



# EDITOR & PUBLISHER



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

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

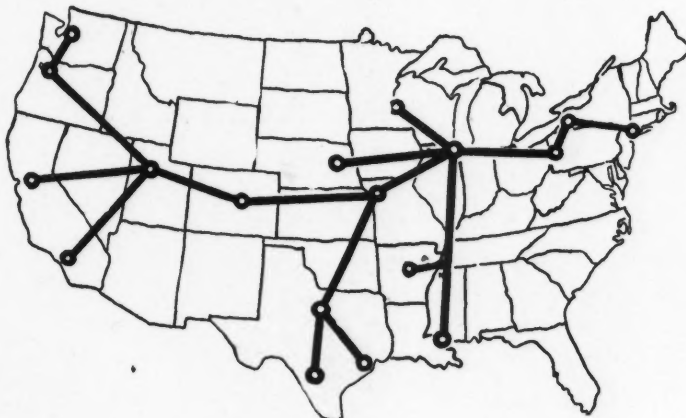
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Vol. 52, No. 16

## WHOLESALE NEWS

### Distributing Chicago Tribune Stories From Paris to Shanghai



Map showing system of leased wires by which newspapers from the Atlantic to the Pacific, and from Canada to the Gulf receive news reports from The Chicago Tribune.

**C**HICAGO TRIBUNE news and features have a circulation far greater than that of the largest national magazine. The public is familiar with the world-wide organization through which The Tribune gathers news, but few think of The Tribune as a distributor of news—retail and wholesale.

Through The Tribune Syndicate and The Tribune News Bureau, the influence of the W. G. N. radiates to every section of the United States and even to France, Canada, Cuba and China. The Syndicate sells Tribune cartoons and such features as Dr. Evans, Doris Blake, B. L. T., Tribune comics, etc. Chicago Tribune features are purchased by the Shanghai Times and by El Mundo of Havana, Cuba, and, of course, news is cabled and features mailed regularly to The Paris Edition of The Tribune.

The Tribune Syndicate has made "The Gumps," "Gasoline Alley," "Bobby Make-Believe," "Antoinette Donnelly" and other distinctive Tribune features household words not only in The Chicago Territory, but in every state in the Union.

The News Bureau sells exclusive stories of Tribune local reporters and Tribune foreign correspondents. Certain papers pay The Tribune as much as \$1,000 a month for a complete news report nightly. Such reports amounting to 12,000 to 15,000 words each are sent every night from The Tribune office to the following seventeen newspapers over leased wires. The circulation of these

papers, together with that of The Tribune, amounts to 2,500,000:

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| <i>N. Y. Illustrated Daily News</i> | <i>Seattle Post Intelligencer</i> |
| <i>Buffalo Inquirer</i>             | <i>Portland Telegram</i>          |
| <i>Pittsburgh Post</i>              | <i>San Francisco Chronicle</i>    |
| <i>Minneapolis Journal</i>          | <i>Los Angeles Times</i>          |
| <i>Kansas City Star</i>             | <i>San Antonio Express</i>        |
| <i>Lincoln State Journal</i>        | <i>Houston Post</i>               |
| <i>Denver Rocky Mountain News</i>   | <i>Fort Worth Star Telegram</i>   |
| <i>Salt Lake Tribune</i>            | <i>New Orleans Item</i>           |
|                                     | <i>Little Rock Gazette</i>        |

In addition, the news report is mailed from the nearest leased wire relay to the Vancouver (British Columbia) World and to the Great Falls (Montana) Tribune.

The Boston Post buys a full news report, but receives it over ordinary wires, paying regular telegraph rates.

In addition the News Bureau sends out "queries" each night to many other papers, which buy as much or as little as they please, paying for it at space rates. The success of The Chicago Tribune News Bureau is due to the close personal attention given to the needs of every paper served.

Members of The Chicago Tribune staff now stationed abroad as special correspondents include: Floyd Gibbons, Henry Wales, Spearman Lewis and Betty Van Benthuyssen in France; Henry Hyde and Arthur Mann in England; Parke Brown and Richard Henry Little in Germany; Thomas Stewart Ryan in Poland; J. H. Clayton in Greece; and Frederick A. Smith in Japan.

# THE EASE OF DOING BUSINESS IN CANADA

and the absence of maritime risks and insurance are factors that should influence American Advertisers to Cultivate the Canadian Market.

Canadians already know and appreciate American goods. Pioneer work is unnecessary.

American manufacturers are missing an opportunity if they are not getting their share of this splendid Canadian market that is concentrated, therefore easy and economical to reach.

