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# EDITOR & PUBLISHER



**OHIO STATE UNIVERSITY** *The Oldest Publishers' and Advertisers' Journal in America* **1919**

Registered 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 FEB 25 1919 NEW YORK, SATURDAY, FEBRUARY 22, 1919 10c Per Copy



THE GUMPS—AIN'T ANDY MEAN TO HIS MOTHER-IN-LAW?

## There Are Still Some Parts of the World Where They Don't Know Andy and Min—

but they're darn few these days. The GUMPS appear daily in twenty-two papers now. And they're going bigger every day.

Sidney Smith, who created Old Doc Yak, invented the GUMPS two years ago. We started to run them in THE TRIBUNE, and in six months everybody in Chicago knew Andy and Min. This feature is no flash in the pan. It is human, the sort of everyday stuff that folks like because it might happen to any one. The more readers see of Andy and Min, the more fun they find in them—not only in Chicago, but in every

Chicago Tribune town—in Oshkosh, and Ypsilanti, and Red Oak and Kokomo.

The GUMPS bring smiles to thousands of TRIBUNE readers every morning; they will bring smiles in your town, too, if your paper has them. And the time to get them is now. Write, wire or phone for available open territory and rates.

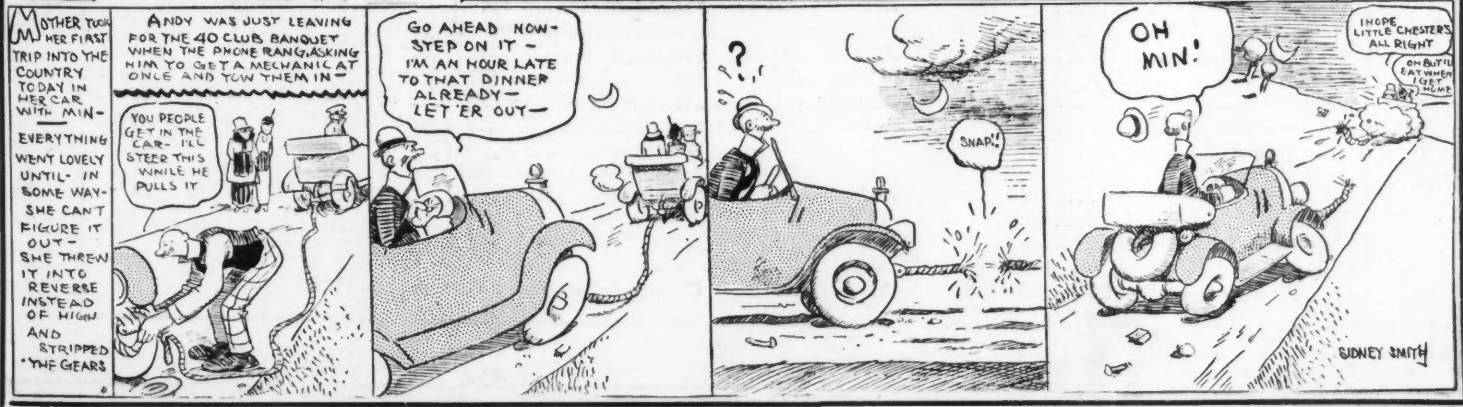
We issued a book of all our Syndicate features some time ago. Did you get yours? If you didn't, we have one for you. If you did, why haven't we heard from you?

SYNDICATE DEPARTMENT

## The Chicago Tribune

The World's Greatest Newspaper

THE GUMPS—ANDY OUGHT TO GET THERE FOR AULD LANG SYNE!



# PENNSYLVANIA

## Put It On Your List For 1919

**I**N PENNSYLVANIA, during the new year just peeping over the edge of the horizon, there will be given a new impetus to her giant industries.

Now that the war is over, accumulated orders for Pennsylvania products must be filled with a rush.

Such orders are piled high in every mill and factory of the great Keystone State.

Undelivered orders for steel, for building purposes; for carpets, for dress goods, for coal and hundreds of other much-wanted products will now be produced in abnormal quantities.

This means abnormal activity and abnormally increased revenues for both Labor and Capital.

And likewise, too, unprecedented opportunities for National Advertisers, shrewd enough to strike while the iron is hot.

*To lag in the beginning is to lag for all time.*

**NOW IS THE TIME TO SPEED UP.**

Jump in the swift-moving industrial tide now setting in from all parts of the State, feel the force of it, its inspiration to greater achievements, its progress toward the sea of prosperity.

The newspapers here listed cover the essential industrial parts of the State.

*They cover the State thoroughly.*

At a relatively small price you can cover the whole list, and every dollar you invest will come back with another.

*Ask advertisers who know!*

	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	.035	.03
Johnstown Democrat (M) ....	9,841	.03	.025	York Gazette (M) .....	15,026	.03	.03
Johnstown Leader (E) .....	6,718	.015	.015				
Lancaster Intelligencer and News-Journal (M & E) .	21,098	.05	.05				

Government statement October 1st, 1918.

# The GIANT WHO SERVES

SERVICE

## ALADDIN HAD A LAMP

That gave him the  
services of a genie



Brings to the editor's  
desk the modern genie

— SERVICE —

A giant with sleepless eye, alert and on  
hand in every land for news and features



Newspaper Enterprise Association  
(A Service Not a Syndicate)  
Cleveland, Ohio.



E. R. Higgins.

# Philadelphia

is the Third Largest Market  
in the United States

*for Automobiles*

Now that you are getting the production problems settled, and after-the-war conditions are straightened out, your advertising campaign will be next in order.

Philadelphia, "the world's workshop," is a steady market for trucks and delivery vehicles, while its splendidly paved streets and big area, besides the many small cities, towns and resorts near by, are a constant enticement to the prosperous citizens in this territory to "get a car" this summer.

## Dominate Philadelphia

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

# The Bulletin

*Net Paid*  
*Average for January* **440,540** *Copies*  
*a Day*

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

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

The Philadelphia Bulletin's circulation figures have always been on a net basis; all damaged, unsold and free copies are omitted.



# 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, FEBRUARY 22, 1919

No. 37

## \$2,000,000 FOR DRIVE ON TEA AND COFFEE

**Brazilian Tax Furnishes \$250,000 Annually for Advertising Purposes, Which Has Accumulated for Four Years—Tea Growers to Compete for Trade.**

Inspired, perhaps, by the example of the coffee trade interests, exponents of the tea merchandising industry in this country are making preparations to launch a great advertising campaign. A meeting of prominent tea merchants, representing the industry in the United States, has been called to meet at the Bankers Club on February 27 at 1 P. M., to discuss ways and means for raising funds for that purpose.

The intention is to raise \$1,000,000 to be devoted to advertising, largely in the newspapers. This sum will be used for a national campaign, and it is expected that merchants will follow up the national ads with local advertising that may amount to as much more. J. F. Carter, vice-president of the American International Corporation, 120 Broadway, and president of Carter, Macy & Co., Inc., tea importers, 142 Pearl Street, is active in the movement, which is sponsored by the Tea Association, 108 Front Street. A committee of twelve firms, representing the importers, the wholesalers and the retailers of tea, has been appointed to complete the plans. The funds will come largely from the tea growers in China, Japan, Java, India, and Formosa.

### Have \$1,000,000 Ready

Lists for the coffee campaign, which will begin April 27, are practically completed by N. W. Ayer & Son, Fifth Avenue Building, who will handle the coffee account. There is now on hand a fund of about \$1,000,000 for advertising purposes. The advertising will run through April, May and June in newspapers, and after that for at least nine months in other media.

Coffee growers about Sao Paulo, Brazil, four years and more ago, were persuaded by coffee merchants here that advertising would increase their business. The Sociedade Promotora da Defesa do Café obtained the passage of a measure by the Brazilian Legislature, placing a tax of two cents a bag on coffee that passed through junction points in Brazil. The tax was collected and turned over to the Sociedade, and \$100,000 of it has been remitted to the coffee people here for use in the propaganda. That sum, as well as other remittances to follow, will be spent in advertising at the rate of \$20,000 a month.

During the war it was not possible to advertise coffee, so the fund resulting from the collection of the two-cent tax has been accumulating until it now amounts to \$1,000,000. This means that the campaign will continue for at least four years. Since the tax is still being collected, and at the rate of about \$250,000 a year, it is highly probable that the advertising campaign will be carried on after four years from now.

## TO FIGHT FOR POSTAL ZONE REPEAL IN NEW REPUBLICAN CONGRESS

**Senators Smoot and Moses Demand Revision—Declare Opponents' Quotations Are Based on Antiquated and at Present False Report—Ashamed of Law**

(By Our Own Correspondent.)

WASHINGTON, February 20.

SENATOR REED SMOOT, of Utah, in discussing the conference report on the new Revenue bill, before that measure was sent to the White House to await the return and signature of the President, verified the recent forecast of EDITOR & PUBLISHER that one of the first acts of the new Republican Congress will be a sincere effort to repeal the postal zone system of arriving at charges on second-class matter.

Senator Smoot protested in vigorous fashion against the action of the Senate conferees in yielding to Chairman Kitchin in the matter of the postal zone repeal, but the course of the Senate members was defended by Senators Simmons and Penrose, respectively the chairman and ranking minority member of the Finance Committee.

### Opposition Based on False Calculation

"I knew that every one of our conferees wanted this bill to pass," said Senator Smoot, "and I believe I knew that the whole bill would be sent to the bone pile rather than to have the amendment incorporated into law.

"I would like to see the whole question of second-class mail matter taken up by the Post Office Committee, and I admit that is the proper committee to handle it, and do it before the first day of July, 1919, if possible; and if that is not possible, at the earliest possible date thereafter.

"I am opposed to the imposition of additional taxes upon second-class matter, but I am opposed to the quoting of a report that was made some years ago showing the cost of handling it. I say now that it was based on a false calculation."

"Is the legislation attempted to be sustained by the Senate conferees also based on that false calculation?" asked Senator Moses, of New Hampshire, a former active newspaper man. "Is the whole structure based upon a foundation that has no truth in it?"

### Handled Cheaper than First Class

"The report is based upon a foundation in which there is no justice," replied Senator Smoot. "There is not a Senator here who does not know that you can handle a ton of second-class mail matter for less than you can handle a ton of first-class mail matter, not only in the cost of transportation

### Fined for Misleading Ad

The Sunbeam Products Company has been fined \$50 in a Milwaukee police court for advertising that one 25-cent package of "Eg-Zact," a baking product, would save fifty eggs. Chemists testified it did not have the qualities of eggs.

### Pittillo Launches Labor Paper

The Waco (Tex.) Union Standard, official organ of organized labor in that city, has been purchased by J. M. Pittillo, who will succeed Laton Williams as editor and publisher.

over the railroads, but in the distribution of it.

"If we are to raise the rates, let them be raised, but for heaven's sake do not chop the country up into zones. No other country does it. I, feel mortified as a citizen of the United States when I am told that from my own State a magazine can be sent to the furthest end of India for less money than it can be sent from my State to an adjoining State.

"You cannot defend that. If there is to be an increase, let the rate be increased and let the policy of all other civilized countries, and that which our country followed up until July 1, 1918, be pursued, that the information carried through the public press shall be carried to all parts of the country and to all citizens thereof at the same rate."

### Last "Kick" of a Statesman

Commenting on Chairman Kitchin's stubborn insistence on the retention of the zone system, Senator Moses said: "We are told that it went out because of a newspaper publication a few days before the meeting of the conferees, and that one conferee insisted there would be no Revenue bill at all if that particular amendment were retained."

"It is apparent," Senator Moses added, "that the last expiring kick of some statesman is as effective as his most strenuous efforts when he is in full possession of his strength."

### MAY SOON BE "SIR" JOSEPHUS

Secretary of Navy Considered in Line for British Knighthood

WASHINGTON, February 18.—It is reported that Josephus Daniels, Secretary of the Navy and in private life editor of the Raleigh (N. C.) News and Observer, will be knighted by King George when he pays his coming visit to England.

The service rendered by the American Navy in the war has greatly impressed all the Allies, but particularly the British.

## DAVIS RESIGNS FROM N. Y. AMERICAN

**Leaves Hearst Organization After Ten Years' Service, Ranging From Foreign Ad Manager to Assistant Publisher—To Announce New Connection.**

Howard Davis, assistant publisher of the New York American, has resigned, to take effect February 28.

Mr. Davis will take a rest for a few weeks. About April 1 he will assume a new connection, the particulars of which he does not wish to announce at this time, although his plans have been definitely completed.

Mr. Davis has been connected with the American for ten years. He has served as manager of foreign advertising, advertising manager, business manager and assistant publisher. He has long been considered one of the ablest executives of Mr. Hearst's organization.

Samuel Hecht, for many years with the New York American, has been placed in charge of classified advertising. Charles Doris, formerly with the American for fifteen years and lately in the trade paper field with the Atlas Publishing Company, is back with the American under Mr. Hecht. W. G. Woodward has been transferred from the American to the Evening Journal's advertising department.

### GOVERNOR EDGE TO SELL PAPER

**Planning to Dispose of Publication, but Will Hold Advertising Agency**

Governor Walter E. Edge of New Jersey expects to retire from the newspaper publishing business in Atlantic City about the time he goes from Trenton to Washington to become junior United States Senator. The Atlantic City Press-Union Company, which has conducted the Daily Press and the Evening Union under lease for several years, is preparing to take title to the properties.

Francis E. Crossdale, Governor Edge's secretary, who declined to go to Washington with him for business reasons and was consequently slated for the \$3,000 office of State Librarian, is one of the stockholders of the leasing company.

The Governor informs EDITOR & PUBLISHER that he will retain ownership of the Dorland Advertising Agency.

### ALLEN RE-ELECTED PRESIDENT

**Southern California Editorial Association Holds Meeting in Los Angeles**

Crombie Allen, of the Ontario Report, was reelected president of the Southern California Editorial Association at the annual meeting just held in Los Angeles. C. H. Turner, of Redondo Beach, was reelected secretary-treasurer.

## RAILROAD ADMINISTRATION ASKED TO IMPROVE TRAIN SCHEDULES

Post Office Department, After Protest from New York Newspapers, Urges Better Connections at Washington—Train 105, Out of New York, Has Record for Lateness

THAT the officials of the Post Office Department realize the deficiencies of the Railway Mail Service and the loss which bad service entails upon publishers, and that an effort is being made to remedy these defects in at least one conspicuous instance, are shown by the action taken by Otto Praeger, Second Assistant Postmaster-General, on a petition signed by the circulation managers of eight morning and one evening newspaper of New York city, and forwarded to the Department by Charles Flanagan, of the Times.

The petition and complaint had to do with the late arrival at Washington of Pennsylvania train No. 105 from New York, through which connections for the South are missed so frequently as to seriously delay mail deliveries below Washington.

### Long Continued Forbearance of Public and Department

Mr. Praeger, acting upon this complaint, sent a letter of explanation and of strong protest to F. S. Holbrook, manager of the express and mail section of the United States Railroad Administration. It would appear from the text of this letter that the Post Office Department appreciates the extent to which the mail service has been disorganized through the arbitrary changing of train schedules, apparently with little regard for making vital connections.

#### Mr. Praeger's Letter

In the course of his letter Mr. Praeger writes:

"The case of train 105 has been one of long continued forbearance on the part of the public and the department, and the matter is being brought to your attention in this connection with a view to enlisting the aid of the Railroad Administration in securing an improvement in the connections at Washington, D. C., with mail trains for the South.

"For the period from September 15, 1914, to September 22, 1917, the schedule of this train was to leave New York 2:20 A. M., arrive Washington 7:53 A. M. During this period the margin of time between the arrival of Pennsylvania train 105 in Washington and the departure of trains for the South was one hour and more. Under date of September 23, 1917, the schedule was changed to leave New York at 2:10 A. M., arrive Washington 7:50 A. M., and on January 6, 1918, the schedule was changed so as to leave New York at the same time but arrive at Washington forty-five minutes later, or 8:35 A. M. At the present time the schedule is to leave New York at 2:10 A. M., and arrive at Washington at 8:30 A. M.

#### A Record for Tardiness

"During last year the connecting trains at Washington, D. C., for Pennsylvania train 105 on the Southern Railway and the Seaboard Air Line were changed so as to make the margin very much less than it formerly had been. At the present time the schedule of Southern Railway train 35 is to leave Washington at 8:30 A. M., but this train will wait for letter mail and daily papers from Pennsylvania train 105 if it is not more than twenty minutes late. The schedule of Seaboard Air Line train 43 is to leave Washington at 9:25 A. M. If train 105 should arrive on time there would be ample time before the departure of Seaboard train 43 to transfer all mail, but the margin between the scheduled arrival time of train 105 and the departure time of Southern train 35 is not sufficient to enable the transfer of all mails.

"Train 105 is the most important mail train out of New York city for Washington and the South, but the perform-

ance has been so uniformly irregular as to virtually destroy its usefulness as a dependable mail connection. The records show that from November 1, 1918, to January 13, 1919, inclusive, or eighty-four days, train 105 arrived at Washington on time on eleven dates. Notwithstanding the fact that train 35 will wait twenty minutes for 105, the connection was missed on thirty-three days, or nearly 40 per cent. of the time. Seaboard train 43 failed to receive the connection on fourteen days, or over 15 per cent. of the time.

#### Mail Handled as Baggage

"On Sundays train 105 carries two car loads of daily papers handled as baggage by the railroad company and not as mail for delivery between Philadelphia and Baltimore and the train is almost invariably late. On the twelve Sundays included in the period mentioned connection was made with train 35 only once.

"During the full month of January train 105 missed connection with 35 on sixteen dates. Connection with Seaboard train 43 was missed eight times. In this connection it should be stated that Federal Express train 171, which is due to leave New York behind train 105 arrived in Washington ahead of train 105 on nineteen dates during the month.

"At the request of the railroad company the Department has issued several orders designed to permit of a more expeditious handling of this train from the standpoint of loading and unloading of the mails at the different stations, but this action does not seem to have been beneficial in securing earlier arrival in Washington. Train 105 was formerly an exclusive mail train operated on a schedule of fifty minutes shorter than at present and arrived regularly on time. In order to insure connection at Washington with trains 35 and 43 for as much mail as possible additional R. P. O. service was recently established on Pennsylvania train 101, leaving New York at 12:30 A. M. and arriving at Washington 7:15 A. M.

#### Ceased to Have Value as Mail Train

"From the record of the past performance of train 105 it is apparent that it has ceased to have value as a mail train. A slower, dependable schedule is much to be preferred from the mail service standpoint to a faster one that is more honored in the breach than the observance. The frequent missing of connections by train 105 results in continuous disorganization of the service on trains to the South. Not only are the mails from train 105 delayed, but other mails may be delayed in trains as a result of receiving the large amount of delayed mail from 105. It is impossible to man the lines to care for the irregu-

lar mail service from train 105, and I have to request your earnest consideration of action designed to bring about results as follows:

"That the schedule of train 105 be changed so as to actually arrive in Washington at not later than 8 A. M. Although this will reduce the schedule time by thirty minutes it will still allow five hours and fifty minutes from New York to Washington, D. C., being more than was formerly allowed by the railroad company at a time when the operation of the train was not under Government control, and the record of the train as to its arrivals at Washington was very much better than it has been under the existing schedule. It would, therefore, seem that the railroad company has taken advantage of the congestion incident to the war and of the adverse weather conditions of last winter, to make less effort than formerly to have train 105 operated on schedule time.

It is also to be noted that train 105 is the only mail train of equal importance which has its time of arrival scheduled at the same time that its important connection is due to depart, thus leaving it discretionary with the railroad company operating the connecting train as to whether the interests of the publishers and of the subscribers shall be protected so far as relates to the daily papers intended for points south of Washington."

### WHAT'S THE ANSWER?

When You Buy a Newspaper Property Are the Files Included?

THE BUTLER EAGLE, Butler, Pa.

TO EDITOR & PUBLISHER:

We have purchased a newspaper. This includes the good will and everything connected with the newspaper. In fact, we simply bought the newspaper without any specification of items. We now find that the former owners have held out the back files of the paper, and demand more money in payment for them, claiming they did not go with the purchase. We hold that if there is any one thing about this newspaper that we have purchased it is the files. To nothing else do we believe have we a stronger claim of ownership.

B. L. WISE.

[In this era of newspaper mergers it may be well for those who buy newspaper properties to specify in their contracts the various items included in the transaction. While the case of the Butler Eagle is doubtless one for the courts to decide it is proper to remark that Mr. Wise's contention that the files are an integral part of a newspaper property is obviously sound. That anybody should deem it possible to maintain any other view seems remarkable.—EDITOR.]

### BERGER GETS 20 YEARS

Cannot Discuss His Case While Out on \$25,000 Bail, Pending Appeal

MILWAUKEE, February 20. — Victor Berger, publisher of the Milwaukee Leader and Congressman-elect from this city, was sentenced to-day to twenty years in prison for violation of the espionage law and conspiracy to obstruct the war programme of the United States. Similar sentences were imposed upon his four co-defendants, the Rev. Irwin St. John Tucker, J. Louis Engdahl, William F. Kruse, and Adolph Gernier.

They have been released on \$25,000 bail each, pending an appeal, furnished by William Bross Lloyd, a wealthy Chicago Socialist. The Court of Appeals will hear the case within forty-five days. Meantime, the court imposed silence concerning their political tenets upon the prisoners, under penalty of immediate imprisonment.

## SAYS CORRESPONDENT VIOLATED ETHICS

Committee of U. S. Newspaper Men a Paris Suspends N. Y. Herald Representative From Confidential Conferences for Fortnight.

Information has come to EDITOR & PUBLISHER from Paris that the Committee of American correspondents has suspended the New York Herald correspondent from all American confidential conferences with members of the Peace Commission for a period of a fortnight.

This action was taken as a disciplinary measure because of the Herald correspondent's alleged failure to observe the strict stipulation of confidence imposed upon all the correspondents at their conference with the President in Paris Friday noon, February 14. At this conference the President is said to have talked with great freedom and frankness, with the understanding that he was not to be quoted, directly or indirectly.

EDITOR & PUBLISHER has communicated the facts contained in its advices from Paris to the editor in charge of the New York Herald with the request that a statement be made for publication. The Herald, however, asserting that it was not yet in possession of all the facts, has declined to make any statement whatever at this time.

### Sommer Marks 25th Anniversary

F. N. Sommer, of the Newark advertising agency bearing his name, entertained the members of his staff at a dinner in the Washington Hotel, Newark, last Wednesday evening, to mark the twenty-fifth anniversary of his institution. The staff had prepared and presented him with a handsome memorial of the occasion.

### Will Try Ford Suit at Mt. Clemens

DETROIT, February 20.—By agreement of counsel the million-dollar libel suit brought by Henry Ford against The Chicago Daily Tribune in which a change of venue was recently granted, was transferred to-day to Mount Clemens, Macomb County, Mich. Date for the trial is to be set later.

### Mrs. Mary M. Wood Dead

Mrs. Mary Madeline Wood, editor and literary critic, died in Passaic, N. J., February 20. She was the widow of Seth S. Wood, publisher of Wood's Household Magazine, and for many years published Town Topics, of Cleveland.

### Asks Wilson to Call Conference

The New York Business Publishers Association, Inc., has petitioned President Wilson to call a national conference of representatives of labor, capital, and the Government to devise plans for effecting "industrial peace."

### Seitz Writes on Mark Twain

Don C. Seitz, business manager of the New York World, is the author of a new book on Mark Twain, which will be published by Harpers.

### Tribune Chief Goes South

George Vernon Rogers, general manager of the New York Tribune, has gone to Florida for a vacation.

# VICTOR H. HANSON, OF BIRMINGHAM NEWS, WAS A PUBLISHER AT AGE OF ELEVEN YEARS

**Executive Head and Controlling Owner of One of the South's Greatest Newspapers, He Has, at the Age of 43, Already Achieved His Boyhood Ambition—Progress of News Under His Direction Has Attracted Attention of Newspaper Makers Everywhere—Personal Popularity Strong Factor in His Success**

(From a Special Correspondent.)  
BIRMINGHAM, Ala., February 17.

**V**ICTOR HENRY HANSON, publisher of the Birmingham News, was born to be a newspaper man. All of the atmosphere of his boyhood was saturated with printers' ink. His father was a newspaper man of note, and he himself at the ripe age of eleven was the publisher of a paper that paid its way and in addition left a neat profit for the youthful editor-advertising manager-circulation manager-printer-press-man.

The dream of his young manhood was some day to own and publish the best paper in his section. None of your absentee landlordism for the young Hanson; his tremendous fund of energy has always insisted in expending itself in personal application to the job in hand. Being present in person and on the job every day in the week has helped a lot to bring about the almost phenomenal success he has achieved.

#### Son of a Noted Editor

The Birmingham News he proudly calls "The South's Greatest Newspaper," and as the years roll by he finds more and more of his fellow publishers willing to concede that he has attained the goal of his dream of earlier days.

Victor H. Hanson was born January 16, 1876, in Barnesville, Pike County, Georgia. He was married December 27, 1897, to Miss Weenona White, of Uniontown, Ala. If you asked him for the salient features of his life he would give you those two dates and two more and then add that you had about all the material facts in his career. Those other two dates are March 1, 1910, when he purchased a majority interest in the Birmingham News, and September 12, 1912, when he inaugurated the Sunday News.

Mr. Hanson was the son of Major and Mrs. Henry C. Hanson, both of whom have been dead a number of years. His father was long editor of the Macon Telegraph. His uncle, Major J. F. Hanson, was for many years president of the Central of Georgia Railway and the Ocean Steamship Company. Though he was born in Barnesville, Ga., Mr. Hanson's parents moved to Macon very soon after his birth. He attended the public schools of Macon.

#### Founded Paper When a Boy

While still a schoolboy Victor Hanson founded a little paper, the City Item. It was only two columns wide by six inches deep, and it consisted of only one page, but it was written, the type set, the paper printed and delivered by young Hanson alone every Saturday. This paper was a paying proposition from the start. After he had been publishing the City Item for a year or two his father became editor of the Columbus Enquirer-Sun and moved to Columbus, Ga.

There, while he was in school, the City Item was revived as the Columbus Times, a Sunday morning paper. It



VICTOR H. HANSON

developed into a sheet four columns wide and twelve and a half inches deep and grew from four to eight, then to twelve pages. It attained a circulation of about 2,500 and was the best paying newspaper proposition in Columbus. By that time young Hanson was employing a printer to set the type and print the paper, though he still delivered it every Sunday morning on horseback. On September 28, 1890, when he was well under fifteen years of age, he sold the paper and its equipment for more than \$2,000. His subscription price was 50 cents a year and his advertising rate was 50 cents per square. Here is his valedictory editorial:

#### Announcement

"I will discontinue the publication of the Columbus Times from this date in order to reënter school and complete my education.

"The Times has been the best paying

newspaper, considering the investment in material and labor involved, that has ever been published in Georgia.

"It has demonstrated that there is ample field for a live Sunday newspaper in Columbus.

"I sincerely thank the good people of Columbus for the generous patronage that they have bestowed upon the Times and the kind treatment that I have invariably received from them.

"Negotiations are now pending that may result in continuing the publication of the Times in this city. If, though, the paper is not disposed of by to-morrow morning it will be offered for sale for a few days at a rare bargain.

"VICTOR HANSON."

Bound volumes of the files of these two little papers are among Mr. Hanson's chief treasures to-day.

Major Hanson moved to Atlanta shortly after this, and Victor went to

school at Gordon Institute. In 1892 he went to work as solicitor for Nichols and Holliday, advertising managers of the Atlanta Constitution. He solicited advertising in Atlanta and other Southern towns. He remained with the Constitution until the summer of 1895, when he went to the Baltimore World as a solicitor in the classified advertising department. In June, 1896, he went to work for the Montgomery Advertiser as a solicitor in the circulation department at \$10 per week. Within three months he was transferred to the advertising department as a solicitor; in less than six months he was in charge of the department, and by the end of the year was advertising manager, in charge of both local and foreign advertising.

#### Owens Controlling Stock Interest

Mr. Hanson was employed continuously by the Advertiser until February 15, 1909, when he came to Birmingham. During that period the advertising receipts of the Advertiser increased more than 500 per cent. The Advertiser became one of the phenomena of the newspaper world, probably carrying more paid advertising, considering the size of its local field, than any other paper in the country.

On December 27, 1897, as stated above, Mr. Hanson married Miss Weenona White, daughter of Capt. and Mrs. J. H. White, of Uniontown. Capt. White was a prominent banker, merchant, manufacturer and planter of Central Alabama. To his wife's ever-present interest in his affairs, her constant counsel, sound judgment and her loving companionship Mr. Hanson attributes much of the success he has attained.

In February, 1909, Mr. Hanson purchased from Gen. Rufus N. Rhodes a one-third interest in the Birmingham News and became vice-president and general manager. On March 1, 1910, shortly after the death of Gen. Rhodes, Mr. Hanson purchased from Mrs. Rhodes a majority interest in the paper and became its president and publisher. In the nine years that have elapsed the circulation of the News has grown from about 18,000 to more than 50,000. On September 12, 1912, a Sunday edition was launched with 23,000 signed orders, and it has grown to a circulation well beyond the 55,000 mark. The advertising receipts of the News have increased more than 400 per cent. in that nine years.

#### Knows Business from Every Angle

Victor H. Hanson knows the newspaper game from every angle. He is thoroughly familiar with his advertising and circulation departments, is never out of touch with the mechanical departments, and keeps a watchful eye over the editorial end of the paper. He is preëminently the publisher of a paper, the head of all its various branches, and has been actively, personally in charge of it from the day he purchased a controlling interest.

## OPTIMISM MARKS MEET OF INLAND DAILY PRESS ASSOCIATION

Main Efforts in 1919 Will Be to Build Up National Advertising for Newspapers—Sullivan and Palmer Speak—Peterson of Waterloo Re-elected President

(By Our Own Correspondent.)

CHICAGO, February 18.

NATIONAL advertising—how to get it and how to handle it—was the main subject on the programme of the Inland Daily Press Association, which held a meeting here to-day to go over plans for the year. The meeting was characterized by a feeling of optimism as well as by reports of good business during the year which recently ended.

In spite of higher paper cost, increased labor expense and many other factors that have piled up charges on the publishers, most of them enjoyed a bigger and better business last year than ever before, and most of them are anxious to keep up the same standards during the present year.

### Prosperity Depends on Good Workmanship

Frank D. Throop, of the Davenport (Iowa) Democrat, said that he felt it was a great deal better to go on even under war conditions than to slump back to old "slipshod" days when subscriptions were not being carefully watched, when papers were sold too low, and when a good price was not received for advertising.

