I. N. Lofland, Frank Jackson and Charles H. Jones, all of Dover.

American Newspaper Corporation, Philadelphia, to own and publish newspapers. Capital, \$5,000. Incorporators: W. A. Teutsch and Edith Reeves, of Philadelphia; Henry J. Gibbons, Cynwld, Pa.

Printercrafters Association, Philadelphia. Capital, \$65,000. Incorporators: F. R. Hansell, E. N. MacFarland, J. Vernon Pimm, all of Philadelphia.

LOUISVILLE, Ky.—Stark-Lowman Company, advertising. Capital, \$20,000. Incorporators: Marvin B. Lowman, Thomas H. Stark and H. B. Stark.

KNOXVILLE, Tenn.—Progressive Publishing Company. Capital, \$25,000. Incorporators: S. J. Odcock, C. C. Hale and H. G. Bales.

ENNIS, TEX.—Times Printing & Publishing Company increased capital stock \$20,000 to \$36,000.

SAN ANTONIO, Tex.—Lone Star Publishing Company. Capital, \$6,000. Incorporators: Reno Eickenroht, Edmund J. Reilly and John H. Maddox, jr.

AUGUSTA, Me.—Joseph A. Roach Company. Capital, \$160,000. To manufacture and deal in printing inks, dry colors, chemicals, drugs, oils, varnishes, etc. D. S. Deland is president; R. W. Farris, treasurer and C. L. Andrews, clerk.

Canadian Publishers Confident

TORONTO, March 20.—G. T. Clarkson, accountant entrusted with the task of investigating the cost of the newsprint mills in the Canadian paper inquiry, has completed his work up to December 1, and it is understood that the results of his examination of the manufacturers' books are in the hands of both parties to the inquiry. The mills dealt with are the Donnacona, Price Brothers, Laurentide, J. R. Booth, and Fort Francis. The inquiry will be resumed at Ottawa on Monday, March 31, and the publishers express much confidence over the outcome.

Paper for American Ideals

A new national weekly devoted "to the preservation of American ideals" is about to be started in New York, with Fabian Franklin, late associate editor of the Evening Post, and Harold De Wolf Fuller, formerly of the Nation, as editors. A number of New York's most prominent citizens are among the supporters.

EQUIPMENT WANTED

Wanted

4 to 6 Porter's Patent Extension Front Steel Run Cabinets, in good condition. The Sun, Paducah, Ky.

Wanted

To communicate with parties having newspaper equipment for sale or likely to have in the near future. Interested in twenty-one inch column four or five deck straight line Goss or Hoe, with 440-60 cycle, 3 phase motor. Five or six linotypes, pump type stereotyping outfit, steam tables, etc. Immediate delivery not desired and will consider equipment available fall or winter this year. No proposals will be considered except those in writing, and must be explicit as to age, serial number and condition of equipment. F. L. SEELY, Grove Park Inn, Asheville, N. C.

EQUIPMENT FOR SALE

For Sale

Goss Semi-Rotary Press in good condition. Still running every day at this office. Reason for change, need of press of larger capacity. New when installed in this office. Bargain to quick buyer. Morning Review, Greensburg, Pa.

LINOTYPE slug and rule caster for sale; casts 2-pt. to 12-pt. slugs, and 2-pt. to 12-pt. border; including 15 slides, 2 sets of high and low moulds; water cooled; extra ejector blades; in first class condition. Address JERSEY JOURNAL, Jersey City.

GENERAL EQUIPMENT

Printing Plants and Business
BOUGHT and SOLD

PRINTERS' OUTFITTERS

American Typefounders' Products

Printers and Bookbinders

Machinery of Every Description

CONNER, FENDLER & CO.

Ninety-Six Beekman St., New York City

FOR SALE

DUPLEX 12-Page Flat Bed
NEWSPAPER PRINTING
AND FOLDING MACHINE

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

A good press at a reasonable price.
WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

For Prompt Service

TYPE
Printers' Supplies
Machinery

In Stock for Immediate Shipment by
Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN
TYPE FOUNDERS CO.

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

PHOTO ENGRAVING

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

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.

Circulation Manager

Circulation manager, just discharged from army, member of I. C. M. A., desires opening. Thirty years of age. Progressive and constructive. Ten years' newspaper experience. Will furnish recommendations as to ability and character. Prefer Eastern paper. A chance to grow preferred to high salary. Address A-656, care of Editor & Publisher.