Canada is a country of daily newspapers the same as the United States. The newspapers listed on this page reach about two-thirds of the population of the Dominion which has an area larger than that of the United States. This two-thirds of Canada's population is in the provinces of Ontario and Quebec covered by the following daily newspapers.

Suppose you had the tremendous selling force of these daily newspapers working for you; don't you think you would soon feel the benefit?

The advertising manager of any of them or any recognized advertising agency will give information regarding dealers and methods of distribution in Canada.

PROVINCE OF ONTARIO									
Population 2,523,274									
Lines									
	Circulation	2,500	10,000		Circulation	2,500	10,000		Lines
Border Cities Star (Windsor).....	12,403	.03	.03	*Kingston British Whig .....(E)	5,519	.025	.02		
†Brantford Expositor .....(E)	10,160	.025	.025	*London Free Press .....(MN&E)	41,609	.07	.06		
†Brockville Recorder-Times ....(E)	4,225	.0179	.0107	*Peterborough Examiner .....(E)	5,329	.0193	.015		
Chatham Daily News .....(E)	2,472	.01	.0071	*St. Catharines Standard .....(E)	7,632	.0275	.0175		
*Galt Reporter .....(E)	3,955	.015	.0125	*Toronto Globe .....(M)	86,388	.15	.11		
†Guelph Mercury .....(E)	3,877	.015	.01	*Toronto Star .....(E)	86,157	.14	.11		
*Hamilton Spectator .....(E)	31,058	.055	.05	*Toronto Star .....(S)	75,777	.105	.09		
Hamilton Times .....(E)	11,200	.035	.03	*Toronto World .....(M)	27,437	.09	.06		
				*Toronto World .....(S)	87,655	.12	.09		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
Lines									
	Circulation	2,500	10,000		Circulation	2,500	10,000		Lines
*Montreal Gazette (3c-88 yr.)....(M)	32,140	.085	.07	*Montreal Star .....(E)	111,151	.13	.11		
*Montreal La Presse (2c per copy) (E)	147,127	.13	.11	*Quebec Le Soleil .....(E)	39,356	.06	.06		

Government Statement, April 1, 1919.

\*A. B. C. Report, April 1, 1919.

†Publishers' Statement, April 1, 1919.



# BASEBALL BUGS

## WANT TO READ ABOUT THE COMING WORLD'S SERIES FROM EVERY ANGLE



AS USUAL N. E. A. WILL GIVE ITS CLIENTS, IN ADVANCE, A WONDERFUL SERVICE OF SMASHING FEATURES, SMART LAYOUTS AND ACTION PHOTOGRAPHS FOR USE NOT ONLY DURING THE WEEK BEFORE THE GAMES BUT ALSO WHILE THE GAMES ARE BEING PLAYED.