"We want to keep wages up, because prosperity depends upon good wages for the workingman. In our own shop we are paying all our men 10 per cent above the union scale for Davenport and giving a bonus besides, and I have already announced to our boys that we are not going to cut wages this year. This announcement has solved our labor problem and has greatly increased the efficiency of our shop."

This same feeling, voiced time after time by the speakers, indicated that everybody is looking for a good year.

### Looking to Future

The Inland Association is starting its year with an eye to the future also. It is growing, and in order to take care of future growth a constitution was adopted, revising the former one, particularly in the matter of annual dues. Heretofore, the members have paid a stated fee for belonging to the association, but hereafter the fee will be determined by the circulation. The range of fees is from \$5 per year for a paper of 2,500 or less up to \$30 a year for 40,000 or more circulation.

Business started off with a jump, six new papers being admitted to membership. They are Fort Wayne (Ind.) Journal and Gazette, Sturgis (Mich.) Daily Journal, Rockford (Ill.) Star, Jacksonville (Ill.) Courier, Muscatine (Iowa) Times-Republican, and Quincy (Ill.) Journal.

### Has Prospered

The association prospered so well during the past year and the meetings have been so full of interest that A. W. Peterson, of the Waterloo (Iowa) Courier, was continued as president, and Will V. Tufford, of Clinton, Iowa, who has served the association for many years, was retained in office as secretary and treasurer.

The association had as a principal speaker John Sullivan, of New York, secretary of the Association of National Advertisers. The members wanted to learn from him just how to go about getting a bigger share of the appropriation spent by the members of the A. N. A., and Mr. Sullivan explained just what the 276 manufacturers making up the A. N. A. would

most appreciate in the way of coöperation from the publishers.

The members of the A. N. A. spend in the neighborhood of a hundred million dollars a year for advertising, Mr. Sullivan informed his hearers, and while the bulk of this business is placed through advertising agencies, the advertisers in 90 per cent. of the companies control absolutely the selection of the media in which the advertising is placed.

### They Don't Agree

One of the reasons, Mr. Sullivan explained, why the big manufacturers use the magazine as a medium is from the belief that the magazine carries greater prestige with the reader than the newspaper—a statement that met with early opposition on the part of the publishers, who held a decidedly opposite view.

He said, as a means of improving its case with the big advertiser, the newspaper should place at the disposal of the advertiser more definite data regarding market conditions in its particular field. This point was emphasized as being important.

"It is time to quit talking about circulation," Mr. Sullivan said, "because the question of circulation has already been standardized by the Audit Bureau of Circulations. What the advertiser wants to know now about the newspaper is something regarding its field to make peculiar conditions operating to make any newspaper better than any other newspaper."

### An Important Department

The department of publication data, according to Mr. Sullivan, is a very important division of the central office of the A. N. A. and it receives hundreds of inquiries regarding newspapers right along. When such a request comes along, the bureau supplies the information and he suggested in view of the circumstances that the newspapers ought to be willing to coöperate fully and positively in supplying the bureau with any desired information.

Lincoln B. Palmer, manager of the American Newspaper Publishers Association, had a few words to say on the newsprint situation. Briefly he pointed out that the Canadian manufacturers in estimating the manufacturing costs upon which the price of \$3.75½ was fixed put in everything from Red Cross contributions to new office equipment. The investigation which revealed this inflation had made it possible to estimate that some of the manufacturers have been making as much as \$30 to \$35 a ton profit on print.

D. B. Worthington, who is the Inland Press Association member of the A. N. P. A. Paper Committee, was also present, but did not make a detailed report.

A snappy address was made by Frank D. Throop, of the Davenport (Iowa) Democrat, who spoke upon the subject of publisher coöperation with the advertiser—this being a prominent theme throughout the day. He came out flat-footed against any free reader coöperation, but said that the publisher could be of infinitely greater value to the advertiser in assisting in securing local dealer coöperation.

Plenty of assistance in the local field and no free space is the motto of Mr. Throop and a great many others in the association.

### No Free Space

E. F. Rogers, of the Winona (Minn.) Republican Herald, discussed the results that have been achieved by his paper in hoisting the rate to 15 cents a week. He related the somewhat familiar experience of newspaper publishers who raised the rates and who are now kicking themselves because they didn't think of it a long time ago.

Stanley Clague, managing director of the Audit Bureau of Circulations, dodged the doctor and came to the meeting in spite of the fact that he had been ordered to stay in bed, and took occasion to suggest that Inland members who are not in the A. B. C. should get in at once.

By and large, the meeting was full of interest and enthusiasm, with an attendance that was much better than usual.

## Eighty-Three New Contracts for Newsprint in January

Eighty-three new contracts for newsprint aggregating 108,954 tons were reported by manufacturers during January, according to the Federal Trade Commission. Practically one-half of this tonnage was sold at the Federal Trade Commission price. The bulk of the remainder ranged from \$3.75 to \$4 for rolls, f. o. b. mill, in car lots. No new contracts for sheets were reported.

Current shipments of roll news were at prices ranging from \$3.75 to \$4.50. Current shipments of sheet news were at prices ranging from \$4 to \$5 per 100 pounds, f. o. b. mill, in car lots.

From January 5 to February 2 mill stocks increased from 19,300 tons to 20,641 tons. The production during this period was 131,523 tons. On 152 machines in fifty-five mills reporting there were 1,945 hours of idleness.

Imports of newsprint in December, 1918, amounted to 51,990 tons, as against 55,264 tons in December, 1917. Exports aggregated 5,919, as against 12,034 in December, 1917.

Publishers' stocks on hand at the close of January, 7,601 newspaper publishing concerns and associations reporting, showed 188,218 tons, with 45,039 tons in transit. There was an increase in publishers' stocks during the month of 3,689 tons. Eighty-three publishing concerns held about 70 per cent. of the total stocks at the end of January.

Reports from 233 jobbers showed 11,431 tons of newsprint roll and sheets on hand at the end of the month. Commitments to buy aggregated 101,605 tons, and to sell, 113,792 tons.

Avoid the point of least resistance—it leads to flabby muscles; seek the point of greatest resistance and gather strength.

## MONTREAL PAPER SOLD FOR \$126,700

Immediately Offered for Sale Again by Its Purchaser, A. Huntly Duff, Montreal Lawyer—Had Been in Liquidation Since November.

MONTREAL, February 19.—A. Huntly Duff, who purchased the Montreal Herald yesterday at auction for \$126,700, put it up for sale again to-day. He wishes to sell plant, job department, copyrights, book debts, contracts, and even adds the paper's good will.

The Herald has been in the hands of a liquidator since November, and for the last few months has been issued as a six-day paper.

When the sale to Mr. Duff, who is a Montreal lawyer, was closed yesterday it was the general belief that he acted for outside interests, but who they are has not become known.

A strong rumor was that Mr. Duff represented a syndicate headed by E. W. McDonald, M. P., a Liberal leader, and that Lord Atholstan, of the Star, would retain an interest in it. However, the move of the new owner has served to dispel such rumors and points to the purchase as a speculation.

So far nothing is known as to what policy will be adopted or pursued by the new owners, but it is generally thought that the publication of the paper will be continued. The purchase price included the plant, machinery, and good will, but not the building in which the paper was housed.

The Montreal Herald went into liquidation on November 26, 1918,

## PARIS PRESS ATTACKS U. S. PAPERS

Accuse New York World and Times of Printing Matter Harmful to France and of Being Hostile to President Wilson.

Le Figaro, La Liberté and Le Journal des Débats of Paris are bitterly criticizing certain American newspapers for publications referred to as "harmful to the French Peace Mission."

The New York World prints a copyrighted dispatch from William Cook, a staff correspondent in Paris, which says:

"Mention is freely made of the fact that there is no censorship for American dispatches, and this seems to hurt the French journalists, who are still subject to censorship regulations.

"In its article headed 'Between Ourselves,' and signed 'X,' Le Figaro accuses American newspaper correspondents now in Paris of carrying on a German propaganda.

"It asserts that the World and the New York Times are publishing dispatches harmful to the French Peace Mission and the French authorities. The semi-official Journal des Débats carries the matter further, giving the name of Ralph Pulitzer as having written in the World that France was delaying the conclusion of peace.

"Further on in the article the Journal des Débats says such propaganda reaches the whole world, for 'it is relayed even to China, where agencies willingly give out this false information to combat the "imperialist" aims of France.'"



## GEORGIANS ORGANIZE FOR ADVERTISING

Establish Select Newspaper Association, With O. W. Passevart President, to Furnish Definite Information on All State Papers to Space Buyers

ATLANTA, February 15.—Georgia editors, representing the principal weeklies and dailies in the State, met here to-day to form an organization for increasing the volume of national advertising in newspapers of Georgia. They organized the Select Newspaper Association of Georgia, with the following officers: O. W. Passevart, of Newnan, president; Otis A. Brumby, of Marietta, vice-president; Gordon Chapman, of Sandersville, secretary-treasurer; J. Kelly Simmons, of McRae; Ernest Camp, of Monroe, and Isadore Gelders, of Fitzgerald, directors.

The meeting was called by Paul T. Harber, of the Commerce Observer, president of the Georgia Press Association, but he stated it was not strictly a meeting of that association. It was to form a distinct organization—for business only—and was intended to embrace all the papers in Georgia that desire to avail themselves of the benefits of cooperation.

### Definite Information Wanted

"The big advertising agencies want definite information and we must equip ourselves to furnish it," explained Mr. Harber. "They want to know about the population in our counties, the type of people, their ability to buy advertised products. They want statistics of a varied nature. There is no way for them to get this information now.

"The advertising agencies and big foreign advertisers are looking for good newspapers which will fill their wants and sell their goods. That we have not had our share of this business before now is largely because we have not met the agencies half-way. We have not gone after their business, but have waited for it to come to us. By working together we can obtain a much larger share of the big national advertising appropriations for all good papers in Georgia."

### The Organizers

Those at the meeting included:

Ernest Camp, Monroe Tribune; Ed. A. Caldwell, Monroe News; Josephus Camp, Metter Advertiser; J. W. McWhorter, Vidalia Advance; J. Patterson, Covington; C. D. Rountree, Wrightsville Headlight; Ralph Meeks, Carrollton; R. B. Moore, Milledgeville Union Recorder; Isadore Gelders, Fitzgerald Leader-Enterprise; J. McCartney, Rome Tribune-Herald; Gordon Chapman, Sandersville Progress.

J. W. Marcock, Lawrenceville; Mr. Callaway, Eatonton Messenger; David Comfort, Marietta Journal-Courier; O. W. Passevart, Newnan Herald; Mr. Hargraves, Thomasville Times-Enterprise; John Jones, La Grange Reporter; J. J. Harvard, Hawkinsville Dispatch and News, and Miss Emily Woodward, Vienna News.

Miss Woodward was the only woman editor attending the meeting.

### New State Weekly in Denver

The Colorado State Republican, a new weekly newspaper published in Denver, has appeared. It is published by W. C. Blair, one of the best-known editors of the State and publisher of the Lake City World, which he will continue to edit.

## CAPT. JOSEPH MEDILL PATTERSON COMES BACK FROM THE WAR TO RESUME HIS IMPORTANT ROLE IN AMERICAN JOURNALISM



CAPT. JOSEPH MEDILL PATTERSON,  
Co-Editor of the Chicago Tribune.

CHICAGO, February 17, 1919.

THOSE who know Joseph Medill Patterson, co-editor of the Chicago Tribune, most intimately will realize that it is not an easy thing to write his biography. The facts of his life achievements stand out fully explanatory of themselves, and make personal side comment actually a superfluity. Moreover, Captain Patterson is by no means the sort of individual who is prone to dilate upon his personal experiences, aspirations, or philosophy of life. It is rather difficult to imagine him as contributing signed articles for publication, giving advice to ambitious young men, or delivering himself of platitudes on the ways and means to business success. In manner he is brisk, decisive, a bit brusque, with flashes of illuminating enthusiasm that seem somehow to escape from the man's self-imposed control over himself. A piece of work well done by any of those associated with him affects him that way. It is like dropping a seltzer powder into a glass of liquid. He ferments with effervescent enthusiasm over his capable fellow workers; is ever as ready to talk about them and the things they do well as he is reluctant to speak of himself or of his own accomplishments.

Joseph Medill Patterson was born in Chicago on January 6, 1879, the son of Robert Wilson and Eleanor (Medill) Patterson, and his conclusive grasp of newspaper matters is direct refutation of the latter-day tendency to discredit the lasting influence of heredity. In him old Joseph Medill and all he stood for in newspaperdom is subtly perpetuated. Graduating from Yale with the class of 1901 and a B. A. degree, he married Alice Higinbotham, of Chicago, on November 19 of the following year, and entered upon his life work as a reporter for the Chicago Tribune, the control of which had been left in equal proportions by Joseph Medill to his two daughters. Joseph Medill Patterson, between 1912 and 1915, rose by hard, conscientious work from news man to assistant Sunday editor, to editorial writer and assistant editor of the Tribune. In 1914 he became co-editor with R. R. McCormick, and publisher of the paper. Since 1915 he has been vice-president of the Chicago Tribune Company.

### Author, Legislator, War Correspondent, Soldier

That record, however, constitutes only a skeleton of the performances in which he always has taken such a vigorous, vital part. In 1903 he was a member of the Illinois House of Representatives at Springfield. From 1905-1906 he was Commissioner of Public Works for the city of Chicago. In 1900 he distinguished himself as a capable war correspondent in China, and improved upon that record during 1914 in Germany and Belgium, and during 1915 in France.

His military record tells a graphic story of the man's driving energy all in itself. Beginning as a private with the Illinois Field Artillery in 1916, he was rapidly advanced to be a Corporal, then a Sergeant. Then he was made a

Lieutenant in the First Illinois Field Artillery (1917), known during the war period and in active service as the 149th United States Field Artillery. His Captaincy was won on the field overseas in the battles of Lorraine, the defense of Champagne, the second battle of the Marne, the struggle around St. Mihiel, and in the savage Argonne fighting. When the actual fighting was over with, Captain Patterson made haste to return to Chicago and the Tribune to plunge anew into the work awaiting him there.

As an author he has no less distinguished himself. Four successful novels stand to his credit and one nationally familiar play, probably the only one dealing with newspaper life which rang true to the professional observer. "A Little Brother of the Rich," published in 1908, dealt with Yale University life as he had observed it and created a decided sensation, especially in eastern collegiate circles. He followed this that same year with "Dope," and the next year, in collaboration with James Keeley—who then also was with the Chicago Tribune—and Harriet Ford, wrote the play, "The Fourth Estate," which enjoyed long, successful runs all over the country. In 1910 his "By-Products" was published. Reilly & Britton, of Chicago, brought out his novel "Rebellion" in 1911, provoking a storm of critical interest from prelates of the Catholic Church and others opposed to martial divorce.

Speaking shortly after the publication of this last work, Frank Reilly, his publisher, said confidentially to a friend: "From my business viewpoint Patterson is the most exasperating incongruity I've ever met. Here he has written at least two nationally popular books, one of which has the whole country now talking about it. Yet would you believe that I can't persuade the man to rush out a new novel for me . . . to do it while he still has everybody by the ears? I can't do anything with him in that way. The popularity of his books, for which the average new author would nearly sell his soul, apparently has no effect upon him. He tells me that he has a rough idea for another book in mind, but he refuses to be hurried on it. . . . And I can't get him to write again along lines that he's just made a reputation in. . . . He says he writes to please himself and, when he can't do that, he's going to quit writing." Wherein lies another keynote to the man's character.

He lives at Libertyville, Ill., one of the northern suburbs of Chicago, and is a member of the University, Chicago, and Lambs Clubs, and of the Onwentsia Country Club.

### "Tad" Dined and Wined

SAN FRANCISCO, February 15.—T. A. Dorgan—otherwise known as "Tad"—who is one of the stars in San Francisco's diadem of cartoonists, was dined and wined last Saturday by the Newspapermen's Club on his visit to the "old home town."

### "Grizzlies" Welcomed Home

SAN FRANCISCO, February 15.—The Advertising Club, cooperating with the Downtown Association, gave a luncheon recently to Col. Thornwall Mulally and his staff in welcoming home the California "Grizzlies" from service in France.

There's nothing elastic about truth; don't try to stretch it.

## BRITISH PAPERS CREEPING BACK TO ANTE-BELLUM CONDITIONS

War Prices Still Stand, However, and Sizes Show Very Little  
Inclination to Increase—Popular News  
Features Not Neglected

By HERBERT C. RIDOUT,  
London Editor EDITOR & PUBLISHER.

LONDON, February 10.

NEWSPAPER conditions in Great Britain are in a state of transition. By degrees the daily and weekly press organs are creeping back.

The paper situation is improving slightly, but while this has permitted some of our great dailies to increase their size by the addition of two or more pages, it has not eased sufficiently to enable some of the provincial press—one or two of whose journals had been obliged to assume extraordinary shapes—to revert to their pre-war proportions. But the tendency, generally speaking, shows a movement towards normal.

### Still Running Small Pages

Some of our London papers adopted a much smaller size of page, and these so far have shown no inclination to return to their old size.

The increased war prices of newspapers here, with very few exceptions, still stand. Dailies that were 1 cent before the war and afterward increased to 2 cents have at the latter price mounted in circulation to figures very closely approximating those of the 1 cent days. The Daily Mail and the Daily Express are cases in point. The former has a million sale daily, and though beneath its title it claims to be "the soldiers' paper," its championing activities and general enterprise go very much further, and it holds its own; the latter, the last of the London papers, by the way, to raise its price, is not far behind, for it covers in a marvellous fashion the whole range of public and personal interest and is known as "the paper that gets the scoops."

### Higher Prices Made No Difference

The Times, still 6 cents, proceeds upon the even tenor of its way, making journalistic history as it goes. The Daily Telegraph, one of the few papers that, so far as bulk was concerned, seemed unaffected by war conditions, is at 4 cents and still the great solid daily it ever was.

The Daily News, always inclined towards the literary side (as, indeed, only befits a paper that can claim Charles Dickens as its founder), promises to develop this tendency, thus appealing even more strongly to the serious man and woman. The Daily Chronicle, recently passed into the ownership of Sir Henry Dalziel, would appear to be cultivating a more popular style than it has hitherto possessed. The Morning Post is critical and high-pitched as ever.

### Picture Papers Successful

The two London 2-cent picture papers, the Daily Mirror and the Daily Sketch, are phenomenally successful and practically cover the whole field of daily illustrated journalism. From a strictly technical standpoint, the only difference between them would appear to be that the former is typographically more effective and workmanlike. That, however, is merely a matter of opinion.

Among evening papers the London position is held chiefly by three—the Evening Standard, as representing the reader who demands the solid fare in his paper; the Evening News, providing a big variety of brightly written and crisply presented news and general interest features in chatty vein, showing a vast enterprise, and the Star, which, democratic to the degree of infinity, is as amusing and witty as it is brilliant.

The Westminster Gazette, the Pall

Mail Gazette, and the Globe all have their own particular public whose political opinions they reflect. All are, as they ever were, worthy upholders of the dignity of British journalism.

But, all said and done, conditions are still so flux-like that it is difficult to say what future developments may do to change the present respective positions of the London newspapers.

British newspapers have never been slow to adopt news features that have proved themselves of value and interest. One of these that has now become common not only to a large number of the London papers, but to a very considerable proportion of the provincial press, is that of the gossip column.

### Popular News Features

For many years past in local country newspapers one of the most widely read features has been a space, ranging from half a column to two or more, devoted to notes upon local personalities, chatty paragraphs upon parochial events and incidents, all in a personal and familiar vein.

When the London morning picture dailies were started a journalist engaged upon one of them hit upon the idea of adapting this gossipy feature to the needs of a paper of national circulation, and broke new ground by presenting each day a whole page of such notes, treating in the most familiar and unconventional fashion with people, places, and affairs. A leaven of humor contributed to its success, as did a suggestion in many paragraphs that the writer knew much more than he told.

The notes were neither heavy in treatment nor heavy in size. It seemed to be the writer's idea to express himself within at most six or eight lines. Current and future events were dealt with in a manner hinting that the writer was "on the inside" of all of them. Personalities—political, social, theatrical, and commercial—were alluded to as if the writer had known them all his life. Even the leaders of the nation seemed to confer with the gossipier in arriving at their momentous decisions—at least that was the suggestion.

### Strikes for Brevity

People began to talk about what "Mr. Gossip" said in the Daily Sketch and what "The Rambler" said in the Daily Mirror, and the success of the feature was established.

The next development was a double column of notes with a new angle to them—frankly chatty, but rather more authoritative in their expression—given in the London Evening News. A young man about town wrote them under the nom de plume of "Quex."

To-day there are only three or four

of the London dailies that have not adopted the feature.

All the others—the latest with the dawn of this year—give their column or more of such notes, under captions like A Londoner's Diary (Evening Standard), A Clubman's Notebook (Pall Mall Gazette), Through the Office Window (Daily Chronicle), By the Way (Daily Express), Diary of a Man About Town (Evening News), Star Man's Diary (Star).

So far the Times, Daily Telegraph, Morning Post, and Daily Mail among dailies have apparently not succumbed to the attractions of this feature, but in other directions, both in the big provincial dailies and weeklies and in the national Sunday papers, these notes are given a prominent place. In many instances the character of the gossip takes on the political flavor of the newspaper, but altogether the popularity of the feature and its wide adoption are such that point to its occupying a position of considerable importance in current British journalism. Indeed, I am told that the writers of these columns, being men (and in one or two instances women) of some social position, are among the highest paid people on newspaper staffs.

### Aeronautics and "Movies"

The two topics that British newspapers are starting just now are aeronautics and the "movies." It is impossible to take up any publication without finding a column or so on the subject of flying and innumerable references to the film.

Up to armistice day even the automobile notes, so common a feature in British newspapers, daily and weekly, had fallen out, but with the undoing of the Hun the automobile writers returned to their accustomed haunts and found that to be up to date they also had to contribute details of flying achievements and potentialities.

In some cases aeronautics and automobile matters are dealt with separately, and these notes are quite distinct from stories covering big flights and articles on flying problems and excitements by airmen and others. Thus in one London evening paper in late January there was a column article on "Aeromania," a story of the England-to-India flight, and a contribution on the subject of coming air laws, with special reference to aerial advertising.

### Alive to Possibilities

That the British press is alive to the possibilities of aeronautics is demonstrated by Lord Northcliffe's Daily Mail offer of £10,000 for a successful Atlantic flight and by the frequent discussion of the question of dispatching news matrices from one point to another for the rapid production of localized editions and the carriage of newspapers themselves. The Daily Express illustrated the utility of the airplane for itself by arranging that its first news dispatch from the Peace Conference in Paris should be carried by plane, the feat being quite successfully accomplished.

Needless to say, every American development in flight progress finds ready use in the British press.

The "movies" is a comparatively new news feature of journalism here and is in consequence somewhat amateurish at times. Indeed, the trade press is inclined to be somewhat caustic at the really well intentioned efforts of what it calls the lay newspapers to deal justly with the great industry and its place in entertainment.

One or two newspapers have kept up a running fire of "movie" notes through

the war, but with others the references have been spasmodic. Since August last one London daily, the Express, has been giving a special article on the film each day, as well as numerous "specials," but generally speaking, apart from occasional stories relating to film favorites, the habit is to give a weekly column of notes on new screen productions interspersed with gossip about film favorites. In the majority of instances these features are not at present somewhat "shabby," savoring rather of notices without comment or plain criticism, giving the reader the impression that they are not felt to be altogether worthy of a place in honest journalism. But in other quarters there is a frankness and boldness of criticism that is refreshing.

### Want Native Products

Truth to tell, the film industry in Great Britain has languished from many causes. The war, the speculative ideas of some of its pioneers, the lack of big investors, and to a marked degree the non-support and encouragement of the newspaper press—all these are factors that have contributed to the success of American films in the British field and the corresponding want of progress of native films.

Last year the present writer, feeling that the newspaper press had it in its power to exercise such influence as would awaken the film industry, wrote in an English newspaper trade organ an article in which he endeavored to point out that the film was a probable newspaper sphere of interest in the near future. That article brought a personal letter from the editor of one of our greatest British newspapers begging that the writer would use his utmost influence wherever possible to secure a greater interest by the press in the "movies."

One thing pointed out in that article was the self-evident fact that arising from the attention focussed by the press upon British films must come a demand for native productions and that as a natural sequence those newspapers must benefit in due course by the creation of a new commercial advertiser.

That forecast is in process of partial realization, even at this early date. On January 17 a London evening paper that had consistently urged the appeal of the "movies" carried a whole page advertisement of two new films. They were American productions, it is true, but the fact points the moral none the less. The following week the same paper (the Evening News) ran a whole page of film features—notes, news, and articles—flanked by the advertisements of five film producers, of whom three were British.

### Beaverbrook In Films

It is clear from this that the future of the British film industry lies largely in the hands of the British newspaper, which alone can, by the exercise of its power to encourage and foster the public interest in native productions, give it the importance it merits and secure its prosperity.

Latest news indicates that Lord Beaverbrook, formerly head of the British Ministry of Information (disbanded at the close of war) and interested in the Daily Express, has become interested in the film industry as a result of the impressions forced upon him as to the possibilities of the "movies" during his period of control of the Ministry of Information, when screen productions were largely used by his direction for propaganda purposes.

## LOCAL UNITS STRENGTHEN A. N. A. SERVICE TO ITS MEMBERS

Philadelphia and Chicago Chapters Organized and Others In Cleveland and Detroit Under Way—Every Section of Country to Be Represented

By A. H. BERWALD,

Secretary Philadelphia Chapter, A. N. A.

NATIONAL associations are normally anemic. The tonic interest of annual or semi-annual meetings makes them function powerfully for short periods after which follow long months of suspended animation.

When the Executive Committee of the A. N. A. met after the last annual meeting the members resolved to anticipate any possible slowing up in that organization by adopting a new idea—one new at least to the A. N. A.

### Important Centres to Add to Strength

They decided that instead of centralizing the association in New York city, as in the past, they would establish active local units in important centres so as to accumulate by a greater variety and frequency of impulses the maximum power available for carrying on the work of the A. N. A.

The country was accordingly divided into three regions, each under a vice-president charged with the responsibility of forming local chapters of the A. N. A. at important centres in these regions.

The Philadelphia Chapter was the first organized. Mr. George Frank Lord, vice-president of the A. N. A., explained the new movement to some thirty-odd advertising men at the Poor Richard Club in that city on January 2. Mr. Lord's talk was so thoroughly approved by all present that the Philadelphia Chapter was formed immediately and started to function before the evening was over.

### For Widest Expression

Mr. Lord explained that the usefulness of the A. N. A. depended on the widest and freest possible expression of the popular wish in every detail. The new idea was to bring the association right to the membership, and by so doing to increase its ability and its opportunities to serve advertising and advertising men. With local chapters meeting monthly in many cities and discussing current problems, the national officers needed only to read the reports of these meetings to be in closer touch than ever before with the trend of advertising thought and requirements. In this way the programme for the semi-annual meetings of the A. N. A., always difficult to make up, would practically arrange themselves and be of maximum interest and benefit.

Mr. Lord pointed out that while the A. N. A. was strictly an association of business concerns, it was usually the advertising manager of these concerns who represent them in the association, and who were directly interested. The Executive Committee of the A. N. A., therefore, conceived its mission to be that of enlarging the function of these advertising managers, of helping them increase their effectiveness and in every way possible to hold up their hands and further their work. There was no surer way to dignify and improve advertising as a business.

### Ideals Must Be Encouraged

Progress in advertising depends upon the encouragement of advertising ideals, the development of more effective methods, and the increased technical and general business ability of the advertising manager himself. The local chapters of the A. N. A. will work toward these results. They will endeavor to make advertising less experimental and more scientific by assembling

and properly classifying the facts, by an intimate exchange of experiences, and by a close scrutiny of methods and mediums under a microscope formed of the collective advertising intelligence of that section.

The Member's Experience Chart, which is in use by the Philadelphia Chapter, gives a hint of the mutual benefits possible from a frank interchange of ideas such as the local chapters contemplate. The chart shows how the various committees virtually nominate themselves from among those most capable and willing to serve on them. It shows also how easily the monthly programmes suggest themselves from the recorded experience of the members.

### Confidential Discussions

A feature of every meeting of the Philadelphia Chapter will be the Problems Period, a time set apart for the discussion in confidence of members' problems of an advertising or sales nature.

Excepting that the general committee organization of the local chapters will parallel that of the national committee, each chapter will work out its own salvation, aided by the experience of other chapters, of which it will be fully informed.

Besides the Philadelphia Chapter, a local chapter has been organized in Chicago by T. J. Wright, vice-president of the A. N. A. Chapters in Cleveland and Detroit are being organized at this time, and it is expected that chapters will soon follow in New York, Baltimore, Boston and Pittsburgh. Before long every broad section of the country will be represented by one or more local chapters.

### George F. Lord, President

The Philadelphia Chapter is running under the following officers: President, George Frank Lord, director of advertising, E. I. du Pont de Nemours & Co., Wilmington, Del.; vice-president, Mont H. Wright, advertising manager, J. H. Stetson Company, Philadelphia, Pa.; treasurer, E. I. La Baume, advertising manager, Hercules Powder Company, Wilmington, Del.; secretary, A. H. Berwald, advertising manager, Du Pont Fabrikoid Company, Wilmington Del.

Meetings are held the first Tuesday in each month at the Poor Richard Club and visiting advertisers and advertising managers are very welcome.

*(This interesting article describing an important move to enhance the value of the A. N. A. is used this week in lieu of the regular page devoted to A. N. A. news and views, since John Sullivan, secretary of the A. N. A., who compiles and edits it, was absent attending the convention of the Inland Daily Press Association in Chicago.—EDITOR.)*

## BOLSHEVISM IN U. S. CANNOT CONQUER

Frederick Palmer Declares Country Is Safe From Russian Menace—American Troops Optimistic on Country's Destiny, Pershing's Observer Says.

Home again from the theatre of war, where he spent more than four years, the noted war correspondent, Lieut.-Col. Frederick Palmer, who became staff observer for General Pershing, addressed the Advertising Club last Thursday at luncheon. Lieutenant-Colonel Palmer filled a position unique in warfare. During a large part of the war he represented newspapers and the Associated Press, but was finally appointed observer for General Pershing, his duty being to go about the field and gather, with his war-trained eye, facts and occurrences that might be of use to the commander of the American Expeditionary Force in France. It is doubtful if any other man ever filled a similar position, except the late Charles A. Dana, who performed the same office for President Lincoln.

### All Optimists Over There

Introduced by Harry Tipper, Lieutenant-Colonel Palmer said that he knew the war was over with the signing of the armistice, and was surprised when he landed in America to find that a war was still on here—between the Democrats and the Republicans.