A Friend of Mine

who has been in overseas service during the past year, having earned a sergeant's rank, wires from Newport News of his arrival in this country with a request that I run this advertisement for him in the columns of the EDITOR & PUBLISHER so that he may find lucrative employment speedily.

My friend, the Sergeant, has had a wide experience in newspaper circulation and promotion work. He is well equipped to take charge of the circulation of a newspaper or magazine. He would like to stay in the East.

Those in need of the services of an aggressive business-builder will find it to their advantage to address A-664, care of Editor and Publisher.

Circulation Manager

Refined successful young man wants to connect with publisher in town of 40,000 or 50,000 who is not getting results. Address A 651, care of Editor & Publisher.

Circulation Manager

Circulation Manager open for position on daily paper in south or southwest. Address G. W. T., care of Editor & Publisher.

Circulator

Circulator of ten years' experience wishes position as circulation manager in the West or Middle West. Have handled both city and country circulation and am thoroughly adept on all lines of building circulation and installing system and making collections, etc. Can give A-1 references. Address A 650, care of Editor & Publisher.

Editor

An editor who has had successful experience in large and small cities seeks a change of environment. He is now editor and general manager of a newspaper property which has been more than ordinarily successful under his management. For further particulars address A-611, care of Editor & Publisher.

Publishing.

Man, 31—Six years publishing, three as executive. Entire planning and preparation book and magazine advertising. Travelled United States book dealer trade. Overseen sales force, handled mail-order, managed manufacturing and purchasing. Two years in general sales and advertising. Desires to reënter publishing in one or more above capacities. Address A-655, care of Editor & Publisher.

Composing Room Foreman

Composing room foreman; ten years' experience; newspaper, catalogue, etc., A-1 linotyper; references furnished. Address A-657, care of Editor & Publisher.

Mail Clerk

Fast on hand mailer; galley room experience; desires to change to medium-sized paper where SERVICE is recognized. Address A-659, care of Editor & Publisher.

Office—Business Manager

Wanted—Position as office or business manager of good daily newspaper. Address H. W. D., care of Editor & Publisher.

SITUATIONS WANTED

Assistant Manager

Honest, capable, ambitious young man, years' experience, wants place as city or assistant manager of circulation on a leading daily. Address A 652, care of Editor & Publisher.

Editor's Assistant

Young man, general writing experience with New York publication, desires connection with newspaper or magazines in or out of New York. Salary \$20. Address A 653, care of Editor & Publisher.

Editorial Writer

Strong, worth-while, chief editorial writer; wide experience; convincing credentials. Address "T," care of Editor & Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Telegraph Editor

Austin (Tex.) American, only morning newspaper in Austin and central Texas; largest circulation in Austin and central Texas; only Austin member of the A. B. C.; desires competent telegraph editor, one who can handle full 24-hour Associated Press report, who edits closely, knows news values, strong on definite headlines, preferably man who has had plenty of experience on metropolitan telegraph desks. Give all information together with history and salary desired in first letter. Railroad fare to Austin not paid. Address Austin American, Austin, Texas.

Managing Editor

Wanted on leading morning and Sunday newspaper in city over 100,000 population. Must have executive ability, be able to reorganize department and inject new ideas. Splendid opportunity for capable man. Write full details in first letter, giving past experience, salary expected, etc., to Box A-662, care of Editor & Publisher.

Managing Editor

WANTED—Managing editor for afternoon daily of 10,000 circulation near New York. We need a man who can write editorials, knows news values and has a capacity for work. \$40 a week to start. Send samples of your editorials to Box A-661, care of Editor & Publisher.

Circulation Bookkeeper

Wanted—Man to take complete charge of the circulation bookkeeping on paper with morning, evening and Sunday editions. Must be fully able to install modern methods; to make out clear-cut reports; direct A. B. C. work; and to handle the force under him in a business way. Salary \$35.00 a week. Reply should not only give your age and reference, but also your qualifications generally. Address A-660, care of Editor & Publisher.

Classified Advertising

Wanted—A real man who can prove by his record that he knows how to build a dominant classified advertising page on a real newspaper. Consideration will be given only to applicants who can prove their case by their own previous achievements. Address in writing, A. H. Vandenberg, Publisher, The Herald, Grand Rapids, Mich.