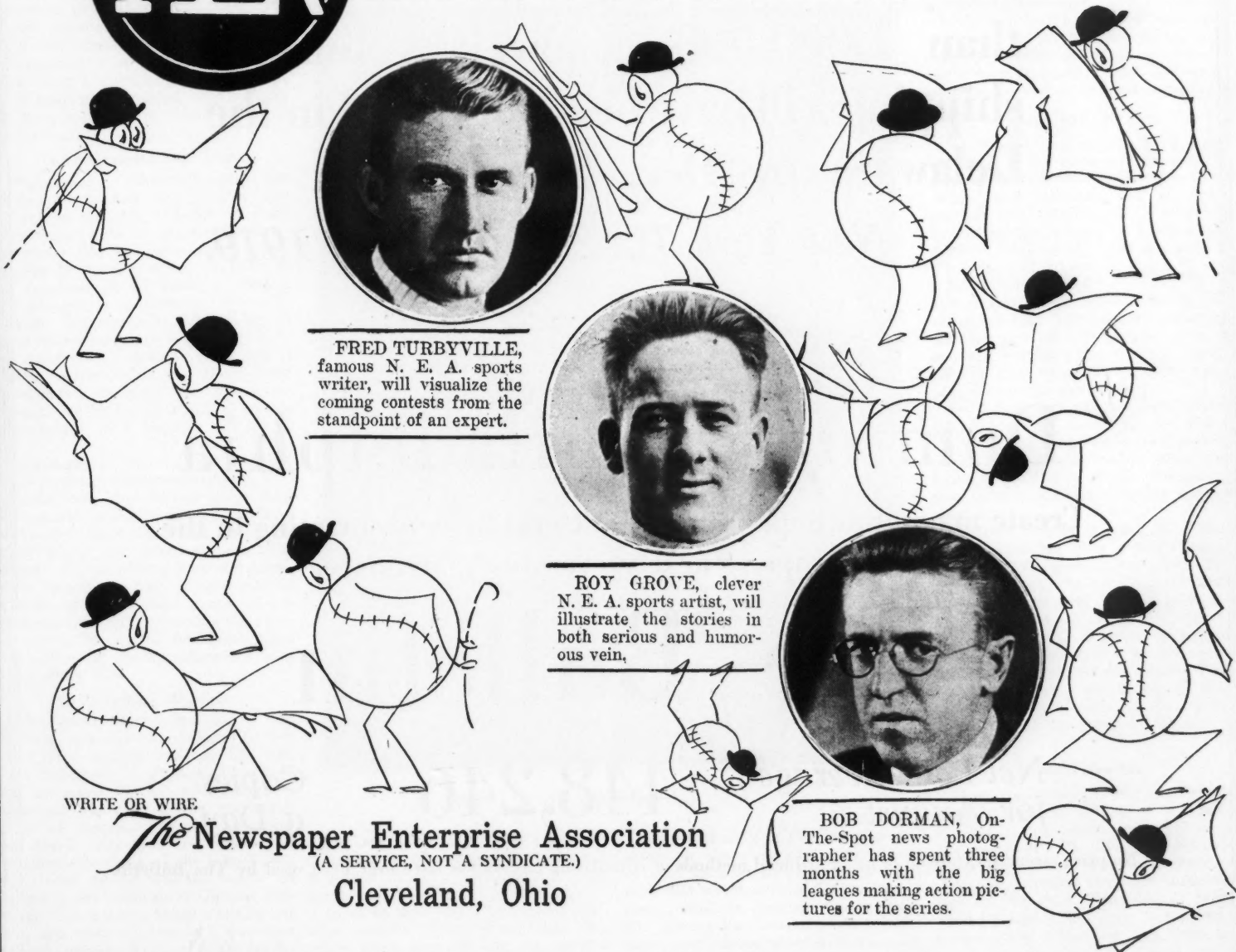
FRED TURBYVILLE, famous N. E. A. sports writer, will visualize the coming contests from the standpoint of an expert.



ROY GROVE, clever N. E. A. sports artist, will illustrate the stories in both serious and humorous vein.



BOB DORMAN, On-The-Spot news photographer has spent three months with the big leagues making action pictures for the series.



WRITE OR WIRE

*The* Newspaper Enterprise Association  
(A SERVICE, NOT A SYNDICATE.)  
Cleveland, Ohio

# The Clyde of America

**“The Philadelphia Board of Trade maintains that the Delaware River has earned the right to be called the Clyde of America because of the shipping tonnage which has been and will be launched in its waters before the end of this year. According to the board, more than 1,000,000 deadweight tons of shipping will have been launched in the Delaware by Dec. 31, 1919.”**

*New York Times, August 26, 1919.*

Philadelphia Board of Trade Reports  
of 1919 Shipyard Tonnage

Clyde (Scotland) Yards.....	550,000 tons
All United Kingdom Yards.....	1,500,000 "
Delaware River (Philadelphia) Yards.....	1,479,000 "

## Dominate Philadelphia

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

# The Bulletin

Net Paid Average  
for August

448,246

Copies  
a Day

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



# EDITOR & PUBLISHER



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

Vol. 52

NEW YORK, THURSDAY, SEPTEMBER 18, 1919

No. 16

## WANAMAKER, AMERICA'S MASTER MERCHANT, NEVER TAKES VACATION FROM ADVERTISING

### For More Than Half a Century Successful Philadelphian Has Given a Part of Each Working Day to Advertising Thought—Writes Everything Appearing Over His Signature—Puts Faith in Newspaper Space

WHILE the part advertising has had in the success of John Wanamaker, dating from a night in April, 1861, when at the close of the first day's business of Wanamaker & Brown the present merchant leader kept 67 cents for change and invested the balance of the day's receipts, \$24, in advertising, there are a great many things that have never been told about the part purchased space has played in building one of the foremost retail institutions in the world.

Wanamaker's is more of an institution than a store, or group of stores, it is generally conceded. Advertising has been one of the dominant factors in its creation.

#### Advertisements That Live

Wanamaker advertisements are printed words that live, in that they reflect the thoughts and acts of John Wanamaker, aged 81, the creative driving power that has made and is today keeping the stores that bear his name at the forefront in the ranks of dealers with the people of America.

With Wanamaker's, advertising is more than a means to sell goods. It is the courier of a business creed and is representative of but one thing—John Wanamaker, the man, who has something to sell backed by a selling knowledge gained in a business life of 58 years.

Wanamaker's believes in but one kind of advertising media—newspapers.