"I do not yet know exactly the feeling in America," he continued, "but there seems to be a great deal of pessimism. You won't find pessimism over there; everybody is an optimist. We are worried here about Bolshevism, but our boys on the other side are not, because they know how to deal with that cult and its exponents; they've had experience.

"Let me tell you that the United States cannot be Bolshevized. In Russia, the home of Bolshevism, only one man out of twenty owns property; the other nineteen are now trying to take that property away from him. In France the great majority of the people are property owners, and there is no sprit of Bolshevism there; it could not thrive. In England the conditions are somewhat different, and the situation is more dangerous. In America the great majority of the people own land or other property or bank accounts—and the minority is never going to take away the property of the majority.

### Germany Is Through

"I have heard here that we may have to fight Germany again. Never. Nobody over there is worrying about that. Germany not only will not get on its feet in a hundred years, but fifty years from now we will look upon Prussia as we now look upon Spain—once powerful for good or evil, but reduced for all time to a condition of powerlessness. Germany fought for everything or nothing, and it got the latter. It is growing weaker and weaker. The death rate is up and the birth rate is down, ever since the war ceased. Its factories and its men are idle and its resources are failing. Germans will go about for generations with the mark of Cain upon their brows, and they will have small chance to grow strong. We have Germany absolutely cinched."

Speaking of the Argonne battle, Lieutenant-Colonel Palmer said:

"It was a terrible, but a necessary, sacrifice of men. Our casualties were

150,000 men, but if we had waited until this spring, or next fall, to fight that battle we should have counted a million casualties. Our fighting men knew that, even if it was not realized here at home. And they fought—fought as well as the experienced British and French soldiers. There were nine divisions of American troops, of which only one division was of the regular army. Only two divisions had ever been under fire before. They had thirteen days to prepare for the battle, as against three months that had been used for preparation for other battles. In all, forty-six German divisions fought against them—and I need not repeat to you here how nobly they acquitted themselves."

## Peace Reporters Are Coming With President

Lincoln, Seibold, and Montague Are on President Grant, Due Next Week—Lincoln Reported Recovering.

Many of the American correspondents who have been attending the Peace Conference in Paris are on their way home. Only three, however, are with President Wilson's party on the George Washington—they are the direct representatives of the United Press, the Associated Press, and the International News Service.

Several are known to be on the President Grant, including Charles M. Lincoln, managing editor, and Louis Seibold, of the New York World, and James Montague, of the New York American. The President Grant was due in New York yesterday, but has been delayed three or four days through responding to a call for assistance from a steamship in trouble.

Latest messages received by the New York World say that Mr. Lincoln is recovering from his recent serious illness in Paris, which confined him to a hospital for ten days. The exact nature of his trouble is not known in New York.

### GEORGE AND PIKE GO UPTOWN

Veteran New York Correspondents For-sake Old Newspaper Row.

Henry George, New York correspondent for the Baltimore American and Star, and Marion Pike, correspondent for the New Orleans Times-Picayune, are moving their headquarters from the World Building to the Herald Building. Mr. George is already uptown and Mr. Pike will join him March 1.

Messrs. George and Pike are the deans of New York correspondents and for twenty-six years and twenty-four years, respectively, have occupied the same quarters in the World Building as office partners. So they are now moving together uptown, to the new centre of New York's newspaper life.

### Hazen Heads Hoosier Editors

The annual meeting of the Indiana Editorial Association, held at Indianapolis, ended with a "love feast" and banquet at the Claypool Hotel. G. Homer Hazen, of the Boonville Enquirer, is president, and W. L. Slinkard, of the Bloomfield Democrat, is secretary.

Just think of the things you know about yourself that other people don't, when you hear stories of an acquaintance's delinquencies.

## NEW YORK PLEDGES FULL LOAN AID TO SECRETARY GLASS.

**Wins Confidence of All Loan Workers Here in First Official Visit—Impresses Thanksgiving Feature—Must Rely on Advertising and Newspapers.**

SECRETARY OF THE TREASURY CARTER GLASS, editor of the Lynchburg (Va.) News and Advance and creator of the Federal Reserve Banking System, made his first official visit to New York last Friday and Saturday, in behalf of the coming Victory Loan, and won the complete confidence and support of bankers and advertising and newspaper men, before whom he appeared and made addresses.

A committee of newspaper publishers and members of the Liberty Loan organization, headed by Governor Benjamin Strong of the Second District Federal Reserve Bank, was host to Secretary Glass at a luncheon, and in calling the company to order Allen B. Forbes, who presided, aroused unanimous enthusiasm when he said: "Secretary Glass has captured the confidence and won the hearts of the banking community of New York. We have found out that he doesn't believe that every man in business south of Fulton Street is a malefactor."

### Biggest Publicity Campaign Ever Attempted

Governor Strong said: "Secretary Glass has undertaken an almost superhuman task. To succeed he must have the active and enthusiastic support of the newspapers of this and every other Federal Reserve District in the country.

"As for the New York papers, they have done splendid service in every Liberty Loan campaign. Our newspapers here have printed enough Liberty Loan news to fill 50,000 newspapers. Our newspapers have contained 141,500 items of Liberty Loan news. They have printed over 7,000 cartoons and 29,500 editorials.

### A Master of Sound Finance

"We are now about to attempt the biggest publicity campaign ever attempted in all the world. We have now reached the point where the public is reviewing and criticising and does not realize that from a financial standpoint the war is not over by any means. It may be that we shall have to apply a mustard plaster to the people to warm them up.

"In appearing before the House Ways and Means Committee and asking plenary authority to fix the rate and terms of the Fifth Loan, Secretary Glass exhibited great courage and showed himself to be a master of sound finance. He said if such authority were given to him he would assume full responsibility for the success of the loan. That was a brave statement from a high-minded, patriotic American. It is too early to fix the terms and rate of the loan. We should wait until every circumstance that can possibly enter into the calculation can be noted and weighed."

Secretary Glass followed Governor Strong, saying in part:

### Press Upheld Morale

"In this company of newspaper men all I have in mind to do is, first, to express my fervent appreciation of the generous way in which the press of New York received my appointment to the Treasury portfolio. It was extremely gratifying to me.

"But it also impressed me with the seriousness of the obligation I assumed, and it made me feel that I wanted to discharge that obligation in a way that would justify your expression of confidence and would confirm your prediction that I shall use the office for the public service and successfully perform the mission that has been put in my charge.

"Then, again, I want to express the very earnest appreciation of the Treasury Department for the splendid service

the newspapers of the country have rendered to that department and every department of the Government since we entered the war.

"I think that the fine morale of the American Army and Navy and of the American people may be truly attributed to the spirit that found expression

James S. Alexander, Ogden Mills Reid of the Tribune, A. M. Anderson, Ervin Wardman of the Sun, Arthur Brisbane of the Evening Journal, and H. V. Kaltenborn of the Brooklyn Eagle.

### Ad Men Pledge Support

President G. P. Sharpe presided at the Advertising Club's luncheon in honor of Secretary Glass, and others at the head table were: Frank R. Wilson of Washington, national publicity director for Liberty Loans; Guy Emerson, New York, director of loans, and B. F. Pope and J. E. Allen of the New York Liberty Loan Committee.

In introducing the Secretary, Mr. Sharpe said that, in previous Liberty Loan drives, the New York advertising men had given to the work the best that was in them and that they were ready, willing, and anxious to do it again.

In his address to the club, Secretary Glass said:

"Some one asked me the other day my opinion of the value of advertising a Liberty Loan campaign. It would be very difficult for me to find words to express my opinion on this subject. Of course I believe in advertising, and there is every reason why I should do so. I am the publisher of two newspapers. I am the Secretary of the Treasury, and I have to have something to live on.



(Copyright Underwood & Underwood.)

Carter Glass, Secretary of the Treasury and himself a newspaper man of note, delivered an instructive and interesting address before the New York Advertising Club on Friday of last week. Here is a picture of him, taken with a small group of his friends at the time.

Left to right (seated): G. B. Sharpe, president of the Ad Club; Mr. Glass, Guy Emerson, Director of Publicity for the Liberty Loan. (Standing): H. H. Charles, Jesse H. Neale, Dan A. Carroll, treasurer of the club; Hugh Burke and Frank H. Wilson, Bureau of Publicity of the Treasury Department, Washington.

in the press of this metropolis during the war. It is very true, as Governor Strong and Mr. Forbes have said, that the difficulties of the Treasury Department are more immediate and of greater magnitude than they ever were before."

At the head table were Henry L. Stoddard of the Evening Mail, Dr. Albert Shaw of the Review of Reviews, H. L. Wright of the Globe, Louis Wiley of the Times, Frederick Roy Martin, assistant general manager of the Associated Press; Seward Prosser, president of the Bankers Trust Company; Rolio Ogden of the Evening Post; Governor Strong, Frank A. Munsey of the Sun;

"Why shouldn't I believe in advertising? The very first thing I did when this job was offered to me was to write to my business manager to find out how much money he could give me for living expenses.

"I want to express my most unqualified appreciation of what this organization of yours did in the four previous Liberty Loan campaigns. Your drives were conducted with a patriotism and enthusiasm never, I believe, equalled before, and it was done with great artfulness and distinction. You accomplished with signal success your former tasks, but in this campaign you will be confronted with new problems.

"There is a reactionary spirit abroad in the land. There is a different state of mind among our people. They say that the war is over and give some indication that they are not so keenly interested in such matters as Liberty Loans.

"I have been warned that the task of the Secretary of the Treasury in the next Liberty Loan will be a stupendous one, but I do not purpose becoming discouraged.

### Must Rely on Advertising

"I have an abiding faith in the patriotism of the American people, and I believe it can be appealed to successfully as long as there is a national need. For that reason, I am going out, in confidence, to talk to the plain people and some who are not so plain, and appeal to them to support this loan.

"I shall rely on this club as one of the great factors in putting the fifth, and, as I believe, the last, Liberty Loan, over the top.

"The name, 'Victory Loan,' is a good one in this instance, because it emphasizes the fact that our entry into the war speeded the victory. This loan also might be called a Thanksgiving Loan, for the people of this nation have much to be thankful for.

"We should be thankful that Congress is now engaged in writing off the books the authorization to spend \$15,000,000,000, which will not be needed now that the war is over. We should be thankful also that only 60,000 brave American soldiers found their last resting place in France, and that the others are now returning to their homes and their loved ones.

### Ready Access to Treasury

"We should be thankful, my friends, that it was the commitments at Washington that stilled the guns all the sooner; that it was the commitments at Washington that enabled our troops to break the Hindenburg line; that it was the commitments at Washington, carrying millions of dollars in appropriations, that have made it possible for thousands of American mothers to change tears into smiles in welcoming home sturdy sons that otherwise might have fallen had the struggle continued.

"I shall not approach this next loan in the cold spirit of business. I shall appeal to the American people in the name and spirit that has always inspired them to highest patriotism, that has always enabled them to carry on.

"I wish I could say something that would be an inspiration to you to-day, but I don't think it is necessary. I am going to rely on you rather than that you should rely on me.

"All of you will have ready access to the Treasury Department and the sympathetic cooperation not only of the Secretary of the Treasury, but of everybody in the department."

### Fossils Name Daniels and Miller

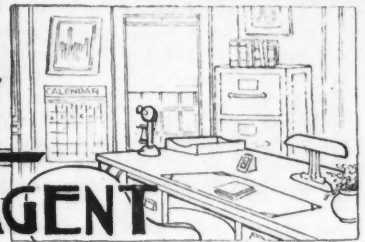
The Fossils, an organization of former amateur journalists, held their annual banquet and reunion in New York last Saturday night and in discussing Presidential futures named three members as possible candidates—Josephus Daniels, Secretary of the Navy, on the Democratic ticket; Charles Dana Miller, editor of the Single Tax Review, on the Single Tax ticket, and James M. Beck, the lawyer.

### "Dollar a Copy" Monthly Quits

The Committee Publishing Company, of New York, has assigned for the benefit of creditors. It issued a society monthly called the Chronicle, designed to sell at \$1 a copy. Richard Fletcher was editor and president.

# OFFICE SPECIALTIES

## AND THE PURCHASING AGENT



A Newspaper Campaign That Proved Profitable Mainly Because It Had a Specific Appeal and Was "Somewhat" Different. The Gentle Art of Making 'Em Buy Pencils by the Fifty-dozen Lot.

By W. LIVINGSTON LARNED.

FATE brought him into the office of the News-Courier.

He was a typical Travelling-Man as the comic sheets picture them . . . stout, jolly, good-natured and a very excellent judge of character.

He wanted to send a telegram to his firm and the office was closed . . . unexpectedly, through an unforeseen string of adverse circumstances. He wondered if the newspaper could see that the message went forward in SOME way. He must catch the eleven-seven to another town and then there was a cross-country trip via Ford.

The Ad-Man met him and gladly agreed to attend to the matter.

"You ought to be interested in this telegram I'm sending," said The Salesman, "it is apt to mean money in your pocket."

He shoved out the message he had hastily written on a piece of copy paper. It read:

"Competitive line flooding local dealers with free electros. They are attractive, well illustrated and

*The purpose of this series is to help the advertising manager develop new local business. Earnest effort is made to make the text reflect actual merchandising conditions in the smaller cities; and the illustrations are designed to enhance the value of advertising space. Constructive suggestions and ideas, adapted to particular lines of retailing, are offered each week. It is a service feature. The next subject will be "Paint and Spring Reconstruction." This will be followed by articles on Gardening, the Fifth Liberty Loan, etc.*

sort of an answer everywhere . . . too many different lines. It does not pay us to concentrate, with advertising, on any one proposition . . . It takes people's minds off the main store."

The Salesman pulled out a chair and sat down in it, rather wearily.

"I have just thirty minutes to spare before I must git up and git," said he, "do you mind talking a while with me? I know those fellows like a book. I have been musing around with them for many years. I think I know them by heart, as a matter of fact. And as for advertising . . . well, it's a wonderful topic. I want to know more about it than I do . . . I like to discuss its problems."

"Give me something that will help me stir up our local stationers," encouraged The Ad-Man, "I must admit they are a hard nut to crack."

Should Be on Top

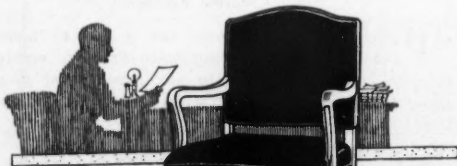
"NUT is good," smiled the other, "funny how it goes; some lines attract wideawake, progressive men. Other lines seem to get in the

lazy and the indifferent. Yet, just now, the stationer should be on the top wave . . . it's HIS big chance."

"What prompts that statement?"

"Well, we are on the eve of prosperity. It's bound to come, provided Labor and Capital do not decide to give To-morrow a right hand jolt. I mention it because Labor troubles ARE in the air. I catch echoes of it all up and down the line. Strikes are as common as bristles on a razorback. This Bolshevik thing has its adherents in little old America. You know . . . how strange it is that so many foreigners come over here, leaving chaos and bad Government and misery and poverty and bum working conditions behind, and then immediately want to reform what they find. That always gets my royal nanny. If America had a thousand more faults than she possesses now, it would still be God's country and the best place to live in the universe.

"But leaving all that aside, I insist that we are apt to have good times. Factories are loaded for



The Average Office Man spends 2194 Hours in a Chair.

it Ought to be the Better Kind of a Chair.

### SALE of OFFICE FURNITURE

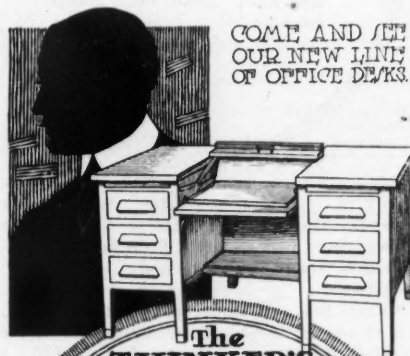
Business science has produced desk furniture that really rests a man when he is seated—they are shrewdly adjusted to the human body to relieve strain—but a surprising percentage still use the "Old-Fashioned" kind. Why?

are appearing daily. Seem to have made big hit and certainly doing the business. If we are to hold our own, see that J & M get equally good dealer service. Newspaper advertising is putting a kink in my sales."

It Made Him Blush

"IT makes me blush to have to write it," said The Salesman. But the House needs a stick of dynamite occasionally. They use up a keg of gold every month in great national magazines and do not seem to have enough left over to get down to brass tacks and the small town newspaper. I believe in all forms of advertising. It would make me a lot happier, however, if the local dealer would get some and DO some. Does any Stationer in this section advertise—at all?"

"Not to amount to anything," admitted The Ad-Man, "it's one business that does not seem to require the stimulus of publicity. I have approached them on the subject and I get pretty much the same



COME AND SEE OUR NEW LINE OF OFFICE DESKS.

### The THINKER'S WORK-BENCH

Desk and typewriter—the combination with a shrewd business head, are the working units of modern business. Experts tell us that not one man in one hundred uses the efficient type of "Work-Bench."



### Do you Weigh Your Letters?

A business man may not go to a store for the regular run of merchandise. He is often tempted to do so by curiosity. Little money-saving devices are therefore worth advertising for the attention they attract.

bear. New commercial enterprises are springing up from one end of the country to the other. War did something . . . I don't know what, but it seemed to pep-sonize all of us. We have that Let's-beat-the-world fever . . . and when the Yankee makes up his mind and starts a stunt rolling you want to look out . . . he'll see it through.

Should Cash In

"HOW is the small town stationer to cash in on this? Easy. We are not doing business as we used to. Slip-shod methods are not the style any longer. Even if a man has only two clerks and one room, swift competition—and pride—make him want to have the latest in the way of equipment. Can't you see that for yourself? I was looking around this paper . . . and asking questions. You folks have new linotypes, new presses, take the latest news features and are getting out a paper that would be a credit in a city of five times this population.

(Continued on Page 14.)

(Continued from Page 13.)

"Business men want new business machinery. Competition, as I said before, stimulates them, but it's a natural desire as well. They SEE where the RIGHT way is the PROFITABLE way. Why should some boy muss up his face and do a dirty job that takes him two hours, let us say, when a neat little machine will stamp letters so fast the eye can't follow them. Plus this, the stamps are automatically counted. You know just HOW MANY stamps you use and the office staff is not getting a stomach full of hoss hoof and cow horn.

"That's just one little thing . . . there are hundreds and thousands of others, yet you would

*"It is the Mission of this Store to Put Efficiency in Your Place of Business"*

**System is SUCCESS!**

A filing cabinet will pay for itself many times over in the practical service it renders. Modern business has no place for the slipshod man.

not believe it if I told you how hard it has been to get people to use these devices. I sometimes think it's because they do not REALLY KNOW. There are business trade papers, but only the stationer reads 'em as a rule. And he's not a bookworm by any means. I visited a stationer in Westville Center the other day. I wanted to sell him some supplies. He told me that he had not sold the last filing cabinets I stocked him up on . . . so why buy more.

**Hadn't Any Steam**

"WHEN I investigated I found that no steam had been put behind the stuff. People had not been given reasons for using cabinets. That's where advertising covers an ever increasing field of importance . . . it's educational. It puts clothes on the naked. And, say what you will, people are not as progressive as we are apt to suppose. Nothing is such a slow seller as the innovation . . . the new article . . . the novelty. That it is a labor-saving device doesn't appear to make much difference.

"Speaking of filing cabinets and publicity. That telegram of mine helps tell the story. A competitor of ours has been flooding the dealer with very attractive free electros for newspaper use. Moreover, the house pays half the cost of inserting.

"And just to make sure, it has a man travelling around the country seeing that these electros ARE USED. A series of twenty-five three-column advertisements, handsomely illustrated, are explaining in a simple way WHY certain filing systems are absolutely indispensable. And, hang it, something in the way the stuff is written and something in the illustrations is moving a competitor's line. It has me worried. My firm is not doing that. I begin to feel the pressure. When a man makes fun of newspaper advertising and doubts what it accomplishes, he finds that sales begin right in the middle of a fat doubt.

"I want my folks to rush some material . . . I'm giving them fair warning. What's more, if they can't see daylight, then I'm going with a firm that DOES. The day is not so very far distant when a man on the road will pass up his job if he is not backed up, every inch of the way, by clever, efficient advertising campaigns in the newspapers of the towns he visits. Advertising is as necessary as sample cases . . . more so . . . if there is enough advertising I don't think a chap needs samples . . . the demand is there to start with and the dealer will meet you at the train with a four-in-hand and a chicken dinner at the biggest hotel in town.

**Should Be Shown**

"FEW persons quite appreciate what manufacturers are doing to facilitate business, big and little. There's not one department that may, not be improved and eased up by these devices. Bookkeeping has been made fool-proof. From pencils to writing desks, inventive genius has toiled that the business man might profit. And, nine times in ten, he does not take advantage of what is offered . . . because he hasn't been shown.

"National campaigns are accomplishing something, I'll grant you. But it's only a drop in the bucket. Some advertising frightens folks—it's too

**The Better Way to Stamp Letters**

Very often you can get people into the store by advertising the little, novel things. Despite its economic utility, few business men know about the "Stamp Machine."

important . . . too aggressive. Advertisers might remember that lots of dealers . . . lots of shopkeepers have narrow, tight little minds. You can't approach them with cannon . . . they need buckshot.

"What does my store up the street . . . the J & M establishment . . . do to move its stock? Nothing that I can make out, and yet he has a beautiful little place . . . it's as neat and as modern as anybody could wish for a town of this size. The only thing they fall down on generally is their advertising. Suppose Barnum moved his show into the community and failed to stick up paper or insert ads in your newspaper. No crowd, eh! Of course not. No matter how good the circus, it can't get money if it isn't exploited. That's true of stores and factories . . . any line.

**It's a Foolish Idea**

"I'M afraid the average stationer does not consider his goods advertisable. Some people get that fool impression, you know. And, what nonsense. There is more to advertise in a good stationery shop than in a circus. For such advertising could arouse a business man's cupidity. The easiest way to sell anything is to tell a man honestly that it will bring him greater profits. You

can make this claim for the stuff you buy in a book shop or a stationery store. For it DOES.

"But the fight has been going on for years. Look how long it was before the dictograph came into popularity . . . and it's still fighting. A dictograph doesn't quit at five-thirty . . . a stenog does. Quite simple. Yet you must talk and write your head off to convince even a wise and shrewd merchant.

"There's the adding machine. Its history is peppered with conflict. Yet you'll see whiskery, snoozy old codgers in little bookkeeping coops over ledgers to this very day . . . working until 1 A. M. every morning, only to find that the dern balance sheet is wrong at that. Why? An adding machine is not infernally expensive. It CAN'T make a mistake. It does its work twice as well and twice as quickly. But I'd rather try to sell the idea of sweeping back the ocean to a broom manufacturer than the idea of an adding machine to an old-time bookkeeper. He won't come out of his hedge-hog hole. And if you tell him, frankly, that he's standing in his own light and in the light of his own future, his back hair goes up and he wants to bite you.

"The thing to do is to make people come into the store for things. Advertising is the method . . . day by day advertising in the local newspaper. For everybody in town DOES READ THAT. We are gradually working around, as a nation, to doing things the quick and easy way. Many a manufacturer has acquired gray hairs and a bum disposish trying to educate the public, however. I think that maybe he is not earnest enough in his LOCALIZED advertising . . . he fails to reason it out according to its true merits and its unquestionable power.

**Not Creative Enough**

"PERHAPS you fellows are a bit to blame. Perhaps you have not been creative enough in getting Mr. Stationer to advertise. Just going around and asking him for an ad is not enough.

**Better let Us Fix Things up for You.**

Lack of proper office equipment means lack of system and things invariably "Go wrong"! A "Boss" in a bad temper throws the entire organization off its schedule.

That's child's stuff. It was done with equal lack of success fifty years ago. The modern way is to TELL HIM HOW TO ADVERTISE.

"Can a stationer advertise advantageously? Why not? Begin on the little human, understandable things. Print a simple picture of one of those stamping machines and illustrate how it works, what it saves, how it increases efficiency. I'll venture to say that half the business men in this town have never seen one and will read every line of that copy with abiding interest. They'll read and want to see it operate."

# DON'T OVERLOOK FLORIDA

Then You  
Cannot Overlook

# THE FLORIDA TIMES-UNION

A few weeks ago we told you that, although the Army Camps, Ship Building plants and other War activities in Florida had made Florida (especially Jacksonville) a very busy place, that after the War Florida would have more business than at any time before. Now read this Associated Press dispatch:

(Associated Press.)

Washington, Feb. 8. — Much greater increases in the area of unemployment were shown in reports for the week made public to-day by the department of labor. In the last three weeks, the percentage of cities showing surpluses of labor has grown from 44 to 57 of those reporting, while the cities with shortages have decreased from 13 to 11 per cent.

Persons out of employment last week numbered 205,000 and this week 290,831. Labor shortages amount to only 8,000. The unemployment belt extends from . . . . .

Regarding employment condition in the Southern states, the report said:

"Slight shortages are still reported in North Carolina, South Carolina and Tennessee. In Florida there is a shortage in agricultural workers, wood laborers and negro laborers for the lumber camps. There is a surplus of carpenters throughout the state amounting to about 1,000. The shipyards in Florida have all the labor they need.

"Georgia reports a slight shortage of common labor and heavier shortages in farm labor. The state also reports that there are many unskilled men who are seeking general office, clerical or salesman's work."

\*We have omitted the part of this dispatch giving the names of the sections and cities where there is a surplus of labor—idlers; because we do not want to advertise any part of this great country unfavorably.

Since this report was issued from Washington, conditions in Florida have grown even better, for we are now exporting our rosin and turpentine. This industry gives employment to thousands of skilled and unskilled laborers. The export of phosphate rock and lumber from Florida will soon give employment to thousands. Steamers will soon be operating regularly from Jacksonville to South American ports. Remember, Florida is still building ships of wood, steel and of concrete.

## THE PUBLIC SELECTS ITS OWN CLASSIFIED MEDIUM

The Florida Times-Union, February 9th, carried six pages of Classified Advertising, 1,082 separate advertisements. This is a high water mark for the Times-Union as to the number of Classified Advertisements and the space they required. The Classified Advertising rate is 6c per line, no discount for space or number of insertions.

One hundred and forty-five advertisements offered employment to more than 1,500 people. Situations Wanted advertisements are run free, but only 76 advertisements were inserted for those seeking employment or better positions.

## ADVERTISING RECORDS FOR JANUARY, 1919

The Florida Times-Union carried last month 632,033 agate lines; an increase of 71,760 agate lines over January of last year. One hundred and eighty-five national advertisers used 175,085 agate lines in the Times-Union last month. No other newspaper in the Southeast carried nearly so great a volume of business.

## FLORIDA AND THE FLORIDA TIMES-UNION

Florida covers a big area. It is 522 miles from Jacksonville to Key West and 367 miles from Jacksonville to Pensacola. Read the table below reproduced from The Editor and Publisher of February 1st, and learn how thoroughly the Times-Union covers this State and how economically you can do so.

SOUTHERN Population	No. of English Language Dailies			TOTAL NET PAID CIRCULATION			MINIMUM AGATE LINE SPACE RATE			Number Sunday Papers	Total Sunday Circulation	Min. Sunday Agate Line Space, Rt.	A. B. C. CIRCULATION		
	Morn.	Eve.	Total	Morning	Evening	Total	Morning	Evening	Total				Daily	Sunday	
Total . . . . .	21,216,824	74	165	239	1,001,994	1,380,400	2,382,403	\$2.1457778	\$3.4843686	\$5.6301461	94	1,671,182	\$3.4708868	1,892,884	1,521,109
Georgia . . . . .	2,935,617	8	20	28	123,493	212,402	335,895	.2585716	.4525003	.7110719	14	345,085	.5853574	303,594	335,139
N. Carolina . . . . .	2,466,025	9	24	33	89,882	81,011	170,893	.2114286	.3028581	.5142867	13	130,478	.3264286	114,412	102,299
Kentucky . . . . .	2,408,574	11	19	30	145,617	182,208	327,825	.2957146	.4262291	.7219437	10	164,803	.3280374	255,572	150,053
Tennessee . . . . .	2,321,253	6	12	18	194,485	219,271	413,756	.2757143	.3122859	.5880002	6	259,595	.435	362,455	231,983
Alabama . . . . .	2,395,270	3	20	23	71,768	167,486	239,254	.14	.4021434	.5421434	11	175,394	.4082145	197,134	165,874
Virginia . . . . .	2,224,620	12	19	31	141,585	229,061	370,646	.3299288	.4206432	.7505720	11	166,456	.3777858	245,783	129,312
Mississippi . . . . .	2,091,466	4	11	15	15,205	29,813	45,018	.07	.1385717	.2085717	6	18,225	.12	16,068	16,785
Louisiana . . . . .	1,884,778	3	14	17	92,093	148,347	240,440	.1657143	.5920363	.7577506	6	252,479	.4471429	217,233	245,319
S. Carolina . . . . .	1,690,934	5	10	15	62,707	53,374	116,681	.14	.1800002	.3200002	6	76,482	.185	102,949	77,175
Florida . . . . .	938,877	13	16	29	65,159	57,436	122,595	.2587056	.2571004	.5158060	11	82,185	.2579002	77,744	67,190
<b>The Florida Times-Union</b>		<b>1</b>		<b>1</b>	<b>*29,440</b>		<b>*29,440</b>	<b>.06</b>		<b>.06</b>	<b>1</b>	<b>*36,186</b>	<b>.06</b>	<b>z29,440</b>	<b>z36,186</b>
All other Fla. newspapers		12	16	28	35,719	57,436	93,155	.1987056	.2571004	.4558060	10	45,999	.1979002	48,304	31,004

\*—Six months average ending September 30, 1918. z—Member of A. B. C.

The circulation of the Daily Florida Times-Union is more than 45% of the total circulation of all morning newspapers printed in Florida, including the Florida Times-Union, or more than 50% of the total circulation of all afternoon newspapers printed in Florida. The advertising rate of the Florida Times-Union is only 23% of the total advertising rate of all morning newspapers printed in Florida.

The circulation of the Sunday Times-Union represents 45% of the total circulation of all Sunday newspapers printed in Florida, whereas the advertising rate of the Sunday Times-Union is only 23% of the combined advertising rate of all Florida Sunday newspapers.

# THE FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

Represented in the Foreign Field by  
BENJAMIN & KENTNOR COMPANY

New York

Chicago

## NATION'S MOST POTENT FACTOR IS THE PRINTED WORD

Advertising Can Solve Problems of Readjustment More Quickly Than Any Other Force, O'Shaughnessy Tells Trans-Mississippi Congress in Convention

**G**IFTED with a power of expression cultivated by long and wide experience in newspaper work, trained during other years in all the intricacies of the advertising business, few men are so well equipped to tell what advertising really means, what it is able to achieve, its power over the destinies of men and of industries, as James O'Shaughnessy, executive secretary of the A. A. A. A.