Advertising Man

Leading Connecticut newspaper has an opening for a young man in advertising department. This is a fine opening for an energetic young man who has had some experience in soliciting, and who desires an opportunity that will give a broad experience in all copy writing and solicitation. Salary to start, \$25. Address, giving full details, including personal description, Box A-641, care of Editor & Publisher.

HELP WANTED

Wanted

Man not over 35 years to act as business manager for daily paper in city of 100,000 population. Must have good references and be willing to work hard, and if successful will be allowed an interest in the publication. Address A 654, care of Editor & Publisher.

City Editor

Wanted—City editor, daily, ninety thousand circulation, wants permanent connection with smaller daily in executive capacity. Extensive executive experience on publications of this character. Best reference if requested. Write W. B. L., care of Editor & Publisher.

Young Man

about twenty-two, who has had experience in promotion and welfare work with city carriers. State qualifications and salary. A-663, care of Editor & Publisher.

BUSINESS OPPORTUNITY

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

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

A Wonderful Opportunity

For a man with \$25,000 cash. I have just returned from an army hospital and am not in fit physical shape to take charge of my business. Office cleared \$8,500 in 1918. Only daily paper in Kansas county-seat town of 4,000, and gets country printing and big share of legal printing. Growing job business. A wonderful opportunity for an experienced man with push. Write to A-658, care of Editor & Publisher.

Perkins Made Advertising Manager

Bertram J. Perkins, hitherto managing editor of the Daily News Record, New York, has been made advertising manager, succeeding E. L. Fairchild who has returned to the merchandise lines in which he formerly was interested. Nat Doorly will retain the advertising management of Men's Wear and the Apparel Gazette, and M. L. Hart the management of Woman's Wear, the Fairchild firm's other daily newspaper.

Maj. Viskniskki on Liberty Loan

Major Guy T. Viskniskki, who was in charge of Stars and Stripes, the newspaper of the American forces in France, has become A. E. F. adviser to the Liberty Loan Committee of this district, located at 120 Broadway.

Smith & Crank Agency Dissolved

LOS ANGELES, Cal., March 15.—The Smith-Crank Advertising Agency has been succeeded by Crank & Paris. A. Carman Smith retires and C. F. Crank and W. H. Paris, late of the Express, form the new company.

Pickett Elected President

Connecticut legislative correspondents have elected Col. Charles W. Pickett, of the New Haven Times-Leader, president of the Laurel Club, their organization in Hartford.

Hartford Times Will Build

HARTFORD, Conn., March 19.—The Times owners to-day purchased the land and buildings at 2-13 Prospect Street and will utilize the site for a new home for their paper.

MORE HONORS FOR MAJOR ADLER

Awarded Distinguished Service Cross by President of United States

The Distinguished Service Cross for battle valor has been awarded Major Julius O. Adler, assistant treasurer of the New York Times. The circumstances of the award as stated in an official order of President Wilson are as follows:

Major J. O. Adler, 306th Infantry. For extraordinary heroism in action at St. Juvin on October 14. Accompanied by another officer, Major Adler was supervising the work of clearing the enemy from St. Juvin when they suddenly came upon a party of the enemy numbering 150. Firing on the enemy with his pistol, Major Adler ran toward the party, calling on them to surrender. His bravery and good marksmanship resulted in the capture of fifty Germans, and the remainder fled. Home address, H. C. Adler, father, Chattanooga, Tenn.

MRS. J. B. SHALE DIES

Wife of Founder of EDITOR & PUBLISHER Succumbs to Pneumonia

Sarah M. Miis Shale, wife of Jacob B. Shale, founder of EDITOR AND PUBLISHER, died on March 20 in New York. Mrs. Shale had been ill from a complication of diseases for seventeen weeks. Up to last Tuesday evening her recovery was looked for, but pneumonia set in, and her enfeebled condition was unable to withstand its attack.

Funeral services will be held this afternoon, after which the body will be taken to McKeesport, Pa., her former home.

Verdict for Chicago Tribune

CHICAGO, March 15.—A Cook County Superior Court jury has given the Chicago Tribune complete vindication on a charge of libel brought by Mrs. Neils Wilson, of Los Angeles, who had been mentioned by the Tribune in connection with shoplifting. She asked \$50,000 damages.