Books have been written about John Wanamaker—good books and inspiring books—but taken all in all there are many things that have not been disclosed. To advertising men and newspaper owners, his daily work should be a much better heralded lesson of advertising—not only as a stepping stone to success, but as the foundation upon which business can be maintained as a living thing.

#### Led Pershing Welcome

John Wanamaker celebrated his 81st birthday anniversary on July 11—but years mean nothing to a man like him.

On September 12, Philadelphia turned out en masse to welcome America's great war leader fresh from the battlefields of Europe. John Wanamaker was there. His eyes twinkled in anticipation like those of the school children who tossed \$10,000 worth of flowers in the pathway of General Pershing. There was a happy smile on his face, and when all-America's war hero stepped from the shrine of American independence and faced the multitude that

filled Independence Square, it's a safe bet that there was a youthful catch in John Wanamaker's throat and that he never really knew whether he shouted nor how long he applauded.

Advertising is the keystone in the creed of John Wanamaker that built business success. That advertising has

world; he has forgotten about "good buys," "easy sales," meetings of bank directors and a hundred other things in which he is vitally interested; he has forgotten all those things that he might play, but never—not for a single day—has he failed to give his personal attention to Wanamaker advertising.

ness on the basis of the purchasing power of the day's receipts, and it is worthy of notice that each day's receipts were always greater than those of the day before.

Today Mr. Wanamaker goes around with his pockets bulging with scraps of paper—not unlike a boy who picks up to keep everything that interests him. Those scraps of paper, torn at random, among them even the backs of envelopes and pages ripped from note books, each holds a thought jotted down immediately when it comes to him, and many of them have to do with advertising.

#### Pockets Full of Ideas

To him advertising is still the most important of his business activities. He directs all Wanamaker advertising campaigns and criticises, and at times changes and rebuilds, all Wanamaker advertisements because he believes that printed words are the tonic necessary to the success of his vast business.

When you read a statement in a Wanamaker advertisement that is followed by John Wanamaker's signature you can rest assured that he wrote it and it is not often that you will see an advertisement of one of his stores without such a statement.

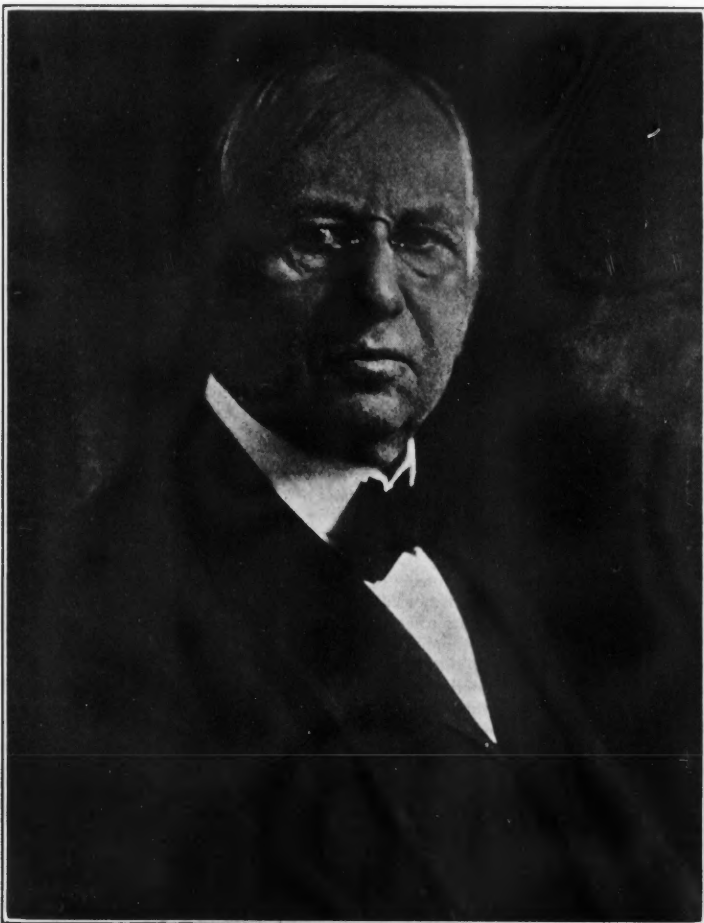
He writes those statements with painstaking care, the corrections he makes are sometimes many—some are rewritten twenty times or more—but when you read it finally it is all his message to you, even to the most minute corrections.

