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EDITOR & PUBLISHER



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

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NEW YORK, THURSDAY, JUNE 12, 1919

Vol. 52. NO. 2

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The Chicago Tribune Scoops the Earth with Peace Treaty

While the United States Senate was vainly striving to induce President Wilson to permit it to see a copy of the Peace Treaty, Frazier Hunt, war correspondent of The Chicago Tribune, secured a copy in Paris and brought it to Chicago for publication in The Tribune. The first copy of the Peace Treaty seen by the Senate of the United States was that presented to it by The Chicago Tribune on June 9, 1919.

This sensational scoop, one of the greatest (if not the greatest) of all history is in line with Chicago Tribune traditions and with recent achievements of The Chicago Tribune Foreign News Service under the direction of Floyd Gibbons. Note the following Tribune "beats":—

First American correspondent into Berlin after the armistice—trip being made by aeroplane from the western front.

First American correspondent into Vienna and Budapest after the armistice.

First American correspondent on the Archangel front—his revelations bringing about the recall of the American forces from Russia.

First American correspondent into Soviet Russia—only authentic first-hand news of conditions in Petrograd and Moscow received by the outside world for more than a year.

So many scoops on the Peace Conference that the British newspaper men have filed a formal protest with their governments against the alleged favoritism shown The Chicago Tribune. London has been learning vital facts about the Peace Conference by reading quotations from The Tribune.

Only newspaper of any allied nation to establish a daily newspaper in France for the benefit of its expeditionary forces.

The Chicago Tribune Foreign News Service is the most remarkable enterprise of its kind in history of journalism. No newspaper ever sent to Europe such a body of high caliber writers as those on the staff of The Chicago Tribune. No wonder every person of any consequence within three hundred miles of Chicago considers The Tribune an *absolute necessity* seven days every week. No wonder every reader reads The Tribune *thoroughly*. No wonder even Henry Ford's advertising department considers The Chicago Tribune the greatest and *most indispensable advertising medium*.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Chicago Tribune's 1919 BOOK OF FACTS on Markets and Merchandising will be sent free to any agency, manufacturer or selling organization, if requested on business stationery.

DIXIE TODAY

If just you could
But take the time
To take the trip
Through Dixieland
Where I have been
For weeks and weeks
And if you could
Size up the towns
And see the stores
And streets and folks
And stay a night
In those hotels
And read the papers
Your eyes would open
As mine have opened
And you would know
As I know now
That Dixieland
No longer sleeps
But is awake

And if you knew
The Dixieland
Of twenty years
Or more ago
And saw the change
In towns and men
In streets and stores
And everything
You'd realize
As I now do
That Dixieland
Is just the place
To sow the seed
Of business big
For big returns
At little cost.
And you would be
As glad you'd made
The trip as I
Am glad I went

Dixie Agriculturally

Think of Dixie agriculturally in millions—many millions of dollars worth of products.

Think of the 1919 crops of Dixie as being the largest in its history—and all oversold, at record breaking prices.

You naturally think of cotton, tobacco and sugar when you think of agricultural Dixie. Think at the same time of corn, wheat, oats, melons, apples, peaches, peanuts, oranges, grape fruit—think, too, of oysters, sheep, hogs and cattle.

Lots and lots of these things—all wanted everywhere—all growing in great profusion, all oversold.

Dixie is great agriculturally—but don't stop there. Think, too, of

Dixie Industrially

Dixie is producing nearly TWO BILLION DOLLARS WORTH OF MANUFACTURED ARTICLES ANNUALLY.

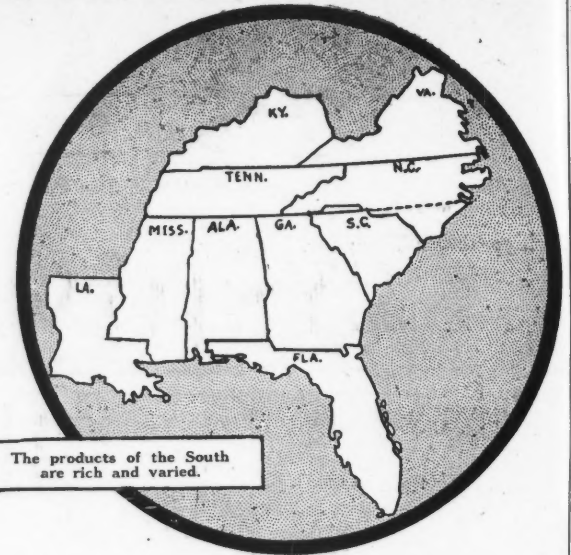
Tobacco, cotton goods, lumber, flour—all manufactured in Dixie, from raw materials grown in Dixie—and sold the world over.

Dixie as a Resort Country

Dixie as a winter resort is a big, big, money enterprise. "Yanks" "Invade" Dixie annually, invade Dixie with money to spend, and Dixie has risen to the occasion and provides ample facilities for the spending of much money.

Dixie's winter resorts are popular, prosperous and produce big business.

Dixie newspapers are producers. Use them right and they will use you right.



		Net Paid	2,500	10,000
		Circulation	lines	lines
ALABAMA				
Birmingham Age-Herald	(M)	23,500	.07	.05
Birmingham Age-Herald	(S)	29,795	.08	.06
*Birmingham Ledger	(E)	38,284	.07	.07
*Birmingham News	(E)	46,121	.08	.08
*Birmingham News	(S)	48,588	.10	.10
*Mobile News Item	(E)	10,796	.03	.03
Mobile Register	(M)	24,443	.05	.05
Mobile Register	(S)	24,738	.06	.06
*Montgomery Advertiser	(M)	21,550	.05	.04
*Montgomery Advertiser	(S)	24,001	.06	.05
FLORIDA				
Jacksonville Metropolis	(E)	19,117	.045	.045
Florida Times-Union, Jacksonville	(M&E)	30,423	.06	.06
Pensacola Journal	(M)	5,610	.0172	.0172
Pensacola Journal	(S)	6,687	.0172	.0172
Pensacola News	(E)	5,090	.02	.02
GEORGIA				
Atlanta Georgian	(E)	49,441	.08	.08
Atlanta Sunday American	(S)	92,918	.12	.12
*Augusta Chronicle	(M)	11,672	.03	.03
*Augusta Chronicle	(S)	10,651	.03	.03
Augusta Herald	(E)	17,413	.035	.035
Augusta Herald	(S)	12,812	.035	.035
Columbus Ledger	(E&S)	7,362	.0275	.0275
Macon Telegraph	(M)	23,450	.04	.04
Macon Telegraph	(S)	19,321	.04	.04
Savannah News	(M&S)	20,120	.04	.03
*Savannah Press	(E)	16,558	.04	.04
KENTUCKY				
*Louisville Herald	(M)	52,456		
*Louisville Herald	(S)	48,767		
Paducah News Democrat	(M&S)	7,082	.0225	.018
LOUISIANA				
New Orleans Times-Picayune	(M)	78,417	.12	.12
New Orleans Times-Picayune	(S)	94,624	.15	.15
*New Orleans Daily States	(E)	44,290	.09	.07
*New Orleans Daily States	(S)	39,304		
*New Orleans Item	(E)	73,905	.12	.12
*New Orleans Item	(S)	87,588	.15	.15
NORTH CAROLINA				
Asheville Citizen	(M)	11,420	.025	.025
Asheville Citizen	(S)	9,734	.025	.025
Asheville Times	(E)	10,987	.025	.02
Charlotte News	(E&S)	11,598	.03	.025
Charlotte Observer	(M)	19,217	.055	.03
Charlotte Observer	(S)	19,217	.065	.04
†Durham Sun	(E)	5,000	.02	.02
Greensboro Daily News	(M)	16,955	.045	.035
Greensboro Daily News	(S)	22,468	.06	.04
Greensboro Record	(E)	16,955	.045	.035
*Raleigh News and Observer	(M)	29,711	.04	.04
*Raleigh News and Observer	(S)	21,679	.04	.04
Wilmington Dispatch	(M)	5,305	.02	.02
Wilmington Dispatch	(S)	5,305	.02	.02
Winston-Salem Journal	(E)	6,447	.025	.02
Winston-Salem Sentinel	(E)	7,900	.025	.02
SOUTH CAROLINA				
Anderson Mail	(E)	4,693	.0178	.0178
Charleston American	(M)	7,593	.025	.025
Charleston American	(S)	10,451	.025	.025
*Columbia Record	(E)	13,709	.03	.03
*Columbia Record	(S)	11,789	.03	.03
*Columbia State	(M)	24,614	.05	.05
*Columbia State	(S)	24,680	.05	.05
*Greenville News	(M&S)	10,376	.035	.03
Greenwood Index Journal	(E)	1,800	.02	.02
Spartanburg Jour. & Car. Spartan	(E)	4,548		
Spartanburg Herald	(M)	6,392	.03	.03
Spartanburg Herald	(S)	7,452		
TENNESSEE				
Chattanooga News	(E)	19,849	.035	.04
*Chattanooga Times	(M)	30,408	.06	.06
*Chattanooga Times	(S)	26,868	.06	.06
Knoxville Sentinel	(E)	24,022	.05	.045
*Knoxville Journal-Tribune	(M)	24,838	.05	.045
*Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	82,275	.14	.12
Memphis Commercial Appeal	(S)	118,148	.17	.15
Nashville Banner	(E)		.07	.07
Nashville Banner	(S)	49,590	.08	.08
Nashville Tennessean	(M)	53,789		
Nashville Evening American	(E)	53,789	.08	.08
Sunday Tennessean & American	(S)	53,789		
VIRGINIA				
†Bristol Herald-Courier	(M&S)	11,094	.04	.04
Danville Register and Bee	(M&E)	10,669	.03	.03
*Newport News Times-Herald	(E)	13,087	.04	.04
*Newport News Daily Press	(S&M)	13,087	.04	.04
Norfolk Ledger-Dispatch	(E)	43,389	.07	.06
Roanoke Times	(M&S)	11,305		
Roanoke World-News	(E)	11,288	.06	.04

Government Statements April 1st, 1919.
*A. B. C. statement, April 1st, 1919.
†Publisher's statement, April 1st, 1919.
‡Includes Bristol, Tenn.

A Medal of Distinguished Service



Write or wire

The Newspaper Enterprise Association

(A service-not a syndicate)

Cleveland, O.

Philadelphia

Is the third largest
market in the U.S. for

MOTOR TRUCKS

More than sixteen thousand manufacturing places are busily at work in Philadelphia.

Many big shipyards, foundries, carpet, cloth and hosiery mills, lumber and building material plants, as well as light manufacturing establishments of all kinds are splendid prospects for truck sales.

“Nearly everybody,” including “the boss,” the traffic man, the shipping clerk and the chauffeur could be reached with the facts about your truck if you advertised in The Bulletin.

Advertising Agents having accounts of this kind invariably choose The Bulletin for reaching the people of Philadelphia.

Dominate Philadelphia

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

The Bulletin

*Net Paid Average
for May*

443,191

*Copies
a Day*

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



EDITOR & PUBLISHER



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Vol. 52.

NEW YORK, THURSDAY, JUNE 12, 1919

No. 2.

A NEWSPAPER REPORTER RELEASES TO AMERICA TEXT OF THE ALLIES' TERMS OF PEACE

PREDICT ATTEMPT TO TAX ADVERTISING

Officers of A. A. C. W. Urge Necessity of Ad Men Presenting United Front to Congress, at Portland Convention of Pacific Coast Assn.

[BY TELEGRAPH TO THE EDITOR & PUBLISHER]

PORTLAND, Ore., June 11.—Decision to continue its affiliation with the Associated Advertising Clubs of the World was one of the outstanding features of the annual convention of the Pacific Coast Advertising Men's Association, held in Portland, June 8, 9, 10 and 11. The meeting was one of the largest and most spirited in the history of the organization, the attendance from outside Portland, including families of the attending members, being estimated at 2,000.

A large proportion of the delegates had come to the convention prepared to vote to sever relations with the parent organization on the grounds of economy. They remained to decide with practically unanimity that the advantages of membership are more than worth the membership dues. They return to the individual clubs strongly recommending that their status with the larger organization be continued indefinitely.

D'Arcy and Kellogg Win Out

The fight to keep the Pacific Coast Association in the world affiliation was led by William C. D'Arcy, president of the Advertising Clubs of the World, strongly seconded by F. W. Kellogg, publisher of the Los Angeles Express and vice-president of the Pacific Coast organization.

The necessity of advertising men presenting a united front at the present Congress, when it is expected a measure to tax all advertising will be introduced, was urged by Mr. D'Arcy in an address before the convention on Tuesday. Mr. D'Arcy said a delegation from the national organization would appear before Congress armed with statistics to prove that such a tax would be an unjust burden of the consumer and he asked the Pacific Coast men to lend their support.

This argument, and others advanced, convinced a committee appointed by Charles F. Berg, president of the Coast Association, that they should not withdraw from the National Clubs. The committee consisted of W. P. Strandborg, secretary of the association and the president and delegates-at-large of the Member Clubs.

One of the striking addresses of the convention was made on Sunday by Ole Hanson, Seattle's fighting mayor. Mr. Hanson dealt in no gentle terms with
(Continued on Page 38)

Frazier Hunt of Chicago Tribune Brings Document from Paris and Presents It to U. S. Senate—President's Wish and Pledge of Secrecy Is Defied and Senate Endorses the Action

THROUGH an action by the Chicago Tribune, what is said to be the exact text of the Peace Treaty, as presented to the German delegates, has been published in the United States in defiance of the expressed wish and policy of President Wilson who, according to Richard V. Oulahan, staff correspondent of the New York Times at Paris, had entered into an agreement with the leading plenipotentiaries of the other great powers that the treaty draft should be withheld from publication.

The Principle of "Open Covenants"

Publication of any textual part of the draft is prohibited in the British Isles and France through operations of the censorship. Mr. Oulahan cables that while Lloyd George is blamed in England for this secrecy, President Wilson is "willing to assume full responsibility," taking the ground that the treaty is a confidential document until completed, and that recent and present happenings show that it is still in the formative stage, due to pressure for modifications.

There is no explanation of the President's attitude in view of his original but greatly neglected first principle "open covenants of peace openly arrived at."

The President held that the United States Senate was not entitled to the treaty until the official draft was presented to it for ratification. It is admitted that "copies" of the treaty are on sale in Germany and adjacent neutral countries.

Led by United States Senators who are outspokenly opposed to President Wilson's foreign policies, the searching demand for publication of the treaty text, which has continued for weeks at Washington, came to a head when Senator Lodge charged that there had been a "leak," and that he had seen a draft in the possession of a Wall Street financier.

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Mr. Lodge would not name the man, but the "leak" charge grew with the amplifications of other opposition senators until President Wilson cabled Senator Hitchcock, his supporter, to urge that a full senatorial investigation of the "leak" charges be held. This was finally ordered and the leaders of finance in Wall Street, including Messrs. Morgan, Schiff, Lamont, Warburg, Davison and Vanderlip, were ordered subpoenaed to appear before an investigation committee.

In the meantime Frazier Hunt, who had been representing the Chicago Tribune at Paris since the wounding and return home of Floyd Gibbons, turned
(Continued on Page 24)



Courtesy N. Y. Sun.

FRAZIER HUNT

POLACHEK RESIGNS FROM NEW YORK AMERICAN

Victor H. Polachek, publisher of the New York American, has resigned that position and announces that he is retiring from the organization of William Randolph Hearst, of which he has been a member for 21 years.

Mr. Polachek will take a much needed rest as soon as work on which he is now engaged will permit. He says he has made no final plans for the future.

Mr. Polachek has, during his 21 years service with Mr. Hearst, held all editorial positions from copyreader to managing editor, all publication and business office positions from advertising man to publisher and for several years was associated with Mr. Carvalho in the general management of the Hearst publications.

DAILIES SUSPENDED IN TWO CAPITALS

Amazing Strike in Mexico City and Buenos Aires Met by Unionization of Defensive Publishers, Who Defeat the Mexicans

So the newspaper proprietors formed a union. It has happened in Buenos Aires and also in Mexico City. It was a big success in Mexico City in dealing with striking employees and was as the result of a hint conveyed by cable to Buenos Aires. Now Buenos Aires newspaper owners believe they will profit by the suggestion they gave the newspaper proprietors of Mexico City, but their strike is still on.

Buenos Aires is a city of more than 1,500,000 inhabitants and normally reads thirty daily newspapers in many languages. But since late in May, no newspapers have been printed in Buenos Aires and none have been sent in from other cities, so the population has gone back to pioneer days when they waited the arrival of sailing ships to learn what was going on elsewhere.

Remarkable Welfare

Everyone who knows the big newspapers of the world knows La Prensa of Buenos Aires. Its proprietor, or "director general," as he is known there, is Ezequiel P. Paz. He is more than a newspaper owner. In the handsome building La Prensa inhabits, he maintains also as part of the newspaper equipment, a medical surgery bureau, a chemical and agricultural bureau, a legal bureau, a meteorological observatory and such public welfare organizations and also "apartments for distinguished visitors."

Men employed on La Prensa have lived in a golden age. All of them have been wards of the proprietor and his chief object in life, seemingly, has been to make them happy. So, for instance, during each evening, one of his aides
(Continued on Page 38)

A. B. C. EXTRA

The edition of EDITOR & PUBLISHER for June 19, will be a special number specializing the interest in the sixth annual convention of the wide-spread membership of the Audit Bureau of Circulations, scheduled to be held at Chicago June 19 and 20. The matter will be of vital importance to all newspaper publishing and space-buying interests.

I. C. M. A. CONVENTION CONDEMNS WASTE IN CIRCULATION PRACTICES

99 Per Cent of Members Vote Against "Returns" at Buffalo Meeting—Want to Co-operate with Post Office—"Business from the Shoulder"

(STAFF CORRESPONDENCE.)

BUFFALO, N. Y., June 11.—If any thought lingers in the mind of newspaper publishers anywhere that there is the slightest possibility of a desire for the adoption of old-time methods of waste by any of the circulators of newspapers, the vote following a discussion on returns decided where members of the International Circulation Managers Association, in 21st annual convention in this city, stand on the question. Ninety-nine per cent voted against returns and virtually pledged themselves to opposition to any future adoption of the return privilege in any guise whatsoever.

The spirit displayed in the action and the expression of opinions on this score and the members desire to go on record before the newspapers of the country have been the outstanding feature of the annual convention, which comes to a close, with the election of officers and selection of the 1920 meeting place, tomorrow afternoon.

Extend Vote of Thanks to Editor & Publisher

President Joseph R. Taylor in his early remarks, said that publicity for I. C. M. A. interests was very important, and he appreciated the co-operation of EDITOR & PUBLISHER. The members unanimously voted approval of the President's remarks and extended a vote of thanks to this newspaper.

One of the most important factors in the welfare of circulations is service to subscribers, depending upon the mail and express delivery, and J. D. Hardy, Chief Clerk, District No. 9, U. S. Railway Mail Service, brought an encouraging message to the convention about it.

Problems of the Railway Mail Service

In an address, to which the closest attention was paid, Mr. Hardy said:

J. D. Hardy, chief clerk of the U. S. Railway Mail Service at Harrisburg, Pa., presented a paper on the subject of "How to Reduce Complaints to a Minimum."

"The relation of the Railway Mail Service to Circulation Managers of daily newspapers is thoroughly understood by every gentleman present," said Mr. Hardy. "The success or failure of a Circulation Manager can, in a measure, be attributed to local conditions in the Post Office Department, especially the Railway Mail Service in the district in which the daily paper has its circulation. If you could understand the problem of the Railway Mail Service from our standpoint I am sure there would be a more concerted effort on the part of publishers to assist the Post Office Department in remedying the unsatisfactory conditions which exist and over which we have absolutely no control."

Freight Service of First Importance

"During the past two or three years the Post Office Department has been severely criticized for alleged unsatisfactory service conditions, and considerable comment has been made 'upon the breaking down' of the service, and of the inefficient administration of the same. I feel that a frank explanation of some of the causes contributing to conditions complained of should be mentioned at this time.

"You gentlemen, possibly more than any other class of business men, were affected by these conditions as the irregular running of trains resulted in misconnection and complaints of delayed receipt of papers, but with the improved weather conditions, transportation facilities unfortunately did not improve as the increased demands on the rail-

roads on account of the war, necessitated a most radical curtailment of passenger

Department of the delay to their passenger trains on account of the handling of large volumes of mail at important junction points, and insisting upon the segregation of certain classes of mail matter from fast passenger trains and the dispatch of the same upon solid mail or mail and express trains. One of the great Eastern railroads went so far as to demand of the Post Office Department, the withdrawal of practically all through mail service from passenger trains, and when such action was opposed by the Post Office Department they revised their train schedules so as to break through connections and therefore, forced the mail onto specially scheduled mail trains, and when this action was not found practicable the railroads refused to hold fast passenger trains for the loading and unloading of mails, ordering trains to depart from stations without mails being loaded or unloaded, and a careful compilation of the number of such cases throughout the United States during a four-week period showed there to be three hundred and sixty-four such cases, in connection with which 230 pouches and 17,147 sacks of mail were delayed until

central western point and a corresponding time to farther western points. All trans-continental mail trains were lengthened, with a result that the schedule time of dispatch from Boston to San Francisco was extended nearly three days. This action by the railroad companies was taken, notwithstanding the fact, that the Government had taken over the operation of the railroads, and that the Post Office Department had vigorously protested such action. The matter of operating mail trains on time is of great concern to officials of the Railway Mail Service as our service is built upon the theory that heavy trunk line mail trains will make and maintain connections with side line trains at important junction points; and when a heavy through mail train runs so late as to miss these connections the office of every superintendent and chief clerk in the Railway Mail Service is the recipient of complaints of delays to different classes of mail.

Better Co-operation in Future

"At a recent conference in Washington between supervisory officials of different branches of the Post Office Department and representatives of the business organizations, a committee of three was appointed to take up the matter of railroad schedules, with a view of presenting the matter to the Railroad Administration for remedial action, and I have reason to believe that this committee, which will consist of representatives of the Post Office Department and of large business interests, will have sufficient influence with the Railroad Administration to effect desired results. Many Eastern railroads are contemplating the restoration of a great many of the local and through trains on their summer time tables which were withdrawn during the period of the war.

The Department's Policy

"The Post Office Department, for several years past, has realized the necessity for making radical changes in the method of transportation of mails on account of the increased volume of the same and the desire for further expediting the delivery of first-class mail and daily papers. One of the first steps in that direction was the segregating of all second-class mail matter except daily papers from regular mail trains and the dispatch of the same as blue tag mails by freight from office of publication to distant points where they were then reverted into the mails for delivery. This action temporarily caused general complaint from publishers, but the plan was so practicable and has worked out so successfully that I doubt whether the publishers would now desire to return to the former manner of handling their publications.

"This action on the part of the Post Office Department so relieved the conditions in railway post office cars as to permit of the entire effort of postal employes towards the proper distribution of first-class mail and daily papers.

How to Dispatch Papers

"In all of the larger cities the Post Office Department has prepared special schemes for use of publishers, showing the best possible dispatch of their papers to the different post office throughout the United States, indicating train numbers and the time of departure, and at such points where the number of publications and the volume of business was not sufficient to warrant the preparation of such schemes the department has arranged to have the publisher's galley list examined from time to time and keyed up for the best possible dispatch. Ninety-five per cent of all daily papers (Continued on Page 27)



JAMES MCKERNAN
President-elect of the I. C. M. A.

train service in order to provide sufficient equipment and trackage for the more important freight service. Shortly after this nation-wide curtailment of passenger train service the railroad companies, especially those in the East, began to complain bitterly to the Post Of-

the arrival of subsequent trains which would accept these mails.

"One of the heaviest and most important mail trains of an Eastern system, having a heavy trans-continental connection, was lengthened in schedule three hours between New York and a

DOYEN OF U. S. CORRESPONDENTS HONORED BY BRITISH PRESS

Edward Price Bell of Chicago Daily News in London Given Tribute—"20 Years Ambassador of Understanding Between Great Britain and United States."

BY HERBERT C. RIDOUT
LONDON EDITOR OF EDITOR & PUBLISHER

LONDON, May 12.

EDWARD PRICE BELL was the recipient last week of a tribute banquet by his colleagues of the British press, and the occasion was one of unique character, serving to show how deeply Mr. Bell had succeeded in penetrating the affections of London friends and the high esteem in which the paper he represents so ably, the Chicago Daily News, is held in this country.

Called "Ambassador of Understanding"

Mr. Bell has put up a unique record. For "20 years an ambassador of understanding between Great Britain and the United States" as it was aptly phrased, he is to-day the doyen of the distinguished band of American correspondents in London.

He had no reputation beyond that of being a clever journalist when he came to London twenty years ago, but he has made the British people his particular study, and distinguished himself during the War, by furnishing his paper with a faithful and analytical series of reports upon the British nation and its leaders' attitude in the prosecution of the war, dealing with his subjects sympathetically, without bias, and with a keenness of judgment that won entire approval of all who had the privilege of reading his words.

The Chicago Daily News itself has always been considered a great newspaper force for good both in American journalism and in its support of international cordiality. In London it has always stood for the best in American journalism because it preferred sanity to sensation.

A distinguished company was present to do him honor. J. L. Garvin, of the London Observer, presided, others of the gathering including Lord Burnham, Daily Telegraph; Sir Alfred Mond, M.P.; Gordon Selfridge; R. Newton Crane, chairman, U. S. Navy League; Sir Harry Brittain, Empire Press Union; Robert Donald, F. W. Wile, formerly Daily Mail resident Berlin correspondent; Howard Corbett and Pomeroy Burton, of the Times; James Douglas, London Star; and numerous others of the light and leading in London.

Lord Burnham said that Mr. Bell was a great journalist. All great pressmen were great statesmen, and Mr. Bell therefore was a great statesman. All the troubles that had ever arisen between this country and America had been a matter of misunderstanding.

Where there were common characteristics and the solid and indestructible basis of mutual good will on which we had stood from the very beginning only proper interpretation was needed to ensure that all went well between us. Mr. Bell had told the Americans how to understand us, with all our idiosyncrasies, and taught them how to make the best of us.

We wanted now to exploit the psychological moment that had come to us, and it was men like their guest who could do this with the skill of the trained journalist and the power of the sincere believer. He knew Mr. Bell sufficiently well to be sure that what he had done up to now he would continue to do.

He seconded the suggestion that Mr. Bell might some day come here as

Ambassador, but he questioned whether their guest could exercise a wider in-



EDWARD PRICE BELL

fluence for good than he could at present.

Mr. Bell said that during the twenty years he had cabled and posted some millions of words to American readers. He recalled with pleasure that in all these millions of words there had not been one to stir bitterness in any American heart towards this motherland of the English-speaking race.

On the positive side, he had done everything he could to show what was excellent and powerful in this people, and he felt that while no one man in the world could do more than a little, perhaps something had been done by his mass of words to make the American people understand better than they did the great people of Great Britain.

"I wish to try to project on the screen of your imagination," Mr. Bell continued, "a picture of the world as I see it to-night. On the one hand is the domain of recurrent war. On the other is the domain of perpetual peace. Between these two domains is what I shall call the abyss of domestic civilization.

"In this domain of war are all the peoples of the world; they are crowded very close to the abyss. The domain of peace is uninhabited, sun flooded, full of immense promise and happiness to the human race.

"Across the abyss which is the central feature of my picture, the best brains and the most powerful hands of

the world are engaged in constructing a bridge, the most ambitious attempt in political engineering that history has known.

"It is a shadowy thing yet. But when I went to witness the surrender of the German fleet I remember that I looked at the great bridge across the Firth of Forth, and when I first saw it in dim light I thought it might slip away at any moment. The next day, however, after seeing a marvelous maritime spectacle, I again saw the bridge in clear air and sunlight. I watched two trains rushing across it in opposite directions, and I could not observe the slightest tremor in the whole gigantic structure. I hope and believe the great piece of political engineering of which I have spoken may some day not be clouded, but may be a solid thing—so solid that it will support the migration of the world from the domain of recurrent war to the beautiful domain of perpetual peace.