Capt. Griffin Cochran, city editor of the Lexington (Ky.) Leader, died of pneumonia at Tours, France, February 21.

Theodore A. Braley, publisher of the Bloomington (Ill.) Bulletin, died in Chicago March 19.

EXPERIENCED and active young publisher desires to take over a daily newspaper in a city of 15,000 or more. He has \$10,000 cash for first payment.

Proposition S. O.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

BRITISH ADS DROP IN NEWSPAPERS

Dailies Give More Space to News Than to Advertising—Will Limit Pages Until Paper Stringency Is Relieved

Always interesting, and especially so now that the war period is past and the newsprint situation in Great Britain is showing some measure of relief, is the operation of newspapers across the water. Limited to the lowest possible paper consumption during the war, and with staffs so depleted that news was gathered only with difficulty, British newspapers were very small. They have enlarged somewhat recently. The Times, according to the table presented here, has gone to eighteen pages, and others have made increases.

News, however, still predominates the space. The accompanying table, compiled for the Newspaper World for the week of February 3 to 8, shows that the Glasgow Herald and the Irish Times are the only papers that give more space to advertisements than to news. As a matter of fact, advertising fell off during the week covered, in the majority of cases. Most of the papers have now arrived at a standard size which will probably last until there is a change in the paper situation.

The table compares the first week in February with the first week in January. The sign + indicates increase over the first week in January and — decrease:

	Price.	Space.	Advt.	News.
		Sq. In.	Sq. In.	Sq. In.
Times	3d.	38,160	10,500 —	27,660+4,320
Birmingham Post	2d.	20,280	7,995— 585	12,285+ 585
Daily Telegraph	2d.	39,375	18,750—2,062	20,625+1,187
Glasgow Herald	2d.	29,298	15,561+1,083	13,737+1,083
Morning Post	2d.	29,184	8,778— 741	20,406+2,565
Scotsman	2d.	25,048	10,044— 620	15,004+2,108
Yorkshire Observer	2d.	21,504	6,384— 336	15,120— 448
Yorkshire Post	2d.	25,680	8,700+ 480	16,980+ 840
*Irish Times	1½d.	20,048	10,080— 616	9,968+ 952
Liverpool Courier	1½d.	17,472	3,848— 104	13,624+1,352
Liverpool Post	1½d.	19,552	7,000+ 84	12,552+ 332
Manchester Guardian	1½d.	23,142	9,861+ 912	13,281+ 798
Yorkshire Herald	1½d.	15,336	3,564 —	11,772+ 324
Daily Chronicle	1d.	13,776	5,740+ 369	8,036+ 123
Daily Dispatch	1d.	12,600	4,000 —	8,600 —
Daily Express	1d.	13,720	3,920— 294	9,800+ 294
Daily Graphic	1d.	10,368	2,520—1,080	7,848+ 504
Daily Mail	1d.	16,128	5,280+1,056	10,848+ 288
Freeman's Journal	1d.	14,364	5,130— 432	9,234+ 432
Irish Independent	1d.	12,240	5,915— 70	6,325— 200
Leeds Mercury	1d.	16,320	2,788— 204	13,532+4,284
Newcastle Chronicle	1d.	16,128	4,704— 616	11,424+ 616
Newcastle Journal	1d.	18,200	8,100— 450	10,100+ 450
Nottingham Guardian	1d.	12,654	3,330+ 666	9,324 —
Sheffield Independent	1d.	15,792	5,640—1,316	10,152+1,316
Sheffield Telegraph	1d.	20,930	6,037— 600	14,893+1,380
South Wales Daily News	1d.	10,944	4,848+ 384	6,096+ 768
Western Mail	1d.	14,190	6,655+ 55	7,535+ 275

*2d. on Saturday.

Would Limit Political Ads

ST. PAUL, March 20.—A bill has been introduced in the Minnesota Legislature prohibiting the circulation of any political advertising except through the columns of a legal newspaper. Any candidate for office violating the proposed law would be guilty of violation of the corrupt practices act.

Stars and Stripes Finishing Duty

The Stars and Stripes, official paper of the A. E. F., published in Paris, will be discontinued within the next two months, according to Major Guy T. Viskiski, its former editor, who has returned from overseas and is now at his home in Montclair, N. J.