Mr. O'Shaughnessy addressed the Advertising Group of the Trans-Mississippi Readjustment Congress at Omaha last Thursday. What he said of advertising before the representatives of this powerful body, in his own short, terse, epigrammatic sentences, his summary of the potent influence of the printed word upon the destinies of the nation during the readjustment period, and even beyond that, is worthy of preservation, born, as it has been, of close study, careful observation, and intelligent research. Mr. O'Shaughnessy said:

### Power of Production of Country Not Impaired

"All of the problems of readjustment will find quicker solution than could have been possible in a less enlightened time.

"Our resources have not been reduced. Our power of production has not been impaired. The market contains all of its potentiality.

"Nothing remains to be readjusted excepting some of our mental gear. This can be done by simply thinking right.

"Let us all think clearly, bravely, and cheerfully, and the problems of readjustment will disappear like mist in the sun.

### Would Save Much Time

"This can be done by courageously and cheerfully giving confidence and openly and honestly inviting it. The giving and inviting should be begun by such men as make up this remarkably representative congress. With the rising of to-morrow's sun the happy processes of readjustment can be under way. The hundred million people of the land can be made to begin the national readjustment as they turn the pages of their morning paper at the breakfast table.

"An increase in the volume of advertising in the columns of the papers will work the wonderful process. The time given to ponderous conclaves can then be devoted to devising ways and means for increasing production.

"Advertising reaches everybody. It is the only way to reach everybody economically. It is only through advertising that everybody is reached optimistically.

"Put optimism in the minds of the hundred million people and the business men of this country will be so busy making and selling goods and reaping profits that they will have no time nor need for other congresses like this one.

### Advertising Aids Civilization

"The gigantic power of advertising is equal to every social and economic need, of industry, of the nation, of retail business, of the local community, the State and groups of States.

"Advertising makes markets. Markets excite production. Production economically marketed is prosperity.

"What more readjustment could we ask for on either side of the Mississippi than active markets, capacity production, and abundant prosperity?

"A market is nothing more or less than a want. The most reactionary and undeserving business man in America knows to-day that advertising creates wants. In past ages some schools of thinkers appeared to fear

the creation of excessive wants. The noticeable difference between a savage people and a civilized people is the extent of their wants.

"Civilized peoples are really civilized because they want more than their less endowed brothers. By developing proper wants, advertising advances our civilization. In its economic effect it makes more wheels to turn in the factories. An increased demand for labor

### FACTS ON ADVERTISING

**ONLY** through advertising is everybody reached optimistically.  
*The gigantic power of advertising is equal to every social and economic need.*

*By developing proper wants, advertising advances our civilization.  
The mighty service of advertising during the war opened the dulled eyes to its power and beneficence.*

*We shall see cities, States and nations using this newly appreciated power of advertising in this age of advertising.*

*The prosperity and the progress of communities and of States will be measured by the amount of advertising they do.*

*No city is bigger than its advertising.  
Readjustment is a task for advertising.*

necessarily follows. A greater demand for the product of the farm is inescapable.

"Thus we find more production, more employment, more buying power, and a bigger demand for the products of the factory and the farm, all pivoted on advertising, which promotes an increase in wants.

"Advertising can solve these problems of readjustment which are wasting so much priceless time to-day. Advertising will solve these problems.

### Better Known Than Ever

"The business man knows the power of advertising to-day as he never knew it before. The people who make up the mass of the nation in the cities, in the hamlets, on the distant farms and in the mines also know the cheerful, the encouraging and the economical service of advertising to themselves.

"Administrative Washington knows the immeasurable force of advertising. Without advertising, some of the vital war activities might not have been possible. If any one doubts this, ask the Treasury Department as to the Liberty Loan campaigns.

"Advertising is known and appreciated to-day in a degree which could not have been expected for another fifty years had it not been for the experiences of the war. The mighty service of advertising during the war opened the dulled eyes to its power and its beneficence. Every normal man, woman, and child in the country to-day knows so much about advertising that untold millions of opportunities have been opened thereby.

This is the age of advertising. More advertising per capita is used in America than in any other country in the world. More values from advertising socially, politically, economically, have come to America than to any other country.

### The Age of Advertising

"It is largely through advertising that the people of America were politically unified for the war.

"If America enjoyed abundance as a result of its advertising activities before the war and during the war, it is to enjoy it far more in this post-war period.

"We shall see cities, States and nations, as well as businesses and lines of industry, using this newly appreciated power of advertising in this new age of advertising. The prosperity and the progress of communities and of States, as of industries, will be measured by the amount of advertising they do. The city in which the most advertising is done will be the most prosperous city, the best city to do business in, the best city to live in.

"No city is bigger than its advertising. No State or group of States is more progressive than its advertising, as indicated by its volume.

"As the advertising volume carried in the newspapers of a city increases,

## RUNS CLUB AND AGENCY ON PRINCIPLES OF A NEWSPAPER OFFICE



RICHARD A. FOLEY

**T**HERE is a distinction in being the head of the Poor Richard Club, Philadelphia's famous advertising organization, and Richard A. Foley has that distinction. Incidentally, Mr. Foley was one of the charter members of the club. He is president of the Richard A. Foley Advertising Agency, too, also of the Quaker City.

Unlike a great many advertising men, Mr. Foley has had wide newspaper experience. He has been a reporter and a copy reader, and also night city editor and news editor on several Philadelphia dailies. Perhaps that is the reason he conducts his agency and his club on the general plan of the editorial rooms of a newspaper, though applying at the same time all the best methods of the advertising business.

Mr. Foley is something more than a perfunctory president of the Poor Richard Club. He is interested in all its activities, and a great deal of its good work is due to his initiative. Under him the club has built up a strong membership list of workers, and has taken an active part in civic, State and national progress.

### AMERICA HONORS LOWELL

Men of Letters from Britain and U. S. Celebrate Centenary

A four-day celebration is being held in New York in honor of the 100th anniversary of the birth of James Russell Lowell, the writer, under the auspices of the American Academy of Arts and Letters. Many British, Canadian, and American men of letters are in New York to help observe the event. The anniversary proper was Thursday.

"It is especially appropriate that Lowell's birthday should be the date of a dinner at which the representatives of English and Canadian scholarship are to sit at meat with those who represent not merely Lowell but Whitman and Lincoln," said Hamlin Garland, member of the American Academy, commenting on the celebration.

"Just now it is of the utmost importance that the solidarity of the English speaking peoples should be established, and Lowell represents a fine and sympathetic understanding of England, one which was never apologetic or boastful."

Over 5,000 invitations to the exercises were issued by the American Academy.

so in the same measure will the power and influence and business volume of the city increase.

"Every advertisement helps every other advertisement. The greater the total volume of advertising, the more confidence people have in every business and public undertaking, the more confidence they have in their own city, the more respect for their own business men, and the greater their own prosperity.

Readjustment to-day is, therefore, a task for advertising, because it is only a question of faith and courage to be felt by all. And all the people can be reached by advertising at a cost in time and money within the proper margin of profit to all.

### Fight Paper Carrying Rate

**TULSA, Okla., February 18.**—Briefs in the publishers' newsprint rates protest case will be examined March 1. The freight rate from Wisconsin mills to Kansas City is 25 cents per hundred, compared with 56½ cents to Tulsa and Oklahoma City, and a raise is in prospect. The buyers hope to get a reduction.

### Great Northern Names Sales Manager

The Great Northern Paper Company, New York, has named H. Merton Joyce as sales manager to succeed William C. Powers, who recently resigned to form a London paper company. Mr. Joyce is treasurer of the Great Northern and has been connected with the company for nearly twenty years.



# More Automobile Advertising

8,500 LINES  
MORE!

Was published in the Automobile Show number of

# THE Baltimore Sun

Sunday, February 16

Than was carried in the special show numbers of both the  
other Baltimore newspapers combined

<b>Automobile Lineage in Show Numbers</b>
Sun . . . . . 71,472 Lines
2nd Paper . 36,857 Lines
3rd Paper . 26,054 Lines

This shows strikingly the leadership of The Sun in automobile advertising.

In addition to the splendid showing in automobile advertising, The Sun published in its regular sections last Sunday 302 columns of general advertising display and classified, making in all—

*an issue of 100 pages containing more than  
540 columns of advertising*

**50.7%** OF-ALL  
**Automobile Advertising**  
published in Baltimore Newspapers\* in the year  
1918 appeared in  
**The Sun**  
(Morning and Sunday)

This total includes 44 per cent. of the display  
and 63 per cent. of the classified Automobile  
Advertising.

\*Morning and Sunday Sun, Morning and Sunday American, Evening and Sunday News.

Paid } 162,600 Daily (Morning and Evening)  
Circ. } 120,900 Sunday

January, 1919, Average.

## CALLS ON NEWSPAPER ACCOUNTANTS TO ORGANIZE AND STANDARDIZE

### J. P. Barry Points Out Great Opportunity for Systematizing Bookkeeping and Billing Methods for the Profit of All Concerned

By JOSEPH P. BARRY, the New York Times.

STANDARDIZATION was the keynote before the war and it is more than ever the keynote to-day. Organizations have been formed all over the world for the purpose of standardizing methods of procedure, and as a result this generation, stimulated by the great war, will probably go down in history as the generation which saw the dawn of real world efficiency.

The newspapers of America are stronger to-day than ever before; not only stronger financially, but stronger in the sense that, being better organized and more efficient than before, they are better prepared to encounter whatever the future has in store for them.

#### To Standardize, First Organize!

There is, however, one important branch of newspaperdom that has not yet been standardized, although it calls for standardization more perhaps than any other branch of the business: I refer to the Advertising Accounting Department.

The cashiers of Wall Street formed an association some time ago for the purpose of standardizing their methods and promoting the exchange of ideas. The results to all concerned have been most satisfactory, and not only have they put their business on a far more efficient basis, but a considerable economy has been effected.

I think that the time has come for the advertising accounting departments of New York newspapers to get together for the purpose of adopting a standard form of advertising accounting which would be suitable for both the newspapers and the advertising agents.

#### Examples of Newspaper Accounting

I have made a study of the conditions in New York city, and, unbelievable as it may seem, I have found that no two newspapers handle their advertising accounting in the same manner, nor is there any standard of accounting practice among the advertising agents.

It is difficult for a person unacquainted with accounting to realize what an enormous amount of wasted effort is occasioned by the lack of a standard system of charging and billing advertising in a city like New York.

I called on a number of advertising agents in order to study their systems, and I must say the mass of statements from newspapers which I examined did not speak well for the efficiency of the publishers. Some statements were rendered in gross, others in net; some were made out by hand on very poor stationery, others were typewritten; some showed the total balance due at the end of the month, others showed only the charges for the month; some showed both debits and credits, others showed debits only; some rendered memorandum bills for each charge during the

month, supplemented by a summary at the end of the month, others sent none; some statements were rendered shortly after the end of each month, others were mailed two or three weeks later.

And so on, *ad nauseam*. Many of the statements contained stupid clerical errors which demonstrated clearly the inefficiency of the offices from which they emanated.

Is it any wonder that New York newspapers have to maintain large staffs of adjusters to straighten out the numerous misunderstandings with the agencies, which in turn are obliged to maintain far larger office forces than would be necessary if advertising accounting were standardized?

#### Results in Prompter Collections

It is a strange irony that publishers should tolerate inefficiency in their accounting departments, when it is cheaper and simpler to run their offices efficiently.

The Times put its advertising accounting department on a mechanical basis about six months ago. We installed a battery of five Underwood bookkeeping machines and two Underwood billing machines. All of our advertising accounting is now done on these machines, which are ideally suited for the purpose. Pen and ink ledgers are out of date, inefficient and expensive, and have no place in the modern advertising department.

Since we installed the machines on September 1 our books have balanced to the cent every day, and our monthly statements are mailed on the second of the month. Every statement is automatically balanced to the cent before being mailed, and while we still have adjustments to make, they are never occasioned by mathematical errors or errors of omission on the part of the accounting department. Incidentally we have made a substantial reduction in the staff of the accounting department since we put it on a mechanical basis, and nobody is overworked.

Out of a total of about 1,000 agents and agents' want accounts, all but fif-

teen had paid for their December business by January 20.

Our accounting is divided into units, each one complete in itself, so that if one or several of our bookkeepers should get ill or leave without notice, the work could be continued without confusion. During the "flu" epidemic we had about one-third of our bookkeepers sick at the same time, but our statements were out on time and our books were kept in perfect balance.

We sometimes receive as much as \$150,000 in advertising remittances by one mail, and frequently have between 2,000 and 3,000 individual items to charge for a single day's advertising, so we cannot afford to allow our work to lag behind.

If the advertising accounting methods of the newspapers were standardized I believe the agencies could be induced to join in the good work and adopt the same system, as their accounting requirements closely resemble those of the newspapers.

In a subsequent issue of EDITOR & PUBLISHER I will outline in detail with appropriate exhibits the system which we use in the Times advertising department, which I believe could profitably be adopted as the standard system for newspapers and advertising agents.

## W. S. S. OFFERS EDITORS THEMES

### Suggestions for Editorial Publications Prepared in Special Pamphlet Form

WASHINGTON, February 15. — New themes, with a chance to serve the Government at the same time, are offered to writers by the United States Treasury's intensive 1919 campaign to sell War Savings Stamps.

The Treasury is communicating with some 3,000 publications to secure their cooperation in publishing articles, verses, fiction, and other material designed to promote wise spending, avoidance of waste, intelligent saving and safe investment. Writers or editors who wish full details can apply to the Savings Division, United States Treasury, Washington, D. C., for W. S. S. Pamphlet 293 — "To Make Thrift a Happy Habit."

### Waldron Reports He Is Safe

Collier's Weekly has received a cable from Webb Waldron, its Paris representative, saying that he has arrived safely in Paris after some exciting experiences in revolutionary Germany. Waldron had a narrow escape in Bremen during the national elections. Lowell Thomas, formerly a professor at Princeton University, who was with him, was shot below the heart and dangerously wounded.

With an "A. B. C."  
audit in his pocket,  
a solicitor can bring  
home the bacon even  
if he is tongue-tied.

That is the reason  
the Standard Union,  
the only Brooklyn  
member of the  
"A. B. C."—but why  
continue?

### Do You Want More Business?

WE MAKE A SPECIALTY OF BRINGING PROSPERITY TO  
NEWSPAPERS AND MAGAZINES.

WE KNOW THE ETHICS OF NEWSPAPERS AND MAGAZINES AND  
CARRY ON OUR WORK ACCORDINGLY.

WE HANDLE ALL SPECIAL ADVERTISING ON A  
COMMISSION BASIS.

WE START AND FINISH OUR WORK WITHOUT THE OUTLAY  
OF A SINGLE DOLLAR BY THE PUBLISHER.

WE WILL SECURE BUSINESS FOR YOU ON PLANS OF YOUR  
OWN OR THROUGH IDEAS FURNISHED BY US.

Metropolitan News and Art Service, Inc., 2 Rector St., N.Y.C.

# 1918

The Year That Saw Connecticut's  
Greatest Newspaper Make  
Its Greatest Strides

## The Hartford Times

HARTFORD, CONN.

Average Net Paid Circulation in 1918

# 34,853

A Gain Over 1917 of 5,389

### 1918 Circulation in Detail

<b>CITY NET PAID</b>	
Carriers (Subscriptions—paid quarterly in advance)....	3,634
Newsdealers and Ind. Carriers .....	16,371
Newsboys (Street Sales) .....	4,304
Mail .....	14
<b>TOTAL CITY PAID .....</b>	<b>24,923</b>
<b>SUBURBAN NET PAID</b>	
Carriers (Subscriptions—paid quarterly in advance)....	530
Agents and Newsdealers .....	8,202
Mail Subscribers (paid quarterly in advance) .....	412
<b>TOTAL SUBURBAN AND CITY PAID .....</b>	<b>33,367</b>
<b>COUNTRY NET PAID</b>	
Newsdealers and Agents .....	885
Mail Subscribers (paid quarterly in advance) .....	590
Bulk Sales .....	11
<b>TOTAL NET PAID .....</b>	<b>34,853</b>
<b>SERVICE PAPERS</b>	
Correspondents .....	78
Office Employees .....	302
City Employees .....	39
R. R. and P. O. Employees .....	269
<b>TOTAL SERVICE PAPERS .....</b>	<b>688</b>
<b>UNPAID</b>	
Complimentary .....	31
Advertisers and Advertising Agents .....	68
Office use and Files .....	206
<b>TOTAL UNPAID COPIES .....</b>	<b>305— 993</b>
<b>TOTAL DISTRIBUTION .....</b>	<b>35,846</b>
<b>Net Paid Gain</b>	
1918 over 1917 was.....	5,389
1917 over 1916 was.....	3,636
<b>Gain in two years.....</b>	<b>9,025</b>

### Advertising Gains in 1918

Hartford Times (daily only).....	8,584,686 lines
Gain .....	64,357 lines
Second paper (daily and Sunday).....	7,752,143 lines
Loss .....	557,053 lines
Times (daily only) over second paper (daily and Sunday) .....	832,543 lines
<b>DEPARTMENT STORE</b>	
Times (6 days).....	1,738,097 lines
Second paper (7 days).....	1,271,568 lines
<b>FOOD AND FAMILY SUPPLIES</b>	
Times (6 days) .....	668,335 lines
Second paper (7 days).....	434,997 lines
<b>CLOTHING AND FURNISHINGS</b>	
Times (6 days) .....	681,520 lines
Second paper (7 days).....	480,323 lines
<b>SHOES</b>	
Times (6 days).....	254,927 lines
Second paper (7 days).....	108,176 lines
<b>WOMEN'S WEAR</b>	
Times (6 days).....	378,454 lines
Second paper (7 days).....	237,106 lines
<b>CLASSIFIED</b>	
Times (6 days).....	1,444,481 lines
Second paper (7 days).....	803,900 lines
<b>JANUARY, 1919</b>	
Times (6 days).....	803,308 lines
Second paper (7 days).....	671,981 lines
Times gain over 1918, 196,444 lines, or 32.3 per cent.	

220 Fifth Ave.  
New York

**KELLY SMITH COMPANY**  
Representatives

Lytton Bldg.,  
Chicago

## OHIO EDITORS TO MEET IN DAYTON FEB. 27-28

Timely Programme of Business Discussions and Addresses Arranged—Wright Patterson Will Tell of "Newspaper Commission in Europe"

DAYTON, Ohio, February 20.—A programme of especial timeliness has been arranged for the annual meeting of the Buckeye Press Association, to be held here February 27 and 28. Besides the valuable time allowed for "shop talk," there will be the following addresses:

"The Newspaper Commission in Europe." Wright A. Patterson, editor-in-chief of the Western Newspaper Union.

"Digging Bait," George F. Burba, editorial writer, Columbus Despatch.

"How Banks Use Whole Pages of Advertising Profitably," Howard Marsten, advertising director of the Winters National Bank, Dayton.

"The Century Story of a Newspaper," G. W. C. Perry, editor Scioto Gazette, Chillicothe.

"From Ox Carts to Tin Lizzies," Hon. A. P. Sandles.

"The Commission Form of Govern-

ment as Carried Out in Dayton," Dr. Garland, who has been called to almost every large city to lecture.

"Community Building," Mr. Neilsen, secretary of the Chamber of Commerce, Dayton.

"Advantages and Disadvantages of Coöperative Publishing," O. P. Gayman, Canal Winchester Times.

"Developing Local Advertising," A. H. Prine, Madison County Democrat, London.

"Keeping Your Hand on the Throttle," J. W. Galvin, publisher Lima Times-Democrat.

"A Newspaper Time-Table," Thurman Miller, editor Wilmington Journal-News.

"Necrology," W. J. Mortal, Buckeye Country Printer, Somerset.

"Farm Advertising," O. M. Greenbank, Woodsfield Sentinel.

"How the Newspaper Helped Win the War," Central Liberty Loan Committee.

"How to Publish a County War History at a Profit," Harry B. McConnell, Cadiz Republican.

"The Printpaper Situation," D. E. Barry, Whitaker Paper Company.

"Cash-in-Advance the Only Way," Paul W. Cochran, Spencerville Journal-News.

## JOSEPH RICHARDS COMPANY

INCORPORATED

Founded in 1874

### ADVERTISING

NINE EAST FORTIETH STREET, NEW YORK

The New York Times:

It is no uncommon thing in our experience to hear good report from our clients in regard to the results secured from newspaper advertising.

However, the business done by P. Centemeri & Company on the first day of their annual Winter glove sale, which was directly traceable to an advertisement in Sunday's Times, was so positively unusual as to deserve comment.

There was no sign in the store window, no advance notices to customers, no advertisements on Monday morning—nothing but the Sunday Times advertisement, measuring approximately two hundred lines over four columns.

From 8:30 in the morning until 6:00 at night the store was literally crowded, and, while the exact amount of the sales had not been computed up to late this morning, we are informed that the day's sales far exceeded any previously recorded.

We are glad to extend this well-deserved tribute to The New York Times.

Yours very truly,

JOSEPH RICHARDS COMPANY, Inc.  
Milton Towne, V. P.

February 11, 1919.

*The New York Times closed the year 1918 and began the year 1919 by publishing in December and January a greater volume of advertising than any other New York newspaper.*

# ANNUAL

Newspaper Equipment and Supply

# NUMBER

OF

EDITOR & PUBLISHER

Out March 8th

High newspaper-making costs have made newspaper publishers more interested than ever before as to the efficient and economical mechanical equipment of their plants. This March 8th number will be an excellent opportunity for manufacturers to

## Advertise Machinery and Supplies

Page \$150.00    ½ Page \$90.00    ¼ Page \$50.00

## NEWSPAPER PUBLISHERS

may also find a buyer for any useful mechanical equipment for which they have no present need. An advertisement may thus turn into cash something which now merely requires storage room—and which would be of real service to some brother publisher.

Placed Under Special Classification,  
30 cents per Agate Line

## EDITOR & PUBLISHER

World Building,

New York City

# SOLVING HOME PROBLEMS

**H**OME-MAKING is a Big Business. It is an Art! Every man knows its importance—to *him*. Every woman knows that she needs guidance. But where and how to get assistance?

Household problems are many and perplexing. And they seem individual. Each housewife, each mother is positive that no other ever faced so trying a situation. And yet—at 1313 Walnut Street and at 427 Winona Avenue—in Kalamazoo and in Kokomo—the same questions are being wrestled with—often in vain.

Take the questions of human relationships. How to reconcile discordant personalities; how to make the home-life function normally and happily; how to rear children into wholesome, self-controlled manhood and womanhood; how to guard against dangers, physical, mental and moral.

## PRUDENCE BRADISH ("THE HOME-MAKER") HELPS

Prudence Bradish, whose book, "Mother Love in Action," is just from the press, has all a woman's intuition, coupled with a wealth of common sense and a broad knowledge of life. Each week she writes an article on one of these household problems. She points the way to the remedy.

### THESE ARE TYPICAL SUBJECTS:

"A Rule for Happy Marriages—Don't both get mad at the same time, is a good bit of advice for many couples."

"Peace and the Big-boy Problem—The lad who comes back from the service may be a very different kind of person."

"The Story Hour in the Home—Every normal household ought to include story-telling among its family institutions."

"In the Child's World of Fancy—There's a way to keep the youngsters' confidence by sharing in their imaginary delights."

"Don't Neglect the Old Myths—In them is a fund of information needed for a literary understanding and a rounded education."

"Father and Son as Real Pals—It rests with the head of the family whether the boy shall regard him as an unknown quantity."

Appeal? "The Home-maker" has an appeal wherever there is a home, or the hope of a home.

Let Prudence Bradish talk to your women readers—and don't think the men won't listen, too! There will be fireside discussions galore. Often you will hear it said, "Prudence Bradish has worked that thing out right."

## FRANCES JENKINS OLCOTT

Stories for Children!

Where shall one find "The Old Myths"? How shall one "share in the imaginary delights of the youngsters"? How shall you make the best use of "The Story Hour"?

Frances Jenkins Olcott supplies these needs with her "Once-More-Told Tales." She is well known as the author of stories for children. Recently she completed a series of hero tales of South American countries. Her tales are culled from many sources and all lands. They have been a part of folk-lore for generations and so have stood the test of time.

Newspaper-makers know the importance of recognizing juvenile rights. Many a child makes his first acquaintance with printed text through stories which are read to him until he masters them himself.

Miss Olcott's stories are of the kind that any mother would gladly give to her children. They are fanciful and fascinating.

**Write for terms on either or both of these features. Copy will be mailed in ample time for publication Saturday or Sunday.**

ADDRESS MANAGING EDITOR

# The New York Evening Post

More Than a Newspaper—A National Institution

# Phillip Gibbs, "The Greatest War"

Is Writing for Weekly Exclusive First Publication in America  
the War on the Western Front—The Failures, the Almost-  
Legies, the Tragic Mistakes and Their Stupendous Toll of Lives

## MR. GIBBS IS IN AMERICA

and is Taking This Opportunity to Tell the Intimate Truth  
Not Be Told While the War Was Being Waged, but Which

Philip Gibbs was known throughout Europe as the author of twenty volumes and as a brilliant newspaper man long before 1914. But it is since he was officially accredited to the British Armies on the Western Front that he has become world-famous. His dispatches to the London Daily Chronicle, the New York Times and numerous other American papers have been the most valuable, informing, dramatic, picturesque and human records received from the fighting front. He lived among the soldiers, dined in their messes and dugouts, talked with them on the battlefield when they were wounded and dying and was their comrade and confidant.

G. K. CHESTERTON says:

"His (Philip Gibbs') work in every word of it is that of a writer and not a reporter; and is penetrated everywhere with that nameless spirit which makes and will always make the pen something more than a machine or even a mere tool . . . he was one of the very first in the field, appearing behind the French lines immediately on the declaration of war. . . . He therefore saw with his own eyes that disastrous beginning of the war which looked very like the disastrous end of it. He stood close to the catastrophe when the line of the great Alliance went down at Mons; and an armed empire seemed bearing down on Paris like a doom. . . . The finest correspondent this war has produced.

IN THIS FORTHCOMING SERIES OF ARTICLES HE WILL REVEAL THE INMOST TRUTH  
OF VITAL FACTS THAT WILL AROUSE DEEP EMOTION AND BE QUOTED THE WORLD  
OVER.

## This Timely Feature of World Import Will Be

and Will Consist of Not Less Than Ten Weeks

The First Two Articles Will Be Submitted and Price

### WIRE AT ONCE

THE McCLURE NEWSPAPER SYNDICATE

# War Correspondent in the World"

American Newspapers the Hitherto Unrecorded Facts About  
 Most-Defeats, the Secret Reasons for Incomprehensible Strat-  
 egies of Lives and the Secrets of Heroic Fighting Men.

## AVAILABLE FOR A FEW WEEKS ONLY

Truth Which for Reasons of Expediency and Patriotism Could  
 Not Be Told in the Past Which the World is Now Entitled to Know and Must Know.

During the war there was no published criticism of British Generals but there was always a seething passion of feeling expressed in the lobbies of Parliament, London Clubs and officers messes. Philip Gibbs, who knew most of the Generals on the British Front, gives vital pen pictures of them in this series, including Haig, Gough, Rawlinson, Plumer, Byng, Harrington, Birdwood, Currie, etc., analyzing their leadership fairly and without partisanship.

### Titles of First Ten Articles:

THE DARKEST DAYS OF ALL  
*The Secret of the Great Retreat*

THE UNTOLD AGONY OF WAR  
*What the Fighting Men Suffered With Heroic Silence*

WHY THE GERMANS FAILED ON THE  
 WESTERN FRONT

THE HEROISM OF THE GERMAN ARMY  
 HEROIC FOLLIES OF THE BRITISH ARMIES

THE MIND OF PRIVATE TOMMY ATKINS  
 AND THE YOUNG BRITISH OFFICER

BAD BATTLES ON THE WESTERN FRONT

BRITISH GENERALSHIP BEFORE THE  
 JUDGMENT BAR OF HISTORY

LAUGHTER IN THE INFERNAL REGIONS

WAR'S INFLUENCE ON THE MEN WHO  
 COME BACK

Will Be Released, Beginning Sunday, March 30

in Weekly Articles of About 4,000 Words Each

and Price Quoted in the Order Requests Are Received

PRICE FOR OPTION

373 FOURTH AVENUE, NEW YORK

## LESS PAPER WAS MADE LAST YEAR

Decrease of 2 Per Cent. in Production Reported by 38 Mills of United States and Canada—Manufacturers Look for Heavy Export in 1919

According to figures just issued by the Newsprint Service Bureau, the production of newsprint paper in the United States and Canada in 1918 was, in round numbers, 2,000,000 tons, of which 1,880,000 tons was standard news. This was 2 per cent. less than in 1917.

Production in Canada in 1918 was 738,000 tons, and in the United States, 1,264,000 tons.

The bureau comments as follows on the 1918 production and the prospects for 1919:

"There was an increase of 48,000 tons in Canada and a decrease of 86,000 tons in the United States over 1917. The output of newsprint paper in Canada has steadily risen from 150,000 tons in 1909 to nearly five times that amount nine years later, while the output in the United States in 1918 was less than in any year since 1909 with the exception of 1915.

### Manufacturers Fortunate

"Shipments during 1918 were 18,000 tons greater than production and manufacturers' stocks at the end of the year amounted to only 40,000 tons, or the equivalent of six days' production. There were a few thousand tons in the hands of jobbers on January 1, 1919, and as nearly as can be estimated in the neighborhood of 275,000 tons in the hands of or in transit to publishers, an average of over fifty days' supply based upon the quantity used by them during December.

"We are entering upon a long period of readjustment, and business is generally marking time while waiting to see what will happen next, but in this respect the manufacturers of newsprint paper would seem to be more fortunate than those of many other commodities.

"There is no indication of any material increase in newsprint paper production during 1919, while the demand for this essential commodity should hold steady.

"Exports of paper should be in good

volume in response to a heavy foreign demand with lowered freight rates.

"Advertising is coming back in full measure.

"People have formed the habit of reading more papers than ever before and there will be interesting matter in the 35,000 newspapers in the world for a long time to come."

Thirty-eight manufacturing companies in the United States and Canada reporting to the Newsprint Service Bureau produced 157,752 tons and shipped 156,760 tons of newsprint during January. Production exceeded shipments by 992 tons. Production figures include 2,497 tons of hanging, of which 409 tons were made in the United States. The bureau's January report says:

"Total production of newsprint paper by the mills in the United States and Canada during January amounted to 100 per cent. of the average monthly output during the three months of greatest production in 1918.