Basis of Peace

"This is a time in the history of the world when the man in the street has come in off the street. He has come into the council chambers of the world, and has laid his powerful hands on the wheel of national and international affairs. As a very humble representative of the people I would like to say something to the statesmen and publicists and journalists and peoples of Britain and America.

"I would like to say to them that there is one primary inscrutable and immutable principle to which they should cling at all times, and it is this, that in no circumstances whatever shall there be any quarrel between these two peoples. The great suspension bridge that the world is doing its utmost to build from the best material that can be provided must rest on two piers. I speak with the utmost possible respect for the people of the world, but one of those piers is the land power, sea power, intellectual and moral power of Great Britain and the British Empire, and the other is the same power of the American Republic."

Another tribute to the high position gained by Edward Price Bell in British journalistic circles is the fact that the Sunday Observer devoted a whole column to an interview with Mr. Bell, telling the story of his search for truth in news. This is Mr. Bell's story:

"My career here (in London) dates from February, 1900. I came into this city at that time an utter stranger. I did not know a living soul in the place. I started out to try to get into touch with news sources, and my career here has been an unceasing fight to get the news and to penetrate the minds of persons who are doing the really vital things.

"During the war we made very considerable progress in overcoming official reticence. We broke down barriers to a very considerable extent. American correspondents, especially during the later years of the war, were taken quite freely into the confidence of public men, and as a result we were able to give to American readers, if not a complete at any rate a very vivid idea of some of the very great things that were being done by the British people in the war.

"I think that this work did more than anything to counteract the pro-German agitation in the United States.

"I am hopeful that the barriers which have thus been broken down will never be put up again against American journalists.

"In all our experiences during the

(Continued on Page 34)

BIG CROWD EXPECTED AT A. B. C. MEETING

Fifth Annual Convention Opens at Chicago, June 19, with Divisional Meetings—General Session and Dinner on Following Day

CHICAGO, June 11.—All is in readiness for the sixth annual convention and its fifth anniversary of the foundation of the Audit Bureau of Circulations, to be held at La Salle Hotel June 19 and 20.

June 19th will be devoted to Divisional Committee meetings. The convention will open at 10 a. m., June 20th. The annual dinner that evening will be a sumptuous affair.

Every convention of the bureau has been increasingly important to advertisers, advertising agents and publishers, but this meeting will be perhaps the most important in its history. The bureau has made steady progress in the past five years. Through the devotion of leaders in the advertising and publishing world, a great institution has been established.

Among the most important topics to be considered is the revised by-laws. These revisions are the result of six months' work of legal advisers, the officers and the Board of Directors. They have been endorsed by a majority vote of Class A members, in accordance with the requirements of the existing by-laws, and will now be placed before the membership for ratification.

These new by-laws, if adapted by the convention, will establish the principles on which the bureau will operate in the future. The changes are not serious and are believed to be an improvement.

The present members of the Board of Directors whose terms expire at this meeting, and who will be reappointed or whose successors will be named, are:

- Advertisers—**
Mr. George W. Cushing, Hudson Motor Car Company, Detroit, Mich.
Mr. W. Laughlin, Armour and Company, Chicago, Ill.
Mr. F. R. Davis, General Electric Company, Schenectady, N. Y.
Mr. F. H. Squier, Pabst Brewing Company, Milwaukee, Wis.
Mr. L. B. Jones, Eastman Kodak Company, Rochester, N. Y.
Mr. B. H. Bramble, Canadian Chewing Gum Company, Ltd., Toronto, Can.
Advertising Agents—
Mr. A. W. Erickson, The Erickson Company, New York, N. Y.
Mr. P. V. Troup, Lord and Thomas, Chicago (one year).
Newspaper—
Mr. W. A. Strong, The Daily News, Chicago, Ill.
Magazine—
Mr. F. W. Stone, The American Review of Reviews, New York, N. Y.
Form Paper—
Mr. William A. Whitney, The Phelps Publishing Company, Springfield, Mass.
Business Publication—
Mr. E. R. Shaw, Power Plant Engineering, Chicago, Ill.

A large attendance is expected at the convention.

No proxies will be recorded after the opening at 10 a. m. Friday.

Manchester Greets America

The New York Times on Wednesday carried a two-page advertisement of Manchester, England, setting forth the great commercial importance of the Manchester Ship Canal and bearing greetings from the business men of that city to Americans. This advertisement is epochal, indicating the advent of international advertising of the kind foreshadowed in the recent International Number of EDITOR & PUBLISHER.

N. Y. WORLD'S NOTABLE FEAT IN PRINTING OCEAN-FLIGHT STORIES

Had to Overcome Many Obstacles to Contract With Navy Officer Flyers and Succeeded—Accounts Otherwise Might Never Have Been Made Public

ONE of the really notable journalistic achievements of recent years was that of the New York World in obtaining from the commanders of the Navy's three transatlantic seaplanes, Commander John H. Towers, Lieut.-Commander Albert Cushing Read, and Lieut.-Commander Patrick N. L. Bellinger, their own stories of the flights.

Quite apart from their supreme news interest, the narratives are of immense historic value and threw highly valuable light on problems of aerial navigation encountered in these record-breaking cruises which, but for the World's enterprise in eliciting the accounts, in all likelihood never would have reached the public.

World Had to Overcome Many Obstacles

There were many reasons for doubting, before the attempt was made, that any measure of success would crown an effort to induce the three commanders to turn reporters for any single newspaper. For weeks before the take-off from Rockaway the Navy Department had laid obstacles in the paths of the newspaper men assigned to follow preparations for the flight.

It seemed as if a decision had been reached to adhere to a policy of secrecy until the flight had either been negotiated or had failed. In addition, the three commanders are Annapolis men, and it was impossible at any moment to entertain a hope that they would risk sending a story to a newspaper without full and complete permission from their superiors.

Contracts Finally Closed

Nevertheless, undeterred by these considerations, the World set out to accomplish the great journalistic feat and, as everybody knows now, was successful. Until a few days before the actual start from Rockaway Naval Air Station, Commander Towers was the only officer whose name was officially identified with the flight plans, and it was by no means certain that he would be aboard one of the flying boats.

Nevertheless, before the personnel of the crews was formally announced the World had entered into contracts with both Commander Towers and Lieut.-Commander Bellinger to furnish accounts of the flight, thereby exhibiting the prescience which had enabled that newspaper to publish the names of five out of the six pilots several days before Washington permitted release of the names.

When that announcement came it revealed that the World was covered on two of the three planes, and in both by the commanders, the men best fitted to furnish the sort of stories wanted, because their positions demanded familiarity with every detail of the cruises. Lieut.-Commander Read, skipper of the NC-4, was as yet unsigned. The different possibilities of the situation included that all planes might get across, that all might fail, or that any one or two would succeed.

Every Eventuality Assured

The contract with Commander Read, which was entered into without delay after the official announcement of his selection, gave absolute insurance that every angle and every eventuality of the flight would be adequately covered. The management of the World could then rest in easy confidence that not only would no other newspaper have better stories, but that none could have any equalling its own in authority.

The outcome of these far-sighted arrangements has already been adequately emphasized by the quality of their returns. The stories, sent back while they were still news and printed in installments in the World, formed in their entirety such an adventure romance of air and sea as had never before seen the light of print. They transcended infinitely in both interest and value the reports of trained newspaper men following the flight because they were the actual experiences and observations of participants in the great adventure, set down while those observations and experiences were fresh in memory.

They touched on innumerable phases of the flights newspaper writers would not have thought of asking about.

Read's Story Will Live Long

Lieut.-Commander Read's narrative of the successful flight of the NC-4 was of particular interest by reason of its fulness and comprehension of what the public wanted to know. His straightforward fact story will live many a day without a rival.

Read's complete story was told in five articles, totaling altogether about 12,000 words. Characteristically, his first came from the Azores, after he had successfully concluded the most difficult part of the task assigned him.

It told of the flight from Trepassey to Horta. Not until later did he relate the discouraging experiences of the NC-4 on the first leg of the cruise, when, storm-bound at Chatham, Mass., it looked as if the other planes would leave Newfoundland before Read's ship could reach there. His well rounded narrative concluded with a description of the flight to Plymouth, England, and observations of great value based on the experiences the writer underwent.

The Flight, Step by Step

Towers and Bellinger each contributed three articles to the history of the flight, following it step by step. Although both met with wreck, they lived up to their agreements to tell their stories, and their straightforward, vivid accounts of misadventure in fog near the Azores will live as permanent contributions to the history of aviation.

The total word count of the printed stories—upward of 20,000—convey an idea of the "never mind the expense" spirit of the World in obtaining these great features. The cable companies did their bit, straining every nerve to expedite the dispatches in the face of great difficulties by reason of pressure of other business.

In this connection it is of interest to note that all of the proceeds of their

journalistic work went to the writers themselves, although the articles were syndicated through the World. The provision that the aviators should reap the financial reward of their stories was written into the contracts by the World.

MADE WAR MATERIAL—THEN USED IT AS AVIATOR IN OVERSEAS SERVICE

Everyone recalls the featuring of the Hamilton watch as the "railroad time-keeper of America" in the early years of the advertising of the Hamilton Watch Company of Lancaster, Pa., and it is interesting to know that many of the most forceful pieces of this kind of copy were written by Robert E. Miller, the present advertising manager, when he was a "green hand" at advertising and just out of college.

When the world war started, Mr. Miller was secretary and general manager of the Hamilton Corporation, a subsidiary of the Hamilton Watch Company, organized for the purpose of constructing time, speed, and distance measuring instruments.

Much of the material turned out by the new corporation was turned over to the War and Navy Departments of the Government and finally Mr. Miller decided that instead of merely manufacturing such instruments for the Government, he would use them, himself, in Government service. So he voluntarily enlisted in the aviation service as a private in June, 1918.

Upon graduation at an aviation school, he received a lieutenant's commission, spent six weeks at an aviation camp in Texas, and went overseas where he was in service for six months in France in the A. E. F. Now he has returned to civil life and his duties in connection with the Hamilton Watch Company and the Hamilton Corporation.

He is 27 years old, is married, and has a son.

ONE DAILY LEFT IN MARSHALL

Evening Chronicle Absorbs News-Statesman—Moses & Son, Publishers

MARSHALL, Mich., June 11.—The Evening Chronicle has absorbed the News-Statesman, the latter being discontinued June 14, leaving the Chronicle the only paper in the field. Six years ago there were three dailies and three weeklies. The Evening Chronicle has just ordered new equipment. H. D. Lansing and D. W. Knickerbocker were publishers of the News-Statesman until the death of the latter a month ago. The Chronicle is published by J. M. Moses & Son. The Chronicle will be represented in the east by Payne, Burns & Smith, Inc., and in the west by G. Logan Payne Co.

N. Y. Globe Opens Chicago Office

The New York Globe has decided to open an office in Chicago, in charge of John Hunter, to represent the paper direct in the matter of foreign advertising. Richard S. Wood has been placed in charge of foreign advertising in the territory east of Buffalo and Pittsburgh, at the same time retaining charge of the Globe's food department.

TEXANS TESTIFY FOR CHICAGO TRIBUNE

Testimony for Defence in Ford Libel Suit Shows Reign of Terror Along Rio Grande at Time Editorial Was Printed

The presentation of the direct testimony of the plaintiff in the libel suit of Henry Ford against the Chicago Tribune, at Mt. Clemens, Mich., was completed June 5, and witnesses for the defense were called on June 6.

Counsel for Mr. Ford made an effort to substantiate charges of bias on the part of the Tribune because of private interests and "pro-German leanings." Mr. Ford's embarkation in the tractor business was assigned as a reason for hostility to him on the part of the International Harvester Company. After hearing testimony along this line, Judge Tucker ruled that the relationship of the McCormicks of the Harvester Company and the McCormicks of the Tribune was so remote that it gave only dubious indications of having affected the policy of the newspaper.

Attorney Weymouth Kirkland, for the Tribune, stated that the witnesses called from their homes on the Texas border would be first heard, as they had made great sacrifices to be present at the trial. He announced that a serial story would be unfolded by these witnesses, showing a state of terror all along the border at the time the Tribune was urging the protection of our citizens by armed intervention.

To Admit Border Testimony

Judge Tucker having ruled that the defense might introduce testimony to show actual conditions along the border, leaving it incumbent upon the Tribune to show that the writer of the famous editorial had such knowledge in a general way at the time the editorial was written, the border witnesses were called to the stand at the Friday session. The first of these witnesses was Mrs. Austin, of Sebastian, Texas, whose husband and son were killed by Mexican raiders on their ranch, thirty miles north of the Rio Grande, on August 6, 1915.

Other border witnesses who have been heard have related stories of terrorism, involving killings of our citizens by bands of Mexican bandits, and of plans for the invasion of the United States by the Villistas. It was proposed to retake Texas, New Mexico and Arizona. Papers and maps had been captured and turned over to our military authorities, and steps taken by them to frustrate raids.

German guns and munitions, seized from Mexicans, were shown in the court. The Tribune attorneys contend that these atrocities forming so black a chapter of American history, could have been avoided had troops been sent to the border in time to control the situation. They contend also that Mr. Ford worked to prevent troops being sent.

At the Tuesday session, Norman Walker, for twelve years an El Paso newspaper man and since 1916 Associated Press correspondent at El Paso, narrated his experiences and observations of border conditions. He told of the killing of many El Paso people by stray bullets at the time Villa captured Juarez from the Federals. Many families removed from the city, which was a danger zone, and business houses were put in a state of armed defense against the possibilities of raids.

ROY W. HOWARD TELLS HOW NEWS OF AMERICA IS RELISHED ABROAD

United Press Executive Saw Desolation in Germany—France and England Are Rapidly Reconstructing—Proper Exchange of Press Intelligence Basic Aid to World Understanding

RETURNING from a three months' European business trip, Roy W. Howard, chief executive of the United Press Associations, tells EDITOR & PUBLISHER that the appetite abroad for American news has tremendously increased and that there is every evidence that American importation of foreign news will continue in the present vast volume after the signing of the peace treaty.

News as an Aid to International Peace

"The intimate relationship of the Allies during the war and the conspicuous part played by America in the struggle has created a popular interest in press intelligence on both sides of the Atlantic which shows no sign of abatement and if cultivated properly by the established news agencies and the newspapers will mean much to give enduring stability to the permanent peace movement," he said. "The cables are overtaxed and there is a strong demand for the partial use of Government wireless to relieve the congestion.

Expanding Service

"The ground work has been laid for an understanding among peoples of all nations which is indispensable to the success of international good will, no matter what form covenants to perpetuate peace may take. Broadly speaking, I believe it is true that the future service of the world press as a fundamental requirement of world understanding, is recognized generally by newspaper men, but it does not yet seem to have taken strong hold with many of the leaders of governments. It is a fact, however, that the war has given the diplomatic world a new vision of the power of the press in all international relations. The most immediate response to this knowledge is the activity of several of the nations to venture into the realm of press agency, with paid representatives issuing propaganda in various forms of publicity.

"The United Press is making important extensions to its European service. Rather than decreasing personnel we have enlarged the foreign staff, in instances doubling the forces. United Press dispatches are now appearing regularly in newspapers of England and France and this foreign use of our service promises to progress rapidly, blazing the trail for American-produced news in Europe, much as the United Press opened the way for this product in South America three years ago.

Miseries of Germany

"While abroad I visited Germany, England and France. Life seems very desolate in Germany. The principal streets of Berlin, once so gay and reckless, now seem as listless and deserted as Broadway of an early Sunday morning. Women and children show the war strain that existed at home. They look thin, often emaciated, and their soberness speaks volumes. Militarism is most certainly crushed in Germany. Once the animating spirit of all classes of people, it is now a thing despised. You see a German soldier slouching on his gun, his cap pulled down over his eyes, his uniform shapeless, puffing a cigarette. Discipline, once his god, has gone out of him, and no one minds.

"Insofar as Government exists, its personnel is made up chiefly of remnants of the Kaiser's old bureaucrats, trying to feign a new philosophy, trying to explain away the dealings of fate, trying to conceal their true motives till the present hurricane of national disappointment, shame and regret has swept by. Germans of intelligence and affairs with whom I talked seemed to feel that the next phase of Government would come through action by the moderate Socialists. I found that capitalists were not averse to a real test of Government by these moderates, whose objects are more national than international and whose scheme is constructive rather than one tending in any way to the bitter radicalism sweeping from the north. But the future of Germany is not to be predicted by any man. On every hand there one finds the opinion that the terms of the peace treaty, if accepted, will leave Germany impotent and futile through two generations at least.

"Industry, except agriculture, is prostrate. One sees great manufacturing plants idle and abandoned. To sustain life the people are in the fields raising crops.

French and English Press

"France is reconstructing somewhat slowly, but the determination of the people to re-establish their fortunes and rebuild their country seems fixed. The newspapers appear to be making headway, gradually increasing in size and, in general, overcoming the retrenchment and embarrassments of war times. Life goes on in Paris much as usual. The center of all interest lies in the peace conference. The political elements are feverish, and great developments are looked for after the signing of the treaty.

"In England I was interested in the rapid growth in importance and popularity of the evening newspapers. They have gained ascendancy in circulation, and they are in many ways the more enterprising and progressive of the newspapers. England is reaching out for trade. She is greatly in need of raw materials. Her transformation to the terms of peace has been rapid. The people appear anxious to clear their minds of memories of war tragedies and resume normal thought and action."

Preparing for Canadian Loan

OTTAWA, Ont., June 10.—Canadian newspapers are beginning to line things up for the coming Peace Loan flotation, which will be made in the autumn. Each of the previous Government loans exceeded its predecessor in advertising lineage, and it is expected that the next one will set up a new high record.

Columbia Honors E. P. Mitchell

Edward Page Mitchell, editor-in-chief of the New York Sun, has been honored by Columbia University with the degree of Litt.D.

ALLISON JOINS RECORD IN FORT WORTH

Popular Southerner Resigns as Publisher of Nashville Tennessean & American to Become Vice-President and Manager of Texas Newspaper

[SPECIAL CORRESPONDENCE]

FORT WORTH, Tex., June 11.—James H. Allison, publisher of the Nashville Tennessean and American and vice-president of the Southern Newspaper Publishers' Association, has come to Fort Worth as vice-president and general manager of the Fort Worth Record.

Mr. Allison is one of the best-known newspapermen of the South. Two



JAMES H. ALLISON.

years ago the publishers of the Fort Worth Record were seeking a man to put the paper on its feet. A proposal was made to Mr. Allison. He declined, and said that the man for the job was W. H. Bagley. Mr. Bagley's services were secured. Today the Record is a financial success; Mr. Bagley owns all of the stock in it, and Mr. Allison now comes in as his partner, the understanding here being that he is to take up one-third ownership.

Comes as Partner

"Jim Allison is coming here as my partner," said Mr. Bagley. "He is among the noblest of men, and there is no more capable newspaper executive in this country. Fort Worth, growing by leaps and bounds, offers him an excellent opportunity, and he will make his service felt for this community. The Record has made a notable business gain during the past year, something over 100 per cent in advertising. Texas is booming as never before."

In a public announcement, Mr. Bagley bespoke for his associate "the same kindly consideration and generous co-operation that has been shown me by the people of Fort Worth and Texas."

Mr. Allison is a native of Ohio. At the age of 12 he was selling papers on the streets of Columbus. A few years later he held a responsible position in the office of the Columbus Dispatch. He became superintendent of newsboys, and was later given a place in the circulation department. Then followed the transfer to the reportorial department, which did not appeal to him, and he returned to the business office of the Dispatch. He then

joined the National Stockman and Farmer at Pittsburg, where he remained until Nov. 1, 1911, when he joined the Nashville Tennessean and American and rose rapidly.

Press Is Untouched By the Strike of Keymen

Leased Wire Operators Not Involved and Special Service Seems Normal During First Day

The nation-wide strike of telegraph operators, which began yesterday, caused no interruption of news service, so far as could be learned, in any part of the country. The Western Union, the Postal Telegraph Company, and the American Telegraph and Telephone Company, and a number of small telegraph companies all accepted messages and delivered them promptly without marking them "subject to delay," and if newspaper editors had not read their own papers, they would not have known twenty-four hours after the strike had begun that a strike was on.

Western Union officials said that only a few of their operators were members of the Commercial Telegraphers' Union of America and that business over their lines would not be materially affected. Issues involved in the strike include the right to organize and bargain collectively, wages and working conditions. Leased wire operators are not involved in the strike, but President Konenkamp, of the Union, said they might be called out to enforce the demands made by the commercial men.

CANADIAN EDITORS KNIGHTED

Generals Morrison and Watson Win Honor for War Services

MONTREAL, June 11.—Another Canadian newspaperman, in the person of Gen. E. W. B. Morrison, has been knighted as a result of the services rendered during the war. Sir E. W. B. Morrison, who went overseas with the first Canadian Contingent in 1914, had been editor of the Ottawa Citizen. He went over as a Colonel, won promotion and decorations and ended up by being in charge of all the Canadian artillery. General Morrison also served through the South African War, where he won medals and promotion. He is the second Canadian newspaper man to be knighted because of his war work; a few days ago, General Watson, of the Quebec Chronicle, was made Sir David.

BIG BOOM IN AUSTRALIA

T. H. Grozier Here to Buy Machinery to Meet Demands

Among the many foreign newspapermen who were in New York this week, many in quest of machinery and equipment supplies, was Thomas H. Grozier, the mechanical superintendent of the Sydney Morning Herald, of Sydney, Australia. He reported a tremendous business revival in Australia, with remarkable prosperity among the newspapers. Advertising, he said, was booming there on about the same scale as in the United States. Mr. Grozier was in the United States to negotiate for the purchase of additional presses for his great newspaper.

Sunday Telegram Five Cents

The New York Sunday Evening Telegram has raised its price from three to five cents a copy.

JOURNALISM IS TORCH OF PROGRESS IN PAN-AMERICANISM

Herbert Houston Urges Formation of Committee Representing Each Country to Stamp Out Propaganda Inimical to Democratic Institutions—Praises U. S. News Services

WASHINGTON, June 6.—The importance of the unrestricted interchange of news and views and of the correct understanding and use of advertising in the future relations between North and South Americas was a subject in the forefront of the program of discussions at the Pan-American Commercial Congress, which closed here yesterday. In particular the address of Herbert S. Houston of New York stressed the necessity for better press and advertising understanding.

He proposed that a committee of journalists, to be made up of two from each country representing the Pan-American Union, be appointed by the Congress, to be known as the Vigilance Committee on Democratic Information, and to serve under the general direction of the Pan-American Union as an agency to detect and to reveal any propaganda that is a menace to democratic institutions and to the peace and prosperity of the republics of North and South America."

Giving Far Greater Breadth of Knowledge

During his address, entitled "Pan-American Journalism as the Torch of Progress," Mr. Houston said:

"The Pan-American press as the great torch of news has recently had its light vastly increased by the enterprise of the Associated Press and the United Press, in enlarging their news service between the continents.

"The importance of this enlarged service is incalculable. It means better understanding and greater friendship. The light bearers who have brought this to pass, Melville Stone of the Associated Press and Roy Howard of the United Press, deserve not merely unstinted thanks, but substantial and generous financial support, for they are building for Pan-American good will the only foundation on which it can survive and grow—that of a common understanding.

Praises "U. P." and "A. P."

"It is now possible, for the first time, to weave between these republics those bonds of knowledge that are sure to become the bonds of peace and enduring friendship.

"In this country great journals like the New York Sun, the New York Herald, the Philadelphia Public Ledger have opened special sections for the presentation of news and feature articles on the Latin-American Republics.

"These more elaborate articles, supplementing the news that is coming daily by cable, are giving to this country a greater breadth of knowledge of the interests, the hopes, the progress of Latin America than we have ever had before. And the journals of South America and of Cuba are even more enterprising, for they are matching our journals by giving even more attention to North American news than we give to South American, and they also carry on in this country and in Europe educational campaigns in regard to their respective countries.

Opinion Hampered in Past

"It is often invidious to mention names, where so many are deserving of praise, but the work being done by the Journal de Commercio of Rio de Janeiro, by La Nacion and La Prensa of Buenos Aires, by El Mercurio of Santiago, and by El Mundo of Havana is deserving of particular notice.

"This recent and great growth in the amount of news circulating between the continents has given fresh importance to the second distinctive service of the press, that of being a torch of opinion. In times past this torch has not always shed a strong, clear light. And the rea-

son has been that opinion has not been based on full and accurate knowledge. Happily this is fast being corrected through the cable and special news services to which reference has been made.

"And it will be still further corrected if insidious propaganda can be checked through a strong committee of journalists operating under the general guidance of the Pan-American Union. That is a means right at hand that can turn on such propaganda a 'pitiless publicity,' both through the torch of news and the torch of opinion.

"In the three-fold power to give light, to each other, it is essential that news and opinion be sufficiently comprehensive to present a well-balanced and accurate picture of the spirit, the activities and the whole broad life of the people dwelling in them. Otherwise the picture is incomplete and, however accurate it may be in some respects, the total impression will lack proportion and focus.

Advertising Important

"In interpreting these two continents through news, opinion and advertising, that is the thesis of this address, there remains to be considered the luminous quality of the torch of advertising.

"In both North and South America, the power of advertising has come to be one of the most potent forces in business. It is being studied and analyzed as never before, to the end that it may perform with the greatest economy and efficiency the work it has to do in the world.

"And a number of deductions from experience have been crystallized into sound practice. For example, it is generally agreed that advertising, like all business, must rest on confidence, and that, therefore, it must be guided and governed by truth. A great international advertising organization has taken form in recent years, called the Associated Advertising Clubs of the World, and the one word, Truth, is its motto and symbol.

"In this country it has been responsible for placing honest advertising laws on the statute books of 35 states, and it has done much to standardize advertising practice.

"For one thing, the journalists of Latin America will learn how seriously the publishers and business men in this country look upon advertising and how jealously they guard its good name. In this connection it would increase both friendship and trade between the continents if the few export manufacturers in the United States who are careless both of their country's reputation and

their own, should be made known to publishers so that they might be denied advertising space in which they could offer their goods for sale.

"The torch of advertising should be lighted with truth, and the publishers of Pan-America owe it to themselves, to their readers and to their countries to see to it that this is done."

Frank B. Noyes, president of the Associated Press, told the Pan-American Conference to-day the exchange of "true ungarbled and unbiased news" between the North and South American continents, now being brought about by the membership of South American newspapers in the organization, would be "more effectual in cultivating and maintaining the relations of friendship and affection that should exist between the two continents of this hemisphere than all propaganda that could be fed out by all the publicity agents that could be put to work.

Making People Know Each Other

"We are making peoples know each other, know each other's habits, know each other's likes and dislikes, virtues and foibles."

A pledge that no expense would be spared to create a cable service between the United States, Central and South America that would be the equal of any in the world was made by John L. Merrill, president of the All-America Cables. Mr. Merrill said that his company had dedicated to the services of the three Americas 20,000 miles of cables and land lines and that extensions now under way or planned would bring the total to 30,000.

The first extension to be completed will be to Uruguay and Brazil. Later one cable will be run from Rio de Janeiro northward.

A. C. Pearson of the Dry Goods Economist, president of the Associated Business Papers, Inc., New York, was a speaker upon "How the Business Press Serves Industry." He said in part:

"The success of the trade between our respective countries will depend on the knowledge we have of the markets and the requirements of our customers, wherever they may be. This information can be obtained primarily by the business press and there is every indication that these publications are thoroughly alive to the responsibility which they owe their industry as well as their country."

MAY START DAILY TRADE PAPER

Said to Be Planned in Chicago for Clothing Industry

CHICAGO, June 10.—It is reported that a group of manufacturers in the women's and children's ready-to-wear clothing field are about to start a daily trade newspaper, to run 12 pages or more, edited under the supervision of a special publication board. More than \$40,000 is said already to have been pledged toward financing the paper, which probably will be published here, although some of the principal backers are New York men. Hitherto the only daily newspaper in this field has been Women's Wear, of New York city.