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.

"RICK" NOW AN AUTHOR

Ace-of-Aces Writing Story of His Air Duals for Newspapers

Edward V. Rickenbacker, the American Ace-of-Aces, who is writing a series of stories of his adventures for the McClure Newspaper Syndicate, is known to his friends simply as "Rick." Laurence L. Driggs, the writer on aeronautics, calls attention to the fact that the history of aviation begins with this war, and that this history will not have to be dug up from dusty archives, but will be found in the personal narratives of such men as Rickenbacker—stories throbbing with every element of human interest.

Mr. Driggs believes that "Rick's" story, told in his own modest fashion, will grip boy and man alike with its fascination, stimulating love of country and the ambition to serve and to sacrifice.

Young Heads Boston Club

BOSTON, March 17.—Charles E. Young, acting managing editor of the Boston Post, has been elected president of the Press Club. Frank P. Sibley, Globe correspondent with the Twenty-sixth Division, A. E. F., overseas, became vice-president; Walter J. Ryan, Globe, secretary; James W. Hemenway, treasurer, and John J. Cronin, financial secretary. Directors are: John J. Dowling, Roy Atkinson, Post; Charles O'Hara and Charles J. O'Malley of the O'Malley Advertising and Selling Company.

LIVE TOPICS DISCUSSED BY OUR READERS

[Under this section we shall print each week letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column may be made of great value through the cooperation of our readers.—Ed.]

Why That \$800,000 in S. E. P.

District Daily News.

Miami, Okla.

TO EDITOR & PUBLISHER:

EDITOR & PUBLISHER in a recent issue states that but few advertising managers have attempted to explain that huge sum of over \$800,000 which went into the Saturday Evening Post the week of February 26. The editor asks, "Why not the newspapers?" Yes, why not?

Personally, I feel that the editor has answered his own question. Given an idea and the cooperation of a good commercial artist, the average copy writer can turn out a page without much trouble for the Post that will be about 55 per cent. efficient; and that is the average for the average copy writer.

For this work the agency receives around \$800 and it has a "whole page in the Saturday Evening Post" and in colors.

An eight-column newspaper page isn't an easy thing to lay out and write if the job is to be a good one. The commissions are small. But newspapers will come into their own—and soon. Each season sees more manufacturers turning to newspapers after trying out expensive magazine copy.

The \$800,000 in one issue of the S. E. P. would have bought a whole heap of newspaper space from Boston to Lower California. The Post probably reached six or seven millions of people. The newspapers would have doubled that figure, and then some.

The newspapers will get this business quicker when newspaper advertising is better advertised. If we have to "sell" the agency on the value of increased newspaper space, let's do it. If we have to lay this before the manufacturer, let's do that, too. But let us advertise newspaper advertising more thoroughly and more consistently.

The newspapers of this country, and it has been proven time and time again, carry a prestige and an influence with their readers that can scarcely be figured in cold circulation figures alone. And the newspaper out in a town of 500 is just as much an influence as the paper in a city of 5,000,000. And look what \$800,000 would buy if strung out in a list of papers from one end of the country to the other.

This year will probably see our biggest "foreign" year. But even at that we should bend forth every effort to get the newspaper idea before the agency men.

Newspapers have always been good boosters for everything except themselves. They usually fall down when they attempt to fight their own battles—witness the present conditions of the mail service; recall the recent attempt to get a fair price made on newsprint.

But this idea of winning more advertising copy where it belongs, in the newspapers, will

U. S. P. O. REPORT

For the period ending Oct. 1, 1918

The New Orleans Item

Daily70,964
Sunday90,242
Average73,703

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.

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., New York City.

Established a Quarter of a Century

be nearer a reality when we newspapermen advertise newspaper advertising more thoroughly and more consistently.

E. W. WALDRON, Advertising Manager.

As to the Purchase of Supplies.

Middletown Times-Press,
Middletown, N. Y.

TO EDITOR & PUBLISHER:

The representatives of the supply houses for the publishing and printing business should have learned long ago that the modern publisher is hardly influenced by anything his associates might say, unless their statements be based on hard and cold facts and figures.

In other words, to be successful a publisher must come "from Missouri," so to speak.