Contrary to general belief, Mr. Wanamaker does not have a single dollar invested in a newspaper enterprise. The estate of his son, the late Thomas Wanamaker, is interested in several newspapers and that has caused this impression. Early in life, however, he was an editor and publisher of a weekly newspaper called Everybody's Journal. That was before he won the honor of being the first paid secretary of the Y. M. C. A., or had abandoned a career as a lawyer.

#### Marked New Era

From the beginning, Wanamaker advertising has been used to carry a daily message to the public, except Sunday. On September 26, 1874, Mr. Wanamaker first, in a large way, made a step that attracted the wide attention that he has since been able to hold, when he used a half page to announce a new policy which was set forth as

(Continued on Page 64.)



JOHN WANAMAKER.

been kept young and virile and every Wanamaker advertisement is merely a reflection of John Wanamaker's ideas, ideals and beliefs.

In more than half a century of business success John Wanamaker has taken many vacations—he has traveled far in the out of the way places of the

From that night in 1861, when Wanamaker at the close of his first day's business sat down to write an advertisement that would meet his \$24 purchasing power, until the early eighties he wrote all Wanamaker advertisements. For many years those advertisements were written at the close of the day's busi-



## PUBLISHERS TAKE OPENING STEP TO OBTAIN ZONE LAW REPEAL

Chairman Victor Rosewater of A. N. P. A. Postal Committee Confers with Washington Leaders on Mondell Resolution—Strong Opposition Reported Developing

(BY TELEGRAPH)

Washington, D. C., Sept. 17.

IN order to acquaint himself with the situation in Washington relative to the second class postal zone system, which Republican Leader Mondell hopes to repeal at an early date, Victor Rosewater, of the Omaha Bee, who is the new chairman of the postal affairs committee of the American Newspaper Publishers' Association, was in the Capital this week.

Mr. Rosewater conferred with a number of House leaders in order to obtain a clearer understanding of their viewpoint on the Zone Law, especially of the members who are supporting the Post Office Department in the fight against its repeal.

### Gave Some the Publishers' Point of View

His mission was in some sense an effort to lobby for repeal of the bill, since the publishers will conduct their fight when the ways and means committee of the House begins consideration of the Mondell repeal resolution. But Mr. Rosewater was able to give the leaders with whom he conferred something of the publishers' point of view.

In some of his conferences, Mr. Rosewater drew an analogy between a package of laundry and a bundle of daily newspapers, pointing out that it costs less to ship the former by mail than it does a newspaper under Mr. Burlison's zone system. Although Mr. Rosewater would not commit himself in his conferences, it was plain to the casual observer at the capitol that a very strenuous opposition has developed to the Mondell Bill on two accounts, both of which have been outlined in previous issues of EDITOR & PUBLISHER.

### Points of Opposition

They are: First, the belief of some of the leaders, notably Representative Stenerson, of Minnesota, who is chairman of the House committee on Post Office and Post Roads and who is in agreement with Post Office Department officials on the question; and, second, a considerable body of members who do not believe that any revenue yielding legislation can be repealed with safety under the existing financial condition of the Treasury of the United States.

Chairman Good, of the Appropriations Committee, having predicted today that even though Congress does not appropriate another penny, which is highly improbable, there will be a deficit of not less than \$500,000,000 at the end of the current fiscal year.

Representative Mondell still is hopeful of getting the Ways and Means Committee to act on his resolution in the near future, and he was understood to have encouraged Mr. Rosewater in that respect, but this feeling of optimism is not shared by many other Republican leaders, especially in the Senate where Messrs. Smoot and Penrose, both of whom are opponents of the zone law, are not inclined to open the flood gates of tax repeals if there is any way to avoid it.

### Objects to New P. O. Ruling

Debates on such measures would be certain to compel confession that reduction of income taxes and repeal of the so-called consumption taxes is not probable during the current fiscal year.

While in Washington, Mr. Rosewater conferred with officials relative to the ruling by the Post Office Department that advertising by a newspaper in its own columns is advertising within the meaning of Zone Law, whereas the copy

in the interest of the government or such organizations as the Red Cross is not.

The best that the Post Office Department promises to do is to consider the publishers' argument.

### Amalgamated Press Officials Complete American Tour

A. R. Linforth and A. B. Blayney Will Sail for Home Saturday—They Like America

Take it on the authority of no less keen observers than A. R. Linforth, the joint secretary, and A. B. Blayney, the general manager of Lord Northcliffe's Amalgamated Press, which prints so many publications that no one has ever memorized the names of all of them, that the only real difference between Englishmen and Americans is the way Americans have of pronouncing some of their words.

"You'll pull me up a bit on that, Linforth, if I'm wrong," said Blayney, when this matter was under serious discussion at the Biltmore, Tuesday evening, with a representative of EDITOR & PUBLISHER.