### January 11 Per Cent. Higher

"The comparisons for 1919 with 1918 are based upon the same identical mills. Both production and shipments were 11 per cent. greater in January, 1919, than in January, 1918, due to better running and traffic conditions. The figures are:

	UNITED STATES MILLS.					
	Days in production.	Com-panies re-ported.	Actual in tons per month.	Production Percentage of maxi-mum.	Shipment Total tons dur-ing month.	Total stocks on hand all points.
January, 1919.....	27	24	94,708	99.2	92,510	23,035
January, 1918.....	27	24	83,449	84.2	84,083	39,400
CANADIAN MILLS.						
January, 1919.....	26	14	63,044	101.2	64,250	13,165
January, 1918.....	26	14	56,557	93.7	54,256	18,598
UNITED STATES AND CANADIAN MILLS.						
January, 1919.....	..	38	157,752	100.0	156,760	36,200
January, 1918.....	..	38	140,006	87.8	138,339	57,998

Note.—Maximum figures 1919 represent average production best three months of '1918. Maximum figures 1918 represent average production best three months of 1917.

### Seeing How Soldiers Are Returned

MONTREAL, February 17.—Fifty journalists from Ontario and Western Canada have gone to St. John and Halifax as guests of the Canadian Railway War Board, to get first-hand information on how returned soldiers are handled by the steamship companies, the railroads and others having to do with their welfare. While in Montreal the party was the guest of the local press and was entertained at a luncheon over which Mayor Martin presided.

## PREPARING TO RESUME CANADIAN INQUIRY

Expected that Paper Controller Will Resume Hearings in Two Weeks on Points Referred Back—Winnipeg May Have City Owned Mill

TORONTO, February 18.—It is expected that the hearings before Commissioner Pringle on the points in the news print case referred back last month by the Appeal Tribunal will be resumed in the course of about two weeks.

In the meantime it is understood that the accountant's report on costs in the mills of J. R. Booth, the Donnacona Company, Price Brothers Company, and the Laurentide Company for the latter half of 1918 has been completed.

The next step in the book paper inquiry, which is being pressed by the Trade and Class Section of the Canadian Press Association, will be an investigation by the commission's accountants of the Riordon Company's costs in the manufacture of sulphite pulp. It was felt at the recent hearing in Toronto that this information was needed before the case could be continued, and

and paper securities to indicate that investors are apprehensive of the outcome of the news print inquiry.

Laurentide Company shares, which were selling around \$160 only four months ago, have now crossed \$200, and there has recently been activity and higher prices in the shares of the Spanish River Pulp and Paper Mills, Ltd., a company whose dividends are far in arrears.

### Winnipeg May Start News Print Mill

It is proposed that the city of Winnipeg should establish and operate a paper mill, partly in order to provide a supply of cheap news print and partly to give employment to men out of work.

The Manitoba Legislature has been asked by the City Council to sanction the submission to the ratepayers of a by-law authorizing the Council to proceed with the undertaking.

Winnipeg is in the neighborhood of a plentiful supply of pulpwood; it has its own hydro-electric system, which would furnish the necessary power at cost, and there has recently been completed an aqueduct which insures plenty of fresh water. The proposal is to start with a 100-ton mill, to produce only news print, and later to expand the enterprise to include other grades. It is estimated that paper can be manufactured and sold at \$40 a ton, as compared with a present price of \$69, plus freight charges. The present source of supply is Fort Frances.

### Sir Arthur Pearson Goes Home

After an extended visit to America in behalf of blind soldiers, Sir Arthur Pearson, the former English newspaper owner, sailed for home last Saturday. He said he had enjoyed his visit to this country very much and meeting his old friends whom he knew before he lost his sight. He said America was handling the blind soldiers in the right way, and that the school and colony near Baltimore were being operated under the best methods and should prove very successful.

Commissioner Pringle ordered an immediate examination of the books of the Riordon Company.

From the stock market standpoint there is little in the action of the pulp

### "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.

CLASS OF SERVICE SYMBOL

Day Message Blue

Day Letter Blue

Night Message Blue

Night Letter N L

If some of these three symbols appear after the check number of words, this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

Form 1204

# WESTERN UNION

## TELEGRAM

NEWCOMB CARLTON, PRESIDENT    GEORGE W. E. ATKINS, FIRST VICE PRESIDENT

CLASS OF SERVICE SYMBOL

Day Message Blue

Day Letter Blue

Night Message Blue

Night Letter N L

If some of these three symbols appear after the check number of words, this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT 12 WEST 31ST STREET. NEAR 5TH AVENUE, NEW YORK ALWAYS OPEN

65EMALH 57 NL

BIRMINGHAM ALA FEBY 17 1919

THE JOHN BUNN CO (0583)

BURRELL BLDG. NEW YORK

LEADER STARTED OUT TODAY WITH EIGHT COLUMNS WE CARRIED OVER TWENTY ONE HUNDRED INCHES OF CLEAN PAID ADVERTISING EVERY INDICATION POINTS TO A LAND SLIDE OUR WAY BOTH IN BUSINESS AND CIRCULATION ON YOUR TOES GOOD PAID AND GIVE THEM THUNDER THE PEOPLE HERE WELCOME THE REBORNING OF THE LEADER AND IT IS TODAY BIRMINGHAM'S MASTER NEWSPAPER

JOE MARTIN  
1119P



*The pulling power of OHIO NEWSPAPERS  
is a power that merits the highest respect*

# “OHIO FIRST”

**S**HOW the 1,138,165 families in OHIO that you are no piker. Loosen up and be as big, kindly, reciprocal and as generous in spending as they are.

Instead of throwing money away on advertising mediums that shirk publicity, that are afraid to show their circulation figures and quote open rates, invest in a “try out” campaign in these foremost OHIO NEWSPAPERS that honestly tell you all about themselves.

*In OHIO everybody can safely be enumerated in the buying class. Pauperism is frowned upon.*

A penalty of \$50 is imposed for bringing a pauper into the state!

From OHIO'S manufacturing establishments alone, salaried persons and wage-earners receive annually approximately \$350,000,000.

OHIO IS FIRST in pottery products, FIRST in the production of cigar leaf tobacco, FIRST in aviation and FIRST in the East North Central Division of States in its number of municipalities (52), all reached by a network of trolleys and railways that makes distribution easy.

*The evolution and success of every business enterprise are dependent on publicity.*

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	32,807	.04	.04	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.

# Home from the Peace



**B**IG news has been breaking overseas and DAVID LAWRENCE of *The New York Evening Post* in daily cables from Paris reported it for millions of Americans.

Now national interest focuses upon Washington. The President returns from his historic journey, bearing the draft of the League of Nations. He champions it before the forum of the American people. He asks the approval of the Senate. David Lawrence now resumes his place in the Washington press gallery.

A record of achievement rewarded the work in Europe of this correspondent of the *New York Evening Post* and 38 other newspapers. Weeks before the Peace Conference met, he was studying the statesmen, the issues, the peoples. He talked to representatives of Allied Nations. He interpreted the speeches of President Wilson sympathetically and with a skill that is nationally known. He told how the Allies responded to these utterances. And as the situation gradually took form he made his readers understand what was occurring and to what goal the whole procession of events was moving.

Good reporting was never more important. Americans at home could glimpse but dimly the tremendous drama slowly working itself out—a genuine drama of motives, ideas and temperaments—with all Europe for the stage and thinking men and women as the players. Union of arms had won the war but only union of aims and methods could safeguard the new world order.

## THE AMERICAN POINT OF VIEW

Lawrence rose to his opportunity. His whole experience as a student of international questions came into play. He was a trained observer who saw **with American eyes!** As each question arose he studied its bearing upon America—America's interests, American traditions, America's principles and America's future. He was able to prevent misunderstanding, and it was important that America should **not** misunderstand.

THE NEW YORK EVENING POST . . .

# Council—David Lawrence

**D**AVID LAWRENCE predicted that the League of Nations project would command precedence at the Conference; that all other questions, however momentous, would take second place. His exposition—the first one—of the Smuts plan for a League of Nations was recognized as a valuable contribution. He gave attention to the status of the Monroe Doctrine in the League of Nations and made it clear that President Wilson believed no surrender was involved.

His cables appeared in The New York Evening Post and in 38 other newspapers:

Atlanta Journal  
Baltimore News  
Birmingham News  
Boston Traveler  
Buffalo Evening News  
Chattanooga News  
Chicago Daily News  
Cleveland News  
Des Moines Capital  
Detroit Free Press  
El Paso Herald  
Fort Worth Star-Telegram  
Grand Rapids Press

Greensboro Daily News  
Hartford Times  
Harrisburg Patriot  
Indianapolis News  
Johnstown Democrat  
Louisville Evening Post  
Memphis News-Scimitar  
Milwaukee Journal  
Minneapolis Tribune  
New Bedford Standard  
Norfolk Ledger-Dispatch  
Oklahoma Oklahoman  
Philadelphia Bulletin

Pittsburgh Post  
Portland Express  
Richmond News-Leader  
Rochester Herald  
Sioux City Journal  
St. Louis Star  
St. Louis Post-Dispatch  
St. Paul Dispatch  
Syracuse Post-Standard  
Washington Star  
Worcester Telegram  
Youngstown Vindicator

## AFTER-WAR PROBLEMS IN AMERICA

America's war left problems! "What will be the fate of the League of Nations? How will it work? What shall our military and naval policy be? What program of readjustment shall we adopt? What shall we do with our railroads? How shall we deal with Bolshevism? Does it menace this country?"

On these and on all others the **Washington angle** is important.

### Is Your Washington Service All That You Would Have It?

**D**AVID LAWRENCE'S interpretative dispatches are read and quoted in every State in the Union. Returned from Europe with a wider mental background, he will discuss the questions of foreign policy and purely domestic issues, giving **the true perspective**.

You know his record of "bullseyes." He has a way of forecasting an event weeks in advance, "pigeon-holing it with finished business and grinding out fresh, new stuff." It isn't luck—or magic. Sleepless vigilance, wide acquaintance in high official circles, accurate knowledge of conditions—and there you have it.

Mr. Lawrence plays a search-light on the mental processes of Government leaders. He records actions but he reveals also motives, purposes, points of view.

Start this big after-war period by giving your readers the benefit of the daily Lawrence dispatch. They will appreciate your enterprise and your judgment.

**20 VESEY STREET, NEW YORK**

## NO GENERAL RULE IN FORCE FOR REGULATING PROPAGANDA ADS

Newspapers Consider Each Case on Its Merits—Some Publishers Refer Such Copy to Editorial Department, Abiding by the Upstairs Decision

THE views presented herewith on the subject of propaganda (including, of course, political) advertising, as expressed by the editors and publishers of some of the leading American newspapers, have a special interest. They show that newspaper makers hold sharply contrasting views as to the proper policy to be followed—and they indicate that the problem presents great practical and ethical difficulties.

The Indianapolis News seems to have found a satisfactory solution, in the view of its general manager, Hilton U. Brown. If such advertising is opposed to public policy or the policy of the paper—in the opinion of the editor—it is barred.

### Wide Open Columns the Rule With Some Papers

Such progressive publishers as Messrs. Huntsman, of the Brooklyn Standard Union; Grant, of the Milwaukee Journal, and Linn, of the St. Louis Republic, strongly advocate wide open columns for the promulgation of doctrines, ideas, and opinions, contending that only through such a policy—safeguarded, of course, from publications that are libelous or seditious—may the independence of a newspaper be demonstrated.

**Hilton U. Brown, general manager the Indianapolis News:**

The policy of the News in relation to the ethics of accepting hostile political advertising is best reflected in its contract and its practices. One clause of the advertising contract says:

"The News reserves the right to revise or reject arbitrarily any advertisement regarded as objectionable, either in illustrations, phraseology, or subject matter, or opposed to public policy or the policy of the paper."

Under this ruling we declined during the 1916 Presidential campaign a majority of the un-American advertisements sent out by the anti-war leagues; also some of the advertisements of the national committees. We have declined to accept propaganda advertisements of the anti-prohibition forces and we declined to accept an advertisement of the brewing interests only recently, for the reason that our established editorial policy was against liquor.

#### Must Have Editorial Approval

Advertising in the News, especially propaganda or political advertising, has

to be O. K'd by the editorial department. If the editorial department does not feel that copy is opposed to the policy of the paper or to public policy, and if it is not speculative financial or blue sky in tendency, it is allowed to run, but we insist on the use of the word "advertisement" in at least 10 point capital letters at the top of every such advertisement. In some cases, even though the News has opposed the proposition editorially, we have felt that the other side has the right to use the columns of the paper in a paid advertisement to state its position.

When such matter has been considered parliamentary, it has been allowed to run as an undisguised display advertisement, so labeled. With the ordinary political advertisements, such as we get locally, containing possibly a half-tone cut of the aspirant to office with a plain statement of his record and policy, we have raised no objection, even if the politician is opposed editorially in the columns of the paper. Such advertisements, of course, are labeled "advertisement."

**H. J. Grant, publisher the Milwaukee Journal:**

The columns of the Milwaukee Journal are a market place where merchants may offer their wares and where opinions may be expressed. So long as the wares offered are not fraudulent and the opinions exchanged not maliciously vicious, the Journal management takes no exception to them.

New opinions and controversy help

for the progress of the world's affairs. Certainly, it will take an almighty judge to intelligently discriminate off-hand as to right and wrong in all such cases.

**R. F. R. Huntsman, president the Brooklyn Standard Union:**

The Brooklyn Standard Union has accepted "hostile political advertising," but never solicits any political advertising. Our editors have never complained that their constructive editorial policies have been damaged by any hostile advertising—they seem to be very well able to take care of themselves.

Personally, I believe that corporations should be encouraged to bring their problems before the court of public opinion in the advertising columns of the newspapers. There is no surer way of settling a question right than to have all of the facts known; and no matter is settled definitely until it is settled right.

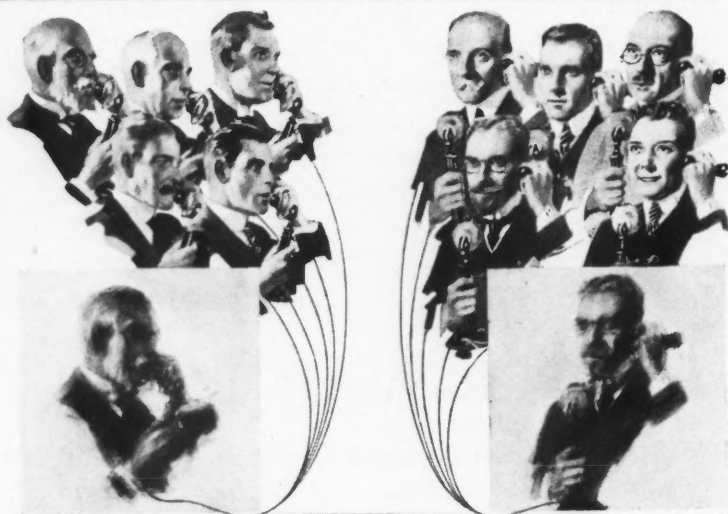
There can be no menace in the policy of accepting propaganda advertising, for the reason that false statements and flimsy arguments cannot stand the light of publicity, and therefore every newspaper free of entangling alliances will,

I am sure, continue to allow the freest access to its advertising columns, no matter what the individual or the corporation may represent.

**Victor Rosewater, editor and publisher the Omaha Daily Bee:**

"Is there a menace in the policy of accepting propaganda advertising?" I believe the safe plan is to pass on each case on its own merits. Intrinsicly, there is no argument against selling space to advertisers for the purpose of removing public prejudice or currying public favor, providing they do so within the limits of decency and the requirements of the law.

Most papers conduct public discussion columns to let their readers get various angles on current topics. The newspaper has the ear of the great court of public opinion, and I see no reason why those with cases before that court should not employ the columns of the newspaper to present their case without deception or disguise in the same way that they would present their case in any other court, especially when we remember that they have all other media of advertising as alternatives—



## Multiplexing the Telephone

Marvel has followed marvel since Alexander Graham Bell invented his first simple telephone, the forerunner of the millions in use today.

In these last four decades thousands of Bell engineers have developed a system of telephonic communication, so highly perfected that the same crude instrument which at the beginning could hardly carry speech from one room to another can now actually be heard across the continent. This is because of the many inventions and discoveries which have been applied to intervening switchboard, circuits and other transmitting mechanism.

The vision of the engineers has foreseen requirements for increased communication, and step by step the structure of the art has been advanced—each ad-

vance utilizing all previous accomplishments.

No one step in advance, since the original invention, is of greater importance, perhaps, than that which has provided the multiplex system, by which five telephone conversations are carried on today simultaneously over one toll line circuit, or by which forty telegraphic messages can be sent over the one pair of wires. As in a composite photograph the pictures are combined; so the several voice waves mingle on the circuit to be again separated for their various destinations.

By this wonderful development the Bell System obtains for the public a multiplied usefulness from its long distance plant and can more speedily and completely meet the needs of a nation of telephone users.

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"



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy One System Universal Service

letter writing and circularizing, the stump, the platform, and the movie.

**W. F. Wiley, general manager the Cincinnati Enquirer:**

The public is entitled to a presentation of all sides of a question, and there is but one practical medium through which such presentation can be made, namely, the press of America.

We can see no method by which a hard and fast rule can be established for the acceptance or rejection of propaganda advertising. Certainly every intelligent publisher reserves the right to reject advertising that he believes to be prejudicial to the public interest. In such capacity as censor it would be folly to believe that every publisher is infallible in his judgment. He might, and doubtless does, make mistakes on both sides of the fence.

The editorial should be the expression of the profound conviction of the editor, and yet it is possible that he, too, may be as seriously biased and prejudiced for or against a given proposition as the specific interests concerned.

Firmly convinced as we are that the public is entitled to full enlightenment through the press, we cannot subscribe to the suggestion that propaganda advertising be generally and rigorously rejected. We can see no menace in accepting such advertising, provided editorial opinion is neither modified nor stifled thereby.

**W. W. Ball, editor Columbia (S. C.) State:**

Rejection of political and propaganda advertising is not required by any ethical principle or rule, but its acceptance should invariably be subject to the editor's judgment. The State prints advertising of this kind, and often the matter is hostile to its policies, but the business office refers it to the editorial department first. If a newspaper is to be independent and honest, ultimate control and direction of all its contents must reside in the editor. In the ideal newspaper the editor is clothed with arbitrary power, which he would be the last man to employ in an arbitrary way.

**Lafayette Young, jr., business manager the Des Moines Capital:**

It has been the policy of the Capital to give both sides a hearing in its news columns and both sides in its advertising columns. Occasionally we have one that is a pretty tough nut to crack.

A couple of weeks ago the Iowa Legislature was ready for a vote on the constitutional amendment for national prohibition. We received an order from the Frank Presbrey Agency for two pieces of copy opposing national prohibition. This copy was published in the New York Times, in the Chicago Tribune, and in a large number of representative newspapers. We refused the advertising on the basis that it would seem a personal affront to our legislators to publish this copy just at the time when they were striving to be the deciding State in putting the country on a dry basis. In other words, the temper of our Legislature was known in advance, and the advertising could not have been of the slightest value in changing the verdict. The information, as far as Des Moines and Iowa people were concerned, was without deciding weight.

I believe this instance affords an example of the constant judgment a newspaper must use with respect to copy that opposes its own editorial position.

In ordinary local political campaigns

we accept copy for both sides, seeing that the same is prominently marked "Political Advertising." It is our general newspaper policy, too, that in all matters of public controversy both sides are entitled to a hearing in the news columns.

**M. P. Linn, general manager the St. Louis Republic:**

The Republic accepts all advertising with the distinct understanding that it is at the publisher's option.

Relative to propaganda advertising, it is my opinion that a newspaper presumably is open to public expression of views and opinions. Any one with certain definite ideas who feels that he can reach more people by incorporating his thoughts in display advertisements is perfectly justified in so doing, and no newspaper is likely to reject his contributions unless they tend toward sedition, are libelous, or abusive. A newspaper should use the same discretion in printing propaganda advertising as in printing propaganda news.

There seems to be no more menace in accepting sane propaganda than there is in the right of free press or free speech. A newspaper that will print only those things with which it is in accord is a sickly, anemic thing.

**J. J. Devine, general manager Clarksburg (W. Va.) Telegram:**

I think there should be no doubt in the mind of the publisher of any modern newspaper as to the correct attitude regarding propaganda matter. The present position of the newspapers of America is such that their columns should be open at all times for a free discussion of every subject affecting the general welfare of the people.

I think the stand taken by the late publisher of the Minneapolis paper who refused to accept political advertising was wrong and decidedly unfair to those parties, persons, and principles which he opposed through the editorial columns of his paper.

It is my belief that the day of the partisan newspaper is past and that the public wants independent newspapers which are fair to all sides and give all people an equal opportunity to present their views on any question to the court of public opinion.

To my mind a publisher who attacks corporations, parties, persons, or principles through the editorial columns of his paper and refuses to give the one attacked the privilege of presenting his side of the argument, even in paid advertising, is decidedly unjust and will be so regarded by the public. Only free expression on all questions made possible through the newspapers will maintain the free institutions of America and keep the country safe for democracy.

**Ban Business Use of "Navy" and "Naval"**

WASHINGTON, February 18.—Use of the words "navy" or "naval" in the titles of public or commercial organizations would be prohibited under legislation proposed to the House by Secretary Daniels, who said they "create the impression that the organizations are under the supervision of or sanctioned by the Navy Department."

**Wichita Wants Ad Convention**

WICHITA, Kan., February 18.—Wichita is determined to capture the next meeting of the Associated Advertising Clubs and will invade New Orleans with a girls' band. The Wichita Advertising Club, of which D. H. Harper is president, is backing the plan.

## Don't weaken! Advertise in Wisconsin, where pre-war conditions assure a ready market and steady improvement as far ahead as any territory can forecast.

The year of 1914 put Wisconsin 10th state in the value of its manufactures, and 9th by the value added BY manufacture.

More than 60% of the manufactures was reported by 18 cities, and in forming opinion of those cities locally, as markets, remember that in addition to being distributing points for unusually rich country trade, they are above the average manufacturing cities of the same size.

For instance, Milwaukee, 11th in population, is 10th in manufacturing and 8th in the value added by manufacturing. Racine, with 45,000 inhabitants, ranks 70th in manufacture and 47th in the value added by manufacture.

**To summarize—18 Wisconsin cities increased their manufacturing in fifteen years from \$195,000,000 to \$422,000,000, a big gain by every five years' showing.**

**You are safe to invest your advertising money in Wisconsin newspapers.**

	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).....	32,500	.06
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.

## TIPS FOR THE AD MANAGER

"SUNKIST MARMALADE." Adding to an already tremendous amount that has been spent to put the California orange in its proper place in world markets, the orange growers in the vicinity of Porterville will pay three-quarters of a cent per box to create an advertising appropriation running into the thousands, which will be used to market the new Sunkist Marmalade. These growers are affiliated with associations which control over 60 per cent. of the orange output. The new Sunkist Marmalade is to be manufactured from cull fruit which formerly was burned. It is understood that copy will start appearing in March. Nearly \$2,000,000 has already been spent to establish the trade name and the market for Sunkist oranges.

O'KEEFE AGENCY, 45 Bromfield Street, Boston. Will use about twelve publications—mostly general magazines—this spring for Society of American Florists' campaign. Entire 1919 appropriation of \$100,000 will be expended in magazines, but local florists are using their own newspapers to a very great extent and are paying for the space themselves with the idea of getting the maximum amount of benefit by tying up with the magazine advertising. Mr. O'Keefe says the florists are very enthusiastic over the results obtained from the 1918 advertising.

NOBBS-PATTERSON, LTD., 10 East Adelaide Street, Toronto. Shredded Wheat Company's advertising is back in national list of newspapers again, after having been under Government war restriction; Waltham Watch Company has greatly increased Canadian appropriation for 1919; Cudahy Packing Company plans new series of ads in Canadian newspapers and magazines covering Dominion; Auto-Strop Safety Razor Company, Ltd., has named this agency to handle advertising in Canada.

CORNING-FIBERSTONE AGENCY, St. Paul. Is placing classified copy for the Equity Realty Exchange to papers in the Middle West, the copy being changed from week to week; supplying a large number of dailies and weeklies in trade territory tributary to the city with about 3,500 lines of Gordon Hat spring advertising; is placing classified copy for the Minnesota Department of Immigration with Eastern and Middle Western farm papers inviting settlers to that State.

BEERS AGENCY, Flatiron Building, New York. Placing some advertising in Mexican mediums for the Sidney Ross Company, copy running half-pages, quarter-pages, and eight inches three columns weekly, on six-month contracts; also quoting rates on various Central and South American countries for other concerns making fire bricks and jewelry novelties; reports interest in Latin-American field is perceptibly growing.

COLLIN ARMSTRONG, 1457 Broadway, New York. Again placing orders with newspapers for James C. Crane.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia. Will handle advertising for Joseph Tetley & Co.; also placing anthracite coal advertising in newspapers generally.

AYRSHIRE BREEDERS' ASSOCIATION, Park Street, Brandon, Vt. Reported will make up its list during April, using newspapers.

BENSON, CAMPBELL & SLATEN, Corn Exchange Bank Building, Chicago. Will place copy with metropolitan dailies for Miller & Hart.

NELSON CHESMAN & Co., Times Building, Chattanooga, Tenn. Reported will make up newspaper list during March for Newbro Manufacturing Company.

WITT K. COCHRANE ADVERTISING AGENCY, Boyce Building, Chicago. Again placing orders with newspapers for Kewanee Boiler Company.

DEVOR & RAYNOLDS, 101 Fulton Street, New York. Will place paint ads direct.

DOLLENMAYER AGENCY, Lincoln Building, Minneapolis. Placing orders with Western newspapers for Northern Coconut Butter Company.

DAUCHY & Co., 9 Murray Street, New York. Again placing 1-inch 52-time orders with a selected list of newspapers for Allen S. Olmsted.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Placing orders with newspapers in various sections for Simmons Company.

A. W. ERICKSON COMPANY, 381 Fourth Avenue, New York. Again placing orders with New York city newspapers for League of Free Nations Association.

FERRY-HANLY ADVERTISING COMPANY, 1120 Walnut Street, Kansas City, Mo. Placing some turpentine and rosin advertising.

RICHARD A. FOLEY AGENCY, Terminal Building, Philadelphia. Again placing orders with Pennsylvania papers for G. H. P. Cigar Company.

GUNDLACH ADVERTISING COMPANY, Peoples Gas Building, Chicago. Again placing orders with newspapers generally for D. D. D. Company.

POMEROY AGENCY, 225 Fifth Avenue, New York. Again placing orders with newspapers for Warner Brothers.

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Placing orders with practically the same list of newspapers as last year for Equitable Life Assurance Society of United States.

PROCTOR & COLLIER COMPANY, Commercial-Tribune Building, Cincinnati. Making 10,000-line contracts with a few newspapers for Philip Casey Company.

PUBLIC SERVICE CUP COMPANY, 120 Broadway, New York. Reported will shortly start a spring campaign in newspapers; mostly direct, but some through Richard A. Foley Agency, Terminal Building, Philadelphia.

SHECK ADVERTISING AGENCY, 9 Clinton Street, Newark, N. J. Making contracts with some Southern newspapers for I. Lewis Cigar Company.

RUTHRAUFF & RYAN, 404 Fourth Avenue, New York. Placing orders with some large city newspapers for A. W. Shaw Company.

SEHL ADVERTISING AGENCY, City Hall Square, Chicago. Reported will shortly make up a list using newspapers for Gund Company.

J. WALTER THOMPSON COMPANY, 242 Madison Avenue, New York. Again placing orders with newspapers in various sections for Julius Kayser & Co.

WALES ADVERTISING COMPANY, 110 West Fortieth Street, New York. Reported will make a list during March or April for Edison Storage Battery Company.

H. E. JAMES AGENCY, 110 West Nineteenth Street, New York. Placing a special line of large copy in newspapers for the Orrine Company, Washington, D. C.; also special copy for the Dr. Earl S. Sloan Company, New York, in metropolitan newspapers.

M. WINBURN & Co., 576 Fifth Avenue, New York. Again placing orders with newspapers in various sections for Omega Chemical Company.

LESSING ADVERTISING COMPANY, 225 Fifth Avenue, Des Moines. Reported will make a newspaper list during April for Iowa Bird Company.

LEO. P. BOTT, JR., Southern Trust Building, Little Rock, Ark. Asking rates from newspapers.

### McKissick Buys the Piedmont

GREENSBORO, N. C., February 17.—The controlling interest in the Greenville Piedmont has been sold to J. Rion McKissick by Mrs. Eleanor P. Koester and George R. Koester. The latter, who has been editor and publisher of the Piedmont for eight years, will continue to conduct the business end. Mr. McKissick will be editor. He is at present editor of the Greenville News and was formerly chief editorial writer on the Richmond Times-Dispatch.

### Street Car Man With Hearst

SAN FRANCISCO, February 15.—Edgar M. Swasey, who was formerly general manager for the Pacific Street Railways Advertising Company, is now with Hearst's Los Angeles Examiner as advertising director. Rumors from several sources are that he has contracted for a five-year term at \$25,000 per year.

### Dan O'Keefe Leaves N. Y. Commercial

After many years' service, Daniel J. O'Keefe has resigned as managing editor of the New York Commercial. He has not decided on future plans and for the present will take a vacation on his Jersey farm.

### FAIRFIELD JOINS N. Y. TELEGRAM

#### Tyner and McIntyre Will Handle Herald-Telegram Auto Ads

William Robert Fairfield has been made assistant advertising manager of the New York Evening Telegram. He was formerly advertising manager of Munsey's Magazines and business manager of the Washington Times during the time Mr. Munsey operated that property.

Capt. James Tyner, of the U. S. Tank Corps, has been placed in charge of automobile advertising for the Herald. While Capt. Tyner is new as a seller of advertising, he has had a large experience as a buyer of advertising. He was formerly advertising manager of the Indestructible Truck Company. Lieut. E. C. McIntyre has been placed in charge of automobile advertising for the Evening Telegram. He has just been released from service in the Canadian Army.

### A. A. C. W. Ad Vigilance Extended

The return of Richard H. Lee to the national vigilance committee of the Associated Advertising Clubs of the World, with headquarters in New York, marks the inauguration of an enlarged programme in the interest of clean and dependable advertising. It is the first step in the execution of a vigilance plan that was formulated by the executive committee last November.

### Three Editors in Libel Suit

Arthur Jones, editor of "Jack Canuck," has been committed for libel by the Hamilton (Ont.) Police Court on charges preferred by R. J. Jones of the Herald and W. C. McMullen of the Spectator.

# GOSS

the name that stands for

## SPEED, DEPENDABILITY, SERVICE

### THE GOSS

#### "High Speed Straightline" Press

Used in the largest newspaper plants in U. S. A. and Europe.