Picturing Tacoma of Old

"Turning Back Life's Pages for Tacomans" is the title of a feature on the Tacoma Ledger which is now starting on its third month. Pictures of Tacomans, taken in their youth, are reproduced, accompanied by a few lines telling of their ambitions at that time. This feature has created such interest that each day's mail brings forth some picture of a Tacoman, taken from 30 to 50 years ago.

JOHN C. COOK APPOINTED MANAGER JOURNAL OF COMMERCE.

The position of business manager of the New York Journal of Commerce, left vacant by the recent death of Edward Payson Call, has been filled by the appointment of John C. Cook, who assumed his new duties June 9. Since last November, Mr. Cook had been in charge



JOHN C. COOK

of foreign advertising for the New York Herald, Evening Telegram and Paris Herald.

Mr. Cook has been long engaged in executive work for New York daily newspapers, and until 1916 for thirteen years treasurer and business manager of the New York Evening Mail. He retired from daily newspaper work at that time to engage in trade journalism, returning to his old field of activity again, with the Herald, last November.

After "breaking in" on the Philadelphia Press, Mr. Cook came to New York in the early nineties and was for a time advertising manager for John Wanamaker. From that he became advertising manager of the New York Evening Post, when the late E. P. Call was its business manager. Several years later he became business manager of the Evening Mail, with which he remained until the paper passed to the ownership of Dr. E. A. Rumely.

For a number of years Mr. Cook was chairman of banquet committees at A. N. P. A. conventions, some of the best dinners in the history of the organization having been arranged under his direction.

FIRST AD AGENCY IN WICHITA

A. B. Russell Leaving Colorado Springs to Enter Own Business

WICHITA, Kan., June 10.—Allen B. Russell for several years manager of the copy and service departments of the Fawcett Advertising Agency of Colorado Springs, will leave his present connections July 1 to establish the Russell Advertising Agency at Wichita.

It will be the endeavor of this new agency to develop national and semi-national advertising in this field, from which already, several quite large and prominent accounts originate. Mr. Russell has had in addition to his agency work a wide mercantile and department store experience.

FOUR ARMY ADS OUT TO 200 NEWSPAPERS

Good Copy but Promoters Resort to Press Agency and Assume Usual Pose of "Publicity Experts," Discrediting Fine Enterprise

Four pieces of copy are out in the U. S. Army advertising campaign for recruits.

This campaign, which is limited to the two last weeks in June, is the direct result of the revelation by EDITOR & PUBLISHER of an existing enabling statute, as published in this journal on April 10.

As confusion exists in advertising circles as to the origin of this newspaper advertising campaign, in the name of accuracy it may be well to state that the Morale Section of the Army originally figured on a poster campaign, with \$50,000 appropriation for such printing in New York, and that this schedule was suspended when the enabling statute was pointed out, and high army officials were appraised of the plan to advertise without consideration of the newspapers.

The four pieces of advertising, which are being placed exclusively by Frank Seaman, Inc., are to appear in all English language daily newspapers in cities where recruiting stations are located. There are more than 200 such newspapers in 56 cities. The schedule shows two full pages and two pieces of 1,100 lines.

What Ads Are Like

The first advertisement, scheduled for the week of June 15, is a full-page displaying the line, "50,000 Men Wanted for Immediate Service in France and on the Rhine." The terms and conditions of enlistment are made plain and the advertisement is linked up with the local recruiting offices.

The second advertisement, scheduled also for the week of the 15th, is 1,100 lines, and shows a drawing of Uncle Sam pointing the prospective recruit to the land of opportunity for service overseas, and says: "Serve on the Rhine—NOW, in the A. E. F." The terms are particularized. The seal of the War Department is shown.

The same size appears in the advertisement scheduled for the week of June 22. This plays up "good pay," "foreign service" and "free education."

The fourth advertisement, also to be run during the week of June 22, is a full page and gives "ten of the many reasons why the United States Army is your opportunity." This is lively copy.

The advertisements are fairly well prepared and should pull.

Sad Press Agenting

Rather pathetically, to those who stick by ethical standards in season and out, those promoting this Government advertising campaign could not resist the temptation to do a press agenting job along with it, assuming as usual that newspaper editors have to be stirred to action by the "publicity expert," and also that a dollar spent in space advertising means several additional dollars in value through free reading notices. Assuming, also, forsooth, that this attractive advertising could not be depended upon to yield its natural result.

So, along with the advertising, goes one of those dismal "campaign bulletins," intended to show editors just what to print in news columns, cartoons, signed statements and, oh, to be sure, editorial columns. The reading notices are laid out for numerical release. Elsie

Janis among others is interviewed on "the Army as a Steady Job." Some of the recent public writings of Secretary of War Baker, obviously without his consent, are reproduced in near-signed statement style. Just had to do all of these things, even to the old familiar set of instructions as to the best way to treat a newspaper reporter to get space out of him.

Barring this pathetic little device for double or triple measure per line the campaign looks favorable, the only fellow seeming to tremble for its success being the "campaigner" who is telling editors just how to act to make the thing go. No one in the news business has really missed the importance of a nation-wide army recruiting campaign, city editors have it on their schedules for the month everywhere, advertising men know that there is a real responsibility behind this first big venture of the Government in space advertising, and editorial writers might reasonably be expected to be moved to discuss the matter, unless scared off by the canned editorials which are being sent out by the press agents, unmindful of the indignity of the operation.

For Goodness' Sake

This little "flier" in Government advertising in newspapers, to cost Uncle Sam \$186,000, appears to be looked upon by some of the advertising men concerned as an experiment of rather fearful portent. That is, they are urging the newspapers to for-goodness-sake get behind and push so no Government official may ever say that Uncle Sam didn't get his money's worth and so that future campaigns may flow.

The ordinary cost of recruiting a soldier for the U. S. Army, as regards advertising, has been between \$18 and \$19 per recruit. If the present campaign brought in only 10,000 or 12,000 men, on the ordinary army routine, Uncle Sam would not be out of pocket. But, as a matter of fact, efficient newspaper advertising, unsupported by press agency, may be expected to yield a result many times more economical than the poster and card methods of the past. If anyone has promised the War Department the moon now is a good time to mention the fact that the moon is not within reach of even newspaper advertising.

It is true that the time set for the campaign is very short, and there is some wonder why this is so, there being no crucial reason apparent.

Newspaper advertising for this Government purpose will deliver as usual, if army officers at recruiting stations are on their toes to take advantage of the "business," and editorial men will see and print whatever news there is in it, also as usual.

It is not reasonable that the War Department or any Government official expects two dollars in value for one dollar spent.

Appleget Speaks to Soldiers

SAN ANTONIO, Tex., June 10.—That the war could not have been won without the assistance of the newspapers of the United States, was the declaration of Fred B. Appleget, newly appointed associate executive secretary of the Southern Department of the Army Y. M. C. A., in a recent address to the soldiers in Camp Travis.

Munro Rejoins Toronto Globe

TORONTO, June 9.—Ross Munro, recently managing editor of the Ottawa Journal, has rejoined the staff of the Toronto Globe as associate news editor.

NEWSPAPER SERVICE EARNS DIVIDENDS

Western Advertising Manager Tells How His Paper Cooperates with Local Merchants in Many Ways and Advises Copy Changes

PORTLAND, Ore., June 10.—In his address to the members of the Pacific Coast Advertising Managers' Association, G. W. Roche, advertising manager of the Spokane Chronicle, and connected with that newspaper continuously for twenty-four years, re-



G. W. ROCHE

counted the basic principles of newspaper service to advertisers and readers.

Mr. Roche contended that newspaper service should be rendered for three reasons, namely: Because it pays; for love of the work and from the standpoint of duty.

He believes that the department stores set the pace for newspaper service, through furnishing to their customers rest rooms, tea rooms, play rooms, checking rooms, nurseries, etc., all calculated to make shopping pleasant and convenient.

Fifteen years ago, he says, the Chronicle began furnishing its advertisers with full-page dummy sheets for lay outs, ruled off in single column spaces with samples of type sizes at the sides and tables showing how many letters it would take to make a single column line in a certain point of type, also how many of these lines would make an inch. Copy paper of suitable size for use of linotype operators was furnished to advertisers, with the request that they write only the body of the ad on this paper, preserving the dummy sheet for the display scheme of the ad writer. The plan was a success from the start.

The Chronicle, he says, find that it pays to furnish advertisers with free cuts, as these add to the pulling power of the copy.

The advertising staff of this newspaper holds meetings every morning at half past seven to devise way and means for serving the trade better during the day. Here the advertising troubles of the merchants are threshed out and suggestions developed for helping them to get maximum results.

Mr. Roche regulates the position to be given to ads by the order in which copy is received—and, naturally, there is a keen competition between merchants to get in early copy. Often such copy is in hand many days in advance of the date of its insertion.

The merchants of Spokane co-operate with the newspaper men in support of the Better Business Bureau, working always to eliminate undesirable advertising. "Fly by night" advertisers are under the ban. All local papers refuse advertising mentioning trading stamps and also put premiums under the ban. Local newspapers fight the mail-order houses, advocating the buying of home products. Free advance notices of amusements are cut down to the vanishing point.

"The same ad should never run twice," says Mr. Roche. "Advertising should be just as fresh and interesting as news matter. The people buy a paper just as much for the ads as for the news matter."

BENNETT REAL ESTATE BRINGS \$1,786,900

472 Lots, Sold at Public Auction After Big Advertising Campaign, Average \$3,770 Each—To Build Home for Newspapermen

Four hundred and seventy-two lots of the James Gordon Bennett estate, in the Washington Heights district of Manhattan, were sold at auction in New York on Tuesday, and realized a total of \$1,786,900. The average price obtained was \$3,770 per lot. The sale represented the most important auction of real estate in the history of the city, and continued for seven hours at the Vesey street auction room.

The property has been in possession of the Bennett family for a long period. It had been held as practically unimproved real estate in spite of the great boom in apartment house building in that section, serving as a barrier to the extension of the building movement above 181st street on the West Side of Manhattan.

The sale had been authorized by Rodman Wanamaker and the Guaranty Trust Company, executors of the Bennett will, in order that the provisions of the will might be carried into effect. It will be recalled that Mr. Bennett provided for the establishment and maintenance of a home for New York newspapermen, to be known as the James Gordon Bennett Home. The early realization of this plan is now possible. No announcement has been made as to the proposed location of the institution.

Joseph P. Day, the auctioneer, whose striking advertising campaign in advance of the sale attracted much favorable comment, announced that certain public-spirited citizens had raised sufficient money with which to make the initial payment required for the purchase of the site of Fort Washington, the scene of one of the battles of the American Revolution. It is proposed that a suitable memorial shall be erected on this site.

Services for E. P. Call

Many friends and newspaper associates attended a memorial service for Edward Payson Call Sunday morning in the New Church, New York City. Mr. Call, who died May 9 last at his home in Larchmont, N. Y., was a trustee of the New Church for twenty years. The Rev. Julian K. Smyth, the pastor, preached a sermon on "The Land of the Living," in which he referred to Mr. Call in affectionate terms.

Hopkins Leaves Printer's Ink

J. M. Hopkins has resigned as general manager of Printer's Ink, New York. He has not announced his future plans.

WANTS PAPER CONTROL LIFTED AT ONCE

Canadian Stock Selling Corporation Wonders That "Government Should Continue Playing Into Hands of American Consumers"

OTTAWA, Ont., June 10.—An interesting commentary on the pulp and paper industry is provided by a recently issued circular of the Royal Securities Corporation, which is handling new issues by several producers of news print and other grades of paper.

The circular complains about the continuance of the Government order requiring paper manufacturers to sell their product at the price fixed by the Paper Commissioner, and expresses wonderment that the Canadian Government "continues to play into the hands of American consumers" by failing to cancel the orders at once. The circular insinuates that a few powerful Canadian newspapers influence the Government in such a way as to prevent the cancellation the corporation desires.

Charges Development Hindered

The circular goes on to set forth that: "Whatever may be the final action of the Government in the matter, certain it is that the policy of restriction is, and always has been, diametrically opposed to the economic interests of this country. There is no export industry in Canada which could be more rapidly and profitably developed, if allowed a natural market price, than that of the pulpwood and news print paper. Many pulpwood propositions which are not now attractive to manufacturers would become so under such conditions."

The extent to which the industry has "suffered" as a result of price fixation is shown by a study of various tables, presenting a glad picture of the great development of the paper-making industry since the war began. To quote the circular itself, they "show more convincingly than mere words could do the expansion now well under way in the pulp and paper industries." One of these tables shows what happened during the first two years of Government regulation, which may be summarized as follows:

Expansion During War

Capital invested in the industry increased 39.9 per cent. in the two-year period ended 1917; the value of total production increased 138.7 per cent.; the number of employees increased 50 per cent., and the salary and wage rolls increased 94.5 per cent. There was an increase of three in the number of mills.

Official figures on the industry are not available for a later period, but export figures indicate that the increases shown above have since been pretty well maintained.

Newspapers of Canada use only about one-tenth of the paper produced by Canadian mills, nine-tenths being sold abroad—chiefly in the United States.

SUBMITS RATE CARD

Quincy Journal Declines to Run Government Advertising as News.

The Quincy (Ill.) Journal, in response to a request from the local Civil Service Commissioner for the publication of a Government advertisement as news matter, reminded the commissioner that the war is over, "and as the newspapers have been supporting the Government all along we feel that we are entitled to have pay for such advertising as help wanted. We should be pleased to insert the copy at our regular rate."

P. A. Speer, advertising manager of

the Journal, is of the opinion that the publishers of the country, by declining to run Government advertising without pay, may bring to the officials at Washington a sense of the need of a paid advertising policy.

Pacific Papers Raise Prices on Sundays to 10 Cents

San Francisco and Los Angeles Publishers Find That Five-Cent Price Load Is Too Heavy

[BY TELEGRAPH TO EDITOR & PUBLISHER]

SAN FRANCISCO, Cal., June 11.—Beginning June 15, the retail price of the Sunday Chronicle and Examiner, of this city, the Oakland Tribune, the Los Angeles Times and the Los Angeles Examiner will be raised to 10 cents a copy. In a statement to EDITOR & PUBLISHER today, the management of the Chronicle said:

"The increased cost of every material that enters into the production of a metropolitan newspaper finally has made it impossible to maintain the 5-cent price for big Sunday productions. Newspaper readers have become accustomed to a Sunday issue that surpasses even the 25-cent magazines in entertaining and instructive features.

"Publishers have continued to provide this service at a steadily increased loss. The actual cost of the white paper alone has been in excess of the price to the purchaser. The hope that cost prices in the production of newspapers might recede has not been realized. The load has become too heavy, and it is necessary to make this advance now in order to maintain quality and volume and reduce the publishing loss to a reasonable minimum.

"The papers want it distinctly understood that in making the price 10 cents for the Sunday paper there is no increase in the monthly subscription price for daily papers, which are now delivered to regular subscribers and which also include the large and expensive Sunday editions. This price of 10 cents a copy is only for single copies of Sunday papers bought from newsboys, or at the newsstands, or Sunday editions alone delivered by carriers."

7 to 10 Cent Jump in Los Angeles

LOS ANGELES, June 11.—The Times and Examiner announce, beginning June 15, retail prices of Sunday editions will be raised from seven to 10 cents. The 10-cent retail price, however, has been in effect for some time past outside of Los Angeles and territory in radius of 10 miles of city. Monthly subscription price for delivery to homes on daily and Sunday will continue in Los Angeles at 85 cents a month. Sunday issues only, delivered by carriers, will be 40 cents a month. The Express does not issue a Sunday paper.

Designs Advertising Trade Work

MILWAUKEE, June 10.—An insignia designed from a suggestion by A. B. Cargill, advertising manager of the Milwaukee Sentinel, has been adopted as the trademark of the Milwaukee Tire Dealers' Association. It will be used in a newspaper advertising campaign, which will be waged for the purpose of combatting misrepresentation, urging people to patronize certified dealers only.

Haggood Arrives in Denmark

Norman Haggood, new American minister to Denmark, arrived in Copenhagen, June 7, to take up his official duties. He was cordially received by the Danish press.

CONCEALED HIS IGNORANCE UNTIL HE MADE GOOD— NOW AD MANAGER

W. N. Bayless was not always advertising manager of the Conklin Pen Manufacturing Company of Toledo, O., although he has been for ten years past—long enough to grow into the fabric of the institution. It wasn't so very long



W. N. BAYLESS.

ago, as time is estimated, nowadays, that he was clerk for a railway supply house in St. Louis and referred to his salary—or rather, wages—he then received, as a "weekly insult."

"I was kicked into the advertising business by fate," he confides. "By that, I don't mean that I was dragged into the halter with my front feet stuck out and my ears laid back. I merely answered a 'want ad' for a man to assist the president of the American Bed Company in St. Louis and found I was expected to take charge of a recently organized advertising department.

"I was so green that when the president asked me to have a zinc etching made of a line drawing, I didn't know what a zinc etching was. But I didn't let him know that. I asked someone who knew and had the etching made."

Later, Mr. Bayless went into the printing business, learned to "stick" type and run a press, and then to sell printing as a city salesman. He next went with the old advertising agency of Brownell & Humphrey, Detroit, then with another Detroit agency, the O. J. Mulford Company, and finally with the Conklin Pen Manufacturing Company, as assistant advertising manager.

A year later he succeeded to the position of advertising manager.

New Dress for Weekly

MONTREAL, June 10.—Beginning this month the Family Herald and Weekly Star of Montreal, Que., is appearing just half of the old size, while the number of pages has been doubled. This change will give this Canadian weekly somewhat of a magazine appearance, and is calculated to permit of a more attractive treatment than was possible in the newspaper form.

Appealing to Chinese Business Men

The New York Evening Mail is sending to owners of Chinese restaurants a circular printed in Chinese, in connection with the development of the special page of advertising which that paper carries of Chinese eating places. It is an unusual advertising stunt.

BONUS PLAN SUCCEEDS IN NEW ORLEANS

The Item Provides Automatic Increase of Earnings Monthly for Members of Display Department Who Show Gains in Business Secured

The New Orleans Item inaugurated, about three months ago, the bonus plan in connection with the development of local display advertising. A. G. Newmyer, associate publisher, reports that it is working out finely. He gives credit to Walter Bryan, of the Atlanta Georgian, for the inception of the plan as now in use on the Item.

Each month bonuses are paid to members of the display advertising staff under the following conditions:

The Item pays into a central fund the sum of \$50 for every 1,000 inches gained in local display. As more than 50 per cent of the local display business is created by the management, together with the copy staff, 40 per cent of the central fund is distributed to the executive department, including the local advertising manager, foreign advertising manager, copy department and promotion department. Sixty per cent is divided among the sales organization of the display department, each solicitor filing a daily statement of the number of inches of business he had in the paper of the day previous to the report. The daily report is displayed on a blackboard. At the end of the month the volume of gain is computed and the amounts of bonuses to individuals determined.

It is the aim of the management to thus automatically increase the remuneration of those earning it.

William H. Henry Dead

William Hamilton Henry, 73 years old, one-time superintendent and business manager of The New York Herald, having arrived at that position after 25 years' service, died Tuesday night at his home in the Bronx. Mr. Henry entered the newspaper business in the advertising department when a young man, and served under the personal direction of James Gordon Bennett until about thirty years ago, when he became connected with the World, later taking up work on the Rider and Driver. He soon left these publications and entered the mining business in New Mexico. The last few years he had been in retirement in New York owing to his advanced years. He was a member of the Sons of the American Revolution.

Milwaukee Staff Changes

MILWAUKEE, June 10.—Robert Knoff, head of the Journal's copy desk, has taken the state desk, and F. R. Green, make-up editor, has succeeded him. Joseph Dorney, who had been on the copy desk of the Wisconsin-News, is now on the Journal copy desk. William G. Schroeder has received his discharge from the Army, and has returned to the reportorial staff of the Journal. J. Lynn Fredenburg, who has been a reporter for the Wisconsin-News, has gone into the advertising and publicity business as an associate of J. E. Moriarity, former newspaperman.

G. W. Ford Starts Agency

ATLANTA, Ga., June 7.—The George W. Ford Company has been organized here, to conduct an advertising agency business, by George W. Ford, A. M. Waples and J. L. Williams. Mr. Ford was at one time with the Jefferson Thomas Advertising Service, Jacksonville.

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

U. S. ARMY PAYS FOR ADVERTISING

Part Played by A. N. A. in Bringing Change of Policy

IT was the Association of National Advertisers that took the first step to bring the Division of Advertising of the United States Committee on Public Information into being. The immediate reason for the step was to come to the aid of government departments as all good men and true must do in cases of national emergency.

The United States was at war and the purposes of its entry into the war, as well as information about the activities of the various sections of the administration, had to be made known to the American public.

Although it was an objectionable thing for the A. N. A. to do, owing to its uneconomic character, the association asked for and obtained hundreds of thousands of dollars of advertising space from its members for the use of the government gratis.

A subsidiary reason for the step taken was a hope that a demonstration on a large scale of what advertising would do in public affairs would teach the political, administrative and official mind that the government of a democratic government is very difficult to run without information being conveyed to the people, not merely in the form of press notices, but paid advertising.

As has been said on this page before, an uninformed democracy is not a democracy at all.

There was also the hope that the political mind would learn so much about this economic factor in the conduct of the national life and of commerce that it would cease its attacks on this form of business, the immediate form of the attacks being in taxing the means by which business was promoted.

The A. N. A. builded even better than it knew. Government departments almost literally began to shout for advertising service and opportunity, and the signing of the armistice did not bring a cessation to the shouting.

The A. N. A. office has been simply bombarded since November last by requests for more free advertising space and for what is generally and usually called co-operation.

Now, in the determination of the

United States Army, through its Recruiting Publicity Bureau, real money is to be spent in the recruiting of men for the army. Large space is being used in all the newspapers in 57 cities in recruiting territories, and the A. N. A. is doing all it can to give the Recruiting Publicity Bureau real co-operation. After fathering the Division of Advertising, the association can scarcely refuse to interest itself in the welfare of the first legitimate child, the paid advertising campaign of the United States Army.

I like to think, even if I run the danger of being accused of self-conceit, that it is probable that if the A. N. A. had not taken the initial step to bring about the appointment of the Division of Advertising, the United States Army would not now be paying a large sum of money for advertising a recruiting campaign, and the newspapers would not have the satisfaction that, of course, they all feel—outside, of course, the 57 cities in which the advertising will be carried on.

"PENNY WISE—POUND FOOLISH"

THIS is an English saying that is universally true, and the A. N. A. from time to time runs across illustrations of the saying.

Stories could be told that would make men wonder why any big company should decline to take membership in the association and lose, as a result, the large sums of money they do.

Here is one of these stories: some time ago a form of the collectivist idea in the merchandising of goods came to light in a corporation which conceived a plan on the basis of which a considerable number of national advertisers would be able to advertise their goods collectively instead of individually.

The cost to each advertiser was to be \$5,000. The proposition was fundamentally unsound.

The Creator made men in units, not in masses, and they will have to work in units until the end of time, only co-operating in matters that admit of collective action and do not destroy individual initiative and enterprise.

The A. N. A. office was quickly informed of the proposition, and a number of inquiries about it from the members were received. The report that was made prevented about 20 concerns from

making contracts. In other words, 20 concerns saved \$100,000.

There was one concern, however, which, apparently, has never thought that an A. N. A. membership could be profitable. The aforesaid proposition "blew up" as was inevitable. This concern had made a contract with it, and it lost its \$5,000. No firm that had an A. N. A. membership suffered loss.

QUESTIONS FOR PUBLISHERS

FOR some time the A. N. A. office has had in preparation a list of questions to be sent to newspaper publishers. There has been consultation with representative newspaper men and the questions are just about in their final form as follows:

Have you a Service Department?
What is your Service Department prepared to do?
What is the approximate number of wage earners or salaried employees in your city or town?
What is their average salary per day, or per week?

What was the total of paid lineage advertising your publication carried in 1918 and 1917?

Total local advertising?
Total foreign advertising?
How many lines of classified advertising did your publication carry during the year?

What is the approximate number of motor cars and trucks in your city?
Cars Trucks

Give number of the following classes of stores:

Drug Barbers
Grocery Men's clothing
Hardware Automobile and sup-
Jewelry plies
Shoe Confectionery
Department Garages
Dry Goods Photographers
Stationers

Net paid daily average circulation compiled for the months of the year.

Can you furnish analysis covering merchandising possibilities of your locality along specific lines, if requested?

What is the present population of your city?

Give approximate number of families in your city?

What proportion of the population is foreign born, and which nationalities

predominate in that proportion?

Give the total number of population owning their own homes in your city?

What are the prospects of future building activity?

What is the value of the total output of your city's manufactured products?

Give names of the principal industries.
Number of employees in each industry.

How many savings banks in your city?
How many state banks?

What is the average savings bank account per capita in your city?

In the course of the next week the questions will be printed and issued to newspapers all over the country, and if any publisher has anything to suggest as to the form of any question, as to amendments or additions, the A. N. A. office would be glad to hear from him promptly.

A. N. A. PHILADELPHIA CHAPTER

A MEETING of this chapter was held on Tuesday, June 3. Thirty-two members and visitors were present. W. E. Blodgett, advertising manager of the Autocar Company, was appointed on the executive committee of the chapter as successor to Mr. Whittemore, who has recently resigned from this company.

There was a discussion of various phases of the recent semi-annual meeting of the A. N. A. at Cleveland, Messrs. Lord, Dawson, Truslow, Blodgett, Rutter, Atchinson and Berwald, all of whom were present at the convention, speaking on various features.

Meetings of the chapter will not be held during the summer. The next meeting will be on the first Tuesday in October.

THE officers of the Detroit Chapter of the A. N. A. are W. H. Marsh, of the Burroughs Adding Machine Co., president; F. N. Sim, of Timken-Detroit Axle Company, secretary.

In Pittsburgh, the chapter officers are F. S. Montgomery, of the National Metal Molding Company, president; W. L. Schaeffer, of the National Tube Company, secretary.

WILSON & CO., Chicago, have appointed James A. Robertson to serve as the accredited representative in the A. N. A.

Laundry Men at Last See Peril of Washing Machines

Turning to Advertising in Effort to Get Housewives to Continue Patronizing Their Establishments

ST. LOUIS, June 9.—Advertising to combat the efforts being made by the manufacturers of electrical appliances for washing in the homes was urged by several speakers at the annual convention of the Missouri Laundry Owners Association.

W. E. Fitch, La Salle, Ill., manager of the National Laundry Owners Association, pointed out that the American Laundry Machinery Company will place a national advertisement shortly

urging the housewife to send her clothes to the laundry and he recommended that laundry owners follow this up with strong and liberal advertising in their local newspapers.

Hollis E. Suits, St. Louis, secretary of the Missouri Association, also urged the members of his organization, to use liberal space.

A. P. Goldrick, of the Grand Laundry, St. Louis, who has had considerable success in newspaper advertising, declared that constant, consistent newspaper advertising would prove the greatest factor in combatting the washing-machine competition.

HUGH AMICK HAS RESIGNED FROM THE Kansas City Journal copy desk to become editor of Okmulgee Times.

WARRING ON FAKE STOCKS

N. Y. District Attorney Warns Newspapers Against Fraudulent Advertising

District Attorney Swann of New York has expressed himself as "very much pleased" with the action of city newspapers that have refused to accept advertisements of uncertified oil companies. In a statement just issued he says: "It is the duty of a newspaper to make an investigation of the companies whose stocks it advertises.

"The advertisement of these fake companies may be detected by any intelligent person, and there is no excuse for a reputable newspaper to publish any of them. The papers are very fond of suggesting to their readers that whatever they see in their prints is so, and

many unthinking readers cannot differentiate between the various columns of a newspaper."

Bakers Favor Advertising

St. Louis, June 9.—The Trans-Mississippi Master Bakers Association, in session here last week, adopted resolutions expressing the belief that a great good would be accomplished and "splendid results obtained from well-planned and well-executed campaigns of advertising in national advertising mediums to increase the consumption of bakers' bread." G. L. Jordan of Topeka, Kansas, is president.