"Righto," said Blayney. The two Englishmen, who are the most likable chaps imaginable, still speak English rather strangely (to the American ear), owing to the fact that they have been in the United States two weeks only.

"A fortnight," said Linforth. They were sent over here by Lord Northcliffe's big publishing house to prow around a bit on the American terrain, penetrating as far into the interior as the Chicago river, stopping for several days at the outpost there, and also at a place farther north, named after the shaggy beasts that used to roam the American continent and were killed off by an American who took a Wild West Show to England.

### Not Over Advertised

Niagara Falls is only a jaunt away and, take it from Messrs. Linforth and Blayney, it is the finest sight that the United States has to offer a discerning tourist—especially from the Canadian side.

Charles Wiles, advertising manager of London's big store, Harrod's, Ltd., came over here recently, gave Niagara Falls a passing glance, and told EDITOR & PUBLISHER that, in his opinion, the falls had been over-advertised.

"Can you over-advertise a good thing? Rather not!" was Messrs. Linforth and Blayney's comment on this verdict. (The falls are really immense when viewed from the Canadian side.)

So they are going back to London to advertise America, as being so much like England and so much worth while, that it ought to be cultivated. For that matter, many more Englishmen, they agree, come to America, than there are Americans who visit England. If more Americans would visit the mother country, it would be no time at all before the United States would be quite like England.

At Philadelphia, Washington, New York City, Chicago and Detroit, the two visitors were entertained in a way that pleased them greatly by the heads of establishments in which they were principally interested—the big printing press, type, type-setting, and publishing houses of this country. Their organization has made large purchases of printing supplies here and is contemplating more. They were sent here to study recent improvements in methods and production. They gained a wealth of information, they said.

They sail Saturday on the Adriatic.

## ROME DAILY NEWS OUT SEPTEMBER 20

Manager and Editor T. E. Edwards Announces Make-Up of Staff Policies and Plans of New Georgia Newspaper

ROME, Ga., Sept. 17.—It was definitely announced today that the Daily News will make its appearance for the first time on September 20. In a statement to EDITOR & PUBLISHER, T. E. Edwards, who will be manager and editor, said:



T. E. EDWARDS.

"We have great plans for our publication here. We are putting in full leased wire service with the service of the 'N. E. A.' and expect to cover the local news thoroughly, as well as in the small towns near here. Of course, we are Democrats and our chief policy will be to give Rome and northwest Georgia a long-felt need in the way of a real, live, boosting newspaper.

"W. G. Foster, formerly with the Chattanooga Times, is managing editor; O. McPeak, formerly with the Birmingham Ledger, is circulation manager; C. B. Wright, formerly of the Anniston (Ala.) Star, is advertising manager. I will direct both its editorial and business departments.

"For a town this size, we believe our advance circulation is almost phenomenal. We had expected to have 4,000 bona-fide subscribers to begin with, whereas we will have near 6,500. This we expect to hold, as we are beyond a doubt going to give this section the best local newspaper they have ever had."

### New Sunday Editor in Hartford

HARTFORD, Conn., Sept. 17.—Ralph Reed Wolfe, who has been Sunday editor of the Courant since the establishment of the Sunday paper in 1913, has resigned to enter the sales promotion and publicity department of the Aetna Life Insurance Company. Ray T. Tucker becomes Sunday editor. He has been with the Courant as a reporter since shortly after his graduation from Yale in 1915 and was correspondent for the paper at Camp Devens in 1917. He later served in France in the infantry.

## McANENY MENTIONED FOR BERLIN POST

Executive Manager of New York Times Mentioned in Washington Despatch as the Choice of President Wilson—No Confirmation Obtainable

A special despatch to the New York World, dated September 14, announced: "As soon as the Senate disposes of the German peace treaty and opens the way to the restoration of diplomatic relations with Germany, President Wilson will announce the name of his selection as Ambassador to Berlin. There is excellent authority to justify the statement that the President has already selected the man for the most important and difficult post and the delay in the ratification of the peace treaty alone prevents announcement of his identity.

"Unless there are unexpected complications, the name that the President will send to the Senate will be that of George McAneny, former Borough President of Manhattan, and now executive manager of the New York Times.

"The President has had Mr. McAneny in mind for the post of Ambassador to Berlin for some time and there is reason to believe that barring unforeseen developments he will accept it if he has not already done so."

At Mr. McAneny's New York home it was said that he was at his summer home at Bolton Landing, Lake George, but telegraphic inquiry there by EDITOR & PUBLISHER brought the information that he "was out of town."