### THE GOSS

#### Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order, Catalog and Magazine work.

### THE GOSS

#### "Comet" Flat Bed Web Perfecting Press

Prints a 4, 6 or 8-page newspaper from type forms and roll paper.

### GOSS STEREOTYPE MACHINERY

A complete line for casting and finishing flat or curved plates.

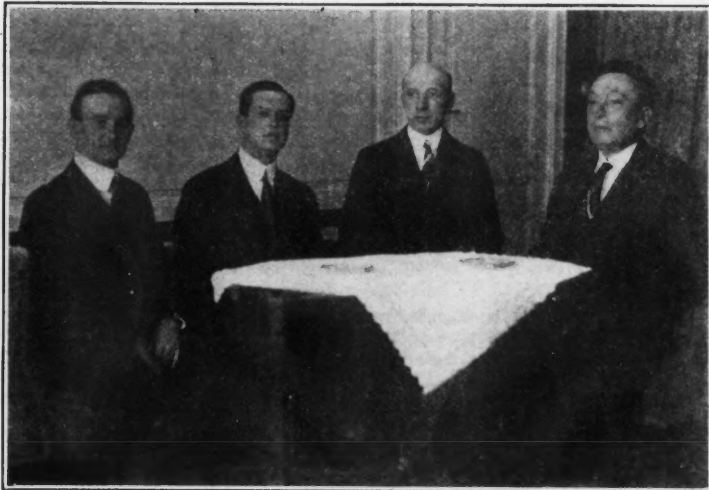
DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

## THE GOSS PRINTING PRESS CO.

Main Office and Works:  
1535 So. Paulina St., Chicago

New York Office:  
220 W. Forty-second St.

HERE ARE THE FIRSTS; LOOK 'EM OVER



Left to right: C. C. Lyon, Newspaper Enterprise Association; Lincoln Eyre, New York World; Frederick Smith, Chicago Tribune; Herbert Corey, Associated Newspapers. They were the first American newspaper correspondents to reach Berlin.

They all started for Berlin together, but Mr. Smith beat the rest of the bunch into Kaiserville. Nothing short of an airplane could put it over on these capable men, and that is the way Mr. Smith did it. This photograph was taken in the Kaiser's suite in the Hotel Adlon. They assumed that Wilhelm would have no further use for it, just now at least, and so made themselves as comfortable as they deserved to be after hard work during the war and somewhat strenuous labor since the signing of the armistice. The American flag was raised over the Adlon, which so enraged the Spartacans that it had to be taken down to save the hotel.

PROTECT RURAL PRESS IN WASHINGTON

National Editorial Association Moves for Capital Representative Who Will Also Attend All State Meetings—Sustaining Membership Will Support Plan.

CHICAGO, February 16.—The Executive Committee of the National Editorial Association, meeting here to-day, laid plans for one of the most enjoyable summer trips and meetings ever held by the organization. It will be in the Northwest wonderland—Oregon and Washington—and details will be ready for announcement within a few weeks.

The afternoon session was devoted to a discussion of the business administration of the association. George Schlosser, the secretary, indicated that the association was in a flourishing condition and that large numbers of editors were joining the national body on the coordinating basis, through their county and state organizations. He reported that a number of States were to join this year and that the probability is that the membership of the National Editorial Association at the close of the 1919 convention will exceed 5,000.

The committee voted to establish a sustaining membership class, by which publishers and members of allied interests may most substantially aid the cause of the country newspapers of America by the payment of from \$25 to \$100 a year. After a sufficient number have been secured, a suitable badge will be issued, bearing the words, "Sustaining Member, N. E. A.," with year and name of State indicated. Several members of the committee agreed that they would secure ten sustaining members in their respective States.

Sentiment was to the effect that if

the officers of various State Press Associations would cooperate with the Executive Committee and the officers of the national organization in increasing the number of sustaining members it would soon be possible to employ the services of a field secretary at a salary that would attract and secure an executive whose work would be of inestimable value to the profession.

The discussion developed that there was no dissent in the belief that the country press of America needs a representative in Washington and that the National Editorial Association requires the presence of one of its officers at all State Press Association gatherings. The possibilities that were unfolded by President Guy U. Hardy and others strengthened the opinion, already held by many, that the scope of the activities of the national organization could be greatly increased in proportion as financial support was vouchsafed by those who have the welfare of the local newspapers and the nation at heart.

The question of whether the association was still in favor of the postal zone system was introduced and the Executive Committee, in common with many members of the N. E. A., demonstrated that it is still of the opinion that action taken in favor of the system at the last two conventions should be upheld.

Cincinnati Post Is a Six-Day Paper

In EDITOR & PUBLISHER'S tabulation of the 1918 advertising records of daily newspapers printed February 1, a star was omitted from the name of the Cincinnati Post, which made it appear as a seven-day paper, whereas it has no Sunday issue. The Post's advertising record for the year as a six-day paper was 6,220,800 lines, a gain of 325,500 lines over 1917. The Times-Star, likewise a six-day paper, printed 7,877,100 lines, a gain of 105,800 over 1917.



87% gain

To advertise in West Virginia is to go with the tide and rise with this growing market.

Despite a small area (it's 40th) it has 1,500,000 population (28th state) and ranks 25th among the states by the per cent of value it has added to its product by manufacturing. Its record shows a gain therein of 87% in a decade.

Do not overlook that it ranks 3rd state in the value of its mineral production while remaining primarily a farming territory.

You cannot, as a national advertiser, spend a small amount, sufficient to become a big advertiser in these papers, to such an advantage as in this territory by itself.

Matchless for economic advertising and distributing.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
<b>Bluefield</b>			<b>Huntington</b>		
*Telegraph .. (M)	6,426	.01428	†Herald.		
			Dispatch .. (M)	10,479	.02
<b>Charleston</b>			†Herald.		
†Gazette .. (M)	14,500	.02	Dispatch .. (S)	11,103	.02
†Gazette .. (S)	16,500	.02	<b>Martinsburg</b>		
*Leader .. (M)	6,819	.0157	*Journal .. (E)	3,068	.00893
*Leader .. (S)	7,351	.0157	<b>Morgantown</b>		
*Mail .... (E)	8,735	.02	†Post .... (E)	3,025	.0143
<b>Clarksburg</b>			<b>Parkersburg</b>		
*Exponent (M&S)	8,607	.02	*News .. (M)	6,300	.0125
*Telegram ... (E)	8,020	.02	*News .. (S)	6,200	.015
*Telegram .... (S)	7,746	.02	*Sentinel ... (E)	6,554	.017
<b>Fairmont</b>			<b>Wheeling</b>		
*Times ... (M&S)	7,209	.02	†Intelligencer (M)	11,366	.0325
*W. Virginian (E)	5,377	.02	†News .. (E)	16,225	.04
			†News .. (S)	16,225	.04
<b>Grafton</b>			<b>Government statement, Oct. 1st, 1918.</b>		
*Sentinel ... (E)	2,476	.014	†A. B. C. statement, Oct. 1st, 1918.		
<b>Huntington</b>			†Publishers' statement.		
†Advertiser .. (E)	8,231	.02			

File the facts for reference .

# EDITORIAL

A LIVE ISSUE

**E**DITOR & PUBLISHER prints to-day a second instalment of letters from newspaper makers on the subject of propaganda advertising. These will well repay careful reading. They indicate that no satisfactory solution has yet been found for a problem of newspaper policy which is growing in seriousness every day.

As shown in these letters, some newspapers do reject a great deal of propaganda advertising, while, at the same time, drawing no definite line as to such copy which might serve for the guidance of the business office. Such advertising must not be opposed to public policy, the public interest, nor to the policy of the paper. This is an excellent generality—but too indefinite to serve as a working rule.

That the editor should be the final arbiter as to propaganda (including political) advertising is the belief in some quarters. This leaves the matter of policy an open one. No two editors would hold the same views in regard to any half dozen different pieces of copy submitted.

EDITOR & PUBLISHER has suggested the danger of loss of vital editorial influence through following what may appear to be a "liberal" and "broad-gauged" policy in regard to propaganda advertising. The belief that editorial criticism may be stifled through the purchase of advertising space is not confined to an occasional Congressman. Every newspaper man has had the question put to him: "Why is it that the newspapers no longer denounce Standard Oil and its monopolistic methods; is it because Standard Oil suddenly discovered the value of advertising space?" And it often happens that it is hard for a newspaper man to convince such skeptics that advertising has had nothing to do with it—that, as a matter of fact, Standard Oil has reformed and that hostile criticism would not any longer be justified. "Let 'em stop advertising—then we shall see," is the skeptic's comment.

Walter M. Dear, of the Jersey Journal, in his letter on this subject, published last week, says: "Our experience has been that the more we oppose any particular party because we do not agree with its policies or platform the greater has been the amount of advertising space used by the party opposed, presumably in an endeavor to counteract the effect of the editorial opinion. What applies to political advertising applies equally to advertising dealing with prohibition, labor problems, and other business which you broadly interpret as propaganda advertising. So far as such advertising is legitimate and clean the advertising columns of this newspaper will always be open."

This is the inevitable experience of every good newspaper. A strong editorial policy on every question of public importance, political, industrial, economic, naturally breeds the instant desire of opposing interests to "strike back." And they have learned only within recent years that they may strike back most effectually through the use of impressive display space. So it will always happen that an editorial campaign in the public interest will create a demand on the part of the opposition for advertising space.

And so long as we have so many pessimists in the world, so long we shall have the opinion spread abroad that newspapers are given to attacking causes, corporations, etc., for the purpose of selling advertising space! Of course no newspaper is ever guilty of such a blackmailing practice. Upon that point there is not even room for argument among newspaper men and men who know newspaper policies. But the "circumstantial evidence" is there—the sort which often convicts innocent people.

This phase of the matter is cited merely as an evidence of the gravity of the issue of the acceptance or rejection of propaganda advertising. A newspaper must be even more remote from suspicion than Caesar's wife! Whatever threatens the editorial influence of the newspaper threatens its usefulness to the community—and its very existence.



## THE NEW TREASURY SECRETARY

**N**EW YORK has been getting acquainted with Hon. Carter Glass, Secretary of the Treasury—and New York likes him.

In the addresses Mr. Glass delivered here last Friday and Saturday he gave the advertising and the newspaper men the impression of a man who measures up to the task assigned to him—admittedly the most difficult assignment which the Government has ever given to a Treasury Secretary.

Mr. Glass is a newspaper man and understands the part which the newspapers have played in marketing the great bond issues and the part they must play in selling the final Victory Liberty Loan. He believes in advertising—in paid advertising—and, while he may not be granted any appropriation with which to buy advertising space, and may have to adhere to the programme created by his predecessor, Mr. McAdoo, he must receive the loyal and unstinted coöperation of the newspapers and of the advertising organizations and advertising men. Without this coöperation the new Secretary frankly admits that he could not hope for the complete success of that bond sale through which revenue is to be raised for meeting the war expenses and obligations already incurred.

Mr. Glass reminded the advertising men of New York that this forthcoming Liberty Loan was the business of every citizen—not merely of the Secretary of the Treasury. He called every man to the service. The nation had brought the great war to an unexpectedly early end because there had been dedicated to the task the full resources of the American people. The commitments made must be met. Newspaper and advertising men will participate in the work of the next—and final—Liberty Loan campaign, under the leadership of Hon. Carter Glass of Virginia, with the same spirit to win which characterized their efforts in the preceding drives.

**T**HE Portland (Me.) Press calls attention to the practice of "press-agenting murder trials," of which it contends that a majority of the newspapers are guilty. Interest in reports of such cases, says the Press, is built up, nursed, day by day through the sensational treatment given to such news—all to sell more papers. The Press believes that public interest in murder and divorce cases would be very small, indeed, were it not developed through an appeal to the morbid sense of people. Is this true? Do the newspapers create the interest to which they cater? Are murder and divorce cases proper themes for intensive treatment in the press, or should they be dismissed with the telling of the bare facts?

**W**E hear of the difficulties encountered by many of our returning soldiers in securing employment. The situation does not yet appear to be acute, but it should not exist at all. There should be openings in the Railway Mail Service, for example, for a great many men to replace present incompetents and to restore to the force its old-time efficiency.

February 22, 1919. Volume 51, No. 37.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER Co.

1117 World Building, 63 Park Row, New York.

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

London: Charles Capehart.

Paris: F. B. Grundy.

Toronto: W. A. Craig.

Chicago: D. F. Cass.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

Philadelphia: John B. Geraghty.

10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.

## ORGANIZE—STANDARDIZE

**T**HE trend toward craft organization continues. The city editors are feeling the urge and are getting together in State associations affiliated with a national association. The immediate objects of this particular movement are the establishment of standards of practice, common action in stifling German propaganda and the spread of Bolshevism—and a better acquaintance among members of the craft.

The advantages of organization will become apparent in due time to newspaper accountants and bookkeepers. Here the need for standardization of methods, for uniformity in checking and billing, is urgent. Simpler systems of records, worked out so that they will apply to any newspaper, would save millions a year to the newspapers of America.

In New York city it is claimed that no two newspapers have bookkeeping systems, methods of checking paper waste, etc., that are at all similar. Some of them maintain staffs of a dozen or more people to trace and adjust errors in advertising, violations of agreements concerning position, typographical errors, failure to submit proofs in time for changes, and the dozens of other lapses on which advertisers base complaints. In spite of such an organization, created as an earnest of the desire of a newspaper to make all proper amends for lapses or errors, some advertisers are in the habit, it is said, of prolonging discussions about complaints for weeks or months—finally demanding the cash discount in settling their bills.

In thus playing for delay in adjustments such advertisers are in the habit of telling the management of one newspaper how much better such things are managed on another paper. If standardized methods were in use this source of annoyance would be minimized and the expense involved in making adjustments would be greatly reduced.

What better field, therefore, for craft organization than this? If the accountants—heads of departments, of course—of all of the newspapers of any metropolitan city would get together, compare experiences, discuss systems in use and, after due investigation and study, adopt standardized methods and practices, the economies thus effected would be very substantial.

The advertising and circulation managers have demonstrated the practical value of craft organization in the way of establishing common standards of practice. When may we see the newspaper accountants getting together?

**I**T should be understood that publishers who are opposed to the present second-class postal rate law are not, necessarily, opposed to the principle of the zone system—assuming that any change in the old flat rate is necessary in the national interest. It must be remembered that the present law applies the zone principle only to the advertising portions of publications—and is, therefore, a special tax on advertising.

**U**NUSUAL interest attaches to the appointment by the Chicago Tribune of William H. Field second vice-president, as a special envoy to New York and the East. Mr. Field's mission will not, as EDITOR & PUBLISHER understands it, conflict in any sense with the work or the responsibility of the Tribune's special foreign advertising representative in New York, R. C. Holliss. The Tribune, always a newspaper of wide appeal, has grown so big that it is now, in a very real sense, a national newspaper. As usually happens with great enterprises or business institutions of Chicago or elsewhere in the West, the Tribune business interests in New York and the East have become so important that they demand the attention, on the spot, of an executive of the company who has full authority to make decisions. Mr. Field has been for the past ten years intimately associated with the administrative work of the Tribune and stands in the front rank of American newspaper makers.

**"B**UNCHING" the delivery of mailed copies of daily newspapers, so that the subscriber receives three or four at one time, seems to be a general practice. It is about as striking an example of dis-service both to publishers and readers as Post Office inefficiency could devise.



PERSONALS

THE EDITORIAL ROOM

E. C. Camp, managing editor of the Atlanta Georgian, has been at Fort Myers, Fla., for three weeks recuperating from influenza.

Lieut. Allan Gottschaldt, of the Atlanta Georgian staff, has joined the publicity bureau of the Southeastern Y. M. C. A. headquarters and will be in charge of French and Camp.

Lieut. E. Thomas has rejoined the Atlanta Journal copy desk, after being mustered out of service.

John Cowan has left the Minneapolis Tribune for the telegraph copy desk of the St. Paul Pioneer Press.

Richard Bennett has been shifted from the St. Paul Dispatch police run to the copy desk.

Elias M. Ammons, former Colorado Governor, is now livestock editor of the Great Divide, the Denver Post's weekly edition.

J. H. Copeman, for fourteen years with the Montreal Gazette and for the last half dozen financial editor, has resigned to become associated with the stock brokerage firm of Greenshields & Co.

Anna Austin, late feature editor of the Kansas City Post, will go to Des Moines within a month as editor of the People's Popular Monthly Magazine.

H. E. Soule has left the copy desk of the Minneapolis Journal and returned to the St. Paul Daily News.

Alfred D. Stedman, who has been in the military service at Fort Sam Houston, Texas, was discharged on February 5 and returns to the St. Paul Dispatch as general assignment man.

Lieut.-Col. Frank E. Lyman, formerly connected with the editorial staff of the Des Moines Register and Tribune and the Associated Press, will compile a history of Iowa's activities in the world war. Lyman is now assistant to the Adjutant-General of Iowa.

Tristram W. Metcalfe, school editor of the New York Globe, has declined an \$8,000 appointment as director of the division of reference, research and statistics in the Board of Education.

Leonard F. Wooster, sports editor of the Brooklyn (N. Y.) Times, has completed thirty years' service with that newspaper.

Sergt. John H. Denny, formerly editor of the Manhasset (N. Y.) Globe, has been awarded the Distinguished Service Cross for extraordinary heroism while fighting in France with the 165th Regiment.

Miss Ethel Lloyd Patterson, a New York newspaper and magazine writer, and Liston Leone Lewis, a lawyer, were married February 4.

Lieut. George Dorsey, of the aviation service and formerly a member of the Chicago Tribune staff, returned home this week with a record of accounting for two German airmen.

Robert Knoff has been elected a member of the board of governors of the Milwaukee Press Club to succeed Howard Ashworth, who is now vice-president.

THE BUSINESS OFFICE

Clinton Brainerd, owner of the Washington Herald and the McClure Newspaper Syndicate, has gone to Asheville,

**ADVERTISING is merely at the threshold of far more daring and wonderful things. There was a period when even wise men looked upon it as an adventure in squandering. They tolerated it as a sort of petty luxury. Now, like an avalanche of optimism, the Man who Makes Things and the Man who Knows How to create the demand for them meet on a footing of mutual confidence and respect.—George Ethridge at the Sphinx Club dinner.**

N. C., for a rest after returning from Paris, where he covered the Peace Conference.

Lieut. John Wheeler, head of the Bell Newspaper Syndicate, New York, has returned from France, where he served with the 307th Field Artillery. He went to Lake Placid Thursday for a rest.

B. E. Bradley, vice-president and general manager of the St. Louis Star, and Mrs. Bradley have gone to California for a six weeks' vacation.

Franklin G. Lilley, formerly in the advertising department of the St. Louis Republic and son of E. B. Lilley, at one time general manager of that paper, has been cited for bravery while serving as a private in the Marines.

Chester A. Norman, advertising manager of the Fall River (Mass.) Evening Herald, and Miss Annah S. Van Blarcom, of that city, were recently married.

Lieut. C. S. Davis is a new addition to the display advertising staff of the St. Paul Daily News.

William George Beecroft has been appointed advertising manager of the American Banker. He was formerly in charge of advertising for the Outing Publishing Company and the Chronicle and connected in editorial capacities with Forest & Stream, New York Herald and New York Press.

Clarence Snyder, of the International News Service, New York, is making a tour of the Southeastern territory.

H. C. Bernstein, of the San Francisco Chronicle, is recovering from a slight attack of la grippe.

Lieut. Stephen A. Ross, of Fort Wayne, has been appointed to the advertising staff of the Toledo Blade.

William H. Moore has been added to the New York World's gravure section advertising staff.

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, is still confined to the hospital, though he is improving and hopes to be about soon again.

L. W. Nieman, owner of the Milwaukee Journal, and Mrs. Nieman, have gone to Pasadena, Cal., where they will remain for several weeks.

Milton Kelly, head of the Milwaukee Journal's copy desk, has gone to the Wisconsin-News advertising staff.

WITH THE AD FOLKS

Preston F. Linn, former head of the Sphinx Club and general manager of the Wanamaker Store, New York, has worked out a plan for the elimination of the vexing subway shuttle service, which received much attention in the newspapers this week.

Lieut. Floyd Y. Keeler, vice-president and advertising manager of the I. W. Lyon & Sons Company, New York, and prominent in A. N. A. official circles, is

just over a siege of typhoid fever. He is stationed in Washington.

Leo P. Bott, jr., has reopened his advertising office in Little Rock, Ark., after having been discharged from military service.

Harry Stroud has accepted the chairmanship of the New York Ad Club's entertainment committee.

W. Livingston Larned, art director of the Ethridge Association of Artists, New York, is on his annual winter hunting vacation in Florida.

Stanley W. Foran, who was prior to the war advertising manager for the Scripps Booth Corporation, Detroit, has resigned his aviation corps commission and joined the Brearley-Hamilton Company, Grand Rapids, Mich.

J. F. Brown is now with the space-buying department of the Gundiach Agency, Chicago.

Andrew L. Benson has become advertising manager and assistant sales manager for the American Slicing Machine Company, Chicago.

J. J. Buzzell is now in charge of advertising for the Hyatt Roller Bearing Company, Detroit.

Lieut. (J. G.) W. L. Chessman has returned to the Atlas Agency, New York, after eight months' naval service.

Roy C. Scheeler has been made advertising manager of the Lucas Paint Company, Philadelphia, succeeding W. L. Zintl.

Frank E. Hammer, lately with the New York Herald and Chicago newspapers, is a new addition to the Frank Presbrey Company's copy staff.

C. E. Walberg has resumed his work with the William H. Rankin Company,

after service with the Committee on Public Information and the United States Employment Service. He will direct sales promotion and foreign advertising service in New York.

Bernard Graham has become production department manager of the Phillip Cobbe Company, New York.

Sergt. George A. Stracke is a new member of the Campbell-Ewald Agency staff in Detroit.

Henri Jegu has been named resident manager in Paris for the J. Roland Kay Advertising Agency, Chicago.

Fred S. Cook, late of the Detroit News and Free Press, is now advertising manager for the Denby Motor Truck Company, Detroit.

N. C. Tompkins has been made advertising manager for the Creamery Package Manufacturing Company, Chicago.

Clarence S. Jackson has become advertising and sales manager of the T. F. Moore Company, New York.

R. L. Burdick has joined the staff of Murray, Howe & Co., New York.

G. F. Hobart, of Hamilton, Ont., is now manager of promotion for the Audit Bureau of Circulations, Chicago.

Alfred H. Bartsch has been appointed sales and advertising manager of the American Bosch Magneto Corporation. He held a similar position with the old Bosch Magneto Company and for the last two years has been located in Philadelphia representing firms of the automotive industries as merchandising and advertising counsel.

Capt. Douglass Vass Martin has resumed his position with Nelson Chesman & Co., St. Louis.

George Murnane, late of the H. K. McCann Company, has been elected president of the Liberty National Bank, New York.

J. M. Cass has been made advertising manager of the Garford Motor Truck Company, Lima, Ohio.

V. L. Yepsen is now second vice-president, as well as advertising manager, of the National Fireproofing Company, Pittsburgh.

J. J. Gallagher has given up his Montreal advertising service and joined the Desbarats Agency, that city.

The San Antonio Express Has Renewed Its Contract for the Haskin Service for Another Year.

## CITY EDITORS START CONSTRUCTIVE WORK

National Association Cutting Down Free Publicity, Forming Foreign Alliances, Investigating Bolshevik and Mexican Conditions—Plans Outlined

By CLYDE P. STEEN,  
President National Association of City Editors.

Activity of the National Association of City Editors has been centred on several important movements—a fight against useless publicity which clutters the editor's desk; an investigation of alleged Bolshevik disturbances; an editorial campaign to secure improved highways for freight motor truck traffic, and a campaign through newspapers to secure jobs for the soldiers returning from overseas duty.

During the war the National Association was very active in fighting German propaganda, and many inspired articles and editorials which were on their way to the editorial columns of American newspapers were stopped.

Direct cooperation with the Committee on Public Information, the Department of Justice and the Department of Labor was much appreciated by officials, as letters in the files of the National Association show.

### Cutting Free Publicity

Now that the war is over, attention is being turned to the big public questions that will confront the nation, and city editors are in constant touch with conditions in all parts of the world. The association is establishing connections in all the foreign capitals with some of the foremost European newspapermen, and it is hoped by the time of the national convention in Chicago, in May, to have many of them in attendance, led by Lord Northcliffe, who is booked as the principal speaker.

If these connections are established as anticipated, the association will be made international in scope.

Publicity is continuing to pour across the city editor's desk, even though the war is over. It was believed that there would be a lessening in the amount of useless material with the war activities ceasing, but it is found that the commercial variety is again piling up.

Before the war we had the publicity agent who sought to boost the greatest motion picture ever produced; the one who told us of the greatest automobile; the finest tire; the promoter of a home for crippled cats; the inventor; the evangelist, and hundreds of others.

When the war came we still had them, but they camouflaged their publicity under the head of war activity. Now they are returning to old form in increased numbers.

### Fight Against the Bolsheviki

The National Association of City Editors is not making any effort to stamp out publicity altogether; it is merely trying to do away with the useless variety and putting that which has any merit in readable, newspaper style.

The "Who, What, Where and When" policy must be followed, the members agree, if the publicity is to get anywhere. There is much of the matter that has merit, if it is reduced in size and put in actual news form. Our members will be willing at all times to suggest and show what they can use and in what form. The publicity evil, however, is to be given a severe combing by city editors in the next year.

Bolshevism is also commanding the attention of city editors. Just as German propaganda threatened to destroy the standing of many big newspapers and many smaller ones, the Bolshevik evil is likely to creep in, city editors believe.

Already conditions have arisen and bits of publicity have leaked out that savor strongly of "Red" tendency. For the purpose of getting at the bottom of true conditions in Russia, as well as their connection with United States interests, the National Association of City Editors has appointed one of its well-known members, William H. Brown, former city editor of the Findlay (Ohio) Courier, representative in Russia.

Mr. Brown, while city editor of the Courier, was appointed a clerk in the American Embassy at Tokio, Japan, August 17, 1918, and on November 23 of the same year was appointed Vice-Consul at Vladivostok. He is making a thorough study of Russian conditions and will send his first report to American city editors very shortly.

The first trace of Bolshevik influence that is found will be reported to the headquarters of the National Association of City Editors in the Park Row Building, New York. This will be followed up thoroughly.

City editors will kill any such stories on sight. Active cooperation will be afforded the governmental departments in this work.

The truth of the situation in Mexico is also to be told by city editors. It is hoped to send a member of the association to Mexico soon to investigate real conditions there and make a definite report.

### URGES BAN ON PAPER TO RUSSIA

Senate Committee Told It Is "Reds'" Deadliest Weapon

WASHINGTON, February 18.—The Senate Committee Investigating Bolshevism to-day was urged by Theodore Christofovitch, a former Russian Government official, to stop the exportation of American printpaper to Russia, as it is really the deadliest weapon of the "Reds."

Only three newspapers were being published in Petrograd, Mr. Christofovitch said. They were all Bolshevik controlled organs. The Bolsheviki were still flooding the country with propaganda, which the witness said remains one of the most effective agencies of the Bolsheviki. He suggested that great good might follow if the Allies and neutral nations put an embargo on paper exports to Russia.

### A. B. C. Reports Issued

CHICAGO, February 15.—A. B. C. reports have been issued for the following newspapers: Battle Creek Enquirer and Evening News, Flint Journal, Macon Telegraph, Missoula Missoulian and Sentinel, New York Globe, New York Times, Troy (N. Y.) Record.

The A. B. C. is making a special request of publisher members to emphasize their A. B. C. affiliation in promotional matter.

### Entertained Governor Bartlett

Boston, February 15.—Governor Bartlett was the guest of honor at the mid-winter meeting of the New Hampshire Weekly Press Association recently held here. Hereafter the session will be held the third Friday in January each year. Speakers were Governor Bartlett, John K. Allen, O. A. Towne, B. C. Snyder and Col. W. B. Rotch.

# ANALYSIS OF CIRCULATIONS AND ADVERTISING RATES

## OF THE EVENING NEWSPAPERS OF THE UNITED STATES

EDITOR & PUBLISHER will furnish in its issue of March 1, a double-page statistical tabulation showing circulations and advertising rates of all of the evening newspapers of the United States.

### Arranged for the Convenience of Space-Buyers

The states are grouped in eight major territorial markets, following the classification used in previous statistical tables in EDITOR & PUBLISHER.

The evening newspapers are divided into groups based upon their circulations. The first group consists of those having less than 5,000 circulation, the next 5,000 to 10,000 circulation, then 10,000 to 20,000 circulation, etc. These groupings ascend the scale, by natural stages, the last showing evening newspapers having circulations of 300,000 upward.

The space buyer—and the space seller, too—may ascertain at a glance from these tables, in addition to the number of evening newspapers belonging to each group and each state in each of the eight territorial market divisions, and their circulations, these facts:

**AVERAGE COST PER LINE** for advertising, per THOUSAND OF CIRCULATION, in all of the evening newspapers of the United States having circulations less than 5,000; average cost per line per thousand of circulation, for all evening newspapers in either of the territorial market divisions of states having circulations less than 5,000. The same information is instantly available in respect to evening newspapers of larger circulations, there being in all eight different circulation groups.

These tables afford data for comparing advertising costs in evening newspapers both as to geographical and circulation distinctions. They give exact information, by means of which space buyers may be guided, and through which publishers may be able to readjust—if need be—their rate cards to conform to those of other newspapers of similar character and class.

**THIS WILL BE THE MOST COMPREHENSIVE ANALYSIS OF ADVERTISING COSTS IN THE EVENING NEWSPAPERS OF THE UNITED STATES EVER MADE.**

### This Table Will Appear Next Week

Tables of a similar character published recently in EDITOR & PUBLISHER created an unprecedented demand by space buyers for extra copies of EDITOR & PUBLISHER for filing and brought a large number of new subscriptions. Based upon that experience, the March 1 number of EDITOR & PUBLISHER will afford an unusually rich opportunity for publishers to advertise their newspapers, in lasting form, before advertising agencies and national advertisers.

# EDITOR & PUBLISHER

1117 World Building, New York

## London Laments Death of George Wetton

Advertising Manager of the Express Was One of the Big Men at Newspaper End of the British Advertising Field

By GRAYTON DEERING.

LONDON, February 12.—Lord Beaverbrook, chief proprietor; R. D. Blumenfeld, editor and chairman of the board of directors, and the staff of the London Daily Express and the Sunday Express have suffered a heavy loss by the death of George Wetton, one of their directors and advertising manager, on January 21.

Mr. Wetton was only fifty-two years of age.