I am pleased to add also that in my experience of the last ten or fifteen years there has been no apparent effort on the part of those representatives who have called upon members of our establishment to induce them to buy for any other reason than the merit of the merchandise they had for sale. Fraternally yours,

H. H. KNICKERBOCKER, Manager.

Casper Daily Tribune.

Casper, Wyo., March 14, 1919.

TO EDITOR & PUBLISHER:

We are reading your valuable publication and find great help in adopting its many suggestions. We are publishing a little daily newspaper out here in the great West and the experiences of our Eastern brothers certainly prove profitable.

The Tribune staff fights over every issue of Editor & PUBLISHER and every department is now using or employing suggestions carried in this valuable newspaperman's publication.

J. E. HANWAY, Editor and Manager.

Defended Father's Newspaper

ALBANY, N. Y., March 17.—Miss Grace

Dolan, daughter of the president of the Albany Morning Argus Publishing Company, acted as attorney for the publishers in the trial of a breach of contract case in the Supreme Court here last week. It was her first case. The case involved the sale of space in a book, "New York State Men," which was circulated in connection with the newspaper.

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

Hemstreet's

PRESS CLIPPINGS

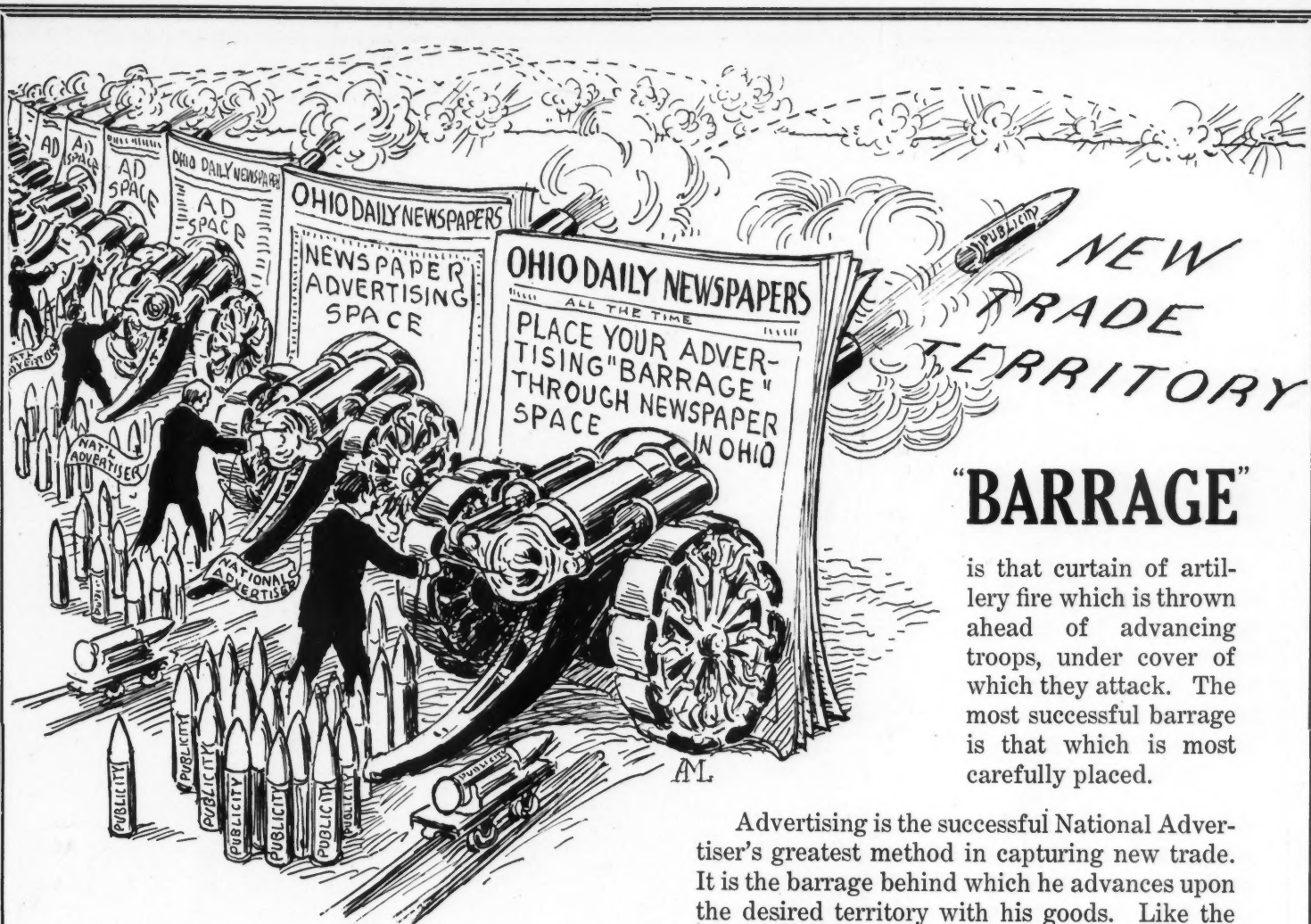
Tenth Avenue at 45th Street
New York

FIRST

In February

THE NEW YORK TIMES

published a greater volume of advertising than was ever published by a New York newspaper in any February.



“BARRAGE”

is that curtain of artillery fire which is thrown ahead of advancing troops, under cover of which they attack. The most successful barrage is that which is most carefully placed.

Advertising is the successful National Advertiser's greatest method in capturing new trade. It is the barrage behind which he advances upon the desired territory with his goods. Like the military kind it is most successful when MOST CAREFULLY PLACED.

The daily newspapers appearing on this page will “lay down” an advertising barrage with great effect in Ohio.

The State of Ohio is one of the most fertile trade territories in the United States—having an unusually prosperous population of 5,273,814 according to the census of 1915—more than a million homes, 50% of which are gathered in thirteen cities of more than 50,000 each.