The Pensacola Journal issued a 72-page edition to celebrate its 20th anniversary.

BRIEFS

XI CHAPTER OF THETA SIGMA PHI, national journalistic fraternity, has been established at the University of Texas.

TWENTY-SIXTH ANNUAL CONVENTION of Texas Women's Press Association retained officers for another year. Next meeting place will be selected by executive committee in December.

DANIEL L. RYAN, FORMER NEWSPAPER man, has been appointed a deputy transit construction commissioner for New York State.

MAYOR HYLAN OF NEW YORK complains about the inclination of newspapers to print news about crimes. Young criminals, arrested as "stick-up" men, had admitted to the police authorities, the Mayor says, that they had read of such doings in the newspapers and thought they would go and do likewise.

NEW YORK LEAGUE OF AD WOMEN will close season on evening of June 27 with "indoor frolic" at Advertising Club.

J. L. FREDENBURG, FORMERLY CITY editor of Milwaukee Sentinel and Evening Wisconsin, is now telegraph editor of St. Paul Dispatch.

W. W. JUDD HAS BEEN TRANSFERRED from the copy desk of St. Paul Dispatch to the telegraph editorship of the Pioneer Press in place of John Cowan, resigned.

J. J. AHM, CITY EDITOR OF THE ST. Paul Daily News, went to Camp Dodge to take part in the demobilization of the 350th Infantry in which he was a major.

L. L. PERRIN, FORMERLY TELEGRAPH editor, is now news editor of St. Paul Dispatch, succeeding A. H. Cook, new Sunday editor of the Pioneer Press.

FRANK WING NOW HAS A DAILY Illustrated feature in the St. Paul Dispatch as well as the Sunday Pioneer Press.

WILLIAM MOON, STAFF REPORTER, filled nearly a page of the St. Paul Sunday Pioneer Press with his observation and experiences on an "anti-U" boat, whereon he helped man the guns.

A. WARD HAIGHT, 74 YEARS OLD, AT one time he was circulation manager of the old Syracuse (N. Y.) Courier, has disappeared mysteriously.

CREIGHTON HILL, FORMER BOSTON newspaper man, and Miss Vera Walker of Dorchester, Mass., have been married.

JOHN W. WRIGHT, JR., HAS BEEN elected chairman, and Edwin V. Hale, Jr., business manager of the Yale Daily News.

WALTER O. MARQUISS HAS RESIGNED from Quincy (Ill.) Journal staff to become city editor of Gary (Ind.) Post.

TOLEDO (OHIO) TIMES HAS APPOINTED Howland & Howland, New York, to represent it in Eastern advertising field.

COLLINS, KIRK, INC., CHICAGO, HAS been organized by George R. Collins and Wallace F. Kirk, succeeding George Robb Collins Advertising Agency. Clifford Bleyer is a new staff addition.

ANNUAL TOURNAMENT OF NEW YORK Newspaper Golf Club will be held at Englewood Country Club June 16-23.

AMERICAN LEGION WEEKLY WILL Appear in New York on July 4 as official paper of European War veterans. Headquarters will be at 19 West 44th street.

L. L. LUCAS HAS SOLD TARPON Springs (Fla.) Evening Leader, and it has been discontinued as a daily.

EXECUTIVE COMMITTEE A. A. C. W. has voted to raise annual dues of members-at-large from \$5 to \$10.

ORVILLE WELSH, FORMER CLEVELAND

newspaper man, has returned from overseas service.

AMHERST (OHIO) NEWS AND TIMES have been consolidated under name of News-Times, E. A. Little being editor and manager, and H. B. Hurst assistant manager.

BURTON L. SMITH, FORMER OWNER of the Van Wert (Ohio) Times and former city editor of the Toledo Times, has become State editor of the Los Angeles Times.

PULFORD NEWS SERVICE HAS BEEN formed at Toledo, Ohio, with George Pulford as manager, to cover assignments anywhere in northwestern Ohio for outside newspapers.

R. H. SOMMER, FORMERLY STAFF cartoonist for Seattle Post-Intelligencer, has opened an art studio at 21 East Van Buren street, Chicago.

SERGEANT FRANK KUCERA HAS REJOINED advertising staff of the Fairchild publications, Chicago.

HERR LEVINE, EDITOR OF RED FLAG, Munich, and Bavarian revolutionary leader, has been sentenced to death.

REPORTS SAY THAT VANCOUVER (B. C.) newspapers will suspend publication rather than submit to censorship strikers threaten to impose upon them.

FOR THE GRADUATION EXERCISES of Columbia University just held, Talcott Williams, dean of the Pulitzer School of Journalism, marshalled forward twenty-seven future reporters, nine of them potential sob sisters.

VERNE ROWELL, FROM THE LONDON (Ont.) Free Press, is now on the local staff of the Ottawa Citizen.

PROVIDENCE (R. I.) TYPOGRAPHICAL Union has elected John J. Murphy president.

IOWA PRESS AND AUTHORS CLUB, DES Moines, has issued a bulletin to introduce its new officers, headed by Mrs. Lewis Worthington Smith. Capt. James Norman Hall is honorary president.

MAJ.-GEN. WILLIAM G. HAAN, WHO commanded most Wisconsin troops who saw service at the front, was the guest of honor at a luncheon of the Milwaukee Press club recently.

NEWLY FORMED BRIDGEPORT (CONN.) Press club will meet to-day to adopt constitution and by-laws.

DES MOINES EVENING TRIBUNE is organizing "Committee of 100" to cooperate with police in curbing reckless automobile driving. Its office is also a distributing branch for traffic rules, issued in pamphlet form.

IOWA FARMER, DES MOINES, IS appearing in new dress and new form—32 pages, with attractive cover in red and black.

MRS. C. H. JOHNSON AND MISS LAURA Thomann have sold the Algona (Ia.) North Kossuth Record to J. Gus Thaves. Thaves Brothers formerly owned the paper.

R. S. SHERWOOD HAS PURCHASED DES Moines Valley News from Hal Rogers. Mr. Sherwood formerly published Burt (Ia.) Monitor and Algona Courier.

MEMBERS OF FLUSHING (N. Y.) United Association may raise a city advertising fund, each contributing fifty cents a week, on suggestion of William C. Freeman in a recent lecture. Plan involves daily use of both Flushing newspapers.

COOS COUNTY GRAND JURY HAS returned a "not true" bill in case of M. C. Maloney, editor Marshfield (Ore.) Times, charged with criminal libel by Archie Philip, county commissioner.

PORTLAND (ORE.) NEWSPAPER MEN ARE co-operating in an aggressive "Own-Your-Home" campaign under way in this city.

WOMEN STUDENTS OF UNIVERSITY OF Wisconsin observed 25th anniversary of admission of women to institution by

publishing an edition of student newspaper, the Daily Cardinal.

GEORGE B. NORTON, WHO FORMERLY WAS on the editorial staff of the Milwaukee Sentinel, has been made a major.

HAMILTON KAUTZMAN, EDITOR COLUMBIA Herald, St. Helens, Ore., who pleaded guilty to sending obscene matter through mails and to criminal libel, and was sentenced to 18 months' imprisonment, has been paroled.

WILLIAM H. WHEELER, LATE OF THE Eugene (Ore.) Morning Register, has leased Brownsville (Ore.) Times from F. M. Brown.

COLIN V. DYMENT, HEAD OF DEPARTMENT of journalism at University of Washington, has resigned to become director of extension division at University of Oregon, with offices in Portland.

W. W. ROWLAND ("BROWNIE"), AUTOMOBILE editor of Milwaukee Journal, is making a 5,000-mile trip through Wisconsin, inspecting systems of state highways.

MILWAUKEE PRESS CLUB RECENTLY brought Capt. Eddie Rickenbacker, aviator "ace," to that city to make an address.

PLANS ARE ANNOUNCED BY WESTERN Union Telegraph Company and Western Telegraph Company of Great Britain for early laying of new 3,200-mile cable from Miami, Fla., to South America.

THORNTON L. SMITH HAS RESIGNED as "A. P." correspondent at Dallas. Melvin M. Oppeward, of Chicago, succeeds him.

WILLIAM M. SCHOFIELD HAS RESIGNED as mayor to devote his time to Lockhart (Tex.) Post-Register, of which he is editor and publisher.

ALVIN E. JONES IS NOW HOUSTON correspondent for Galveston-Dallas News, succeeding W. E. Green.

CHARLES A. SLOAN HAS BEEN officially accredited by War Department as press representative to accompany Love Field Recruiting Squadron on flight from Dallas to Boston.

GEORGE H. CLEMENTS, VETERAN newspaper man and publicity director for the Chamber of Commerce of Chihuahua, Mexico, visited Texas last week.

DALLAS (TEX.) ADVERTISING LEAGUE is taking lead in South for truth in advertising, according to the annual report of J. Howard Payne, president.

BARNARD GRUENSTEIN, WHO HAS charge of publicity for Centenary drive of Methodist Episcopal Church, South, in the Southwestern district, has returned to St. Louis as editor and manager of organ of St. Louis Street Railways.

OKLAHOMA NEWSPAPER PUBLISHERS and job printers and State Board of Affairs have revised schedule of prices for state printing with an advance of about 33 1-3 per cent.

FOR THE FIRST TIME IN MORE THAN 40 years, Denison (Tex.) Daily Herald was forced to miss an issue May 19 on account of strike.

ALLIED PRINTING TRADES COUNCIL OF Texas has adopted resolutions demanding union label on all public printing.

STAFF OF DAILY TEXAN, FOR SUMMER session of University of Texas, consists of Milton F. H. Ling, editor in chief; Miss Ruby A. Black, managing editor; Lester Wilson, business manager; Miss Maud Milam, assistant business manager.

HAL M. LYTLE, FORMERLY ON THE OLD Chicago Herald, now is manager of the Illinois Committee on Public Utility Information, Chicago.

HORACE H. EPES, FORMERLY WASHINGTON day editor for Associated Press, has been appointed special assistant to Southern regional director of U. S. Railway Administration.

GEORGE F. BEACHEL CAPTURED QUALIFYING round of June tournament of New York Newspaper Golf Club.

U. S. SUPREME COURT HAS SET ASIDE Federal Court libel award of \$10,000 granted to John Armstrong Chaloner against Washington Post.

CHARTER OAK CLUB, HARTFORD, CONN., has elected A. C. Fuller, president; H. H. Palmer and W. C. Warner, vice-presidents; Leon A. Soper, secretary and T. D. Faulkner, treasurer.

SEHL ADVERTISING AGENCY, CHICAGO, has moved to the City Hall Square Building.

JULIUS MATHEWS SPECIAL AGENCY, New York and Boston, has been appointed Eastern representative of Middletown (Conn.) Press.

CANTON (OHIO) AD CRAFT CLUB HAS elected J. M. Marxley, president; C. W. Wild, vice-president, and W. G. Saxton, treasurer.

RUDOLPH GUENTHER-RUSSELL LAW, Inc., is a new New York advertising agency, formed by a merger of the two named firms.

F. L. E. GAUSS HAS RETURNED TO Leslie-Judge Company, New York, as assistant to the president. He has been advertising director of Woman's World.

QUALIFYING ROUND OF TOURNAMENT of Western Advertising Golfers' Association, played in Chicago, was won by Arthur F. Low.

GEORGE J. NOLAN HAS LEFT THE COPY desk of the Buffalo Courier to accept a similar position on the staff of the Syracuse (N. Y.) Post-Standard of Syracuse.

LIEUT. JOHN M. SCHWINN, FORMER managing editor of Hutchinson (Kan.) Gazette, has returned from France.

CAPT. JOSEPH MURRAY HAS RETURNED from France to managing editorship of Lawrence (Kan.) Journal-World.

JOHN P. FRITTS, FORMER MANAGING editor of Topeka Capital, has become director of publicity of Preferred Pictures Corporation.

A. T. REED, OF TOPEKA, KAN., DIRECTOR of pictorial publicity for Republican National Committee, has been named art director for Theodore Roosevelt National Memorial Association.

WHAT IS BELIEVED A RECORD FOR WANT ad results, especially in a small town, has been established in Nebraska city where 40-cent want ad in Daily Press brought sales of sweet potato plants amounting to \$65.

C. A. STEPHENS HAS BEEN TRANSFERRED from the New York to the Chicago office of the George Batten Company.

J. G. BRAMHAM HAS RESIGNED AS ADVERTISING manager of the Hormel Company, Austin, Minn., to become sales manager of the White Provision Company, Atlanta.

L. J. WALSH HAS BEEN APPOINTED ADVERTISING manager of the American Optical Company, Southbridge, Mass.

FIFTY OKLAHOMA CITY NEWSBOYS have formed a "Newsboy's Club" in connection with the Y. M. C. A.

CLARK CONKLING, SAID TO BE OLDEST editor in Kansas, has retired from active editorial charge of Lyons Republican, selling to Jack B. Lawrence and Stanton Teter of Hutchinson.

MANHATTAN (KAN.) NATIONALIST has been purchased by Ed Shellenbaum. H. P. NELSON, EDITOR OF GREENVILLE (Tex.) Evening Banner, died May 29 at the age of 47.

WALTER JOHNSON, FORMER MANAGING editor of Topeka Capital, has been made executive clerk of the U. S. Senate.

HERMAN H. VCGTS, EDITOR OF INTERSTATE Freemason, Kansas City, Mo., secured a verdict for \$5,000 damages against Kansas City Railways Company for injuries, resulting in blindness of one eye.

Away Over the Million Mark in May!

1,049,259

Lines of Paid Advertising Is the May Record of the St. Louis Globe-Democrat

A Gain Over May, 1918, of

398,013 Lines

A Percentage Gain of

Over 61%

The pronounced trend of advertising toward the GLOBE-DEMOCRAT can be seen at a glance by contrasting the above gain figures with those of the other St. Louis daily-and-Sunday newspapers, which are as follows:

TOTAL PAID ADVERTISING

Post-Dispatch Gained 398,496 Lines—Percentage Gain, 38%

Republic Gained 86,472 Lines—Percentage Gain, 27%

NOTE that the GLOBE-DEMOCRAT'S percentage gain—61%—almost equals the COMBINED percentage gains of the Post-Dispatch and Republic.

Another Very Interesting Comparison Is This of the

Gains Made in Paid Display Advertising by the Two Leading Papers:

GLOBE-DEMOCRAT Gained 358,167 Lines—Percentage Gain, 86%

Post-Dispatch Gained 347,973 Lines—Percentage Gain, 47%

Note that the GLOBE-DEMOCRAT Gained 10,194 Lines MORE in Paid Display than the Post-Dispatch

Total Paid Advertising in the Daily Editions of the Five St. Louis Newspapers—Sunday Excluded

The following figures are presented to show a complete comparative record for the entire St. Louis field, as two papers, Times and Star, have no Sunday edition.

GLOBE-DEMOCRAT Carried 681,261 Lines—A Gain of 268,680 Lines—A Percentage Gain of 65%

Post-Dispatch Carried 886,359 Lines—A Gain of 241,926 Lines—A Percentage Gain of 37%

Republic Carried 281,952 Lines—A Gain of 76,932 Lines—A Percentage Gain of 37%

Star Carried 500,865 Lines—A Gain of 59,235 Lines—A Percentage Gain of 13%

Times Carried 357,978 Lines—A Gain of 39,945 Lines—A Percentage Gain of 12%

NOTE that the GLOBE-DEMOCRAT gained 2,754 lines MORE than the Post-Dispatch. Also note that the percentage gain of the GLOBE-DEMOCRAT exceeds the COMBINED percentage gains of ALL THREE afternoon papers—Post-Dispatch, Star and Times.

The Trend of Advertising, So Plainly Shown by the Above Gain Figures, Is Due to the Fact That Most People in St. Louis and Its Great Trade Territory "Shop First" in the

St. Louis Globe-Democrat

NATIONAL REPRESENTATIVES:

F. ST. J. RICHARDS,
302 Tribune Bldg.,
New York

GUY S. OSBORN
1302 Tribune Bldg.,
Chicago

J. R. SCOLARO,
701 Ford Bldg.,
Detroit

R. J. BIDWELL,
742 Market St.,
San Francisco

C. A. BRIGGS,
1302 L. C. Smith Bldg.,
Seattle

ZONE THEIR PRICES TO MEET P. O. COSTS

List of Newspapers That Have Established New Schedule of Charges, as Compiled by the Publishers' Advisory Board

Charles Johnson Post, director of the Publishers' Advisory Board, 200 Fifth avenue, New York, and leader of the fight against the postal zone system in the interest of the magazine and periodical press, this week addressed the following statement to publishers:

Increased Subscription

"The following is the partial list, to date, of large daily papers that have changed their subscription rates to conform to the penalty postage of the postal zone law.

"It will be noted that some newspapers have raised the rates outside of their own state or adjoining states.

"Others have raised their rates outside of the first and second zones, or by averaging up the penalty zones in two general divisions, with the penalty postage applied to the more remote zones.

"Other newspapers have divided the country into three zones, with two penalty postage charges.

"Still others have divided the country into four zones, with three penalty postage charges.

"Some of the papers have gone further and arranged for an increased penalty postage to their readers in each of the eight zones—although this latter class is comparatively small, owing to the very great complications in accounting.

"As will be noted, the majority of these publications have divided the country into two zones and applied the penalty postage, computed on an average, to the more remote zones, as the simplest way of complying with the postage penalties of the postal zone law.

"If your publication is going or has gone on a zone basis, and if your name is not in this list, please send such information at once to the above address."

Mr. Post then gives the following as a partial list:

By States	
Bangor (Me.) Daily Commercial:	
In Maine	\$5.00
Elsewhere	6.00
Burlington (Ia.) Hawk-Eye:	
In Iowa, Ill., and Mo.	3.00
Elsewhere	3.50
Dallas (Tex.) Evening Journal:	
In Texas & Oklahoma	4.00
Elsewhere	6.00
Denville (Ill.) News:	

In Illinois and Indiana	\$7.00
Elsewhere	7.50
Des Moines (Ia.) Capital:	
In Iowa	5.00
Elsewhere	6.00
Dubuque (Ia.) Telegram-Herald:	
In Iowa, Illinois, Wisconsin and Minnesota	3.00
Elsewhere	6.00
Duluth (Minn.) Herald:	
In Minnesota, Wisconsin, N. Dakota and northern Michigan	6.50
Elsewhere	6.50
Ft. Worth (Tex.) Star-Telegram:	
In Texas and Oklahoma	9.00
Other states	\$11.00 to 12.00
Nashville (Tenn.) Tennessean:	
In Tennessee, Kentucky and Alabama	7.50
Elsewhere	10.00
Omaha (Neb.) Bee:	
In Nebraska	4.50
To New York	5.20
St. Paul (Minn.) Daily News:	
In Minnesota, Iowa, No. and So. Dakota and northern Michigan	4.00
Elsewhere	5.00

Two-Zone Basis

Aurora (Ill.) Beacon-News:	
Zones 1 and 2	\$4.00
Elsewhere	5.00
Boston Daily Globe:	
(After July 1, 1919)	
Zones 1, 2 and 3	7.20
Elsewhere	9.00
Buffalo (N. Y.) Courier:	
Zones 1 to 6	6.00
Zones 7 to 8	8.00
Ft. Wayne (Ind.) News and Sentinel:	
Zones 1 and 2	4.00
Elsewhere	5.00
Janestown (N. Y.) Journal:	
East of Mississippi River and north of southern boundary of Virginia and Kentucky	4.00
Elsewhere	5.04
Joplin (Mo.) Globe:	
Zones 1 and 2	5.00
Elsewhere	6.00
Joplin News-Herald:	
Zones 1 and 2	7.50
Elsewhere	3.50
Kansas City (Mo.) Journal:	
Zones 1, 2 and 3	3.00
Elsewhere	4.00
Manchester (N. H.) Daily Mirror:	
Zones 1 and 2	5.00
Elsewhere	6.00
Manchester Union:	
Zones 1 and 2	5.00
Elsewhere	6.00
Marion (Ohio) Daily Star:	
Marion and adjoining counties	4.00
Elsewhere	5.00
Muskegon (Mich.) Chronicle:	
Zones 1 and 2	4.00
Elsewhere	6.00
Newburgh (N. Y.) Daily News:	
Zones 1 and 2	6.00
Elsewhere	7.50
Omaha (Neb.) Daily News:	
Zones 1 to 4	4.00
Higher rates elsewhere, quoted on request.	
Rochester (N. Y.) Democrat-Chronicle:	
Zones 1 to 4	4.20
Elsewhere	5.20
Savannah (Ga.) Morning News:	
Zones 1 to 3	9.00
Elsewhere	10.00
South Bend (Ind.) News-Times:	
Zones 1 and 2	4.00
Elsewhere	5.00
Youngstown (Ohio) Telegram:	
Adjoining counties	4.00
Elsewhere	5.00

Three-Zone Basis

Los Angeles (Cal.) Times:	
Zones 1 to 4	\$8.50
Zone 5	9.50
Zones 6 to 8	10.50
Springfield (Mo.) Leader:	
Zones 1 and 2	4.00
Zones 3, 4 and 5	5.00
Zones 6, 7 and 8	6.00
Minneapolis Journal:	
First Zone (within 50 miles of Min-	

neapolis)	\$4.50
Minnesota (excepting first zone), No. and So. Dakota, Iowa, Wisconsin and northern Michigan	5.00
All other points in U. S.	6.00

Four-Zone Basis

Allentown (Pa.) Morning Call:	
Zones 1 and 2	\$5.00
Zone 3	6.00
Zones 4, 5 and 6	6.50
Zones 7 and 8	7.00
Alliance (Ohio) Review:	
Zones 1 and 2	3.00
Zone 3	4.00
Zones 4 to 7	5.00
Zone 8	6.00
Louisville (Ky.) Evening Post:	
Kentucky and Zones 1 and 2	5.00
Zones 3 and 4	5.25
Zones 5 and 6	5.50
Zones 7 and 8	5.75
Louisville Courier-Journal:	
Kentucky and Zones 1 and 2	5.00
Zones 3 and 4	5.25
Zones 5 and 6	5.50
Zones 7 and 8	5.75
Louisville Times:	
Kentucky and Zones 1 and 2	5.00
Zones 3 and 4	5.25
Zones 5 and 6	5.50
Zones 7 and 8	5.75
San Antonio (Tex.) Express:	
Zones 1 and 2	8.50
Zones 3 and 4	9.00
Zones 5 and 6	9.50
Zones 7 and 8	10.50

Complete Zone Basis

Ansonia (Conn.) Evening Sentinel:	
By mail	\$6.00
Additional charge for postage in distant zones on application.	
Cleveland (Ohio) Plain Dealer:	
Zones 1 and 2	6.00
Zone 3	6.13
Zone 4	6.39
Zone 5	6.52
Zone 6	6.65
Zone 7	6.90
Zone 8	7.03
Indianapolis News:	
Zones 1 and 2	5.00
Zone 3	5.50
Zone 4	6.00
Zone 5	6.50

Zone 6	\$7.00
Zone 7	7.50
Zone 8	8.00
Indianapolis Star, Ind.:	
Zones 1 and 2	4.00
Higher rates in other zones on application.	
New Orleans Times-Picayune:	
Zones 1 and 2	7.50
Additional postage in compliance with postal zone law quoted on application.	
Rochester (N. Y.) Times-Union:	
Zones 1 and 2	6.00
Zone 3	6.60
Zone 4	7.80
Zone 5	8.40
Zone 6	9.00
Zone 7	10.20
Zone 8	10.80
Superior (Wis.) Telegram:	
Zones 1 and 2	4.00
Higher rates in other zones quoted on application.	

Issues 40-Page "Kiwanis Edition"

TRENTON, N. J., June 11.—The Trenton Times this week issued a "Kiwanis Edition" of 40 pages, 24 pages being devoted exclusively to the anniversary of the formation of the Kiwanis Club. This section embraced 36,904 lines of Kiwanis Times advertising, and represented 100 per cent membership of the club in the Kiwanis advertising columns. One hundred and seven display advertisements appeared. The whole edition has been favorably commented upon, indicating recognition of advertising by one of Trenton's most wide-awake clubs and the success of the Times in getting out so large an edition as a part of its regular work.

Edgar B. Marchant, who was Kansas and Oklahoma newspaperman, died recently at his home in Alfalfa county, Okla.

—newspapers united the United States

"Now to get down to the methods by which Liberty Loans have been advertised: I am sure I will offend no advocate of other forms of publicity when I say that the advertising achieved through newspapers and periodicals has been our main reliance. No other single campaign in the history of the world made such an elaborate use of Newspaper Space as the Fourth Liberty Loan."

—Quoted from a speech by Frank R. Wilson, Director of Publicity for the War Loan Organization, Treasury Department, Washington.

The Fourth Liberty Loan was the greatest popular subscription of any kind in all history, reaching within three weeks just eleven million dollars short of \$7,000,000,000, bought by more than 22,000,000 persons!

Newspapers form one of the most imposing forces in all the world. Newspapers present over all competitive forms of advertising the greatest force.

This tremendous sales influence should be used by you for your merchandise.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

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"

The Daily News

GREAT BRITAIN'S
GREATEST LIBERAL NEWSPAPER

The only Liberal Newspaper printed and published
simultaneously in London and Manchester and
"covering the country" on the day of issue.



Founded by
CHARLES DICKENS First Editor: 1846

THE "DAILY NEWS" SERVICE DEPARTMENT is at the free disposal of American firms which contemplate entering the British market, and a cordial invitation is extended to them to enquire for information and suggestions which they need to formulate their plans successfully. We shall be glad to hear from you.

THE PAPER THAT PAYS ADVERTISERS AND CAN PROVE IT

Address: "The Daily News," 67 Fleet St.
London, E. C. 4, England.

WHAT OUR READERS SAY

Challenge to Other Towns

Anderson, South Carolina.
 Editor & Publisher:
 We have noticed a great deal in your publication in reference to the mail service and the experience of the different newspapers over the country, and will say that while this newspaper has not been asked to tell of mail conditions here, we volunteer this information, and will put it against any other town of its size in the country.
 This is a town of nearly 20,000 people, with three railroads, running quite a number of trains each, but there is no train on any of these roads carrying our papers that even has a mail clerk. We have to make up a pouch for every office where we send papers, even if it is only one or two, and of course have lost a great deal of business on this account.
 This condition has existed for some two years, and this newspaper, together with some other business men of this and other surrounding towns, has tried time and again to get mail clerks on trains, without result. We have even offered to pay the salary of mail clerks, if the post office department will not do it, but that is refused. If any other town can show as poor a mail service as this we would like to know it.
 G. P. BROWNE,
 Publisher Anderson Daily Mail.

Church Advertising Copy

We carry two pages of church ads and news every Saturday. We believe in frequency in advertising, rather than size.
 A Union Publicity Campaign, run every day of the year, would tremendously support and intensify the weekly advertising. We carried such a Union Campaign for several months, but it consisted of a half page, once a week. Our difficulty is:
 Where can we get 365 church advertisements that will be, one and all, real advertisements? Do you think a series of 50 or 60, repeated at intervals of two months through the year, would serve as well?
 How would you suggest that we obtain the copy? From the local ministers?
 Would the smaller ones feel slighted if not called upon?
 You know, some most excellent ministers would be very poor copy writers.
 OAKLAND TRIBUNE PUBLISHING CO.,
 Per Morton J. A. McDonald,
 Classified Advertising Mgr.