Mr. McAneny's associates at the Times offices say they know nothing further than what has been printed, and the Washington correspondent of EDITOR & PUBLISHER reports: "Acting Secretary of State Phillips says: 'I know nothing about Mr. McAneny in the connection mentioned.'"

## Court Refuses Libel Case Based on Dead Man

Unusual Suit Decided in Favor of Kansas City Star—Hyde Case Is Appealed to Supreme Court

KANSAS CITY, Mo., Sept. 16.—There can be no civil libel against the dead. This is the ruling of Judge T. B. Buckner in a case brought by Mrs. Rebecca Fry and two minor children against the Kansas City Star for \$50,000 damages. Mrs. Fry's former husband, Rolla Harvey, was killed and in 1913 and in 1916 in telling of the death of Mr. Harvey's brother, the death of the former was recounted. It was on publication of this article that the suit was based. Judge Buckner upheld the demurrer of the Star.

Dr. B. Clark Hyde, whose suit for alleged libel against the Star asking \$2,500,000 damages was dismissed by Judge Hall in July because of the statute of limitations, has appealed to the Missouri Supreme Court. The suit is based on publication of testimony in the Hyde murder trial which was not allowed to go to the jury.

### G. M. Trowbridge Critically Ill

PORTLAND, Ore., Sept. 15.—George M. Trowbridge, editor of the Portland (Ore.) Journal, recently underwent a serious operation at St. Vincent's Hospital, Portland. Although he rallied after the operation his condition is considered critical. He is one of the best known journalists in the West.

# URGENT NEWS PRINT CONSERVATION APPEAL MADE BY A. N. P. A. BOARD OF DIRECTORS

Following Special Meeting Held in New York to Consider Need of Economy in Consumption,  
President Glass Says Many Publishers Are Not Awake to Danger of Serious Shortage  
Even with Mills Working at Full Capacity.

DESPITE deprecation by some paper manufacturers of what they have characterized as "alarmist reports" in EDITOR & PUBLISHER concerning a possible shortage of newsprint, the board of directors of the American Newspaper Publishers' Association is agreed that the situation is a serious one and that there is urgent need for conservation in every practical way by every newspaper publisher in the country.

At the instance of Elbert H. Baker, publisher of the Cleveland Plaindealer and chairman of the Association's Committee on Paper, a special meeting of the board of directors was called by President Frank P. Glass, editor of the Birmingham News, and was held last Thursday in New York City.

After the meeting, in a statement made to EDITOR & PUBLISHER, President Glass said that other topics, such as labor problems, had been discussed by the directors, but that the important subject and the one for which the directors had been called into special conference, was the newsprint situation. He said:

#### Must Act in Own Interests

"The result of our deliberations was an agreement to use all the moral suasion we could, to persuade all newspapers of the United States to act in their own interests by restricting consumption.

"Many newspapers are not awake to the danger of a serious shortage. These papers are not curtailing consumption of newsprint in ways which would be readily apparent to them, if proper heed were given to the emergency. The directors of the American Newspaper Publishers' Association have no authority to effect restrictive measures—they can only appeal to these newspapers to serve all by serving their own best interests.

"There seems to be no doubt that production of newsprint cannot be increased for months and months. On the other hand, there has been in many quarters a feverish demand for paper, which has practically resulted in a run-away market. Fear of a railroad strike caused publishers to scramble for excess tonnage at high prices.

#### Mills at Full Capacity

"I do not believe that the mill men want a run-away market, and I do not believe they are trying to restrict the output. On the contrary, I am advised reliably that the mills are running to full capacity.

"It is not for the directors of the Association to say or even to suggest in what way or ways each newspaper can cut down its consumption of newsprint most effectively. It has been suggested that one way of doing this is to increase subscription prices and so limit circulation, but I do not believe that any reasonable raise in subscription price has any appreciable effect, other than temporarily, on circulation.

"Another expedient, which undoubtedly will be found more practical, in many cases, is increase in advertising rates, with the intention of limiting the amount of space used by individual advertisers and so increasing the number of these

that can be served without greater or even with less consumption of newsprint.

"Another plan that many newspapers can put into effect is to eliminate certain of their special features—especially those in Sunday issues—and print fewer columns of news in proportion to the volume of their advertising."

#### Method of Conserving

Another method of conserving newsprint was pointed out by the Association recently in one of its bulletins, as follows:

"At a time when every pound of newsprint saved tends to relieve a dangerous situation, it is difficult to understand why the mails are still clogged with the free advertising copy of the press agent. Even though in the days of cheap paper some publishers permitted their news columns to be virtually

ings as there have been have ranged from \$4.75 to \$5.40 mill.