George Wetton was probably the most popular newspaper advertising man of the present generation in Fleet Street. He was one of the big men at the newspaper end of the British advertising field. A popular personality, a genius of unique ability, a fighting man who worked all the time in the service of clean advertising, was the late advertisement director of the London Daily Express. His death is felt as a severe blow in newspaper circles.

He started as an advertisement canvasser in 1887 on the official organ of the Free Methodists called the Brooklet, afterwards representing the Textile Recorder and the Freemason. He entered daily journalism as an advertising canvasser in 1887 on the London Star and Morning Leader, and subsequently was on the London Sun and T. P. O'Connor's M(ainly) A(bout) P(eople). In 1902 he became advertisement manager of the London Express.

In 1906 Mr. Wetton was elected to the Express board of management. After Roy Somerville retired from the position of advertising manager of the Standard, which had then become a Pearson property, Mr. Wetton took over the duties for a time and represented the joint interest.

No organization connected with the best interests of advertising ever failed to find George Wetton among its active members and to appreciate his services in some official capacity. He was for ten years president of the Association of Advertisement Managers of the London and Provincial Press, president of the Midland Counties Advertising Managers' Association, president and for a number of years an active committee man of the Fleet Street Club, secretary and treasurer of the old London Sphinx Club and one of the founders and first treasurer of the Aldwych Club.

Mr. Wetton's services in promoting the interests of British advertising men and their organizations were freely recognized in tangible form from time to time, and as recently as November last he was entertained at dinner by his fellow members of the Aldwych Club and presented with a gold watch as a mark of their esteem for services rendered and an acknowledgment of his recovery from his serious illness.

The late Mr. Wetton's only son, Norman Wetton, has been for some years one of the principal outdoor men on the Daily Express.

### OBITUARY NOTES

CHARLES ALBERT GOODFELLOW, for the past sixteen years publisher of the Whitby (Ont.) Gazette and Chronicle,

died February 6. Born in Coilingwood, Ont., Mr. Goodfellow for some time, in partnership with his brother, F. J. Goodfellow, published the Midland (Ont.) Free Press. He then established the Whitby Keystone in opposition to the Gazette and Chronicle, but later bought out the latter paper. He took a prominent part in public affairs.

Mrs. EMMA A. RHOADES, widow of John Washington Rhoades, who was manager of the New York News Company from 1867 to 1904, died of pneumonia in Brooklyn on February 17. Her husband, who died in 1907, was a son of David Peck Rhoades, an associate of Horace Greeley in founding the New York Tribune.

JOSEPH KING, until recently a half-owner of the Durham (N. C.) Morning Herald, is dead in Durham. He established the paper with Ed. Rollins King and ran the business for twenty years. Mr. King boasted that he never wrote over ten lines on one subject—he claimed he could get all the news out of it in that space. It is said he never wrote an editorial with a head over it—it was always two or three or four lines, and he had said his say.

LUTHER H. PHELPS, of the Kansas City Star staff, committed suicide February 12. At one time he was with the Times.

WILLIAM McALLISTER, one of the ten founders of the Fort Worth (Texas) Register, died February 10. Mr. McAllister was a stockholder in the Fort Worth Record.

JAMES NORWELL, for fifty years a reporter on the Yonkers (N. Y.) Statesman and Herald, is dead at the age of eighty-seven years. He was a native of Scotland.

LOUIS EDWARD LEVY, a pioneer in the photo-engraving industry, died in Philadelphia February 17, aged seventy-three years. He was the inventor of a process of photo-chemical engraving whereby newspapers were enabled to print half-tone pictures direct from the stereotype plate. Mr. Levy received medals from the Franklin Institute for the invention of the "Levy line screen" and the "Levy acid blast."

WILLIAM H. EMMONS, who died February 11 of meningitis at his home in Denver, aged forty-one years, was a former city editor of the Rocky Mountain News and organizer of the W. H. Emmons Publicity Company.

JOHN A. MCCARRICK, a representative of the Newark (N. J.) Evening News, is dead.

HAROLD STROTHER WALKER, a former editor of the Cosmopolitan Magazine and son of John Brisbane Walker, its founder, died February 12 in the Brooklyn hospital.

DR. PAUL CARUS, editor of the Open Court and the Monist, Chicago, died last week in La Salle, Ill.

### Practical Linotype Reminder

The useful complimentary "Linotype Reminder Card," with its list of Linotype supplies and corresponding slides that are shifted from white to red to indicate items wanted, has been fitted with a practical addition by a resourceful foreman in Portland, Ore. To it is attached a large manila envelope on which the following printed notice is pasted: "Operators, Attention! When liners, parts, etc., are needed, operator will please make note of same and drop in envelope, moving red indicator in 'Reminder' to show parts wanted."

Don't envy the other man's success; find out his methods and apply them to yourself.

# The 14 "High Spots" of Michigan

Study them separately, cover them together and you practically blanket the Wolverine State

Keep these condensed data on file

- ADRIAN—A gem for the advertiser, in Lenawee, Michigan's richest agricultural county, population 92% American born, the 12,000 families in county own 5,000 automobiles. Adrian, the home of wire fence production and many other profitable industries. Its only paper, the Telegram, covers 96% of Adrian's households, 5,000 line rate, .025 a line.
- ANN ARBOR—Home of The University of Michigan, center of a rich agricultural district and varied manufacturing industries. 15,000 population fully covered by the Times-News, which has over 7,300 circulation and a 5,000 line advertising rate of .0215 per line.
- BATTLE CREEK—Noted for printing presses, threshing machines, steam pumps, breakfast foods, etc. A normally prosperous city now made exceptional by the presence of Camp Custer with 35,000 soldiers and officers who are paid over one million dollars monthly. Battle Creek's strongest paper, the Moon Journal, has over 6,000 circulation, 5,000 line rate 1½c.
- BAY CITY—Center of all railroads of the district. Has over 375 industries producing over \$60,000,000 worth of goods yearly, employing over 12,000 men and women. Wide variety of manufactures, mining, beet sugar and generally rich agricultural center. A one paper city thoroughly covered by The Times-Tribune, circulation 16,814, 5,000 line rate .035.
- DETROIT—Fourth city of America—914,000 population, heart of a community producing 80% of the world's automobile output, a city on the eve of almost inconceivable financial prosperity due to war orders. Covered by The Detroit News, a 2c. paper, circulation exceeds 217,000, rate 5,000 line contracts, 25c.
- FLINT—Also in the automobile district, has the largest unit of the General Motors Company, 20,000 skilled workers, payrolls exceed a million dollars weekly. Flint is a one paper city. 98% of its homes receive The Journal nightly by carrier, circulation 25,947, 5,000 line rate 5c.
- GRAND RAPIDS—2nd city of Michigan, population 140,000, world furniture center, manufactures exceeding \$50,000,000 annually, jobbing business of \$40,000,000 annually, located in Michigan's great fruit belt, covered by the Evening Press, so there's nothing left to cover, 84,435 circulation daily, rate for 5,000 lines 10c.
- JACKSON—Is the distributing center of a large, rich district of Michigan. It has large automobile production, hence labor well employed. With 37,000 population Jackson has but one evening paper, The Citizen-Patriot, which has 24,781 circulation, mainly in its home city. This means absolute coverage. Lowest rate .05.
- KALAMAZOO—Population exceeds 51,000, 80% native born, 53% own their homes. Has over 300 manufacturing plants including paper mills, corset factories and many other wealth producing industries. Is a one paper city, thoroughly covered by the Gazette-Telegraph, guaranteed circulation exceeding 23,893, 5,000 line rate .04.
- LANSING—Michigan's capital, population over 60,000 and just one paper, The State Journal, which covers it wonderfully. Rich agricultural district, four railroads. Manufactures are agricultural implements, threshing machines, automobiles, furniture, etc. Location of Michigan Agricultural College, State Reform School and School for the Blind. Journal's circulation 26,094, 5,000 line rate 5c.
- MUSKEGON—On the shore of Lake Michigan, 30,000 population served by one paper, the Chronicle, with 13,574 guaranteed circulation. Muskegon has 200 big factories, foundries and metal shops and right now is enjoying the greatest prosperity of its history. The Chronicle 5,000 line rate is 2½c.
- PONTIAC—Another auto city. This source of prosperity has been added bodily to a community already noted for stock, produce and dairy products. Money abounds about Pontiac, the district between it and Detroit, 25 miles away, being practically a continuous stretch of wealthy communities and millionaire country places. Pontiac's one paper, The Press-Gazette, has 10,912 circulation, rate 5,000 lines .02.
- PORT HURON—25,000 population, natural gateway to and from the "Thumb" of Michigan, embodying four rich counties. There the Times-Herald, Port Huron's only paper, is supreme, thoroughly covering some 50 towns and villages and the rural routes of the district. Circulation exceeds 11,257, rate for 5,000 lines .028.
- SAGINAW—Right now a sugar beet center is an important place. Saginaw is that and also the home of Michigan coal mines, besides diversified manufactures exceeding any city of similar size in the middle west. Saginaw's one evening paper, The News-Courier, covers it completely, has 24,000 circulation, 5,000 line rate .05.

## PORTLAND PAPER GAVE SEATTLE ITS NEWS

The Oregonian, 186 Miles Away, Circulated in Seattle During Strike—Carried Store Advertising and Received Thanks of Mayor Hansen

PORTLAND, Ore., February 15.—During the Seattle strike the Portland Oregonian, published 186 miles away, was for two days the only paper in general circulation on Seattle streets, excepting the Star, which declined to suspend and was sold on the streets under the protection of armed guards.

For two days the Oregonian sent 20,000 extra papers to Seattle and on the third day, Sunday, another large instalment, although on that day the Seattle papers resumed publication and by Monday things in newspaper circles were back to normal.

The Oregonian had sent special correspondents to Seattle in advance of the strike, and E. P. Hopwood, circulation manager, rushed several circulators to the scene. On both mornings the entire 20,000 papers were exhausted in street sales.

For these editions the Oregonian gave its entire first page and much inside space to news of the general strike in Seattle and Tacoma. It also carried Seattle department store advertising, and while the emergency lasted became the local paper for Seattle.

Ole Hansen, the fighting Mayor of Seattle, who won the strike, sent the Oregonian a message of thanks for keeping Seattle in touch with developments during the labor trouble, and hundreds of other messages came to the newspaper from residents of the Puget Sound metropolis.

### CIRCULATION NOTES

The Hearst newspapers are offering \$5,000 in fifteen prizes for the best new patriotic songs. Awards range from \$2,000 to \$100.

The St. Paul Dispatch and Pioneer Press Junior is the title of a little bi-weekly publication just started in the interest of the carriers of those papers.

For the second year in succession the Hartford (Conn.) Courant is carrying on a circulation campaign under the direction of Ivan C. Patterson.

Members of the Dallas (Texas) Newsboys' Association are being given military instruction. The Newsboys' Brigade has been organized, with Lieut. Paul Carrington, a newspaperman, instructor. Boys who show proficiency in drill are chosen as officers of the brigade. Drills are held regularly every Thursday evening from 7:30 to 8:30 o'clock at the Newsboys' Home.

John C. Roberts, jr., who was an ensign in the navy, has returned from duty in Panama and is now in the circulation department of the St. Louis Star, of which his father, John C. Roberts, sr., is owner.

The newspaper and magazine agency in Little Rock, Ark., recently operated by J. B. Hinton has been purchased by Arthur W. LaVasque and Charles Hagen.

The Little Rock (Ark.) News has again reduced its price on the streets to one cent.

Supreme Court Justice Bijur has signed an injunction prohibiting the Mayor and the Police Commissioners of New Rochelle from enforcing a city ordinance forbidding the sale of newspapers printed in Germany. The New York

Staats-Zeitung brought the suit. The city officials allowed the action to go against them by default.

The New York Tribune circulation staff held a get-together dinner February 11, with Mr. and Mrs. Ogden Mills Reid as guests.

The Spokane Spokesman-Review has established rules fining its carriers 10 cents for every "kick" from a subscriber and 25 cents for every case of lateness.

Fenton Dowling, circulation manager and secretary of EDITOR & PUBLISHER, has been elected to honorary membership in the Interstate Circulation Managers Association.

## DIRECTS ASSOCIATION OF WIDE-AWAKE OHIO WEEKLY PAPERS



"Tom" H. TIPTON

"Tom" H. Tipton, president of the Bucycke Press Association, an organization of wide-awake weeklies in Ohio, is the editor and publisher of the Williamsport News. He has owned the paper, which was established in 1886, since 1890.

By hard work and careful management he has made perhaps more than the average success attained by country publishers in the Middle West. He has been a stockholder in the Farmers Bank of Williamsport for several years; a member of the Board of Directors since the bank was nationalized in 1912, and at the last annual election was elected president of that institution.

His home is frequently referred to as the most attractive residence in the village, and he owns other residence property besides. Mr. Tipton is a member of the Masonic Order and has been secretary of his lodge since 1905. He is a descendant of the Tipton family that assisted materially in the founding of Baltimore, Md., and through his mother traces direct in the eighth generation to Joseph Loomis, of Thaxted, England, who settled in 1629 at Windsor, Conn.

He was born at Williamsport, Ohio, October 24, 1869; married in 1890 to Miss Jennie Schneider. They have one son, who is associated with his father in the printing business, and recently two grandchildren have come to add sunshine to the family.

Try making yourself fit into the schemes of other people; it's more profitable than everlastingly trying to make them fit into yours.

## TRI-STATERS PROMISE FINE MEETING

Publishers, as Well as Circulation Managers, of Newspapers Invited to Attend Harrisburg Convention on February 27

Fred I. Cook, of the Scranton (Pa.) Republican, as vice-president and chairman of the programme committee, is arranging for an especially fine meeting of the Interstate Circulation Managers' Association in Harrisburg, Pa., February 27. He writes to EDITOR & PUBLISHER as follows:

"An exceptionally big and interesting programme is being prepared, which we feel quite sure will interest all circulation managers in the States of Pennsylvania, New Jersey, Maryland, Delaware and the District of Columbia.

"I would like EDITOR & PUBLISHER to extend an invitation to all circulation managers, and publishers who look after their own circulation and who are not members at this time, to attend the convention with a view of becoming members.

"The subjects to be discussed are timely topics and will be interesting and instructive for all men in this line of work."

Most of us find it easy to improve another's work; how about improving our own a little?

## PRINTS WHAT DAILIES DON'T

New Louisville Weekly American Has Unique Purpose in Life

LOUISVILLE, Ky., February 15.—Much interest has been aroused over the recent appearance of the Louisville American. Fred D. Vanover is the only man at present connected with the new weekly whose name can be mentioned. He is telegraph editor of the Courier-Journal and was formerly on the copy desk of the Herald. His aim is to publish a paper that will print news the dailies don't handle.

Vanover and the public ownership people behind him expect soon to issue the American as a daily. Louisville people haven't the Sunday weekly of the past to give them a hint occasionally of what is happening but which has not been published. Hence this new labor weekly.

### Brown Takes Full Charge

CINCINNATI, February 15.—Following the passage of control and management of the Commercial-Tribune to Harry W. Brown, of New York, E. M. Miller has resigned as president and director. Mr. Brown has assumed the duties of president, general manager and editor.

### Many Women Study Journalism

With 128 students this term the four-year course in journalism at the University of Wisconsin has the largest enrollment in its history. There are fifty-three freshmen, of whom twenty-eight are women and twenty-five men.

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

## COULD NOT INTERVIEW SIR WILFRID LAURIER

Newspaper Men Were Always Received With Courtesy by the Canadian Premier, but He Never Once Departed from His Rule

Toronto, February 18.—The Canadian press was well prepared for the death of Sir Wilfrid Laurier, which occurred yesterday.

Sir Wilfrid's relations with the press were friendly, but reserved. The deceased statesman throughout his long public career made it a point never to give an interview to a newspaper. His personality, his actions, and his speeches made good copy, but when it came to giving out opinions or information he never departed from his rule. Always polite and courteous, whenever he was approached by a newspaper man he would always remind him with a smile of his decision on this point.

It is claimed that he once broke his rule. It was on his return the year after he became Premier of Canada from a trip abroad, when among other personages he had visited the Pope.

A number of newspaper men went to Rilmouski to meet him. Sir Wilfrid received them with his usual courtesy, but after a few salutations retired to his stateroom. Among the correspondents was Hon. Charles Mareil, afterwards speaker of the House of Commons. Mr. Mareil made a personal appeal to Sir Wilfrid and got him to consent to let the press men interview him on the understanding that they would take down precisely what he said.

### Almost Got a Story

It is scarcely necessary to say that the interview was a perfunctory sort of affair. Finally Sir Wilfrid was asked what happened when he saw His Holiness the Pope. This was a subject which Sir Wilfrid wished to avoid, and his face was a study for a few minutes. Finally he smiled and said: "Well, gentlemen, now you know why I decline to give interviews, but I see that I shall have to say something about my visit to Rome."

The correspondents had high expectations of a good story, but this is what followed: "Put the question this way," said Sir Wilfrid: "Who were the persons I met abroad who impressed me the most?" Then he added: "Her Majesty the Queen, the President of France, and His Holiness the Pope." And that was all about the visit to Rome.

It is now recalled that as a young man fresh from the law school in Montreal, Sir Wilfrid established and for a time edited a weekly newspaper in his home town of Arthabaskaville, P. Q. However, the local bishop did not approve of the ideals which Laurier attempted to set up in his columns and after several warnings he set his ban on the paper and the latter, which had concerned itself more about ideals than subscriptions and renewals, collapsed.

### Milk Will Be Advertised

St. Louis, February 17.—This city does not drink enough milk. So the Southern Illinois Milk Producers' Association is being urged to take up an advertising campaign to stimulate sales. At the association's convention it was pointed out that milk sales in St. Louis average one-fourth of a pint to each resident, which is the lowest average per capita consumption of any large city in the United States.

## Reporter Most Important, Says F. P. MacLennan.

Topeka State Journal Owner Practices What He Preaches—Even Covers Libel Suits Against Himself

TOPEKA, Kan., February 15.—Though he owns the Daily State Journal, Frank P. MacLennan takes the greatest delight in working as a reporter for his paper. In fact, Mr. MacLennan believes the reporter is the most important man on a newspaper.

In a recent address before the newspaper class at Washburn College he told how he came pretty nearly being like the man who was given the privilege of reporting his own funeral. Referring to the two libel suits against the State Journal, Mr. MacLennan proudly told:

"While waiting for the lawyers to question and secure a jury I covered or wrote the report for our noon edition, edited it myself and wrote the headings. If the plaintiff secures the \$25,000 he asks this may be the case where I have reported my own funeral, because \$25,000 is a big sum of money to get together in these times and perhaps, if I am obliged to pay it, I might as well be dead anyway.

"Other items I reported for the State Journal yesterday were one in the society column covering a dinner the night before; a story in the paper about the work to be vigorously prosecuted on the new North American Hotel for Topeka; another story nearly a column in length covering the opening for business of the new Kansas Reserve Building and Loan Association."

### PLAN BIG TIRE ADVERTISING

#### "Hot" Competition Will Be Carried On Through Newspapers

E. C. Tibbetts, advertising director of the Goodrich Rubber Company, says his company will begin March 1 to run at least sixty pieces of copy, its largest total.

Goodyear is also going to "whoop things up," its Mr. King states, alternating truck and passenger car tires.

The Firestone schedule is not completed, but is near enough to break any time and it will be large.

The new Oldfield tire will add a lot more copy to the general business.

The United States Rubber Company has put out a few pieces of copy, but has not settled on what will follow.

The Fisk Rubber Company starts up April 1 in the newspapers.

### Fielding May Be Premier

MONTREAL, February 20.—One of the men suggested as the successor to the late Wilfrid Laurier, Premier of the Dominion of Canada, is Hon. W. S. Fielding, editor-in-chief of the Montreal Journal of Commerce. Mr. Fielding was for twelve years Premier of Nova Scotia and for fifteen years Minister of Finance in the Dominion Cabinet. Previous to entering political life he was editor of the Halifax Chronicle. He again took up journalistic work in Montreal five years ago.

### Dinner for Gibbs and Ackerman

The New York Times staff tendered an honorary luncheon February 14 to Philip Gibbs, war correspondent of the Times and the London Chronicle, and Carl W. Ackerman, who has just returned home from Russia.

### ADVERTISEMENT NO. 5

Names Changed Each Insertion

## EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

## Grows Younger as It Grows Older

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

## National Advertisers

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

Electric Storage Battery Co., Alleghany Ave., & 19th St., Philadelphia, Pa.

Thomas A. Edison, Inc., Arthur J. Palmer, Adv. Mgr., Orange, N. J.

W. A. McDermaid, G. Mennen Chemical Co., Newark, N. J.

Bennison Mfg. Co., S. W. Van Ness, Adv. Mgr., Farmingham, Mass.

The Oliver Typewriter Co., Chicago, Ill.

C. M. Staniels, Cir. Manager, Journal-Bulletin, 118 Daboll St., Providence, R. I.

C. H. Shipman, 585 Walnut Street, Elizabeth, N. J.

J. C. McQuiston, Publicity Dept., W. E. & M. Co., East Pittsburgh, Pa.

Winchester Repeating Arms Co., Advertising Department, New Haven, Conn.

Dr. J. G. Chapline, Pres. La Salle Extension University, 4046 Michigan Ave., Chicago, Ill.

Todd Proteotograph Co., J. N. Speare, Rochester, N. Y.

Shepard Electric Crane & Hoist Co., A. J. Barnes, Export Mgr. & Director of Pub., Montour Falls, N. Y.

American Telephone & Telegraph Co., J. D. Ellsworth, Adv. Mgr., New York, N. Y.

Atlas Powder Co., W. Harry Dawson, Adv. Mgr., 10th and Markets Streets, Wilmington, Del.

Thinken Detroit Axle Co., Frank N. Sim, Adv. Mgr., Detroit, Mich.

Advertising Department, Art Metal Const. Co., Jamestown, N. Y.

O. C. Harn, National Lead Co., 111 Broadway, New York, N. Y.

L. B. Jones, Adv. Mgr., Eastman Kodak Co., 343 State Street, Rochester, N. Y.

Atlas Portland Cement Co., W. T. Chollar, Mgr. Ser. Dept., 30 Broad St., New York City.

W. E. Blodgett, Adv. Dept., The Autocar Co., Ardmore, Pa.

Joseph Campbell Company, Advertising Dept., Camden, N. J.

W. H. Boggs, 1049 Argyle St., Chicago, Ill.

A. C. Kelley, Adv. Mgr., Remington Typewriter Company, 374 Broadway, New York City.

Berry Bros., Varnish Mfg., C. L. Forgey, Sales and Adv. Mgr., Detroit, Mich.

Men who do business with the newspapers must, as a matter of simple business policy, keep INFORMED about them. The space buyer for a National Advertiser should be familiar with all that is happening in the newspaper field. He should know rates and circulations, of course. That is fundamental information. But he should also keep in touch with changing VALUES in mediums in various fields—should know what newspapers are forging ahead in their communities, and why.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in Editor & Publisher. That is why they read it regularly.

If there is anything they ought to know NOW about YOUR NEWSPAPER, get your message to them through EDITOR & PUBLISHER.

## DENIES JUDGE'S RIGHT TO PUNISH CRITIC

Indiana Supreme Court Upholds J. H. Zuver, Editor of the South Bend News-Times—His Newspaper Ousts Offending Justice

SOUTH BEND, Ind., February 19.—Denying the right of a judge to punish criticism of himself, as a contempt of the court over which he presides, and again upholding the freedom of the press to commend or condemn judicial action with reference to a proceeding not pending and previously disposed of, the Indiana Supreme Court has reversed the decision of the Superior Court of St. Joseph County, Indiana, in the indirect contempt case of Judge Thomas D. Mott against John Henry



JOHN HENRY ZUVER

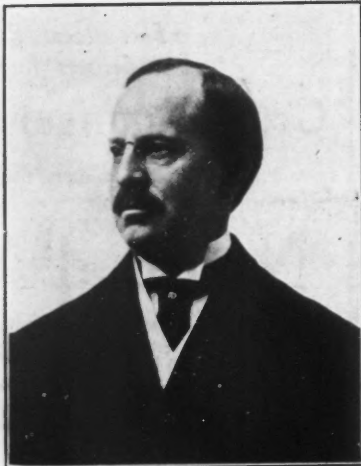
Zuver, editor of the South Bend News-Times.

Mr. Zuver was found guilty by Judge Mott, sitting as judge in a case which he had himself instituted, and was fined \$100 and costs, with a jail sentence ad rem, pending payment. Mr. Zuver appealed and succeeded in having the judgment of the court below set aside.

The point of interest to the newspaper world is the holding of the Supreme Court "that the publication of an article, even though it may have been inaccurate or false and may have been prompted by improper or malicious motives; . . . might constitute an unjustifiable criticism of the conduct of the court, . . . would not amount to contempt when not made with reference to a proceeding pending in the court at the time."

Meanwhile, however, between April 21, 1918, and February 11, 1919, the date of the Supreme Court decision, Editor Zuver, through the News-Times, took his quarrel with Judge Mott to the people, and at the May primary retired Judge Mott from the race for reelection, by the votes of the people.

## FINDS DAILIES THE BEST FOR REACHING PUBLIC IN FOOD CAMPAIGN



TRUMAN A. DEWEESE

NOBODY ever rightly accused Truman A. DeWeese, manager of advertising for the Shredded Wheat Company, of failing to seize an opportunity at exactly the right moment. He has been quick to see the superior value of newspaper advertising, and is now spending \$200,000 a year among them, using no other medium to reach the public with his "after the war" message. He needed to tell the people that his company had not gone out of business during the wheat saving campaign, and to get to them quickly so as to obtain quick distribution.

"In other words," said Mr. DeWeese, "we have to do intensive advertising. Our job is to reach the largest possible number of homes in each locality, and there is only one way to do it—through the newspapers. Of course, it costs money, but who cares about the cost of advertising—if it pays?"

Mr. DeWeese was a newspaperman before he went with the Shredded Wheat Company; indeed, he says he is still a newspaperman, since he uses newspapers so extensively in his adver-

## The Pittsburg Dispatch

with its dominating influence brings advertisers paying results.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.  
Peoples Gas Building, Chicago  
H. C. ROOK  
Real Estate Trust Building, Philadelphia

tising campaigns. For ten years he was editorial writer on the Chicago Times-Herald, and before that had run daily papers in several Illinois and Indiana cities. While with the Times-Herald he also wrote editorials for a dietetic magazine called What to Eat, and it was one of these editorials, on white flour, that attracted the attention of Henry D. Perky, inventor of shredded wheat, and finally led to his present connection. Just before going to Niagara he was in charge of special publicity for the World's Fair at St. Louis. That was fifteen years ago. Since then the value of Shredded Wheat shares has increased 2,400 per cent., and the factory output to ten times what it was when he took hold.

Mr. DeWeese has his own idea of how to advertise. He says:

"If you put the words 'Shredded Wheat' in electric letters on the top of every building in the United States, I don't think it would sell an extra case. You have to get under the intellectual skin of the consumer when it comes to putting across this product. It is not a palate food—a man must eat it with his brains." That is why he is using the daily newspapers in about four hundred cities and towns to convey his message, and convey it quickly and profitably.

Mr. DeWeese has not confined his writings to advertising copy. He is the author of several books on advertising, one of which is used as a text book in schools and colleges, and another of different character, describing his experiences in buying an abandoned farm and turning it into an attractive summer home. He is a fluent and convincing lecturer on advertising subjects, and is in great demand by advertising clubs and commercial bodies.

## 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

## NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE  
Write us for samples of our colored comics, daily and Sunday pages in black and colors.  
NEWSPAPER FEATURE SERVICE  
M. KOENIGSBERG, Manager  
241 WEST 58TH ST. NEW YORK

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

## PAPER MAKERS PROSPERING

Value of Their Market Stock Exceeding 1916 Boom Year

MONTREAL, February 18.—Stocks of Canadian newsprint paper companies are booming toward new high marks. Laurentide yesterday passed 200 for the second time and made, at 202½, a new record since 1916.

Spanish preferred, on which there are 32 per cent. back dividends due and which has not resumed payment, recorded a high of 67. This was twice equalled this month, and was passed by 5 points yesterday, the stock at one time in the afternoon making a clear jump of 2½ points to 71½, finishing at 72.

Spanish common rose 1½ to 191½, the highest for some months, and Rior-dan left its minimum and advanced 2½ points to 119½, after a long rest. Its action is considered indicative of the proximity of a new move.

Brompton, another paper stock, which had been easy lately, rallied to 58.

## Dale Succeeds McEntee

ALBANY, N. Y., February 17.—Albert E. Dale, former publicity manager for the State Defence Council, was appointed Albany correspondent for the New York Sun, to succeed the late Joseph P. McEntee. Dale had been assistant to Mr. McEntee.

## 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

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months  
Ending Oct. 1, 1918

44,968 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.  
Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY  
Sole Foreign Representatives  
New York Chicago St. Louis

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

## 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.

## ALL N. Y. PAPERS ARE UNIONIZED AND PRINTERS CELEBRATE

**"Big Six" Recalls Long Struggle Since Founding in 1850 by Horace Greeley—Attributes Success to Fairness—Warned Against Liquor Fight Pitfalls**

NEW YORK newspaper plants are now 100 per cent union, the New York Evening Post and the Commercial having signed contracts after years of "open shop" policy. So Typographical Union No. 6 ("Big Six") held a "Victory Celebration" last Sunday, with President Leon H. Rouse presiding. "Big Six" now has more than 8,000 members.

Alfred J. Talley, Assistant District Attorney and for the past fifteen years counsel for the union, declared that the victories of Big Six were due to its honesty.

### Warns Against "No Beer, No Bonds" Slogan

"Big Six has always gone into court with clean hands," he said. "The reason for its many successes is that it had justice with it, and justice in this country, although it may be delayed and worried, will prevail. No office, newspaper or individual can point to it with the finger of scorn and say 'You have not kept your contract.'"

James J. Murphy, former president, warned the union men to be careful not to let the liquor interests align them on their side in the fight against prohibition, which, he intimated, was now too late to be effective. Although not a prohibitionist, he denounced the "No beer, no bonds" slogan of the wets.

The old days of the union, when it was small and little known, were recalled by Mr. Rouse, Charles J. Dumas, and Hugh Dalton, who holds card No. 1. Mr. Rouse said the achievement they were celebrating was the result of years of toil.

### "Big Six" Founded by Greeley

He told how the union was founded in 1850 by Horace Greeley and called upon Hugh Dalton, president from 1873 to 1876, the possessor of union card No. 1, to stand up, while the members cheered.

"When I joined the union," said Mr. Dumas, president in 1890, "there were few members and the only advantage Big Six held out to young printers whom they wished to enroll as members was a death benefit of \$150. That was not particularly attractive, because you had to die to win, but nevertheless the union kept growing."