Specimen of Bad Business

EDITOR & PUBLISHER:
 Here is one reason why advertising does not pay.
 On March 18, 1919, a lady in a middle western state received a very beautiful catalog of spring dresses from a prominent New York retail store, in which promise of prompt service was strongly featured.
 On March 19th she ordered two dresses, a petticoat and a pair of bloomers. On March 26th she received a postal card acknowledgment of the order, giving the mail order No. 2415-6. In her letter she gave credit references, having an account at a branch of this New York store. About April 10th the petticoat and bloomers were received, but nothing was heard from the dresses. A letter of inquiry, April 15, was not answered. On May 1st another letter was written, asking why the dresses had not been sent and asking for a bill for the two items which were sent. On May 5th she received a statement of 14c. postage, but no bill for the items sent, and no message about the dresses. She wrote on the same day, again giving the number of the order, and on the 22nd she received the following letter:
 "New York City, May 20, 1919.
 "Replying to your letter of May 1st, would say that the reason that the dresses were not forwarded at the time when the rest of the merchandise was shipped was due to the fact that the garments were not in stock.
 "We are now in a position to fill your order for these dresses and we are sending them forward to you without further delay. We trust they will reach you promptly and be found entirely satisfactory.
 "Regretting that there has been a delay and assuring you that it is our wish to serve you as promptly and as satisfactorily as possible, we are _____.
 The dresses have not been received.
 Is it any wonder that some people claim advertising does not pay?
 (Signed) HER HUSBAND.

A Waste of Time

Editor & Publisher:
 I enclose a letter which came to me this morning (circular from U. S. Labor Department asking for statistics on Government war advertising).
 Just why we should spend \$50 to \$75 worth of our accountant's time in going through our files for four years in order to furnish this information is not clear to me.
 Newspapers of the country have been most liberal in the use of their space for the government during the last four years. Why should they now want additional contributions for the purpose of looking a gift horse in the mouth?
 Sincerely yours,
 J. L. STURTEVANT.

Seattle's Labor Union Daily

Seattle, Wash., May 28, 1919.
 I note your tabulations of newspaper circulation and advertising cost in your issue of May 15, and desire to call your attention to an error in the city of Seattle tabulation. You state there are one morning and two evening papers, but the facts are that there are one morning and three evening newspapers, the lat-

ter being the Seattle Union Record, the Times and the Star.
 I am writing you this, as I know you desire to have your tabulations absolutely correct. The Union Record report to the Post Office Department shows a net circulation for the six months preceding April 1 of 43,974, and at the time the statement was made we were selling in excess of 65,000 copies daily.
 SEATTLE UNION RECORD,
 E. B. Ault,
 Editor Manager.

President Ryan Re-Elected

Edward J. Ryan, president of the Railway Mail Association, has been re-elected to that office by a majority of 8,400 votes. His opponent was E. J. Kern.

A NATION FINDS ITS "VOICE"

Publicity by Friends of Irish Freedom Marks New Epoch in Advertising

For what is said to be the first time in history, a nation and its sympathizers have utilized paid advertising space as a means of bringing its case before the public.

An advertising campaign has just been launched in the New York dailies by the Friends of Irish Freedom and Associated Societies to present Ireland's case to the world. Full pages

and half-pages are being used. The results for the Irish Victory Fund so far justify the confidence of the campaign managers in advertising. The Tucker Agency, 303 Fifth avenue, New York, is handling the work.

High Water Hinders Paper Mills

OTTAWA, Ont., June 10.—News print production at the Booth & Eddy mills has been curtailed because of an abnormal rise in the water of the Ottawa River, which for a time threatened to stop production.

"EVERYTHING"

THE WORCESTER TELEGRAM

has everything that the National Advertiser needs. It is the

KEYSTONE

of his structure of Marketing Success in Worcester and Worcester County

Alertness!

A characteristic of THE TELEGRAM. Myron Townsend, nationally famous as a Sport Writer for Metropolitan Newspapers, is busy in Worcester selling SPORTS to the people through his column. His propaganda has enthused everyone. Baseball, Tennis, Golf—were never more popular. Higher personal efficiency, health, happiness, are the cornerstones of The Worcester Telegram's campaign to popularize athletic sports. Municipal athletics are being urged to provide pleasurable as well as healthful activities for all the people. The one great lesson of the war is that Americans of the future must lead the out-of-door life. This is the basic reason why the Telegram is publishing the facts about the supreme importance of sports, so that every citizen may have a wider vision about the value of the sporting life to America as a nation. To Massachusetts as a state and to Worcester as a city and county. To seize this opportunity first indicates the Telegram's alertness.

Enterprise!

One of the unique and original features of the Worcester city and county athleticization plan is the sporting convention idea. No other city has held a big athletic council and consistory and invited speakers of the standing and prestige of Walter Camp and Major Frank W. Cavanaugh to address the people on sports. Classes of instruction on theory and practice in all sports is another absolutely original idea and will be first put in force in Worcester. This is a tip to manufacturers and distributors of Sport goods and Sport clothes to cover Worcester County thru the Telegram at the psychological moment—NOW.

Strength!

The Telegram's strength is proved daily. In a Coupon Test recently conducted, fifty-one stores participated using 1-inch 1-column ads all uniformly displayed and all made up into a two-page spread. No individual firm had more than ten coupons, some had only one. Everything was advertised from Pianos to Potato peelers. In spite of the fact that the thermometer registered 101 in the shade and that the Largest Department Store in the city opened their Semi-Annual Clearance Sale on the same day, the results were satisfying to forty-four out of the fifty-one stores participating. One store had 67 coupons returned. Another sold \$103 worth of merchandise on three coupons.

MOST
Carrier Delivered Circulation
in the City of Worcester!

Carrier Delivered circulation means result producing circulation. Less than 10% of The Telegram's City circulation is sold on the street.

MOST
Circulation in Worcester County

The Telegram has more Circulation in the three cities and fifty-seven towns of Worcester County, which includes the suburban territory (as defined by the ABC), than both the other Worcester Newspapers combined. Most of these towns are not more than an hour away by interurban trolley.

LARGEST TOTAL CIRCULATION
Sunday and Daily
36593 (ABC) 31573

LOCAL MERCHANTS ENDORSE
The Worcester Telegram

By placing 54% more of their copy in the Telegram than in the Gazette or the Post.

Every month their approval of The TELEGRAM as an advertising medium is AGAIN made plain so that all who run may read.

In May the TELEGRAM led the field both daily and Sunday in Local Display advertising. The TELEGRAM published 1,087,674 lines of paid advertising in May, 1919, 374,017 lines more than the second paper in total volume, and six days a week only being figured, 67,816 lines more than the second paper.

Telegram prints 3 times as many Want Ads as other Worcester Newspapers Combined.

—the best evidence of the esteem in which a newspaper is held by its readers, 22,774 separate classified ads were printed in the Week Day editions of the TELEGRAM in May; the second paper published 6,258; the third 1,403. In addition the Sunday Telegram published 6,947 want ads, a total of 29,721.

Highly developed Reader Interest.

The Telegram specializes on LOCAL AND COUNTY NEWS. There are fifty-seven towns and three cities in Worcester County—the territory served by the Telegram. The Telegram maintains a correspondent in every town AND PRINTS THE NEWS OF EVERY TOWN AND CITY IT SERVES. Gardner, Fitchburg, Marlboro, Leominster, these are typical communities served by the Telegram,—in truth

The Telegram Covers "The Heart of the Commonwealth"

THE RECORD FOR MAY

TOTAL ADVERTISING

Telegram
 1,087,674 lines.*

Gazette
 713,657 lines

Post
 500,871 lines

*Every line authorized, every advertiser satisfied.

To cover Central Massachusetts include on your list

THE WORCESTER TELEGRAM

Greatest Circulation—Reader Interest—Initiative! Sound! True! Proven!

A. P. Cristy, Publisher

Paul Block, Inc., Representative

You Can Cover the Rich and Responsive South *Only* Through the News- papers Its People Read

THE people of the South today have a greater buying power than at any previous time.

They believe in enjoying life while there is opportunity and are especially responsive to the appeal of goods which make them happier and healthier.

Southern people also are disposed to buy advertised articles that are brought to their attention in a convincing way, through mediums in which they have confidence.

The newspapers of the South offer by all means the most efficient means of reaching the great buying public of the South and this field can be covered only through them.

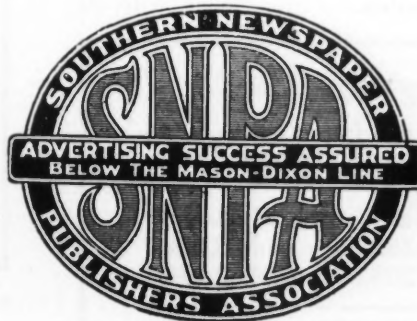
Secure the circulation figures of all the leading weekly and monthly magazines in any typical Southern town and compare the total number of homes reached by them with the number into which the newspapers of the place go regularly.

Then figure the cost of having your advertisement taken into the smaller number of homes in which one or more of the magazines are read with the outlay required to place the message it carries in the larger number entered by the newspapers.

In this way you will get a convincing and illuminating demonstration of two things—first, that to reach all the people of the South you must use its newspapers, and, second, that through them the whole South can be covered at smaller cost than is required to advertise to the portion of its people who read the magazines.

Nearly all the enterprising newspapers of the South have been rapidly increasing their circulations since war restriction were removed. Advertising rates have been advanced to correspond in but few cases. Now is a good time to start your campaign in the Southern States, since through the newspapers you can buy space for less than its real, result producing value.

Any or all of the following members of the Southern Newspaper Publishers' Association will gladly quote rates, supply information and give co-operation.



The Associated Advertising Clubs of the World hold their next Convention in the South, at New Orleans.

ALABAMA.

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

ARKANSAS.

Little Rock Arkansas Democrat
Little Rock Arkansas Gazette

FLORIDA.

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

GEORGIA.

Albany Herald
Athens Banner
Athens Herald
Atlanta Constitution
Atlanta Georgian & Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald

GEORGIA—(Cont'd)

Macon News
Macon Telegram
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald

KENTUCKY.

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

LOUISIANA

New Orleans Item
New Orleans Times-Picayune

NORTH CAROLINA—(Cont'd)

Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA.

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

TENNESSEE.

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

TEXAS.

Beaumont Enterprise
Dallas Morning News & Evening Journal

Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News

VIRGINIA.

Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress

MISSISSIPPI.

Meridian Star

NORTH CAROLINA.

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch

All Records Of The Birmingham News With 1,139,278 Lines And The News, As Usual, Had No

Total Advertising For May

Here, expressed in lines, are the actual figures on the total advertising printed by the three Birmingham newspapers in May, compared with the same month last year:

	The News	Age-Herald	The Ledger
May, 1919	1,139,278	645,050	523,376
May, 1918	720,622	419,566	402,178
Gain	418,656	225,484	121,198

It will be noted that The News printed approximately as much total advertising as the other two newspapers combined and that The News' gain was 71,974 lines in excess of the combined gains of the other two newspapers.

Without a break for the five months of 1919, as for practically the entire twelve of 1918, The News has each month surpassed its advertising record of the month before, and has shown tremendous gains over the corresponding month of 1918. The News' total gains for the five months of this year are more than double its total gains for the entire twelve months of 1918. In this procession of advertising achievement, The News has repeatedly led all newspapers in the South and has taken high rank in the nation.

Local Advertising For May

Here, expressed in lines, are the actual figures on the local advertising printed by the three Birmingham newspapers in May, compared with the same month of last year:

	The News	Age-Herald	The Ledger
May, 1919	728,882	382,508	355,026
May, 1918	480,438	263,956	262,836
Gain	248,444	118,552	92,190

It will be noted that The News printed within 8,652 lines of as much local advertising as the other two newspapers combined, and that The News' gain was 37,702 lines in excess of the combined gains of the other two newspapers.

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

Topping the four successive record-breaking months of every previous advertising mark in the history of The News, and became the third successive month in which The News' gain over May of last year was 418,656 lines—

All three Birmingham newspapers piled up splendid renewed proof of the undiminished prosperity of the city published, but The News maintained its usual preponderance and in every class of advertising.

Comparative Records For First Five Months

Here, expressed in lines, are the actual figures on the total advertising printed by the three Birmingham newspapers for the first five months of 1919 compared with the same months of 1918:

	The News		1918
	1919	1918	
January	795,732	531,692	437,668
February . . .	817,068	561,330	478,870
March	1,055,236	743,680	581,162
April	1,138,914	648,018	614,950
May	1,139,278	720,622	650,050
Total	4,946,228	3,205,342	2,787,700
Gain	1,740,886		

An analysis of these figures for the first five months of 1919 will show that:

1. That The News' total exceeded the total of the other two newspapers combined.
2. That the News' gain was approximately double the combined gain of the other two newspapers.
3. That these relative totals for five months were maintained throughout the year.

The preponderance and growth of the News is normal, steady and sustained.

The News' gain in total advertising for May was 71,974 lines in excess of the other Birmingham newspapers. The News' total in May was 1,139,278 lines, compared with the combined totals of this class of advertising printed by the other two newspapers of 917,302 lines.

In local advertising The News' total approximately equaled the combined totals of the other two newspapers. The News printed 4,219 more separate and distinct class advertisements in May than the other two newspapers combined, incidentally scoring a gain of 37,702 lines over the News' total of all classes of advertising approximately equal to the combined total of the other two newspapers.

Member Audit Bureau of Circulations

The Birmingham News

The South's Greatest Newspaper

Birmingham News Smashed Records Of Advertising For May No Records To Break But Its Own

making months immediately preceding it, May smashed records of The Birmingham News, with a total of 1,139,278 lines in which The News has passed the million goal. The gain was 556 lines—equal to 51 per cent. The splendid totals and substantial gains for May in the great industrial district in which they are usual overwhelming preponderance in total advertising

National Advertising For May

Here, expressed in lines, are the actual figures on the national advertising printed by the three Birmingham newspapers in May, compared with the same month of last year:

	The News	Age-Herald	The Ledger
May, 1919	299,418	180,642	110,670
May, 1918	169,834	96,950	96,894
Gain	129,584	83,692	13,776

It will be noted that The News printed 8,106 lines more national advertising than the other two newspapers combined, and that The News' gain was 32,116 lines in excess of the combined gains of the other two newspapers.

For First Five Months of 1919

figures on the total advertising printed by the three Birmingham newspapers compared with the same months of 1918:

The Age-Herald		The Ledger	
1919	1918	1919	1918
470,668	349,020	339,906	324,128
470,870	370,496	357,476	308,994
590,162	486,836	415,744	394,254
614,950	466,004	495,656	377,762
660,050	419,566	523,376	402,178
2,776,700	2,091,922	2,132,158	1,807,316
Gain 666,778		Gain 324,482	

figures of 1919 will reveal a number of interesting facts. The total advertising printed by the other two papers combined by 55,370 lines. The combined gains of the other two newspapers were maintained in each of the months, showing that the great gain was steady and sustained.

was 974 lines in excess of the combined gains of the two other newspapers. The total national advertising exceeded by 8,106 lines the combined totals of the other two newspapers. The Birmingham News equalled the totals of the other two combined. The Birmingham News printed more classified advertisements than both of the other two combined, a gain of 108 per cent over its own record for May, 1918. The Birmingham News equalled the other two combined.

For more than a year The News has ranked high up among the leading newspapers of America in total advertising and in gains scored. For instance, in April, according to the statistical department of The New York Evening Post, it stood third among American newspapers in point of advertising gains for that month, only The Chicago Tribune and Detroit News exceeding it, and was eighteenth in point of total volume of business carried. Such records emphasize the prosperity of Birmingham and the confidence of advertisers in The News.

Classified Advertising For May

Here are the actual figures on the total number of separate and distinct classified advertisements printed in the three Birmingham newspapers in May, compared with the same month of last year:

	The News	Age-Herald	The Ledger
May, 1919	15,504	7,111	4,174
May, 1918	7,456	5,675	3,447
Gain	8,048	1,436	727

It will be noted The News printed 4,219 more separate and distinct classified advertisements than both of the other two newspapers combined, and that The News' gain was nearly four times the combined gains of the other two newspapers.

Department of Circulations

Birmingham News

the Greatest Newspaper

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

FREE EDUCATION FOR STATE'S SOLDIERS

Senator Kaplan, of New York, Author of Bill Providing Special Scholarships for Former Soldiers at State Expense.

State Senator Abram Kaplan, of New York, introduced early in January of this year a bill providing for free scholarships in the colleges and universities of the State for returning soldiers or sailors who were residents of New York State prior to entering the war.

The bill also provided for free preliminary education with special classes created for the benefit of returning soldiers, sailors, marines or nurses, and for a sum to be paid to each successful applicant for such scholarships to assist in maintenance, purchase of text books and other necessary expenses during the period of education.

The bill was referred to the Committee on Public Education, where it was thoroughly discussed with the Commissioner of Education. The committee reported it to the Senate favorably, with amendments. The most important amendment limited the number of scholarships to 10 from each Assembly District each year. The Senate Finance Committee then reported the bill favorably, but reduced the number of scholar-

ships to three for each district per year. The bill as finally reported carried an appropriation to provide for the scholarships in question.

Senator Kaplan had been impressed



SENATOR ABRAM KAPLAN.

with the economic necessity of such a measure, owing to the fact that so great a number of women had been attracted to the usual vocations of men during the war period, presenting an industrial

problem of no small moment. The returning soldiers, in many instances, felt that they did not desire to return to old ruts, yet realized their need of special education and training for bigger things.

The Government, through its convalescent station at Lakewood, has provided for just such training for wounded men; but this training does not extend beyond the period of convalescence. Senator Kaplan conceived it to be the State's duty to its returning fighters and nurses to afford to them, without hardship, such education in special lines as would enhance their usefulness to the community.

It is his hope that next year the bill may be amended to increase the number of such scholarships materially, until every returning soldier has had an opportunity to obtain for himself an education, either classic or professional, at the expense of the State of New York.

REORGANIZE "N. A. P. & P." CO.

Stockholders Form Saguenay Company and Authorize Bond Issue

MONTREAL, June 10.—At a special meeting of the North American Pulp & Paper Company, the shareholders approved the organization of a working

company to be called the Saguenay Pulp & Power Company. They also authorized the new company to make an issue of \$5,500,000 of 6 per cent. bonds to purchase the bonds of the North American Paper Company, Chicoutimi Pulp Company and the Saguenay Power & Light Company's bonds as well as completed other financial matters associated with the Chicoutimi interests.

New directors were elected representing Montreal, New York and Buffalo interests. From New York R. F. Hammond, of Craig-Becker Company, and Lewis Chable, vice-president of the American Paper Exports Company were elected directors, and J. T. Steele of Buffalo. The new company will make a bond issue which will be offered for public subscription within the next few days.

AD-LESS PAPER SENDS "S. O. S."

5,000 Subscribers Not Enough to Support Chicago Labor Weekly

CHICAGO, June 7.—The Chicago Federation of Labor is having its hands full trying to continue publication of its paper, The New Majority, without advertising. During a discussion at the June meeting of the Union, it developed that the publication is losing \$1,000 a month.

ANNOUNCING

the

STANDARD RATE & DATA QUARTERLY

The National Authority

PURPOSE—

To supply the ever-increasing demand for a standardized service, embodying the most highly perfected and authoritative compilation of rates and circulation facts combined, of over five thousand publications throughout the United States. To eliminate the present loss of time and waste of money now necessary to keep accurately informed of the constant changing of rates and circulation statistics.

CONTENTS—

Over 5,000 publications are listed—daily newspapers—general magazines—women's publications—mail order journals—agricultural papers—business periodicals. Rates shown on each, as complete as the publishers' individual rate card, together with an exhaustive and detailed analysis of circulation according to class of media. Over seventy pages of facts and figures never before thought possible to put in standardized form—size 11 x 13—weighs less than 12 oz.

PRICE—

Your interest in any or all advertising questions emphasizes your real need for the Standard Rate & Data Quarterly. Revised accurately every three months. You would not do without it. We will gladly send you a copy for

FIVE DAY
FREE TRIAL

\$15 PER
YEAR

EXTRA COPIES, \$5 PER YEAR

Write Today

STANDARD RATE & DATA QUARTERLY
160 West Fort Street Detroit, Mich.

Only one New York evening newspaper carried more "Foreign" advertising in 1918 than in 1917.

The Brooklyn Standard Union is that one newspaper, with a gain of 28,478 lines.

The truth seems to be spreading.

The Master Key to the Greatest Market Unit in America!

According to the Census reports of 1910 there were 2,046,845 FAMILIES in the state of NEW YORK. The total population at that time was less than ten million.

The total circulation of the NEW YORK STATE NEWSPAPERS listed below is 6,112,920. These newspapers, therefore, circulate about three copies for every family in the State!

It will be noted that the great bulk of the circulations listed on this page are metropolitan circulations. The census figures show that, in 1910, 7,185,494 people of New York State LIVE IN CITIES; 1,928,120 live in the country.

Practically every farmer or country dweller in the State reads a city newspaper. The R. F. D. system brings to the farm folks their big or little city daily, upon which they depend for their information as to the news of the world and the prices to be obtained for their products and the prices to be paid for the things they require.

So that the dominant newspapers here listed REACH A VERY GREAT MAJORITY OF THE HOMES OF THE STATE EVERY DAY.

They afford the MASTER KEY to the GREATEST MARKET UNIT in America.

And the line rate for these combined newspapers—\$9.55 on a 2,500-line order—spells the very moderate advertising expense involved in appealing to a group of more than six million buyers, in more than two million homes!

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	33,559	.07	.07	New York Post (E).....	32,369	.25	.20
Albany Knickerbocker Press (S).....	43,957	.07	.07	New York Sun (E).....	180,998	.37	.34
Albany Sunday Telegram.....	27,959	.05	.05	†New York Sun (M).....	117,414	.39	.36
*Batavia News (E).....	8,458	.0225	.0225	†New York Sun (S).....	117,414	.39	.36
Binghamton Press-Leader (E).....	26,546	.07	.06	†New York Telegram (E).....	202,961	.342	.315
Brooklyn Daily Eagle (E).....	45,884	.18	.18	†New York Telegram (S).....	202,961	.246	.225
Brooklyn Daily Eagle (S).....	68,667	.18	.18	New York Times (M).....	350,598	.50	.485
*Brooklyn Standard-Union (E).....	53,264	.15	.15	New York Times (S).....	500,000	.55	.5335
*Brooklyn Standard-Union (S).....	58,929	.15	.15	New York Tribune (M).....			
Buffalo Courier & Enquirer (M&E)...	70,626	.15	.12	New York Tribune (S).....	108,011	.32	.28
Buffalo Courier & Enquirer (S).....	115,359	.17	.15	New York World (E).....	355,376	.40	.40
Buffalo Evening News (E).....	103,634	.16	.16	New York World (M).....	334,513	.40	.40
Buffalo Evening Times (E).....	56,861	.10	.10	New York World (S).....	569,762	.40	.40
Buffalo Sunday Times (S).....	71,435	.10	.10	Niagara Falls Gazette (E).....	13,162	.03	.03
Elmira Star-Gazette (E).....	25,889	.06	.05	Poughkeepsie Star (E).....	9,920	.03214	.025
Glens Falls Post-Star (M).....	8,045	.0214	.0214	*Rochester Times-Union (E).....	67,121	.14	.12
Gloversville Leader-Republican (E).....	6,275	.02	.02	Rochester Herald (M).....	35,826	.06	.06
Gloversville Morning Herald (M).....	6,245	.03	.02	Rome Sentinel (E).....	5,353	.0179	.0157
Ithaca Journal (E).....	6,791	.025	.025	Schenectady Union-Star (E).....	17,660	.08	.04
*Jamestown Morning Post (M).....	9,131	.025	.02071	Syracuse Journal (E).....	45,030	.08	.08
*Mount Vernon Daily Argus (E).....	7,193	.02	.02	Troy Record (M&E).....	25,537	.04	.04
Newburgh News (E).....	10,613	.04	.03	Yonkers Daily News (E).....	3,640	.0178	.0178
New York American (M).....	305,241	.50	.41				
New York American (S).....	947,270	.75	.65	*A. B. C. Statements April 1st, 1919.			
New York Globe (E).....	179,906	.39	.36	Government statements April 1st, 1919.			
New York Herald (M).....	128,814	.40	.36	Total Circulation.....	6,914,295		
New York Herald (S).....	202,000	.50	.45	10,000 Line Rate.....	9.4766		
New York Evening Journal (E).....	675,118	.75	.75	2,500 Line Rate.....	10.2097		
				†Seven-day average.			

TRIBUNE RELEASES ALLIES' PEACE TERMS

(Continued from Page 5)

up in New York on the transport Von Steuben, with a copy of the treaty, which he carried through to Chicago, arriving there last Saturday.

The Tribune might have published the document in its Sunday edition, but it was decided first to submit it to the Foreign Relations Committee of the Senate.

This was done and its acceptance was taken by the Tribune and the New York Times as a signal for release, and on Monday morning about one-third of the document, or about 25,000 words, appeared in those newspapers.

On Monday a turbulent debate of nearly five hours' duration occurred in the Senate, and finally Senator Borah succeeded, by a vote of 47 to 24, in getting through a resolution to have the 80,000-word document spread upon the pages of the Congressional Record. This released the treaty for general publication in the United States, and there was a mighty scramble to get it to the wires.

In introducing the matter Senator Borah said:

Borah Credits Hunt

"I have in my possession this morning a copy of the treaty which I am going to ask permission of the Senate to print as a Senate document. I am permitted to make this treaty public by the consent of those who gave it to me. This particular copy which I am offering this morning was brought to this country by Frazier Hunt of the Chicago Tribune. It was taken to the Chicago Tribune office last week and retained there for some time, just how long I do not know, but the Tribune said for patriotic reasons that it ought not, upon its own initiative and without having first presented this treaty to the officials in Washington, print it, and so it withheld the printing of the treaty."

However, while Senator Borah was

speaking, about one-third of the document had been printed in the morning edition of the Tribune under its own copyright and also in the New York Times, which had printed the section under Tribune copyright.

Senator Borah said that he had no reason to believe that the Tribune copy was not genuine.

Senator Johnson said that in view of the publication of a section of the treaty in Chicago and New York and evidence that it would be completed in subsequent issues, nothing was to be gained by withholding publication in the Record.

Senator Hitchcock vigorously opposed it in the interest of the President who, he said, was under pledge to the plenipotentiaries of the Allies to withhold the document until it was complete, and he alleged that an effort was being made to embarrass the President, and that the effect would be to aid the Germans.

Nine Democrats voted with the Republicans to print the document, while one Republican voted with the Democrats to suppress it.

One of the interesting features of the document as it finally appeared was that it was entered into by Woodrow Wilson, President of the United States, "acting in his own name and by his own proper authority," whereas all other rulers were represented.

Too Much for Wires

Owing to the immensity of the document as it appeared in the Congressional Record proofs the press associations could not carry it, and like most of the special representatives at Washington sent stories covering the chief points. However, it was franked to all press association clients on Tuesday.

The New York Times succeeded in publishing the full text on Tuesday morning. The Times announced that the report was transmitted to its office from Washington on twenty wires. It consumed 25 columns of space and was played to lead the second section of the Times, on this occasion a 40-page newspaper.

The Tribune did not publish the full text on Monday because, as Perley H. Boone, the city editor said, the sections left unpublished by the Tribune did not contain matters of surprising public interest.

Mr. Hunt, to whom credit is given for the scoop, was formerly of the staff of the New York Sun. He went to Europe for the Red Cross, and while there was engaged by the Tribune to replace Mr. Gibbons.

The treaties which have been printed and distributed in Germany are not complete copies and they contain a number of apparent misinterpretations, according to Mr. Hunt.

The copy which he brought with him was an official text with all maps and statistical data complete, he said.

He was doubtful of the reports that copies of the treaty could be bought on the streets of foreign cities.

Printed in Paris

It was true, he said, that there were copies being vended which purported to be the text, but so far as he knew none of them was complete.

He obtained the copy in a perfectly proper way, he said, but was bound in confidence not to reveal the source.

Newspaper dispatches from Paris say that the Bon Soir, a daily newspaper, printed the official text of the treaty and placed it in the hands of

the members of the French Chamber of Deputies.

Mr. Hunt in a short introduction to the copies of the treaty published said that "by and large" the summary of the treaty as previously published substantially carried the important points of the full treaty.

Only in a few places, he contended, were there omissions which "seem to have been made deliberately." Perhaps the most serious of these was the case of the Sarre Valley in regard to the ownership of the mines.