Ohio is always doing something bigger—quicken her schedule of production and enlarging her resources. Consequently, there is always something bigger to be done by National Advertisers, who can depend upon its being done in the right way by these leading Ohio daily newspapers.

		2,500	10,000			2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines
Akron Beacon-Journal (E)	32,807	.05	.05	Dayton News (E)	36,652	.055	.055
Akron Times	21,517	.03	.03	Dayton News (S)	28,216	.035	.035
Athens Daily Messenger	8,115	.02	.02	Lima Daily News (E&S)	11,710	.0265	.0207
Canton News (E)	13,636	.03	.03	Lima Republican Gazette . (M&S)	10,008	.0143	.0143
Canton News	9,571	.03	.03	Marion Daily Star (E)	9,664	.02	.02
Chillicothe News-Advertiser	3,055	.00714	.00857	Newark American-Tribune . (E)	6,380	.0128	.0128
Cincinnati Enquirer, 5c (M&S)	55,504	.12	.12	Piqua Daily Call (E)	4,010	.0115	.0115
*Cleveland News (E)	134,461	.19	.18	Portsmouth Daily Times . . (E)	11,818	.025	.025
*Cleveland News-Leader (S)	142,425	.20	.19	Springfield News (E&S)	13,550	.025	.025
Cleveland Plain Dealer (M)	182,552	.24	.24	Toledo Blade (E)	81,897	.15	.13
Cleveland Plain Dealer (S)	205,825	.27	.27	Youngstown Telegram (E)	21,735	.05	.05
Columbus Dispatch (E)	81,656	.115	.105	Youngstown Vindicator (E)	23,685	.05	.05
Columbus Dispatch (S)	71,164	.115	.105	Youngstown Vindicator (S)	19,065	.05	.05
Columbus (O.) State Journal (M)	54,195	.10	.09	Zanesville Signal (E)	11,809	.025	.025
Columbus (O.) State Journal (S)							

*A. B. C. statement, average 18 months, ending April 1, 1918. Others are Government statements October 1, 1918.

THIS ADVERTISEMENT WON \$100 IN THE GLOBE'S \$1,000 ADVERTISING AGENTS' COMPETITION

The Globe

AND *Commercial* Advertiser.
OLDEST DAILY NEWSPAPER IN THE UNITED STATES. EST. 1793

THE life of the nation passes through the columns of The Globe, which has grown in size and strength for 125 years. The confidence the public has learned to place in The Globe insures advertisers maximum results. The Globe stands for dependability and power, possible only through years of constant development.

JASON ROGERS
Publisher



(This advertisement, prepared by the Martin V. Kelley Company, Toledo, Ohio, does not necessarily represent the estimate of The Globe by that agency, but rather their view regarding The Globe's strongest appeal as an advertising medium.)