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

The True News —FIRST—

Always—Accurately International News Service World Bldg. New York

Mr. Dumas said he believed the nickname of "Big Six" came to the organization from the fact that in the '50s there was a volunteer fire company also of that number which was known as Big Six from the size of its engine.

### Many New Scales Effected

Many other new scales and contracts with the International Typographical Union are reported by newspaper publishers throughout the country, as follows:

HALIFAX, N. S.—Scale, \$25 day, \$27 night; increase, \$5.

PLAINFIELD, N. J.—Handmen, \$21; machine operators, \$24 day, \$27 night; increase, \$6.

PARIS, TEXAS—Increase of \$3.50 per week, making the scale \$26.

KEOKUK, IOWA—\$23 for handmen, \$25 for machine operators and foremen; increase, \$5.

TAYLORVILLE, ILL.—Handmen, operators, \$22. Increase—Handmen, \$7; operators, \$5.

HERRIN, ILL.—Handmen, operators, \$27; increase, \$9.

WASHINGTON, IND.—Handmen, \$18; operators, \$20; increase, \$2.

LINCOLN, ILL.—Handmen, \$22; operators, \$24; increase, \$1.

SOMERVILLE, N. J.—Handmen, \$22; operators, \$25; increase, \$5.

PITTSFIELD, MASS.—Handmen, operators, \$25; increase, \$7.

### Increase in Passaic

PASSAIC, N. J.—Handmen, operators, proofreaders, \$28; increase, \$5.

MARION, ILL.—Handmen, operators, \$27. Increase—Handmen, \$10; operators, \$6.

BRADFORD, PA.—Increase of \$2 per week; \$27 day work and \$29 night work.

DEBUQUE, IOWA—(Day)—Handmen and operators, \$26. (Night)—Handmen, operators, \$28; increase, \$5.

PORTSMOUTH, OHIO—(Day)—Handmen, operators, \$25. (Night)—\$3 per week in excess of day scale; increase, \$3.

JACKSONVILLE, ILL.—(Day)—Handmen, operators, \$23. (Night)—Handmen, operators, \$26; increase, \$3.

### \$5 More in McAlester

MCALISTER, OKLA.—(Day)—Handmen, operators, \$28. (Night)—Handmen, operators, \$30; increase, \$5.

KENOSHA, WIS.—Handmen, \$25; op-

erators, \$27.50. Increase—Handmen, \$4; operators, \$3.50.

SANTE FE, N. M.—Handmen, \$24; operators, \$31. Increase—Handmen, \$6; operators, \$3.50.

FAIRGO, N. D.—(Day)—Handmen, operators, \$30. (Night)—Handmen, operators, \$33; increase, \$6.

FITCHBURG, MASS.—Handmen, operators, \$27; increase, \$6.

DUNKIRK, N. Y.—Advanced scale from a minimum of \$16 to \$22 per week, a flat rate for all departments.

LONGVIEW, TEXAS—Handmen, operators, \$25; increase, \$7.

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, 53,795. Printed 2,895,884 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-PICAYUNE

MONTANA Butte . . . . . MINER Average daily, 14,905; Sunday, 23,076, 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 ELLIS SERVICE Swarthmore, Pa. Offering - A "Different" Sunday School Lesson.

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

R. J. BIDWELL CO. Pacific Coast Representative of DAILY NEWSPAPERS SAN FRANCISCO OFFICE of the Editor & Publisher 742 Market Street SAN FRANCISCO

Bridgeport in PEACE and WAR Connecticut's Greatest Manufacturing City. Peace Products known the world over are made in Bridgeport. Columbia Graphophones, Singer Sewing Machines, Warner Brothers Corsets, Weed Tire Chains and many others will keep Bridgeport's workmen busy. The STANDARD TELEGRAM and POST Cover the field like snow. FOREIGN REPRESENTATIVES The Julius Mathews Special Agency, BOSTON NEW YORK CHICAGO

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

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.

ors, \$24. Increase—Handmen, \$1; operators, \$1.

LANCASTER, PA.—New scale is \$21 per week for handmen and \$24 for machine operators, day work, and \$22 for handmen employed at night; increase, \$3.

HOBOKEN, N. J.—(Day)—Handmen, operators, \$34. (Night)—Handmen, operators, \$37; increase, \$4.

**\$28 and \$31 in Hartford**

HARTFORD, CONN.—Increase of \$2 per week, the pay to be \$28 day and \$31 night. Next year another dollar will be added to the weekly scale.

DENISON, TEXAS—(Day)—Handmen, \$22; operators, \$25. (Night)—\$2 per week in excess of day-scale; increase, \$2.50.

SHARON, PA.—Foremen, \$35; machine operators, \$32.50; ad and floor men and job compositors, \$30.50. Increase—\$11.50 for machine operators, \$10.50 for other journeymen.

WICHITA FALLS, TEXAS—(Day)—Handmen, \$27.75; operators, \$28.75. (Night)—Handmen, \$29.75; operators, \$30.75; increase, \$5.25.

BRIDGEPORT, CONN.—(Day)—Handmen, operators, \$29. (Night)—Handmen, operators, \$31; increase, \$4.

MORGANTOWN, W. VA.—(Day)—Handmen, operators, \$25. (Night)—Handmen, operators, \$28. Increase—(Day), \$5. (Night), \$4.

SPRINGFIELD, OHIO—(Day)—Handmen, operators, \$29. (Night)—Handmen, operators, \$32; increase, \$8.

RICHMOND, CAL.—(Day)—Handmen, \$5 per day; operators, \$5.50. (Night)—Handmen, \$5.50 per night; operators, \$6; increase, \$6.

SHAWNEE, OKLA.—(Day)—Handmen, \$24; operators, \$27. (Night)—Handmen, \$26; operators, \$29. Increase—Handmen, \$6; operators, \$5.

**\$6 Raise in Waterbury**

WATERBURY, CONN.—Increase of \$6 per week, to \$28 day and \$31 night.

OLYMPIA, WASH.—(Day)—Handmen, operators, \$6 per day. (Night)—Handmen, operators, \$6.50 per night. Seven and one-half hours constitute a day's or night's work. Increase—(Day and Night)—Handmen, \$9; operators, \$6.

SALEM, ORE.—(Day)—Handmen, operators, \$5 per day. (Night)—Handmen, operators, \$5.50 per night. Increase—(Day and Night)—75 cents per day.

AKRON, OHIO—(Day)—Handmen, operators, \$34; proofreaders, \$26.50. (Night)—\$3 per week in excess of day scale. Increase—Handmen, operators, \$9; proofreaders, \$6.50.

**Big Boost in Yakima**

YAKIMA, WASH.—(Day)—Handmen, operators, \$34.80. (Night)—Handmen, operators, \$37.20. Increase—(Day), \$6.80. (Night), \$7.20.

LORAIN, OHIO—(Day)—Handmen, operators, \$27. (Night)—Handmen, operators, \$29; increase, \$9.

BELLEVILLE, ILL.—(Day)—Handmen and operators, \$25. (Night)—Handmen, operators, \$27. Increase—(Day)—Hand-

men, \$3; operators, \$2.50. (Night)—Handmen, operators, \$3.

MOUNT VERNON, N. Y.—Handmen, \$29; operators, \$30. Increase—Handmen, \$1; operators, \$3.

CHARLESTON, W. VA.—Raised minimum scale from \$23 per week to flat rate of \$35 per week for day work and \$37 for night work.

WCONSOCKET, R. I.—(Day)—Handmen, \$21; operators, \$24. (Night)—\$3 per week in excess of day scale. Increase—Handmen, \$1.50; operators, \$2.50.

WILMINGTON, N. C.—(Day)—Handmen, operators, \$29. (Night)—Handmen, operators, \$31; increase, \$10.

**Arbitration in Boston**

BOSTON, MASS.—A local arbitration board has fixed a new scale carrying an increase of 15 cents an hour. The figures for night work are 87 cents an hour for a forty-two-hour week, with \$1 an hour for the first three hours of overtime, and time and one-half thereafter. The lobster shift is 92 cents an hour and day work 83 cents, with the same provisions for overtime. This is a flat increase of \$6.30 a week. An increase of \$3 per week was also provided for apprentices. The arbitration board reached its decision without submitting the matter to a fifth member.

DULUTH, MINN.—The newspaper publishers have agreed to pay \$28 for day work and \$31 for night work for a period of one year ending December 31, 1919, and after that date will give ninety days' notice before making any change. The scale called for \$24.50 for day work and \$27.50 for night.

BOISE, IDAHO—(Day)—All journeymen, \$5.75 per day. (Night)—All journeymen, \$6.25 per night. Seven and one-half hours constitute a day's or night's work; increase, 75 cents per day.

ROCHESTER, N. Y.—(Day)—Handmen, operators, \$28. (Night)—Handmen, operators, \$31. Increase—(Day)—Handmen, \$5.50; operators, \$4.50. (Night)—Handmen, \$7.50; operators, \$5.50.

ENID, OKLA.—(Day)—Handmen, operators, \$28. (Night)—Handmen, operators, \$30. Increase—(Day)—Handmen, \$8; operators, \$7. (Night)—Handmen, \$9; operators, \$6.

NATCHEZ, MISS.—(Day)—Handmen, \$20; operators, \$23. (Night)—Handmen, \$22; operators, \$27. Increase—(Day)—

Handmen, operators, \$1. (Night)—Handmen, \$1; operators, 60 cents.

**Bonus in St. Louis**

ST. LOUIS, MO.—New scale for newspaper work provides for the elimination of the war bonus previously given, which amounted to approximately 4 per cent, and in its place a new bonus substituted which provides for an increase of 8 per cent, over the minimum scale for all time employees. The rates for piecework have been advanced one-half cent per thousand ems. This makes the day scale \$31.50 instead of \$29.16, and the night scale \$35 instead of \$32.40. The rate for piecework is from a minimum of 12 cents to a maximum of 15 cents for day work and from a minimum of 14 cents to a maximum of 17 cents for night work. This bonus given by the publishers is for a period of six months from January 1, 1919.

**New Asheville Paper Expected March 1**

GREENSBORO, N. C., February 17.—Arrangements for the purchase of the Asheville (N. C.) Times by western North Carolina men, who are to begin at once the publication of a Republican daily newspaper in the Mountain City, have been practically agreed upon. The change will take place March 1. C. J. Harris of Dillsboro will be one of the owners of the new paper. Former Congressman J. J. Britt of Asheville will probably be the editor.

**St. Louis Will Teach Printing**

A two-year vocational course in printing, open to graduates of the elementary schools of the city, will be begun by the St. Louis Board of Education January 27. Both boys and girls may enter.

**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.

**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.

**Buffalo News**

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.  
Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

**RIPLEY** is the best sport cartoonist in the world. His work is an exclusive feature of *The Associated Newspapers* and may be secured only by members.

Wire or write for membership rates and information on "the essential service."

**The Associated Newspapers**  
170 Broadway New York

**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.

**Can You Write?**

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

**WILDER & BUELL**

225 Fifth Avenue New York

**SEND EXCHANGES TO SOLDIERS**

New York Sun Has a Custom Work-by of Emulation

Next to a letter from home is the paper from home, especially if the soldier or sailor be convalescing from wounds or illness. Any hospital worker will tell how cheered the boys are when the folks write and how the home town papers enliven their patients.

The exchange editor of the Sun figured this out soon after the wounded began to arrive and has kept St. Peter's and the Long Island College hospitals in Brooklyn well supplied with cut-of-town papers after he has read them.

There is ample demand for more, in other hospitals, and all exchange editors might pick a hospital or two, and get their surplus papers to it regularly.

**Will Handle Labor Information**

Ernest H. Greenwood has been appointed assistant director of the information division for the United States Employment Bureau, Washington. He was formerly publicity director of the War Camp Community Service and with the Washington Post and New York Herald.



NEW HOME OF

**The Detroit News**

More Circulation in Detroit than all competitors combined.

**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

It was in 1910 The Indianapolis Star established a Farm and Poultry Department, making it a regular feature of the Saturday issue. Since then it has carried the following advertising:

Year 1910.	9,158 lines
" 1911.	59,081 "
" 1912.	59,629 "
" 1913.	64,308 "
" 1914.	70,642 "
" 1915.	101,482 "
" 1916.	126,461 "
" 1917.	128,895 "
" 1918.	164,918 "

This is a record equalled by no other daily newspaper in the Eastern part of the United States, and by only one newspaper in the Far West.



**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**

Advertising 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.

**High Power Advertising Man**

1st Lt. F. A. released. Ten years' newspaper experience. Thru entire business office of one of largest dailies. Can systematize and supervise entire class or display departments. Good compositor. Sell contracts. Pre-war position advertising manager of largest daily in town of 40,000. Desire position of advertising manager, classified manager, or business manager in town not exceeding 50,000. Future entire consideration. Address A-602, care of Editor & Publisher.

**Mr. Publisher:**

Do you need a producing advertising man? Married, with six years' experience on small and large dailies. Am employed, but desire to connect myself with live daily, where opportunity in progressive organization, real merit and actual results produced will be rewarded by advancement in executive line as well as salary. Address A-601, care of Editor & Publisher.

**All Around Newspaperman**

All around, dependable newspaperman, aged 45, with splendid editorial and business experience, seeks position March 1. Married and of good habits. Loves his work. Has built up several run-down properties. Will tackle the hardest. Address Energy, 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.

**Newspaper Man**

Reporter and re-write man. Seven years' experience in New York City. Recently discharged from U. S. Army, and wants to make immediate connection. Will consider out-of-town offer. Address A-615, care of Editor & Publisher.

**Opportunity**

Young man, 22, with advertising and selling experience with leading newspapers in New York city desires opportunity in reliable publishing house or in advertising department of large concern now employed. Address A-614, care of Editor & Publisher.

**Editor-Manager**

High-grade, all-round newspaperman, 35, married, seeks permanent position. Has managed and edited live weeklies and been advertising manager of country daily; has had metropolitan experience and is ad and job compositor. References, photo and specimen papers prove his worth. Address A. Todd, Jr., Morrison, Ill.

**Practical Newspaper Man**

A practical newspaper man, I take it, is one who has had experience as a general writer, understands desk work, copy reading, make-up, type, etc. I come under this head. I have had more than twenty years' experience on newspapers, almost all in New York City; also in free lance and magazine work. I am just getting through with a publicity "drive." Am sober, industrious, married and have a family. Would consider an offer for my services. Address A-618, care of Editor & Publisher.

**Stereotyper-Pressman**

Stereotyper-pressman, at present employed in charge of both departments, seeks change. Familiar with all makes of presses. Good reference. Address A-621, care of Editor & Publisher.

**Advertising Manager-Solicitor**

Advertising manager and solicitor wants an opening on a newspaper in a city possessing good educational advantages. He is especially qualified along the lines of new account development, cooperative work with the foreign office, and the instruction of young solicitors. Now advertising manager of the local and classified departments of one of the country's most successful newspapers and his employers will say that his has been a very considerable share in its development along safe, conservative, and profitable lines during the past twelve years.

Middle-aged, good appearance, perfect habits, well educated.

Mighty good reasons for the appearance of this advertisement.

Address A-596, care of Editor & Publisher.

**Editor**

Position as managing, telegraph or city editor, strong editorial writer. Address W. J. Huske, 274 13th Ave., Columbus, Ohio.

**Magazine Editor**

Now that the war is over, I intend to re-sume my rightful place at not less than \$3,000 a year. What I have done is the best evidence of what I can do. At present in a minor position. Address A. 504, care Editor & Publisher.

**Mailing Machine Man**

Energetic young man desires a good position with some large paper in the southeast. Am an all round man and capable of doing anything in the mail room or galley room. Address A-604, care of Editor & Publisher.

**Circulation Man**

Circulation man, experienced on metropolitan dailies, in charge of country dealer and single mail departments, and with considerable city experience, desires change to better future; am now employed. My seven years have been spent on two (2) papers, each with country circulation in excess of 125,000. Want permanent place, where hard work and ability will count for advancement. First class references. Prefer Middle West, but will go anywhere in United States. Address A-606, care of Editor & Publisher.

**Reporter**

Reporter seeks position on a metropolitan daily as police and general assignments reporter. Five years' experience on staff of Bayonne Evening Times. Have written for magazines. Possess a college education. Expect at least \$25. Address A-612, care of Editor & Publisher.

**Foreman of Pressroom**

Combination press and stereotype job, or foreman of pressroom, position on a suburban six-day sheet. Past experience, formerly erector on web presses. Have run Scott, Goss, Duplex, and Hoe web presses. Union man; married, with family; desires to settle down near East coast. Address A-613, care of Editor & Publisher.

**Reporter—Desk Man**

Thoroughly reliable reporter and desk man of broad experience desires position where ability is needed. Good references. Address William Griffin, 826 St. Louis St., New Orleans, La.

**Editor's Assistant**

Editor's assistant, general newspaper writing and editorial experience. Desires affiliation with newspaper or periodical, New York or suburbs. Address A-620, care of Editor & Publisher.

**SITUATIONS WANTED**

**Somewhere a Publisher**

Needs a man of my experience. Nearly twenty years in circulation work and a thorough knowledge of practically every form of circulation promotion. Expert on office systems and collections, city carrier routes, State agencies and R. F. D. work. Family man, clean habits, clean record, best of references. Not a cheap man; expect to work hard and earn good salary. Now employed on nationally known newspaper in one of largest cities. At liberty March 1. Interview any time. Address A-607, care of Editor & Publisher.

**Secretary**

Young man, 27, recently discharged from the army, with three and one-half years' experience in newspaper office, desires position as secretary or assistant to business manager of newspaper or magazine. Possess tact, executive ability, thorough knowledge of publishing office management and detail; also various classes of advertising. Excellent references. Address A-619, care of Editor & Publisher.

**Editorial Executive**

Editorial executive, under 40, wishes to meet the publisher who wishes to find the man with purpose in his soul; who can fight, with love of God in his heart, for big, growing principles that make for the bigger newspaper. This man will omit egotism and talk frankly, but must know as well as be known. Address A-617, care of Editor & Publisher.

**Cartoonist**

First-class cartoonist desires new location. Several years' experience. Address A-610, care of Editor & Publisher.

**Editorial Writer**

Editorial writer, fine record as reporter; forceful, graceful writer, paragrapher; clear thinker; twelve years' experience, ten on one paper; college graduate; now living in New York; would like permanent position editor or editorial writer on established paper in good city; highest references as to character and ability. Address A-600, care of Editor & Publisher.

**Circulation Manager**

Circulation Manager seeks change; nearly 20 years' practical experience morning and afternoon papers; expert in organizing and systematizing; an enthusiastic worker and result producer; best of references; want to hear from publisher who is not getting results and can offer a good proposition to a practical circulation manager who can increase the circulation of his paper and get the money for it. Address A 586, care of Editor & Publisher.

**HELP WANTED**

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

**Commercial Artist**

Good commercial artist, who is sober and quick for newspaper advertising department in Ohio city of 200,000. State salary and experience. Address A-616, care of Editor & Publisher.

**Advertising Solicitor**

WANTED by progressive Southern paper. Must be able to prepare copy and make layouts. Only man of proven ability need apply. Send references, sample of work, state salary desired, and photo if possible, all in first letter. Address A-608, care of Editor & Publisher.

**FOR SALE**

Advertisements under this classification, thirty cents per line. Count six words to the line.

**Monthly Publication**

Established over 20 years in Chicago. Only one in field. A splendid proposition. Good reason for selling. Price \$4,000. Will accept \$2,500 cash and take other property or give terms on balance. Strictly a square deal. Address A-603, care of Editor & Publisher.

**FOR SALE**

**For Sale at a Sacrifice**

20 Mergenthaler Linotypes—Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice. FANTUS BROTHERS, 525 SOUTH DEARBORN STREET, CHICAGO.

**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.

**Partner Wanted**

Owner of morning paper in California city of 6,000, a city that doubled its population in seven years, desires a partner to help finance the purchase of evening paper, and issue one paper in town. Good advertising man needed, who will also have business end. Address A-609, care of Editor & Publisher.

**\$40,000 cash in hand**

for first payment on most desirable newspaper property offered. Interests in large properties carrying management will be considered. All locations considered. Proposition S. K.

**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

**U. S. P. O. REPORT**

For the period ending Oct. 1, 1918

**The New Orleans Item**

Daily .....70,964  
Sunday .....90,242  
Average .....73,703

Foreign representatives

THE JOHN BUDD COMPANY

New York Chicago St. Louis

**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

## HEADS AN AD CLUB AND BUYS SPACE FOR A TRUST CO

By WILLIAM H. MASS,  
Of the St. Louis Republic.

It is a far cry from the first steel needle to the latest electric sewing machine. The first miner with his pick and shovel never dreamed of the modern thousand-ton mine. So it has been with the advertising and publicity man-



JOHN RING, JR.

ager. His duties and requirements have so grown and widened that only a memory remains of what the job first meant.

Among those who have brought a new vision to the possibilities of his job is John Ring, jr., manager of the publicity department of the Mercantile Trust Company, St. Louis. Under him this department has taken on new and greater meanings, higher and broader responsibilities.

Mr. Ring has the industry and capacity to get outside the usual business ruts and into many activities which make for a better city. There is hardly a civic, commercial, or business organization of any note in the Mound City which has not felt the touch of his quickening hand, either in his capacity as a good citizen or as president of the Advertising Club of St. Louis, of which he is now serving his second term.

John Ring, jr., is intensely direct, frank and to the point, is resourceful, and has splendid abilities as an organizer. He has the rare gift of picking men for work in hand, and then getting them to work as even they didn't know they could.

The general opinion has been that after a national convention the local advertising club is generally due for a slump, but the Advertising Club of St. Louis broke this precedent. Mr. Ring

planned against such a situation and moulded a policy of aggressiveness that has put the St. Louis club in the front rank for big accomplishments.

Incidentally, a trust company that will spend an amount equal to 2 per cent. of its capital each year in modern advertising is a *rara avis* in the financial field. The Mercantile Trust Company has expended as high as \$70,000 a year in the most compelling kind of newspaper and other advertising.

As the first president and one of the organizers of the Financial Advertisers' Association, a department of the A. A. C. of W., Mr. Ring has earnestly tried to make other financial institutions realize what the use of modern advertising will mean to them.

As might be expected, Mr. Ring is a family man, deeply devoted to his wife and two bright-eyed little daughters. Mrs. Ring is his ablest assistant and inspiration. She is directly responsible for keeping her husband looking thirty when he is nearer forty. She will be recalled by advertising men and women for the active part she took in the Woman's Auxillary at the A. A. C. of W. convention held in St. Louis in June, 1917.

### BENJAMIN M. WOOD DEAD

Served Brooklyn Times 44 Years from Reporter to Managing Editor

Benjamin Macdonald Wood, for forty-four years connected with the Brooklyn Times, died February 15 in Roselle, N. J. When he retired in 1914, Mr. Wood was managing editor. He was born in Scotland seventy-two years ago and came to America in 1869. A year later, while writing articles on the Kuix Klan, he joined the Times staff and subsequently served as reporter, chief editorial writer, city editor, special writer and managing editor. He was also a writer of verse.

### In Memory of a "Pal"

The Evansville (Ind.) Courier management have put into pamphlet form some of the poems of Ewing Lewis, whose recent death from influenza was mourned by a wide circle of friends and co-workers. Mr. Lewis for some time previous to his death was telegraph editor of the Courier.

**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

**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.

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.

### EDITORS REVIVE ASSOCIATION

New Mexicans Elect Montoya President  
—Will Meet March 15

SANTE FE, N. M., February 15.—The New Mexico Press Association has been revived after a lapse of several years since the last meeting. The members have already undertaken to draft a bill, for presentation to the Legislature, designed to correct defects in the laws covering the publication of legal advertising.

Membership, by-laws and legislative committees will report at a meeting to be held in Albuquerque on March 15. Officers were elected as follows: President, Nestor Montoya, La Bandera Americana, Albuquerque; vice-president, H. B. Hening, the Albuquerque Evening Herald; secretary-treasurer, J. L. Hull, Clovis Journal.

### VICTORY CONVENTION IN SESSION

Minnesota Editors Meet in Minneapolis  
—Celebrate Washington's Birthday

MINNEAPOLIS, February 21.—The Minnesota Editorial Association is meeting here to-day and to-morrow and will appropriately celebrate the birthday of George Washington. The State lawmakers have been invited to join in the ceremonies. Interest in the "Victory Convention" has been aroused in all parts of the State and the largest attendance in the history of the association is expected.

### New Bedford Staff Growing

NEW BEDFORD, Mass., February 15.—Lieut. Frederic G. Pitts, U. S. Air Service, has become telegraph editor of the Evening Standard. He was with the New York Sun. Mrs. Alice Fox Pitts is writing Sunday features for the Standard. Miss Steila M. Hay, formerly with the Waltham Daily Free Press-Tribune, has joined the Standard reporter staff.

You MUST Use the  
LOS ANGELES  
**EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation **150,000**  
MORE THAN ..... J.  
Member A. B. C.

**THE ONLY**  
**7-DAY MORNING PAPER**  
reaching the 1,000,000 buyers concentrated in the Cleveland shopping area—Cleveland and Cuyahoga County—is  
**The Plain Dealer**  
First Newspaper Cleveland.—Sixth City

**Dealer Influence**  
See what we are doing to push advertised goods. Write for a copy of  
**The Link**  
A business publication mailed to Boston dealers by the  
Merchandising Service Department of the  
**Boston American**

### 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.]

### Wants to Stop "Refilling" Fraud

Pensacola, Fla.

EDITOR & PUBLISHER:

The Florida Legislature meets next April, and I have been thinking of having a proposed amendment to the Florida pure food law introduced and passed if possible at that time to protect certain national advertisers. What I wish to do is to prevent restaurants from refilling ketchup bottles with an inferior and unadvertised product. This is only an example. Restaurants also refill the bottles which at one time contained Lea & Perrin's Worcestershire sauce, etc.

Can you tell me whether any State has passed a law prohibiting such practices? If you can give me any information or suggestions I will appreciate it very much.

Very truly yours,  
H. RUSSELL FELKEL.

### Practically All Raised Prices

San Diego, Cal.

EDITOR & PUBLISHER:

In EDITOR & PUBLISHER for January 11 I notice an extended list of newspapers alleged to have increased their circulation rates during 1918, giving date and effect, if any, on circulation.

I would respectfully add to this list as follows:

The Sacramento Star, which went from one cent to two cents on April 1, six months before its contemporary did such a thing and whose circulation is to-day larger than ever—the average for the year being 8,598, against 7,906 for 1917;

Also the San Diego Sun, which went to 45 cents a month on October 1 by agreement with its contemporary; the Evening Tribune advanced on same date; also all the papers of San Francisco morning and evening; all the evening and morning papers of Los Angeles; also the Pasadena Star-News and practically all the other important newspapers of the State.

While none of us has lost circulation to amount to anything thus far, I do contemplate a loss for 1919 for the reason that there is bound to be far less duplication and a great falling off in street sales now that the war is over.

Very sincerely,  
W. H. PORTERFIELD,  
Publisher the San Diego Sun and Sacramento Star.

### ALBERT FRANK & CO.,

26-28 Beaver St., New York  
Tel. Broad 3831.

### Publishers' Representative

O'FLAHERTY'S NEW YORK  
SUBURBAN LIST  
225 W. 39th St., New York  
Tel. Bryant 6875

**THE McCLURE**  
**NEWSPAPER**  
**SYNDICATE**  
supplies continuous daily and weekly services that make and hold home circulation

ALSO  
Big Special Features on Timely Topics by Leading Writers.  
Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.  
N373 Fourth Avenue, New York

**Hemstreet's**  
**PRESS CLIPPINGS**

Tenth Avenue at 45th Street  
New York

# New York State Newspapers

The best proved mediums of publicity are the newspapers that have the *best* audiences; that is, the audiences with abundant means to buy.

**I**N THIS RESPECT New York State Newspapers occupy the dominant place, being more generally and largely read by people of means than are any other newspapers in the country.

New York State's great wealth is well scattered among the masses, the "common people," as Lincoln termed them.

The resources of the New York State Savings Banks in 1918 were

**\$2,169,877,364.25**

Up to July 1st, 1918, the amount of deposits was

**\$448,768,201.24**

Last year these great institutions of the state, which encouraged thrift, paid in dividends

**\$72,905,918.47**

The work and worth of New York State Newspapers entitle them to the serious consideration of every National Advertiser and Manufacturer everywhere.

Advertisers who have made the world marvel at the growth of American Industries are the most regular users of the advertising columns of these progressive newspapers; so, too, are the advertisers who have made their business safe from reactionary periods and seasons of dulness.

Future opportunity is reserved to advertising, so advertisers must keep sharpening their wits.

	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
Cloversville Leader-Republican (E) . . . . .	6,339	.02	.015	Brooklyn Daily Eagle (S) . . . . .	46,068	.18	.18
Cloversville Morning Herald (M) . . . . .	6,245	.03	.02	Brooklyn Standard-Union (E) . . . . .	50,642	.15	.15
Ithaca Journal (E) . . . . .	6,791	.025	.025	Brooklyn Standard-Union (S) . . . . .	50,642	.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	.70	.70				
New York Post (E) . . . . .	32,234	.25	.19				
New York Sun (E) . . . . .	180,998	.37	.34	Government statements October 1st, 1918.			
New York Sun (M) . . . . .	121,639	.39	.36	Total Circulation . . . . .		6,074,593	
New York Sun (S) . . . . .	121,639	.39	.36	10,000 Line Rate . . . . .		8.9635	
				2,500 Line Rate . . . . .		9.5569	

# Further Co-Operation With The ADVERTISING AGENTS

*THE NEW YORK GLOBE* believes that the best future interests of newspaper advertising are to be served by closer co-operation of the newspapers with the advertising agents.

On November 1, 1918

**THE GLOBE increased commission to agents from 13% and 2% to 15% and 2% and Adopted a rule of the same rate for like quantity under like conditions, local and foreign.**

This on top of the allowance of full commission on gross rates to agents on all general business, and the adoption of the standard rate card formulated by the A. A. A. A., make The Globe a leader in progressive co-operation.

## Now The Globe Goes Another Step in Advance For the Protection of the Legitimate SERVICE ADVERTISING AGENTS

From March 15, 1919, the New York Globe will not sell advertising to any advertiser using less than 50,000 lines in a year at less than full card gross rates, with these exceptions:

- 1.—Local retail shops with contracts on net basis.
- 2.—Unexpired portions of existing contracts with general advertisers.

In exchange for the assurance of full protection to agents The Globe expects them to sell its space only at gross rates.

MEMBER  
A. B. C.

**THE NEW YORK GLOBE**

NOW  
180,000

JASON ROGERS, Publisher