N. Y. Sun Copy Held Up

He added that a second instance in which a serious indictment can be brought against the official summary refers to the international labor organization which is formed under the general authority of the League of Nations.

The action of the British censor in refusing to pass a copy of the Peace Treaty mailed by the London correspondent of the New York Sun will, it is announced in the Sun, be brought to the attention of the Foreign Relations Committee.

The Concordia (Kan.) Blade, recently consolidated with Kansan, will be known hereafter as the Blade-Empire, in order to preserve the name of old Concordia Empire, founded 50 years ago.

PUT THE CLARKSBURG TELEGRAM ON YOUR LIST FOR FALL COPY

And Get Your Share of Business From "The Industrial Heart of West Virginia"

EXCERPTS FROM
Audit Bureau of Circulations
Auditor's Report

Name of Publication, *The Clarksburg Telegram*.
City, *Clarksburg*; State, *W. Va.*

For the twelve months period ending March 31, 1919.

	Evening	Sunday
Total City	4662	3757
Total Suburban	2116	1895
Total Country	1111	2286
TOTAL NET PAID	7889	7938
Total Unpaid	160	106
TOTAL DISTRIBUTION	8,049	8,044

A complete analysis, including all essential facts pertaining to the above circulation, is embodied in the detailed Audit Report issued by the Audit Bureau of Circulations. Copies may be had on application to the office of the above publication.

Flat rate, 28c an inch to Feb. 1, 1920; 35c an inch thereafter.

THE CLARKSBURG TELEGRAM
West Virginia's Leading Newspaper

Again in May—as in previous months—The St. Louis Star published more local display advertising of given classifications than TWO and sometimes THREE of its daily contemporaries COMBINED.

For thirty-four consecutive months the Star has published *more* local display advertising weeks days than the *Globe-Democrat*, the *Times* or the *Republic*.

The Star's gain in national advertising for the first five months of 1919 averages more than 96%, which is greater than that of any other St. Louis daily newspaper.

THE ST. LOUIS STAR

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY
CHICAGO Peoples Gas Bldg. NEW YORK Fifth Ave. Bldg.
PHILADELPHIA Colonial Bldg.

Don't Say "Paper"—
Say "STAR"
Trade Mark Registered

Whence Comes the Power?



FORMER President William Howard Taft in explaining, recently, why an immense army may not be required by the League of Nations to keep order, said: "Have you ever noticed over at the corner of Thirty-fourth Street and Fifth Avenue, that during a rush hour when there is a long line of cars, many of them driven by men headstrong and not averse to speeding, a single policeman is able to do a remarkable thing? He isn't as big as I am, but when he raises his hand that whole, long, impatient line of automobilists instantly comes to a stop. Why? Well it's not because they are afraid of the policeman, but because behind that policeman stands the entire force of the City and State of New York."

Occasionally, we are asked whence comes the power to make effective our National Vigilance Committee and local Better Business Bureaus as they patrol the avenues of advertising. It is not because they have any special power or desire to prosecute and punish offenders. Their function is corrective and constructive. The force behind all of our work comes from the fact that the great reading public is insisting upon having the Truth

about the goods and the service they buy. Enlightened public opinion and the nineteen departments of organized advertising listed below, composing our National Advertising Commission, unite to give force to our work.

- AGRICULTURAL PUBLISHERS' ASSOCIATION
- AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
- AMERICAN ASSOCIATION OF DIRECTORY PUBLISHERS
- ASSOCIATED BUSINESS PAPERS, INC.
- ASSOCIATION OF NATIONAL ADVERTISERS, INC.
- CHURCH ADVERTISING DEPARTMENT
- COMMUNITY ADVERTISING DEPARTMENT
- DAILY NEWSPAPER DEPARTMENT
- DIRECT MAIL ADVERTISING ASSOCIATION
- FINANCIAL ADVERTISERS' ASSOCIATION
- GRAPHIC ARTS ASSOCIATION
- NATIONAL ASSOCIATION OF ADVERTISING SPECIALTY MANUFACTURERS
- NATIONAL ASSOCIATION OF EMPLOYING LITHOGRAPHERS
- NATIONAL ASSOCIATION OF THEATRE PROGRAM PUBLISHERS
- OUTDOOR ADVERTISING ASSOCIATION
- PERIODICAL PUBLISHERS' ASSOCIATION
- POSTER ADVERTISING ASSOCIATION
- RELIGIOUS PRESS DEPARTMENT
- SCREEN ADVERTISERS' ASSOCIATION

The following serve as trustees in carrying forth the Bigger Plan for truth work recently adopted

- | | | |
|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <p>FESTUS J. WADE
President Mercantile Trust Company
St. Louis</p> | <p>F. A. SEIBERLING
President Goodyear Tire and Rubber
Company, Akron</p> | <p>SAMUEL C. DOBBS
Vice-President Coca-Cola Company,
Atlanta</p> |
| <p>DAVID KIRSCHBAUM
President A. B. Kirschbaum Company,
Philadelphia</p> | <p>HENRY L. DOHERTY
President Henry L. Doherty & Company,
New York</p> | |

Associated Advertising Clubs of the World

LEWELLYN PRATT
First Vice-President

WILLIAM C. D'ARCY
President

P. S. FLOREA
Secretary-Treasurer

110 West 40th Street, New York

To Extend Scope of Texas Advertising Clubs

Associated Organization Will Strive for Pure Ad Law in State—Elected Lowry Martin

DALLAS, Texas, June 10.—Extension of the scope of the Associated Advertising Clubs of Texas by reorganizing the clubs that had become inactive during the war and by creating new clubs was decided on at the annual convention in Dallas. A determined fight for the enactment of a pure advertising law in Texas was also outlined, and ample finances for this campaign were said to be assured under the plans adopted.

Officers were elected as follows: Lowry Martin, Corsicana, president; J. Howard Payne, Dallas, first vice president; Dr. Spurgeon Bell of the business administration department of the University of Texas, second vice president; H. H. Levy, Galveston, third vice president; Scott White, El Paso, fourth vice president; C. N. Olsen, Corsicana, secretary.

The new directorate consists of J. P. Westover, Houston; R. P. Schermerhorn, San Antonio; A. L. Shuman, Fort Worth; J. A. Kemp, Wichita Falls; B. W. Turnover, Beaumont; I. Friedlander, Waco; Joe Hirsch, Corpus Christi; A. Woldert, Tyler; J. C. Phelps, Dallas; J. B. Miller, Orange; M. B. Hanks, Abilene; J. F. Etter, Sherman; W. A. Grimes, Greenville; Ben F. Stallenwerck, Terrell, and A. L. Blanchard, Hillsboro.

HOWE ON PULITZER BOARD

Editor of Brooklyn Eagle Elected Adviser on Journalism School

Arthur M. Howe, editor of the Brooklyn Daily Eagle, was chosen a member of the advisory board of the Pulitzer

School of Journalism at Columbia University upon the recommendation of the board. The appointment is for a term of four years from July 1, to fill an existing vacancy in the membership of the board.

The personnel of the advisory board is as follows: President, Nicholas Murray Butler; Solomon B. Griffin, of Springfield, Mass; John Langdon Heaton, of the New York World; George S. Johns, of the St. Louis Post-Dispatch; Victor Fremont Lawson, of the Chicago Daily News; Charles Ransom Miller, of the New York Times; Edward Page Mitchell, of the New York Sun; Ralph Pulitzer of the New York World; Melville E. Stone, of the Associated Press; Charles H. Taylor, of the Boston Globe; Samuel Calvin Wells, of the Philadelphia Press, and Mr. Howe.

ANSON LAUNCHES OWN BUSINESS

Forms Commercial Propaganda Publicity Concern, with Office in Cleveland

CLEVELAND, O., June 10.—Sam B. Anson, one of the best known of Cleveland's newspaper men, announced today that he had formed a commercial propaganda publicity concern to be known as Sam B. Anson & Co., with offices in the Park building. Anson was long city editor of the Cleveland Evening News and later was editor and publisher of the ill-fated Columbus (O.) Daily Monitor.

With him in his new venture will be M. H. Laudon, of Bonbright-Herrick & Co.; Richard G. Collier, an editorial and political writer; and Lucy J. Price, a special writer.

J. T. Toal Starts Agency

CHICAGO, June 7.—Toal & Co. is a new advertising agency here, founded by John Herbert Toal, lately of the Personalized Sales Service Company and formerly with Valentine & Co.

"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.

Incomparable

THERE is nothing in the newspaper world to be compared with the Sunday edition of *The New York Times*—in quality of news—in pictorial features—in circulation—in advertising.

Its sale, in excess of 500,000 copies, gives to it one of the greatest Sunday circulations of any newspaper in the world. In five months of this year the Sunday edition of *The New York Times* excelled every other New York Sunday newspaper in volume of advertising.

The New York Times



- 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

I. C. M. A. CONDEMNS WASTE IN CIRCULATION

(Continued from Page 6)

are released from the press and delivered to the post office just in time to be dispatched to Railway Post Office and express trains, therefore, it is necessary that these papers be made up by the publishers in such a manner as to avoid the necessity of any delay through distribution of the same in the local post office before being dispatched to outgoing trains.

"The most important rule is, that dailies be made up into direct sacks by the publishers whenever you have thirty pieces or more, or fifteen pounds in weight, for any one office and if you do not have a sufficient amount to warrant a direct sack for any office then Railway Post Office or route sacks should be made up to contain papers for all offices served by the Railway Post Office route so made up, the offices to be included in these route sacks being indicated on the publishers' schemes or by numeral key on the galley list, the subscribers being arranged alphabetically, by offices, for one route or routes.

"If your mailing list contains subscribers outside the state and are not of sufficient number to warrant a direct sack or route sack, then all papers for any one state should be placed in a 'state' sack, properly labeled, the residue to be placed in a sack labeled 'mixed,' which should be delivered to the post office as early as possible in order to permit of the distribution of the same in time for proper dispatch.

Checking Up Galley Lists

"Every publisher is requested to submit his galley list to the Superintendent of Mails or to a representative of the Railway Mail Service, if one is located in his vicinity, in order that the same may be properly checked and keyed up in such a manner that the publisher can make up proper route sacks. This should be done frequently to take advantage of any recent changes in train service. In labelling sacks great care should be taken to see that the same is legible and correct. A direct sack should be labelled, for instance, 'Pittsburgh, Pa., from Inquirer, Philadelphia, Pa.' An R. P. O. or route sack should be labeled 'New York & Pittsburgh R. P. O., Pa., from Ledger, Philadelphia, Pa.' A state sack should be labeled 'New York State from Chicago Tribune,' and a mixed sack labeled 'Mixed, from Washington Post.'

"As practically all mails are handled at railroad stations by illiterate railroad porters, and with considerable haste, the department has requested all publishers of daily papers to use a distinctive label on sacks containing their publications, a pink label being suggested and adopted and every railroad and post office employe is instructed to give a sack labeled with a pink label particular attention, and handle the same with pouch mail in order to insure its proper connection or dispatch, and any publishers who are not using this pink label should adopt the same at once.

Proper Wrapping Important

"In making up outside packages great care should be exercised in the legible addressing of the same. Outside should be plainly marked 'U. S. Mail for Outside Delivery at Publishers' Risk,' and particular care should be taken that the addresses are properly pasted and dried before being placed in sacks, as experience has shown that the crowding of several large packages into a sack frequently results in addresses being torn off or obliterated.

"It is also most important that a club package contain at least one copy

with the post office address of the subscriber so that proper disposition may be made of the package in case the outside address is missing. The manner of folding and wrapping papers is also important, and the Post Office Department has prescribed regulations for the manner of wrapping the same. White or manilla paper should be used at all times. The best method of folding and wrapping is to fold each paper to the one-eighth fold or about five by twelve inches and wrap in a separate wrapper. The separately wrapped papers for any one post office can be tied in a bundle or enclosed in a club package addressed to that office. Unwrapped papers contained in club packages should be folded into a size not larger than five inches by twelve inches, which admits of their distribution in the pigeon holes in post offices without further folding. The advantages of this method are that publishers afford their patrons the best possible service and insure delivery in good condition, reducing missending to a minimum and assisting of rapid and economical handling in post offices.

"Wrappers should be addressed in a legible or plain type, not smaller than long primer. The name of the addresses should always appear before the name of the post office, but the name of the post office and state should be the most prominent part of the address. To secure the best service addresses should be printed in black ink in large bold-faced type, ten-point Gothic type preferred.

"Wrappers should never be written in pencil, as such addressed, upon any kind of paper soon grow dim, are affected by abrasions and become unreadable, resulting in nondelivery and subsequent complaint from the sub-

(Continued on Page 30)



Nature has endowed West Virginia beyond ordinary comparisons.

Minerals, lumber, a rich soil, water-power, and transportation facilities unequalled, all go to make the population of about 1,500,000 people nearly if not quite the best buyers per capita for whatever they want.

Of course they cannot find out about your goods by themselves, but you can tell your story in the daily newspapers for a very small cost per inhabitant, and the distribution can be taken good care of by the ten cities shown on the map.

Perhaps you have yet to become an advertiser! They why not make a trial campaign in West Virginia, where a little money spent in these newspapers makes a BIG name?

During the Past Three Months of March, April and May the Corpus Christi Caller

showed an increase in display advertising over the corresponding months of 1918 of

560,000
Agate Lines

This increase was the greatest for any Southern newspaper published in a city of less than 60,000 population.

The reason—The Caller reaches one of the richest sections of Texas with a population of 200,000 prosperous people, from two to ten hours ahead of any other morning newspaper.

Corpus Christi Caller

Corpus Christi, Texas

Frank B. Harrison,
General Manager,
Member A. B. C.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
*Telegraph (M)	6,426	.01428	†Herald-Dispatch (M)	11,393	.02
Charleston			†Herald-Dispatch (S)	11,393	.02
†Gazette (M)	11,410	.03	Martinsburg		
†Gazette (S)	16,500	.02	†Journal (E)	3,249	.0129
*Leader (M)	6,819	.0157	Morgantown		
*Leader (S)	7,351	.0157	†Post (E)	3,025	.0143
†Mail (E)	9,336	.025	Parkersburg		
Clarksburg			*News (M)	6,239	.02
*Exponent .(M&S)	8,187	.02	*News (S)	6,200	.02
†Telegram (E)	7,864	.025	†Sentinel (E)	6,854	.017
†Telegram (S)	8,351	.025	Wheeling		
Fairmont			†Intelligencer (M)	11,366	.0325
*Times (M&S)	6,407	.02	†News (E)	16,225	.04
*W. Virginian. (E)	5,192	.02	†News (S)	16,225	.04
Grafton					
*Sentinel (E)	2,275	.014	*Government statement, April 1, 1919.		
Huntington			†A. B. C. statement, April 1, 1919.		
†Advertiser ... (E)	8,541	.02	†Publishers' statement, April 1, 1919.		

What, an "Agent" and West Virginia not on his list?

EDITORIAL

For a Department of Advertising!

THE gravity of the wage problem with news-1, 1917, suggesting the creation of a Department of Advertising, contained this paragraph:

"The Congress should provide, through emergency legislation carrying proper appropriations, for the immediate creation of a United States Department of Advertising . . . to be made a part of the Department of Commerce. It should have a staff of men in charge of it who are experienced and expert in the art and science of advertising and whose judgment would be an asset of incalculable value to the nation."

Senator A. B. Cummins, of Iowa, in August, 1917, introduced a bill to establish in the Department of Commerce a Bureau of Publicity, to administer the advertising of the Government. In subsequent editorials this journal called the attention of the Senator to the titular defect in his bill, urging that it be amended to read and to mean a Department or Bureau of ADVERTISING, not "Publicity."

That original Cummins bill received scant consideration at the hands of a war-time Congress, in spite of the obvious great need for placing the nation's advertising on the same business basis applying to other Government affairs.

The bill recently introduced by Senator Cummins—now Republican leader in the Senate—retains the title and provisions of the first bill. The Senator may be excused for failing to properly differentiate between the terms "advertising" and "publicity." In the minds of Government officials the terms seem to be interchangeable. In the business world they are not. Of course, all advertising is publicity—but not all publicity is advertising.

Advertisers and publishers use the word "publicity" to designate the class of advertising which masquerades as news matter, and which press agents are paid to guide safely past the business office and into the editorial rooms. Here it sometimes happens that a strong appeal to an editor, based upon the "news value" of the matter, secures its publication in the news columns without reference to the advertising manager—who, in fact, should pass upon it.

EDITOR & PUBLISHER has, on many occasions, shown the menace to newspapers of this publicity game, and the vast extent to which Government Departments and Bureaus have played it. During the war a flood of this matter issued steadily from Washington, franked, backed by official approval, and buttressed usually by an appeal to the patriotism of the publisher.

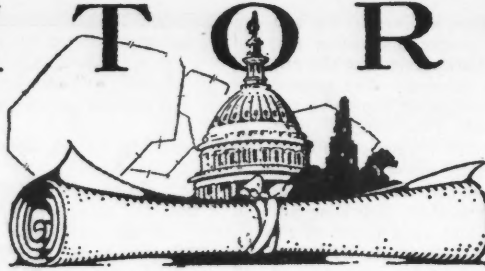
Thus, while utterly failing to recognize the legitimacy of paid advertising for Government purposes, and making no provision for it, Official Washington fostered and supported the press agency idea on a vast scale. Advertising was needed—urgently—to serve the immediate aims of the Government. But Uncle Sam's public servants failed to provide for it, choosing to rely upon press agents to secure without cost for the space the necessary "publicity."

It is an ugly memory, kept alive by the survival of a still considerable force of "publicity specialists" at Washington, who are even today urging newspapers to continue to play their unworthy game.

Senator Cummins came into public life at Washington with a record of progressiveness in Iowa state politics which often caused him to be classified as a radical. So far and so fast have we traveled that he is now looked upon as a conservative. This bill of his, while having its defects, is a step forward—a long delayed step.

EDITOR & PUBLISHER suggests to Senator Cummins, in the public interest, that his measure shall be so amended as to eliminate entirely from its text any reference whatever to "publicity." It should be made a straightforward bill for the creation of a DEPARTMENT OF ADVERTISING. Instead of carrying a salary provision limiting the Director of the Bureau to \$6,000 a year, it should provide a minimum salary of \$10,000. Men of the caliber needed for this work cannot afford to accept \$6,000 a year. Even in accepting \$10,000 such men would be making a financial sacrifice.

There is a further consideration which should have due force: Big men in the advertising world would decline to administer a Department of Ad-



vertising which is linked up with free publicity propaganda.

The Cummins bill specifies that the Bureau shall prepare and direct "all advertising" of the War and Navy Departments. No reference here to "publicity." But, as to other departments, advertising and publicity are coupled. This is a serious defect and should be at once remedied.

The Federal Department (or Bureau) of Advertising should have nothing whatever to do with Government "publicity." To associate the two branches of appeal would be to lead to not merely endless confusion, but would offer the strongest possible argument against the advisability of the whole proposition. If a Government Bureau of Advertising should not only have the authority to prepare and place paid advertising, but equal authority to prepare and offer to newspapers free publicity the fact would serve as a club, and might easily lead to ugly results. There would be the constant inducement to publishers to go to the limit in giving away space in order to secure the greatest possible volume of paid advertising.

If the Government feels the need of a corps of press agents, why not a separate bill aimed to supply that need? Why link up this alien matter with a straight business proposition? Why should a publisher feel that, in accepting paid advertising from the Government, his newspaper is morally obligated to accept and print a certain amount of press agent publicity?

Senator Cummins seems to have gotten these two propositions completely intertwined. He should straighten them out.

The I. C. M. A.

THE International Circulation Managers' Association, which has been in convention at Buffalo this week, is a shining example of the value of a representative craft organization.

It would be difficult to estimate fully the benefits accruing to publishers whose circulation managers are identified with this association. Supplemented by state and sectional bodies, the I. C. M. A. has been a powerful factor for economic efficiency in the conduct of newspapers.

Today, thanks to the effective labors of the organized circulators, waste and extravagance in this department of newspaper making have largely disappeared. Reckless and ruthless methods of competition are outlawed in the ranks of the I. C. M. A. members. Sound promotion policies have become the rule. The circulator who runs amuck with old-time, discredited methods forfeits his prestige among his fellows. He can no longer "get by." His publisher, however eager he may be to increase his distribution, realizes that his paper must conform to the legitimate methods of promotion now so generally followed. To do otherwise is to invite disaster.

The circulators who have journeyed to Buffalo this year will return to their tasks with new ideas and new inspirations. They will have gained new vision, better perspective, increased ardor.

June 12, 1919. Volume 52, No. 2.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, publisher; Marlen E. Pew, editor; W. D. Showalter, managing editor and John F. Raymond, News.

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: Geo. R. De Vore.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

Selling Advertising

THE gravity of the wage problem with newspapers is happily balanced, in a majority of instances, by the demand for advertising space. With increased costs of production—due largely to higher wages for printers and pressmen—the solution must be found in increased revenues.

On the Pacific coast we now have ten-cent Sunday newspapers. This trend may continue until it includes a majority of metropolitan Sunday issues. But this additional revenue will not meet, of itself, the mounting publishing costs. There must be more advertising. And, obviously, higher advertising rates must come.

Newspaper space has always been sold too cheaply. The exceptions have been so few that they have merely proved the rule. Magazine and periodical rates are, and always have been, much higher. EDITOR & PUBLISHER is not an advocate of high rates for newspaper advertising, but of reasonable rates. Prevailing rates are not, in the main, reasonable—they do not take into account the doubled publication costs of today as compared with those of the pre-war period.

Publishers of newspapers have been the most reluctant of all business men to advance their selling prices in conformity with advancing basic costs. Naturally, advertisers are not likely to rebuke them for this reluctance. Yet few advertisers would seriously protest against paying a rate which is based upon cost of production. They pay for everything else they buy on that basis.

Newspaper advertising was never before so fully recognized as a commercial necessity as it is today. The big business expansion in all lines upon which the country is entering requires a greater use of newspaper space by business men than ever before. Upon adequate advertising the whole program of readjustment and development of markets depends.

Newspapers have for sale, in their advertising space, one of the liveliest of all commodities. Indeed, what they have to sell is at once a commodity and a service. It is a direct channel of communication for the seller with his customer. It is the primary, the BEST channel for such communication. But this service-commodity must be sold on a business basis—cost, plus a fair profit—and BY BUSINESS METHODS. This means that it must be, like every other good product, ADEQUATELY ADVERTISED!

The day has gone by when ANY business, of a competitive kind, can succeed without adequate advertising—and this applies with peculiar force to the business of SELLING ADVERTISING. And, in advertising ADVERTISING, the publisher must use the method which he urges upon those who buy his product. He must use circulars only to the extent that he would advise other advertisers to use them. To appeal for advertising through the medium of a poster or a circular is to indicate to the prospective advertiser the publisher's own preference as to advertising media. His selling argument thus defeats itself. To advertise his advertising effectively and consistently the publisher must use a medium which the buyers of advertising space buy and read for its service value to them.

MRS. William Randolph Hearst, chairman of the Mayor's Committee of Women on National Defense, has received from associates on that committee a loving cup in recognition of her unselfish and generous services during the war. Thousands of our boys of the Army and Navy, beneficiaries of her hospitality, extended to them through the cantons here in New York to whose maintenance she contributed so largely, will say, "Good work!"

JOHN Sullivan, Secretary of the A. N. A., writes, in his weekly page of news and views in EDITOR & PUBLISHER: "The A. B. C. has made good, and is, without question, the outstanding operating factor in the circulation audit movement." If the Audit Bureau needed any more valuable testimony than this as to its usefulness to advertisers—and it does not—it might be hard to find it.

PERSONALS

IN THE EDITORIAL ROOM

Col. R. R. McCormick, co-editor and publisher of the Chicago Tribune, presented Chicago Typographical Union No. 16 with an American flag at their annual memorial services.

Edward P. Mitchell, chief editor of the New York Sun, has purchased a 90-acre estate in Charlestown, Mass., for use as a summer home.

Blaire Converse, who last year was assistant instructor in journalism at the University of Wisconsin, has been released from military service to become a copy reader on the Milwaukee Journal.

Miss Caryl Frink, the "Little Girl Reporter" of the Chicago Herald and Examiner, lately has been working a new and particularly effective stunt gathering material for human interest feature stories. Last week she worked as a salesgirl in one of the big department stores, and this week as check-room girl in one of the downtown night restaurants.

H. J. R. Tewksburg, who recently left the Lewiston (Me.) Sun to become telegraph editor of the Portland Express-Advertiser, has purchased a residence at Westbrook, a suburb, and moved his family there.

"Ernie" W. Harrold, war veteran and popular member of the editorial staff of the Ottawa (Ont.) Citizen, recently deserted the ranks of the bachelors, marrying Miss Harriet Margaret Brooks, Mr. and Mrs. Harrold were attended by Herbert R. Worden, of the Citizen's local staff, and by Miss Bessie Watt, society editor of the paper.

Mrs. John T. Galbraith, owner and publisher of the Carbondale (Ill.) Free Press, is spending a vacation trip in the East and at the same time is looking over some of the big newspaper plants in New York and Boston for ideas for improving her own equipment, which she is planning to enlarge, having already ordered a new Duplex press.

Ray M. Humphreys and Hicks Carlisle Coney have rejoined the editorial staff of the Denver Times, after Government service.

John H. Harrison, editor of the Danville (Ill.) Commercial-News, has arrived home from a two months' trip through France, Germany, England and Scotland. He was a member of a party of Illinois congressmen.

Ed. M. Thierry, who has just returned from a Newspaper Enterprise Association assignment to France, is in the South to get a story on moonshining. With the nation going dry on July 1, the N. E. A. believes a lot of readers of its client newspapers will be interested in the operations of South-eastern moonshiners.

Lieut. Lorenzo Ferguson Woodruff, better known as "Fuzzy" to several million sport fans and newspaper readers generally, walked into the Atlanta Georgian office last week wearing his blushing honors thick upon him—at least an overseas service stripe, a red discharge stripe, the lieutenant's bar and the insignia of the 79th Division.

John Lindley Gammell, formerly employed in the news room of the Providence Journal, has been promoted to a captaincy. At present he is taking a special course at Oxford in England.

William M. Tugman, Jr., left the staff of the Providence Journal this week to take a position on the Cleveland Plain-Dealer.

Hannah Mitchell, formerly of the Washington Bureau, is now in the home

office of the New York Tribune, editing and making-up the Woman's Feature Section of the Sunday edition.

Capt. Ned Lewis, of the New York Tribune staff, and Miss Mary Helena Hall, of New Britain, Conn., have been married.

Lieut. A. Howard Carroll, Sunday editor of the Pittsburgh Dispatch, a nephew of Col. C. A. Rook, president and editor of the Dispatch, is home from France and will resume his work on the Dispatch Sunday desk immediately on receiving his discharge from the Army.

Miss Helen F. Driver, editor of the women's department of the Portland Oregonian, has resigned to join the staff of the women's press bureau at Washington, D. C. Another member of the bureau, Mrs. Alice Gram Hidden, is also from Portland. Miss Driver is succeeded by Edith Knight Holmes, formerly with the Oregonian, but for the past year secretary of the Oregon Daily League.

Herbert J. Campbell, assistant news editor of the Portland Oregonian, has resigned to accept a position on the Portland Telegram.

Gunner "Jimmie" Smith, formerly assistant sporting editor of the Ottawa (Ont.) Citizen, has returned to the Canadian capital after putting in two years' service overseas with the 16th Battery, C. E. F.

David A. Dexter, former Kansas City Post correspondent at Camp Funston, has been made assistant city editor of the Post, succeeding J. Porter Wright, who is now state editor. Francis Pendergast and Albert Robertson have joined the Post staff.

P. A. (Pete) Grady, late of the Kansas City Journal, is now assistant editor of the Kansas City Kansan.

Lieut. William K. Michael, one of the original members of the staff of the Stars and Stripes, the A. E. F. paper, and a former Kansas City Star staff man, is now back in the states. Sergt. Claude M. Baker, Harry Dorn and Will Phillips are among other Star men back from army service.

Capt. Walter A. Davenport of the New York American has returned from overseas service with the 28th Division and will resume work on the American's editorial staff immediately on discharge. He worked his way up from private. Arthur Robinson, also of the American, is recuperating from wounds at the Camp Upton Base Hospital. Davenport and Robinson went into the service together.

Glen Condon, former managing editor of the Tulsa (Okla.) Daily World, and a special investigator of conditions for war workers in Tulsa, has been made manager of the Majestic Theatre in Tulsa.

Thomas H. McRae, former editor of the Santa Fe Railroad Magazine, has been appointed supervisor of publicity in the office of the assistant director-general of the Railroad Administration.

Capt. Percival Bachelder and Corporal "Bart" Motherwell, both Portland (Me.) Express-Advertiser men, have been honorably discharged from Army service.

IN THE BUSINESS OFFICE

James L. Burnham has retired from the reporting staff of the Biddeford (Me.) Journal to enter the employ of the Saco-Lowell Company.

Harvey R. Young, advertising manager of the Columbus (Ohio) Dispatch, has been initiated as an active member of the Mu Chapter of Alpha Kappa Psi, honorary business fraternity. Incidentally Mr. Young is also a director of the Central National Bank.

"BETTY" HAS WON HER LAURELS IN ADVERTISING FIELD

Mrs. Robert C. Glover, founder and President of the Dallas (Texas) Woman's Advertising League, is a newspaper woman, widely known in the Lone Star State by her pen name of "Betty."



MRS. R. C. GLOVER

The club which she has created now boasts a membership of forty-five, and the limit is set at fifty. It is affiliated with the A. A. C. W., and Mrs. Glover will be one of the speakers at the great convention at New Orleans in September.

In October, 1917, Mrs. Glover joined the advertising staff of the Dallas Dispatch. She established the first automobile page in that paper, which she edited, and she developed a good volume of automobile advertising. She also wrote a column on shopping, and became so popular that shoes, hats, gloves and wrist watches were named for her by the local merchants.

In January, 1919, Mrs. Glover joined the advertising staff of the Times-Herald. She has charge of the Home Building Campaign, also of the real estate and automobile departments. She is described as a splendid "mixer," and is considered a top-notch advertising "man."

Alvah Lamberton has resigned as head of the New York World advertising department's statistical division to go into business for himself.

August J. Miller, formerly in the business office of the Bridgeport (Conn.) Telegram, has returned from war service in impaired health. He has entered the city engineer's office for outdoor work with line and rod.

Miss Charlotte Robertson, secretary to M. P. Linn, general manager of the Republic, has resigned to become assistant to the registrar of Washington University, St. Louis.

WITH THE AD FOLKS

Capt. J. G. Sample has become associated with the W. B. Finney Advertising Company, Kansas City, Mo.

Robert A. Burton, at one time advertising manager of the Dearborn Truck Company, is now with the copy and sales department of the Burnet-Kuhn Advertising Company, Chicago.

Walter H. Burnham has joined Doremus & Co.'s advertising organization in New York.

F. W. Pratt, formerly advertising manager of the Goodell-Pratt Company, Greenfield, Mass., has been advanced to assistant to the president.

Maj. J. F. Matteson of the Red Cross has resumed his business duties as president of the Gundlach Advertising Agency, Chicago.

Capt. F. A. Biederman has returned from army service in France and resumed his duties with the William H. Rankin Agency, Chicago.

Elliott B. Field has been appointed advertising manager of the Rand Company, North Towanda, N. Y. He has been with the Burroughs Adding Machine Company, Detroit.

J. E. Foster has been added to the staff of Frank Seaman, Inc., New York.

Arthur W. Fonda, formerly with Critchfield & Co., in Boston, has become manager for Sawin, Gale & Co., distributors of "Oldfield Tires" in the Chicago territory.


Elmer Robertson has been appointed advertising manager of E. Kirstein Sons & Co., Rochester, N. Y., succeeding Clinton Down, who will enter the advertising business for himself. Mr. Robertson has been in charge of publicity for the McCurdy-Robison Store.

Francis John Best, advertising manager of R. H. Macy & Co., New York, and Miss Cecile Inez Nesbitt, were married in Detroit, June 7. They will be "at home" after July 1 at 129 Columbia Heights, Brooklyn, N. Y.

Hal G. Trump, formerly with the Chicago office of the Green-Fulton-Cunningham Agency, has joined the staff of the Campbell-Ewald Agency, in Detroit.

Miss Edith Sampson, advertising manager for the Daniels & Fisher Stores Company and author of a book entitled, "Advertise," has been appointed on the faculty of the University of Denver. She will retain her present advertising position.

The Muncie Star has signed a contract for the Haskin Service for one year



Frederic J. Haskin sits at the feet of Uncle Sam and learns his lessons that he may pass them on through his Daily Letter and free Information Bureau to newspaper readers.

Ask his bureau that question which has been puzzling you. Address Frederic J. Haskin, Washington, D. C.

I. C. M. A. CONDEMNNS WASTE IN CIRCULATION

(Continued from Page 27)

sscribers. If the Dick or any similar method of addressing is followed the strips should be printed in black ink on white or yellow paper and never on paper of any other color. Publishers using the stencil method of addressing should use a sufficient quantity of ink to produce legible impressions, as poorly stenciled addresses result in delays and non-delivery and cause unjust complaints against the postal service. The addresses should be printed on the flat side of the wrapper and never on the edge of the fold.

Correct Train Labels

"Publishers making up Railway Post Office sacks showing train numbers to which dispatched should see that labels bearing train numbers are corrected whenever changes are made in Railway Post Office service whereby former train numbers become obsolete, as the failure to show the proper train number will invariably result in mishandling and delay to papers. The Post Office Department has prepared numerous printed forms for use of Circulation Managers in making reports of irregular or delayed receipt of papers, which forms call for definite information as to the name and address of addressee, manner of dispatch, etc., and our experience indicates that frequently these form tracers are sent out to post office employes on receipt of complaints from subscribers before any action, whatever, is taken by publishers to ascertain whether the paper in question is actually being properly dispatched from office of publication.

"Such procedure results in unneces-

sary routine work and I would respectfully suggest that in order to reduce correspondence in this connection to a minimum that, upon the receipt of a complaint of irregular or delayed receipt of papers, that you first check up your records and ascertain whether the subscriber's name and address appears upon your mailing list and whether paper for that party is being properly made up and dispatched in accordance with publishers' scheme or prepared Galley List. There has also been provided for use of publishers, a pink tracer slip for use in tracing papers through to destination where it has been found that receipt has been irregular, and such tracer forms will be furnished Circulation Managers for attachment to copies they desire traced to destination, these forms bearing the endorsement of all parties handling the paper en route, thereby establishing definitely the cause of delay, if any.

How Easily Identified

"Our experience has shown that papers received in ROUTE, STATE or MIXED sacks direct from the publishers are easily identified and given preference in distribution, but when these papers are worked in the sacks for connecting R. P. O. lines or distant distributing offices with other classes of mail their identity as daily papers become lost, making it difficult for postal employes to recognize and handle the same as such and in order to devise some plan whereby complaints from publishers might be reduced to a minimum a recent conference of Division Superintendents of the Railway Mail Service was held at Washington, D. C., for the discussion of this matter and under date of June 4, the Second Assistant Postmaster General sent out a

(Continued on Page 35)

Advertising Agencies of New York

Here's Real Co-Operation!!

Boston Publishers Set The Pace (100%)

in accepting "S & M" Insured Agency

Delivery Service on their Checking Copies

Every Boston Newspaper Publisher will use "S & M" Service in their endeavor to co-operate with Advertising Agencies of New York.

HERALD
TRAVELER
TRANSCRIPT
RECORD
POST
AMERICAN
ADVERTISER
GLOBE

Our pamphlet "Reasons Why" will be sent to Publishers upon request.

Co-operative
Services of



Schworm -
Mandel Inc

450 Fourth Ave. N.Y. 7205-7206 Mad.Sq.

ADVERTISEMENT NO. 16

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and
Advertisers' Journal in America

"Grows Younger as It Grows
Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other National Advertisers and

Advertising Agents

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

Frank Presbrey Co.,
New York City.

The Thomas Advertising Service
Jacksonville, Florida.

The Benjamin Adv. Corp.,
Syracuse, New York.

Keeshen Adv. Co.
Oklahoma City, Oklahoma.

Percival K. Frowert,
New York City.

Wylie B. Jones,
Binghampton, New York.

Gardiner Atkinson & Wells,
New York City.

The Frailey Adv. Co.,
Youngstown, Ohio.

Economy Service Co.
New York City.

J. Elbright,
Wright Advertising Co.,
Pittsburgh, Pennsylvania.

H. A. Gardiner,
New York City.

J. F. Austin,
Reading, Pennsylvania.

Arthur E. Morse,
Morse Adv. Co.,
Scranton, Pennsylvania.

Crawford Harm Adv. Service,
Vancouver, British Columbia, Can.

A. W. Erickson Adv. Agy.,
New York City.

E. N. Erickson Co.,
New York City.

Stalker Adv. Co., Inc.,
Toledo, Ohio.

Churchill-Hall Inc.,
New York City.

Harold M. Reid,
Montreal, Canada.

Andrew Cone,
New York City.

James Fisher,
McCConnell Ferguson Adv. Co.,
Toronto, Ont., Canada.

M. P. Gould Co.,
New York City.

A. J. Denne,
Smith, Denne & Moore,
Toronto, Canada.

Friend Adv. Agency,
New York City.

Richard S. Rauh Co.,
Pittsburgh, Pennsylvania.

O. J. Gude,
New York City.

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 space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.



EDITOR & PUBLISHER

Q & A

Service Department

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

Q.—In your next issue, under "Q & A," will you please tell the writer what "thirty" means and what its origin is? E. K. Baum.

A.—We can tell you what it means, but blest if we can be positive about its origin, and we are going to pass this interesting query to our readers. Within our memory "thirty" has represented in newspaper parlance the end of a day's or night's work—the job finished. It is also sometimes used to signify the end of a story. A former Chicago newspaperman tells us that throughout his long career he has associated "thirty" with 2:30 A. M. when morning newspapers went to press, and the press association key went silent. But a man in press association service for more than 20 years says that "thirty" was used as a wire flash to end the evening service, as long as he can remember. Another friend of Editor & Publisher insists that the origin of "thirty" in newspaper parlance relates to the Thirty Years War, "the struggle over." Mr. George Naeder, of the Associated Press, one of the best authorities on press association lore, tells us that "thirty" originated in the early press association days when press reports were written in pencil or stylus on long sheets of flimsy. Thirty sheets of such writing constituted a day or night "trick" and when the thirtieth sheet had been written the receiving operator flashed "30" or "good night." Mr. Naeder says that "30" is a code word just as "73" is a code word meaning "regards," or as "13" is a code word meaning "Do you understand?" We believe this explains the origin, but some of our associates insist that "thirty" antedated the press wire in newspaper offices.

Q.—What sort of staff organization must be maintained in the Display Advertising Department of a daily newspaper having, say, sixty to seventy thousand circulation? —Want-to-Know.

A.—One live daily of this class, in a Southern city, finds the following plan of organization adequate: (1) An Executive in Charge (the Business Manager); (2) Local Display Ad Manager, directing a staff of five solicitors, one of these a woman; (3) Special Feature Advertising, directed by a manager; (4) Copy Department—one man and one woman; (5) Foreign Department, whose manager attends to localized national accounts; (6) Promotion Department, one man; (7) Stenographic Department—head stenographer and three assistants. Promotion manager works with Special Feature Advertising Manager, also having charge of all details of plans for advertising the paper. Head of copy department calls upon other members of staff for special work when needed. Head stenographer handles all foreign orders, receives and distributes mats and has supervision over office boys.

PLAIN DEALER STAFF CHANGES

CLEVELAND, O., June 10.—There was a shifting in the editorial and copy desks of the Plain Dealer effective today.

Fred Charles, State editor, went to the head of the local copy desk, being succeeded by Russell T. Herrick; Stanley C. Knisely, of the copy desk, succeeded Richard C. Cull, day city editor for about a year, Mr. Cull going to the Sunday and feature department, succeeding Ward Marsh, who becomes a copy desk reader.

C. W. Larsh, of the local copy desk, was transferred to the telegraph desk, while D. H. Kirby, copy reader, goes to the local repertorial staff.

Edwin Herwig, formerly telegraph editor of the Youngstown (O.) Telegram, has joined the copy desk of the Cleveland Plain Dealer.

Kenneth C. Craig, city hall man for the Plain Dealer, has returned from Arizona, where he spent a month with his mother.

W. S. Parr, for twenty-six years on the editorial staff of the Plain Dealer, most of the time as market editor, returned to his work this week, after an absence of ten weeks, due to rheumatism.

Runs Stories from Scotland.

ALBANY, N. Y., June 6.—The Knickerbocker Press has begun a series of articles from a former Press reporter, William T. Whittemore, a Y. M. C. A. worker now touring Scotland with a party of Albany men, who recently finished their work in France in the fighting area.

Busy on Berger's New Paper

OKLAHOMA CITY, Okla., June 10.—Workmen are busy laying the foundation of the building that is being erected by Victor Berger and associates to house the Oklahoma Daily Leader, a socialist paper. The first edition is to be issued about October 1.

Block Heads Brooklyn Club

The Brooklyn Press Club has elected Gabriel Block, of the Standard Union, to the Presidency to succeed Frank C. Reynolds, of the Eagle, who has been elected to the board of governors for a three-year term.

Announcing
A New Flat Rate of
25c per inch on the
Denison Herald
(Texas)
Circulation Now Over
4,000 Paid Daily

Representative
G. LOGAN PAYNE CO.,
Marquette Bldg.,
Chicago, Ill.
PAYNE, BURNS AND SMITH,
5th Avenue Bldg.,
New York, N. Y.
Denison, Texas
May 1, 1919

"Horse and HORSE!"



They do not put the wagon before the horse in Wisconsin but they are proud of both products of the state.

Curiously enough, the Wisconsin idea is to be two-handed in all things.

Thus in a world reduced in live-stock to the number of a couple of hundred million horses, cattle, sheep and swine; and manufacturing enterprises seeking a sun-spot for readjustments, Wisconsin finds its two-handed idea very practical and profitable.

Wisconsin raises the horse and feeds him, and it makes the machinery that cultivates the soil for the crops, and harvests them, and then it makes the wagons for the horse to pull his load.

It turns much of its lumber cut into home-made utilities, and sends them to other markets. It exports galore.

And if you have anything good to offer and will make its advantages KNOWN to Wisconsin people by newspaper advertising, here is a market that cannot only BUY it but can PAY for it.

Make a quick start in these papers:

Papers	Circulation	Rate for 5,000 lines
Beloit News (E)	6,593	.02
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
Fond du Lac Commonwealth (E)	5,872	.02
Green Bay Press Gazette (E)	10,096	.025
Kenosha News (E)	5,221	.0143
La Crosse Tribune-Leader Press (E&S)	13,567	.035
Madison, Wisconsin, State Journal (E)	14,689	.035
Madison, Wisconsin, State Journal (S)	10,891	.03
Milwaukee, Wisconsin-News (E)	62,000	.10
Milwaukee Journal (E)	113,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1st, 1919.
*Publishers Statement, April 1, 1919.
†A. B. C. Statement, April 1, 1919.

TIPS FOR THE AD MANAGER

SEHL AGENCY, City Hall building, Chicago. The Milwaukee Hosiery Co., Milwaukee, Wis. (Joseph Zans, president and advertising manager), will shortly undertake a fairly extensive advertising campaign for the first time in its history. While the media to be utilized have not yet been definitely decided upon, it is understood that the list will be made up within the next two weeks.

CRITCHFIELD & Co., Brooks building, Chicago. It is reported that the O. C. Hansen Glove Manufacturing Company, Milwaukee, Wis., has in hand a new national advertising schedule.

THOMAS M. BOWERS COMPANY, 25 East Jackson boulevard, Chicago. Has obtained accounts of McNeil-Higgins Company ("Non-Such Food Products") and Messenger & Parks, cornice manufacturers, Aurora, Ill.

GREEN FULTON, CUNNINGHAM COMPANY, Free Press building, Detroit. Will handle future advertising of Wisconsin Parts Company, Oshkosh, maker of "Wisconsin Axles."

FLETCHER COMPANY, 1214 Arch street, Philadelphia. Preparing a list of newspapers for a national campaign on "Hardman Tires," manufactured by the Hardman Rubber Corporation, New Brunswick, N. J.

W. J. BUSH CITRUS PRODUCTS COMPANY, Inc., National City, Cal. Using newspaper space to introduce into Canada a butter substitute called "Aprol."

BARTON & DURSTINE COMPANY, 25 West 45th street, New York. Has been appointed advertising agent for the Greenfield Tap & Die Company, Springfield, Mass.

DORLAND AGENCY, 366 Fifth avenue, New York. Preparing an enlarged advertising campaign for "Pompeian Olive Oil" and "Piedmont Peanut Oil," sold by Musher & Co., Baltimore.

REX W. WADMAN, Inc., 16 Beaver street New York. Beginning an extensive advertising campaign on "Old Sol" road lights, made by the Hawthorne Manufacturing Company, Bridgeport, Conn., in advance of national advertising to be started in the fall.

VON POETTGEN AGENCY, Kresge building, Detroit. Has been appointed in charge of Berry Brothers' varnish advertising, also of Detroit.

O. J. KOCH AGENCY, University building, Milwaukee. Will soon place a general newspaper campaign in Middle West for the Wausau Sulphate Fiber Company, Mosinee, Wis.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Preparing national advertising for Hebe Condensed Milk, Chicago, a new account.

BRANEN-PARKELL AGENCY, Railway Exchange building, St. Louis. Has been appointed to handle advertising of Rotary Tire & Rubber Company, Zanesville, Ohio.

ERWIN & WASEY, 58 E. Washington street, Chicago. Starting a national advertising campaign on "Isko" refrigeration apparatus.

PAUL NEMEYER & Co., Sloan building, Cleveland, Ohio. Asking rates on 35,000-line contracts for Pocahontas Coal Operators' Association, from newspapers in Connecticut, Illinois, Indiana, Iowa, Maine, Massachusetts, Michigan, Minnesota, New Hampshire, North Carolina, Ohio, Rhode Island, South Carolina, Virginia, West Virginia and Wisconsin.

BROOKS, SMITH & FRENCH, Kresge building, Detroit. Has obtained account of Anderson Forge & Machine Company.

W. B. AKIN, P. O. Box 1214, Pittsburgh. Placing special copy with newspapers for Gulf Refining Company.

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Placing advertising for Fruit Pudding Company; reported will make up newspaper list during July for Lyon Manufacturing Company.

DORLAND ADVERTISING AGENCY, Atlantic City. Placing orders with newspapers for North Jersey Show Resorts.

ERICKSON COMPANY, 381 Fourth avenue, New York. Again placing orders in large city newspapers for Valentine & Co.

M. P. GOULD COMPANY, 60 W. 35th street, New York. Placing orders with some Southern newspapers for Morton Manufacturing Company.

HICKS ADVERTISING AGENCY, 217 Broadway, New York. Again placing orders with newspapers for Ayvad Manufacturing Company.

HOYT'S SERVICE, 120 W. 32nd street, New York. Placing orders with newspapers for "Belle Mead Sweets."

MARTIN V. KELLEY COMPANY, Second National Bank building, Toledo. Reported will make up newspaper list during next 30 to 60 days for Lexington Motor Company.

KIRKLAND-ENGEL COMPANY, 14 E. Jackson boulevard, Chicago. Placing orders in magazine sections of newspapers for Maybell Laboratories Lash-Brow-Inc.

LYDDON & HANFORD COMPANY, 200 Fifth avenue, New York. Reported will place the advertising for American Druggists Syndicate.

ROBERT M. McMULLEN COMPANY, Cambridge building, New York. Placing special copy with newspapers for A. R. Mosler & Co.

MACLAY & MULLALLY, 198 Broadway, New York. Will place the advertising for Mutual Fire Insurance Company.

MOSER & CUTINS, Paul building, Utica. Again placing orders with newspapers for Henderson & Erwin.

U. S. P. O. Report

For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

SEELYE-BROTHERTON-BROWN, 110 W. Fort street, Detroit. Placing orders with newspapers for Mohawk Rubber Company.

WILLIAMS & CUNNINGHAM, 58 E. Washington street, Chicago. Reported will make up a newspaper list during July for fall and winter advertising and will start a special campaign on boys' clothing in August for Hart, Shaffner & Marx.

GREG & WARD, Monroe building, Chicago. Now placing orders in Chicago newspapers for the Chicago Coal Merchants' Association.

VANDERHOF & Co., Marquette building, Chicago. Has secured advertising account of Iceless Ice Box Company, 323 River street, Chicago, and placing orders with newspapers in Chicago and throughout state of Illinois.

JOHN O. POWERS COMPANY, 461 Fourth avenue, New York. Just starting a campaign for A. Schilling & Co., San Francisco, to run in states north, west and south of Colorado, inclusive, and eight of leading farm papers covering that territory.

LOYD W. YOUNG, 1900 Euclid avenue, Cleveland, O. Has just secured account of Marathon Tire & Rubber Company, Cuyahoga Falls, O., which will advertise in newspapers and trade papers.

HARRY D. PHILLIPS, 1328 Broadway, New York. Placing orders with newspapers for Prof. Charles Munter.

HARRY PORTER COMPANY, 18 E. 41st street, New York. Adding newspapers in new sections to list for Nestle's Food Company; placing 4-t. orders with newspapers for Herbert Roystone.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York. Placing new schedules for newspapers for Shredded Whole Wheat Company, Niagara Falls, N. Y.

FRED M. RANDALL COMPANY, Ford building, Detroit. Still placing the advertising for Aladdin Company and not the Heegstra Agency.

Ad Women Elect Miss McDonald

LOS ANGELES, Cal., June 8.—The following officers have been elected by the Women's Advertising Club: President, Miss Rena McDonald; vice-president, Miss Helen Royce; secretary-treasurer, Miss Beulah Leech; recording secretary, Miss Zella Hooser.

Photogravure Advertising
25c line

8 page supplement
Every Sunday

Des Moines
Sunday
Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

The
Pittsburgh
Post
has the second largest
morning and Sunday circulation in Pittsburgh.



Newspapers Get "A. B. C." Reports

CHICAGO, June 10.—Audit Bureau of Circulations reports have been issued on the following newspapers: Appleton (Wis.) Daily Post, Appleton Evening Crescent, Ashtabula (Ohio) Star & Beacon, Eau Claire (Wis.) Leader & Daily Telegram, Fremont (Neb.) Evening Tribune, Grand Island (Neb.) Daily Independent, Grand Rapids (Mich.) News, Grand Rapids Press, Hartford (Conn.) Courant, Hartford Times, Iowa City Citizen, Iowa City Press, La Crosse (Wis.) Tribune & Leader-Press, Louisville Courier-Journal, Louisville Evening Post, Louisville Herald, Louisville Times, Muscatine (Ia.) Journal & News-Tribune, Norfolk (Neb.) Daily News, New Castle (Ind.) Daily Courier, Olean (N. Y.) Herald, Pomona (Cal.) Progress, Santa Barbara (Cal.) Daily News & Independent, Sioux City (Ia.) Journal, Sioux City (Ia.) Tribune.

Roth Launches Own Agency.

MILWAUKEE, June 10.—H. A. Roth, who until recently was connected with Stumpf & Langhoff, Ltd., which firm operates a string of men's clothing stores in Milwaukee, has established an advertising business under the name of the Roth Advertising Service. For years he was advertising manager of department stores in Chicago, St. Louis and other cities.

Will Increase Smith Bonds

OTTAWA, Ont., June 10.—Shareholders of the Howard Smith Paper Mills Company have ratified a proposal to increase the outstanding bonds of the company to the amount of \$1,500,000.

Service

National advertisers find the Indianapolis Radius an easy market to cultivate because they can obtain exact information of conditions from the Merchandising Service Department of

THE
INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York
J. E. Lutz, First Nat. Bank Bldg., Chicago

(150x280)



The Detroit News

The only Detroit paper separating daily and Sunday circulation in its semi-annual statements to the government.

Member Audit Bureau of Circulations

The circulation of

The Evening Star

in Washington, D. C., and suburbs, is believed to be about three times that of the corresponding edition of its afternoon contemporary in the same territory.

Advertising for Special Issues of Daily Papers and Magazines handled.

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

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

J. L. Le BERTHON

2 RECTOR STREET

NEW YORK CITY

GOULD, PAPERMAKER, DEAD

Had Supplied Many Publishers with News Print During Busy Career

Gordias H. P. Gould, president of the Gould Paper Company of Lyons Falls, N. Y., and president of the Donnacoma Paper Company of Donnacoma, Quebec, died at Clifton Springs, N. Y., of inflammatory rheumatism. He was 71 years old.

For many years Mr. Gould had been a prominent figure in the news-print manufacturing business, and he was widely known among manufacturers and publishers. Born in New York State, he was early engaged in the lumber business, and about twenty years ago he established a paper mill in Lyons Falls, the plant being enlarged until it reached its present capacity of 85 tons a day. Later he acquired the mill in Canada, which has a capacity of 100 tons a day.

Mr. Gould was a member of the Executive Committee of the News-Print Manufacturers' Association, which was dissolved in November, 1917.

CUBAN SOLDIER-EDITOR DEAD

Don Muniz for 24 Years Published Havana Newspaper

HAVANA, June 5.—Don Nicholas Rivero Muniz, for twenty-four years director of El Diario de la Marina, one of Havana's oldest daily newspapers, died June 3. He was seventy years old. He had just received a cablegram from Madrid notifying him of the bestowal upon him by King Alfonso of the title of Marquis.

Born in Villaviciosa, Spain, Don Nicholas took up arms in 1872 on the side of the Carlists, was captured and sent to Cuba as a political prisoner, along with several hundred others, to fill vacancies in the Spanish colonial forces. Three months later he escaped to Spain and again joined the Bourbon cause, taking part in the first battle of Montejura. For conspicuous service he was promoted to major and later was decorated with the grand cross of Alfonso III. In 1880 he returned to Cuba and entered the newspaper field.

Obituary

JOSEPH ALEXANDER ALTSHELER, editor of the Thrice-a-Week Edition of the New York World, died May 5. Born in Three Springs, Ky., April 29, 1862, he was educated at Vanderbilt University, and from 1885 to 1892 he was on the staff of the Louisville Courier-Journal. He then joined the staff of the New York World, and after a period of political reporting became editor of the Thrice-a-Week World. He wrote several books of adventure and an American history.

JAMES JOSEPH JARNAGIN, seven-month-old son of Roy A. Jarnagin, advertising manager of the Spencer (Ia.) News-Herald, is dead.

DAVID BRANT, publisher of the Iowa City (Ia.) Republican died June 4. He

was born in Indiana in 1850 and took up newspaper work on the Cedar Rapids (Ia.) Republican in 1880. Later he established the Walker News and was connected with the Cedar Rapids Gazette, becoming publisher of the Iowa City Republican in 1902. He was the father of Irving Brant of the St. Louis Star and Archer Brant of the Iowa City paper.

RALPH K. STRETCH, a former newspaper man of Macon, Ga., was drowned recently while swimming in the Harvard University pool.

MRS. EDITH SMITH, wife of Edward B. Smith, a special writer for the New York Sunday World, died June 5, aged 34 years.

THOMAS R. MCQUADE, founder of the Utica (N. Y.) Evening Telegram, but for many years retired from newspaper work, died May 23, aged 88 years.

FRANK F. SCRIBIE, for years a proof reader on the Brooklyn Eagle and New York city newspapers, died June 5 in his 74th year.

FRANCIS B. MURPHY, one of the oldest newspaper men in Albany, N. Y., in point of service, died last week. For more than thirty years Mr. Murphy had been connected with the Times-Union, chiefly in the advertising department. He started newspaper work on the Leadville (Colo.) Star, and came East to be connected with the Knickerbocker Press of Albany.

GEORGE C. HELD, aged 47, staff photographer of the Portland Oregonian and more recently cameraman for a moving picture company in Portland, was recently killed in an automobile accident.

JETLEE B. NORDHEM, for 20 years past vice-president of the company publishing Skandinaven, a Scandinavian daily in Chicago, died June 3. He was a cousin of Victor F. Lawson, publisher of the Chicago Daily News.

ERNEST P. ORR, Denver manager of the International News Service, died June 7. At one time he was in charge of the I. N. S. bureau in Paris.

WILLIAM H. HARDING, advertising manager of the New York Times Book Review, died June 9, at Breakwaters, N. Y., aged 65 years. He was born in England. While still a young man he settled in America and became cable editor of the New York World, and then of the Herald. Thirty-five years ago he was a reporter for the Times. Later with the Associated Press Mr. Harding was for seventeen years foreign editor. In November, 1907, he became associate editor of the Fourth Estate. Mr. Harding in October, 1909, rejoined the staff

of the New York Times, and was associated with the business department until the time of his death.

J. LEO SAUER, one time city editor of the Elizabeth (N. J.) Daily Times, was killed by lightning at Augusta, Ga., June 8, while playing golf.

DANIEL H. MAHONY, once a publisher of the Catholic Standard and American Catholic Review, died May 27 in Philadelphia.

LIEUT. JAMES HICKMAN, formerly a classified advertising solicitor for the Chicago Daily News, was this week reported killed in an airplane accident in Coblenz, Germany.

COL. HARVE P. NELSON, owner and publisher of the Greenville (Tex.) Evening Banner, died at Greenville May 29. Col. Nelson was born in Alabama in 1872. He also founded the Wolfe City (Tex.) Sun, and published the Farmersville Times.

ANTHONY DONOHUE, for many years employed in the New York Evening Telegram's composing room, died June 4.

GUY MAGEE, at one time a prominent newspaper man, died in Chicago June 5, aged 77 years. Mr. Magee, who was born in Philadelphia, went to Chicago more than thirty years ago. He was at one time city editor of the Inter-Ocean and prior to that was with the Tribune. During the civil war he was correspondent with both the Northern and Southern armies. He is said to have been one of three newspaper men who accompanied General Sherman on the march from Atlanta to the sea.

Thayer Goes to Seattle

SEATTLE, June 6.—Frank Thayer, instructor in charge of the course of journalism in the University of Iowa for the last two years, has been appointed associate professor of journalism at the State College of Washington. Mr. Thayer will begin his work in Washington in September.

To Promote Paper Exports

MONTREAL, June 6.—A. L. Dawe, secretary of the Canadian Pulp & Paper Association, will shortly go to London to represent the industry overseas. He will co-operate with the Canadian Trade Commission in an effort to find increased markets for Canadian pulp and paper products.

Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers
170 Broadway New York

The True News

FIRST

Always—Accurately

International News Service
World Bldg. New York

WINS NAME OF "SCOUTS"

Supreme Court of N. Y. State Upheld in Its Contentions.

After having fought in courts since the summer of 1917 to protect the names "Scouts," "Scouting," etc., the Boy Scouts of America finally has been granted by the Supreme Court of New York all for which it fought.

Thus ends the famous case of the Boy Scouts of America vs. The United States Boy Scout. The latter organization has changed its name, eliminating any suggestion of the scout idea, which has come to be particularly identified with the great nation-wide Boy Scouts of America and the organizations with which it is affiliated throughout the world.

London Express Man in U. S.

Edwin Cleary, special representative of the London Daily Express, has arrived in America to visit his old home in Kentucky. Although born in the Blue Grass State, he has spent upwards of thirty years in journalistic work in Great Britain, serving as special correspondent for the Daily Express in the Balkans, Russia and South Africa.

C. R. Mooney, news editor of the McAlester (Okla.) News-Capital, and Miss Vida Savage of Kansas City, Kan., have been married.

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supplies continuous daily and weekly services that make and hold home circulation

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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.

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WE SPEND MORE THAN

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Write for booklet.

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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.

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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.

EDWARD P. BELL HONORED BY LONDON PRESS

(Continued from Page 7)

war of getting news and views which would enable American readers to understand the situation here there was never a single instance, either in the Army or in the Navy, or in the flying service or in the great public departments, where any official or any Englishman at all in any position tried to bring the slightest pressure upon us to color our reports in any way whatever.

"Again and again we were taken over the Fleet; a good many of us were given flights in battle-planes and seaplanes; we have been in the British front line time after time, and we were shown everything. We went also to a very great many munition factories. Absolutely nothing was kept dark from us.

"We had some highly confidential conferences, too, with practically every member of the Government from the Prime Minister downwards. And so far as I know the whole of the work gave complete satisfaction both to the officials and the public men who gave us the information, and to our papers and our readers. The result, in fact, was thoroughly good in every way.

Truth the Quest

"In order to interest readers on the other side it has been necessary to work here to get the truth and to do one's utmost to tell it, because I find that readers everywhere are instinctively more interested in the truth than they are in anything else in the world.

"I think the truth is more dramatic than anything else, and people respond to it instinctively as they never do to anything that is artificially colored, or insincere, or faked.

"In the United States there is the keenest possible desire on the part of the people to see the British nation as it is, and to understand what the masses feel and think. Intuitively throughout the United States there is a realization that what the masses of the British nation are feeling and thinking agrees absolutely with what the masses in America are feeling and thinking.

"They feel a perfectly natural occurrence of sympathy. The broad general interests of the American people are the same as yours, and their purpose is the same. Obviously, therefore, it is the business of correspondents on both sides of the water to seek for the truth and to tell it.

"A great deal of harm has sometimes been done by correspondents who reflect certain currents of thought that are not typical and cause irritation, and omit to indicate that these sentiments do not spring from the hearts of the people.

"My whole purpose has always been to emphasize all the friendly sentiments, all the good will, and all the sanity I find in this country.

"Everything that is excellent I try to show fully and clearly all the time; and, when I must touch upon other things—things that reflect malice, envy, jealousy, or ill-feeling, if I feel really compelled to touch on them at all—and I am not a believer in suppressing anything—I take occasion to remind my readers that it has nothing to do with the fundamental feeling of the country.

"We are interested in every bit of criticism that is published about us. We do not want a word of it suppressed.

"Whatever it is we want to hear it, but a correspondent who sends over criticism of a malicious character without reminding his readers of the real character of its source is guilty of an omission that is most unfortunate.

Boy Interest in America

"Among my other duties here, part of my work recently has been that of speaking in various parts of the country to English public school boys on American history and political and moral ideals, I have never been more impressed with anything in my life than the amazing intelligence and enthusiasm of these days.

"If I have run into prejudices and preconceptions among other people, and have found any difficulty in getting really into touch with them, I never found any difficulty at all with these boys. And they before any great time are going to be running the Empire.

"Absolutely nothing gives me more hope and confidence that we shall get rid of all nonsense between the two nations and that we shall have common sense and the finest possible spirit prevailing between them than the robust humanity and enthusiasm of these boys. Up to the time I spoke to them many seem to have had a picture of America that was not the America I know at all.

"I am perfectly certain that they are going to sweep aside all preconceived ideas, and that they are going to look upon our relations, not from the point of view of the eighteenth century or the nineteenth century, but from the point of view of the present moment in which we are living, without any prejudices whatever.

"All the intellectual forces of the United States are also calling to our boys and girls to study Anglo-American relations from the point of view of the present moment.

"And so, I think, forces like these working on both sides of the water are going to bring us within measurable time to a perfect understanding. For those ill-conditioned persons who

want to sow discord between Britain and America there will no longer be any room. The time is fast approaching when the peoples of the two countries will refuse to listen to them."

W. H. FRENCH HEADS CLUB

"A. P." Man Elected President of Pittsburgh Press Organization

PITTSBURGH, June 7.—William H. French, local manager of the Associated Press, has been elected president of the Pittsburgh Press Club. A. P. Moore is honorary president, H. B. Laufman, first vice-president, and H. J. McNellis second vice-president.

Four members were elected for the full term on the board of governors. Another member was elected to fill a vacancy on that board. Those elected for the positions are W. H. Barr, D. J. Berry, H. J. Boyle, C. W. Armor and W. A. Wyman.



WM. H. FRENCH

Slipped Through German Lines

CLEVELAND, Ohio, June 10.—Cal C. Lyon, war correspondent for the Scripps-McRae League in Europe, addressed the Chamber of Commerce at noon on "Face to Face with Hindenburg; the Inside Story of the Dethronement of Kaiser Bill." Lyons told how he slipped through the German lines near Metz the Saturday following the signing of the armistice and spent several hours touring the Prussian Empire before he and four other correspondents were arrested in Berlin by Hindenburg on orders from General Pershing.

J. R. Booth Breaks Arm

OTTAWA, Ont., June 11.—John R. Booth, Canada's "lumber king," and owner of the Booth paper mills, recently suffered a fractured arm. Despite his advanced age—he is in his 93rd year—he is expected to recover.

No Relief Yet for R. F. D. Mail Route Victims

More Strenuous Protest Meeting Planned in N. Y. State—Farmers Walk Miles for Mail

TROY, N. Y., June 10.—Believing that the results of the last hearing on the postal route changes were not satisfactory, another meeting of protest, in which newspapermen, postal workers and patrons throughout northeastern New York will participate, is planned for this city in the near future.

Continued protests from rural delivery patrons, who are opposed to the changes effected in Rensselaer, Washington, Fulton and Montgomery Counties, are expected to result in a rehearing by postal officials. Newspapers in Troy and Albany, notably the Knickerbocker Press and the Troy Record, which have taken up the fight waged by the mail patrons, report that they have received hundreds of letters of protest against the changes.

Grangers are protesting at the manner in which the post office inspectors are rearranging the routes. They contend the inspectors have not personally inspected the routes, leaving the work to incompetent assistants. At Medway, N. Y., according to protests reaching this city, the post-office was closed, and the boxes placed at the Medway four-corners, with the result that many of the residents of this vicinity are forced to travel two additional miles for their mail.

The Pittsburg Dispatch solicits your business on the basis of genuine and established merit. WALLACE G. BROOKE Brunswick Building, New York THE FORD-PARSONS CO., Peoples Gas Building, Chicago H. C. ROOK Real Estate Trust Building, Philadelphia

New Orleans States Member Audit Bureau of Circulations. Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919 43,701 Daily We guarantee the larger white home delivered evening circulation in the trade territory of New Orleans.

Over 1,000,000 Lines Gain THE PLAIN DEALER Largest Morning Circulation Between New York and Chicago

The Choice Of the West The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

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.

After the War—and on a 2c Basis The circulation report of the Louisville Herald to the U. S. Postoffice Dept., as of April 1, 1919, shows the following. DAILY . . . 52,456 SUNDAY . . . 48,767 Average Daily & Sun. 51,930

Beloit, Wisconsin Metropolitan in character, is a city highly industrialized, the largest oil engine factory and largest wood working machinery plant in the world.

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

I. C. M. A. CONDEMNNS WASTE IN CIRCULATION

(Continued from Page 35)

ussed the problems of a paper that does not use premiums or contests as a means of increasing circulation.

"When you are on such a paper, you must keep yourself in the closest touch with your sales organization by establishing stations in charge of capable men who get the right boys interested and keep them 'pepped up' by the many good things they hear about the paper they represent," he said.

"We realize that all work and no play makes Jack a dull boy and therefore the live circulation manager must constantly scheme to stimulate the carrier by offering small prizes, excursions, picnics, theatre parties, and the like. Our paper is always keeping the boys guessing what is next in prospect."

Contest Men Have Advantages

Newspaper premiums and contests also were discussed by James L. Farley, circulation manager of the Philadelphia North American.

"The quality or personnel of the men engaged in the work should have a decided bearing on whether results are permanent or not, and in this particular phase of the case the contest men have a decided advantage," he said.

"They come from all walks of life, and include bankers, merchants, clergymen and successful salesmen in all lines of trade, who use the same diplomatic arguments on a prospect that they use in their own line and thus create a better and more lasting impression than is possible in the case of the house-to-house canvassers, many of whom are old men who have almost outlived their usefulness and are physically incapacitated for any other kind of work."

Darby Likes Features

Syndicated newspapers features are "efficacious factors in holding and building circulation," W. J. Darby, circulation manager of the Mail and Empire of Toronto, declared in the course of an address before the convention.

"A feature need not have instructive value to be capable of great popularity, as with comic cartoons in which the lighter vein of human nature seeks outlet and expression," he said.

"It may be contended that this grotesque form of entertainment is little appreciated by sober-minded readers, but this objection can scarcely be supported as all indications point to the fact that a comic feature by a gifted cartoonist grows upon those who regularly see his work until it becomes an acquired taste like olives or caviare."

Circulators Should "Mix"

The best way of attaining co-operation between circulation managers and the heads of other departments was discussed by J. J. Lynch, assistant business manager of the Cleveland Press.

"It is absolutely necessary to maintain a good feeling among all employes in order to bring about the best results in getting regular and extra editions handled in the shortest time

possible," he said. Meetings ought to be held as often as possible with the foremen of the different departments when plans can be gone over and suggestions made that will be beneficial. In other words, the circulation manager must be a diplomat, a good mixer, an associate of employees of the different departments, helping them iron out their difficulties, which will earn their good will and bring excellent results."

Carriers as Agents

Agitation favoring the repeal of the law prohibiting rural route mail carriers from acting as subscription agents for newspapers was urged by John T. Toler, circulation manager of the Atlanta Constitution.

"There can be no doubt that rural route carriers acting as subscription agents are an accommodation to rural route patrons," he said. "The farmer is not provided with writing conveniences and often fails to subscribe to a newspaper solely because of the inconvenience of locating writing paper, writing the letter, and posting it."

"I do not believe there is a circulation manager who will not admit that if rural route carriers were free to act in this matter, it would mean a considerable increase in circulation."

Bad Times for "Schemes"

Premiums, contests and other means of increasing circulation were discussed by Joseph H. Lackey, circulation manager of the Nashville (Tenn.) Banner.

"Money hazarded on a contest at this time would be like throwing it into a rat hole, because the minds of the people are so fixed on things of a serious nature that a contest would shock rather than get their sympathetic co-operation. The public is reading newspapers because it wants the news, and no artificial stimulus is needed."

"Special rates cannot be considered in the same class with contests and premiums. They are a legitimate means of getting new business. The high cost of living has developed a keenness on the part of the public for any sort of bargain. In normal times, it certainly is worth while to make special rates on mail subscriptions in order to get new business."

Favors Unlimited Circulation

Whether circulation outside of a zone of 150 miles is of any benefit to an advertiser was discussed by W. L. Argue, circulation manager of the Toronto Daily Star, and answered by him in the affirmative, so far as Toronto is concerned.

"Toronto local stores, particularly those centrally located, have thousands of people in and out of them daily, who are in the city for shopping, business, or pleasure," he said. "These people seem to know where to go for what they want to buy, as well as the residents of the city, because they keep themselves familiar with the store news appearing in the advertisements in Toronto newspapers. If they do not buy by mail, they go to the store whose advertisements appeal to them whenever they visit Toronto."

"The successful circulation manager, must be not only a capable salesman but

EQUIPMENT WANTED

Wanted

Wanted to buy a second hand Linotype lead and rule caster. Must be in good operating condition. Address "Lead & Rule," Editor and Publisher.

a good organizer, as well," said Albert R. Michener, circulation manager of the Harrisburg (Pa.) Telegraph. Mr. Michener considered particularly the problems of the circulation manager of the small-town newspaper.

Drop "Detail" Worries

"Don't burden yourself with the petty things in your work," he advised. "You must have the vision that permits you to look into the future and carefully plan new fields that constantly are opening for development. You must keep abreast of the times, and when necessary be a pioneer. To do this, you cannot handle details, and you will be surprised how easy it is to train assistants who can handle them as successfully as yourself."

McKernan Probable President

The directors' meeting, held Monday night, could not decide on the new officer list, but James McKernan of the New York World will doubtless be called upon to accept the presidency, with W. L. Argue of the Toronto Star for first vice-president, and A. G. Lincoln of the St. Louis Post-Dispatch for second vice-president.

There seems to be very little opposition to J. M. Annenberg of the Albany Knickerbocker-Press and it is expected that he will be selected for secretary-treasurer. There are four directors to be elected, but there is no definite indication at this time as to who they will be.

KELLYS HOME FROM WAR

Famous Sioux City Tribune Family Resume Peace-Time Pursuits

Sioux City, Ia., June 10.—The "fighting" Kellys of the Tribune are altogether again, for the first time since America entered the war. Eugene, business manager, is now to be found in his office after service as a deck officer in the Naval Training School; Major John H., managing editor, likewise is back after working his way up in the Army from a lieutenant. Gardner H., third son of John C., editor, has returned to the mechanical department from eighteen months' service in the Navy; while John F., mechanical superintendent, is on his old job again after being discharged from the Army.

Knight Made City Editor

TACOMA, Wash., June 11.—J. Ernest Knight, returned from nine months' overseas service with ordnance corps, has taken the city desk of the Tacoma Ledger, replacing U. N. Hoffman.

Newspaper Buys Airplane

DENVER, June 8.—The Denver Post has purchased an aeroplane for delivery of papers to suburban towns.

Printing Plants and Business BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products

Printers and Bookbinders
Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St., New York City

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour.
A good press at a reasonable price.

Walter Scott & Company
PLAINFIELD, NEW JERSEY

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Rocap Will Referee Big Bout

PHILADELPHIA, June 11.—William H. Rocap, sports editor of the Public Ledger, has been selected to referee the world championship heavy-weight boxing contest between Jess Willard and Jack Dempsey, to be held in Toledo, Ohio, July 4.

PREDICT ATTEMPT TO TAX ADVERTISING

(Continued from Page 5)

the Bolsheviks in his home city and elsewhere and paid a tribute to the press of the country in its fight for good government. He also denounced those capitalists who by their attitude toward labor imperil the peace and prosperity of America.

"So far as I am concerned I don't believe in any skim milk policy towards the man who wants to overthrow the government of the United States," shouted Hanson. "But I want to say to you that we are not afraid of revolution. I've seen the citizens stand up and be counted."

Press Version Upheld

Seattle's labor troubles were also the basis of a sharp verbal clash at the Monday session, when Rabbi Johan B. Wise, of Portland, in an address on "The Moral Side of Reconstruction," maintained that the press had misrepresented the Seattle strike in referring to it as a revolution. He declared it was a legitimate labor demonstration.

An immediate reply came from Gordon C. Corbaley, executive secretary of the Seattle Chamber of Commerce, who upheld the press interpretation and declared that the strike was a deliberate attempt by radicals to take over industry and government.

The present prosperity of the advertising business, which was reflected in every session, was attributed by Rollin C. Ayres, of San Francisco, director of the association, to the way in which advertising "sold the war." Never has there been such a convincing demonstration of the effectiveness of display space, he declared, as the manner in which it sold war bonds and aided every other patriotic cause.

Truth in advertising and kindred topics were touched on by many speakers who discussed the progress of this campaign and the benefits derived.

Careless Exporters Hurt United States

A variation of this topic was the advocacy of conservatism in advertising in a talk on "Advertising Overseas" by Wilford Beaton, editor of Pacific Ports. Mr. Beaton told of the excellent results obtained in England in advertising without sensationalism. The most impressive feature of his address, however, was an attack on the haphazard methods which many exporters have followed in packing goods for overseas.

Such carelessness, he declared, offsets the benefits of much advertising and advertising men should unite in seeing that better methods are adopted.

Confidence in advertising is the chief goal to be sought by advertising clubs, asserted Elliott M. Epstein, attorney for the Better Business Bureau of the San Francisco Club. "It took time," said Mr. Epstein, "to secure truthful advertising. We must now secure confidence in ad-

vertising, for without confidence truthful advertising is worth nothing."

That newspaper advertising is read by the great majority of women has been ascertained through the compilation of a market report in Oakland, explained to the convention by George A. Hughes, advertising expert of that city. Mr. Hughes recommended that all cities be canvassed for information that would be of value to advertisers, and that the Oakland market report plan was one of the most feasible. He suggested that advertising men throughout the country communicate with the Oakland Club in regard to it.

Women Favor Newspaper Ads

The convention brought together many speakers of prominence who participated in the departmentals as well as the general sessions. It was the general impression that no previous convention has done as much in taking up the serious problems of the advertising man.

All the speakers who entered into the subject predicted still further increases in the advertising business. The doom of the business firm, large or small, that does not keep pace with the progress of newspaper advertising was freely predicted.

Cups offered for excellence in attendance, exhibits and other phases of the convention added much interest. One of the real contests was for possession of a handsome trophy offered for the best speech on "Why Industries Should Come to the Pacific Coast." It was won by Frank Butterworth of Los Angeles, with R. E. Bigelow of Spokane second.

Rev. Harvey Miller of Sacramento won a trophy offered for the best presentation of merits of the delegates' home cities.

Butterworth Wins Speech Cup

The social features of the convention, particularly the annual banquet, were greatly enjoyed. The visiting women were entertained by the Advertising Women's Club of Portland, recently organized.

Today, the closing day of the convention, merged into the opening day of the Portland Rose Festival. A great advertising and industrial parade was the feature.

Stockton and Los Angeles are both candidates to become the convention city next year. This contest will be decided tonight.

If Los Angeles wins, Fred J. Wadley of that city will be elected president.

If Stockton is selected, David S. Matthews, a Stockton man, will head the organization.

The sentiment for the cities is about evenly divided.

DAILIES SUSPENDED IN TWO CAPITALS

(Continued from Page 5)

went about the shop, regularly, and inquired whether the employees were hungry or thirsty, or wanted to smoke, and if so, what they wanted—and it was all "on the house!"

Enter Bolshevism

Then Bolshevism came to Buenos Aires. The men in the editorial department of La Prensa formed a union. A printer was discharged and the men in the mechanical department organized. There was a strike that lasted a week and then all the men who had been out came back to work, and then there was another strike which has made Buenos Aires a metropolis without news of the outside world for more than two weeks.

There is a big department store in Buenos Aires, known as "Gathchaves." The employes of the store went on strike for higher wages and enlisted the sympathy of the newspaper workers. The employes of La Prensa and the other daily newspapers served notice on their employers that they would not set up or print advertisements of the store where the employes were on strike and Ezequiel P. Paz, the director general of La Prensa, decided it was time to fight.

Suspended Publication

He held a conference with the other publishers of newspapers in Buenos Aires and all of them printed an announcement the following day that they had suspended publication, indefinitely. They let it be understood that the presses could rust before they would give in.

Then they learned that a similar situa-

tion existed in Mexico City. They cabled news of the troubles they were encountering in Buenos Aires to the capital of the Mexican republic and suggested that the newspaper proprietors there take a similar stand. And they did. They issued a bulletin which said:

"We, the editors who defend themselves against unjustified attacks, the managers of "Companias Editoriales Mexicanas, El Herando de Mexico, El Excelsior, El Democrata, El Nacional, A. B. C., and El Universal, declare that we will not recognize groups of the so-called 'Newspaper Union of Workingmen and Lynotipographic Union,' because their organizations have failed to recognize their just obligations, quitting their work without any just grievance, but only because of a general strike.

"We consider this an act of hostility for which we are not responsible and we have decided that from now on, we will not negotiate with any delegation from the so-called union, but will suspend publication of all our newspapers until all our departments are filled by individual contract.

"We agree that in these contracts we will establish the same scale of wages and the same rules shall apply for the operation of workshops of all newspaper workshops.

"We agree that none of us will print a newspaper until all are in a position to do so."

That pronouncement ended the newspaper strike in Mexico City. The latest cablegrams from Buenos Aires indicate that the strike there will soon be ended as the result of similar tactics.

Get the man you need by asking for him in EDITOR & PUBLISHER liners.

SIGNS

For Classified Ad and Circulation Departments
NEW PROCESS SIGN

Looks Like Metal, Wears Like Metal, But Costs Less Than Metal
Send today for samples and quantity prices.

S. BLAKE WILLSDEN
Specialties for the Circulation Department
29 E. Madison St. Chicago

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

PUBLISHERS' Service Bureau

invites editors, publishers, motion picture producers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

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742 Market Street
SAN FRANCISCO

Food Medium of New Jersey

Trenton Times

A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
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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 amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.



Hemstreet's PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

PUT THE KEYSTONE STATE IN YOUR PYRAMID OF MARKETS!

Pennsylvania newspapers measure up to Pennsylvania standards of achievement in every line of endeavor—and that is high praise!

For the Keystone State is a vast industrial community, in which are produced on a large scale commodities needed by the people of all the States and of all progressive countries. It is a wage-paying and a wage-earning State, inhospitable to drones and offering a cordial hand-clasp to every capable worker.

Pennsylvanians are sophisticated. They know good products—and buy them. They demand good newspapers—and get them.

This great commonwealth offers an excellent trial territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind.

The newspapers named below present an admirable try-out list. They are leaders in their fields—newspapers of prestige and influence, thriving on reader-confidence. Through a campaign in their columns, linked up with dealer distribution, you may win a lasting foothold in the great Keystone Market. And the initial expense in thus entering one of the richest markets in the world is, as shown by the line rates quoted, moderate indeed!

Pennsylvanians are ABLE TO BUY—and if your product is one that prosperous and progressive people SHOULD BE INTERESTED IN you will find them quickly responsive!

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03	Lebanon Daily News.....	8,349	.0179	.0179
*Altoona Mirror (E).....	23,676	.04	.04	New Castle News (E).....	13,411	.025	.025
Altoona Times (M).....	14,940	.025	.025	Oil City Derrick (M)	6,135	.023	.018
Bethlehem Globe (E).....	6,766	.025	.025	Philadelphia Record (M)	123,277	.25	.25
*Chester Times & Republican (M&E) ..	14,177	.04	.04	Philadelphia Record (S)	133,680	.25	.25
Connellsville Courier (E).....	6,888	.015	.025	Pittsburgh Dispatch (M)	54,810	.12	.08
*Easton Express (E).....	11,096	.02	.02	Pittsburgh Dispatch (S)19	.14
Easton Free Press (E).....	15,455	.0285	.0285	Pottsville Republican (E).....	10,797	.0329	.0329
Erie Herald (E)	8,632	.02	.02	Scranton Republican (M).....	27,130	.08	.07
Erie Herald (S)	8,491	.02	.02	Scranton Times (E)	36,861	.08	.07
Harrisburg Telegraph (E).....	28,910	.045	.045	West Chester Local News (E).....	11,926	.03	.03
Johnstown Democrat (M)	9,841	.03	.025	Wilkes-Barre Times-Leader (E).....	19,376	.05	.035
Johnstown Leader (E)	8,039	.015	.015	York Gazette (M)	15,026	.03	.03
Lancaster Intelligencer & News-Jour- nal (M&E)	22,018	.05	.05	Government statement April 1st, 1919. *A. B. C. statement April 1st, 1919.			

THE NEW YORK GLOBE

Sells its advertising space as a commodity at the same rate, local or foreign, for the same service.

The Globe believes that the advertiser is best served by employing the service of a competent advertising agent, and accepts no order direct from new advertisers at net rate for less than 50,000 lines of space.

By thus protecting the advertising agent in his business. The Globe is confident that it is fostering the best interests of the industry of advertising for best service to the advertiser.

While other metropolitan newspapers adhere to pre-war conditions of 10 per cent. commission to agents when it costs them 11 and 12 per cent. to do business, The Globe on Nov. 1, 1918, increased its commission allowance to 15 per cent. and 2 per cent. cash discount.

SATURDAY BARGAIN RATE

To convince advertisers of the productive value of general advertising in its Saturday issues, The Globe recently established a special flat rate of 25 cents a line for Saturday only. This rate applies only to general business run of paper and not to any advertising listed under Classification Section No. 2 of the current rate card of The Globe.

Member **THE NEW YORK GLOBE** 180,000
A. B. C. **A DAY**

JASON ROGERS, Publisher