How prices have increased in the past month is reflected in a statement issued by the Association in its bulletin of August 9, which stated:

#### How Prices Have Risen

"Publishers are experiencing extreme difficulty in securing additional tonnage above contract, and such as can be found is offered at prices well in excess of \$3.75. Some lots have recently been offered at from \$4.10 to \$4.40 f. o. b. mill, and some small offers are reported as high as \$4.65 mill and \$5.20 delivered."

The statement of that date continued: "These extreme demands indicate the danger of a run-away market, resulting in part through the operations of speculative brokers, and the many efforts of publishers to secure additional paper.

#### "MOST RIGID ECONOMIES" NEEDED TO INSURE ENOUGH 1920 NEWS PRINT TONNAGE, A. N. P. A. DECLARES

FOLLOWING a special meeting of the board of directors of the American Newspaper Publishers' Association, the following statement, headed "The Paper Situation," appears in a bulletin issued by the Association:

"There has been little if any, change in the paper market other than an apparent lessening of demand and wide fluctuation in price for spot paper. Such limited offerings as there have been have ranged from \$4.75 to \$5.40 mill.

"So far as has been learned, it seems to be the consensus of opinion that unless publishers collectively put into immediate operation the most rigid economies, the demand for 1920 tonnage may be expected to exceed the capacity of the mills with the resulting difficulties of a disturbed market.

"It is obvious that the only method of avoiding the anticipated difficulties of the future market is for publishers to realize that unless immediate reduction of consumption is effected and maintained prices may be expected to be adversely influenced for such paper as may be supplied under contract for 1920, as well as for such spot paper as may be available.

"Publishers are again urged to practice every economy."

sold by the press agent to others seeking free publicity, it would seem that the present is a good time to put a stop and a final stop to the practice."

It is understood that the directors of the Association discussed at their special meeting the advantage of having New York City newspapers take the lead in the conservation of newsprint, inasmuch as they were the heaviest consumers of paper, and the example they set in this way would carry weight with other papers throughout the country.

#### Baker Seeks Action

Elbert H. Baker, chairman of the Committee on Paper, said he had been led to ask that a meeting of the directors be called, because he, personally, was convinced of the urgent need of paper conservation, and because he had received letters and telegrams to the same effect from other newspaper publishers.

"Mr. Glass and I are in hearty accord on this matter and we hope our suggestions will bear fruit as soon as possible," he said.

In a statement on the paper situation issued by the American Newspaper Publishers' Association, following the special meeting of the directors, which is printed herewith, it will be noted that there are now wide fluctuations in price for spot paper and that such limited offer-

"It is reported that the mills now have on hand an average of but four days' supply, or less than at any time during 1918, notwithstanding the fact that during the first six months of this year production exceeded that of the first six months of 1918 by approximately 6 per cent. The Federal Trade Commission reports show that on June 30, there was on hand and in transit an average of about 37 days' supply against the supply of 56 days on June 30, 1918.

"There seems to be less surplus newsprint available for use at the present time than at any time during the war, and any interruption of production or transportation would result in even increased prices because of the absence of reserve stock or any margin of safety.

#### Economy Is Only Solution

"There seems to be no hope of relief through increased production of newsprint being secured at the expense of the production of specialties, because the specialty market is reported to be at the present time as high or higher comparatively than newsprint.

"There is reason to believe that the quantity of advertising will increase in the near future and the only visible hope of relief for the present seems to lie in universal and thorough economy on the part of consumers.

"It is suggested that publishers immediately co-operate with other publishers in their city with a view to taking steps to reduce consumption, and thereby lessen the danger of largely increased prices and unequal supply."

The statement of President Glass to EDITOR & PUBLISHER that the production of newsprint probably could not be increased for months is concurred in by the Newsprint Service Bureau of the paper manufacturers, which reports slightly less increase in production during the first eight months of this year than for the first six or seven months, as compared with the same periods last year, the increase for the first six and seven months being approximately six per cent. The Bureau does not expect any increase in the present percentage of increase during the fall.

#### SEATTLE TIMES JUMPS ITS PRICES

Management Says Raise to 5 Cents, Daily,  
and to 10 Cents, Sunday, Was Necessitated by the Increasing High  
Cost of News Print

(BY TELEGRAPH)

SEATTLE, Wash., Sept. 17.—On the ground that it will have to pay \$500,000 more for its newsprint in 1920 than in 1919, the Seattle Times has increased its subscription price from three to five cents daily, and from seven to ten cents Sunday, and has also increased its advertising rates.

The managements of the Post-Intelligencer, the Star and the Record say that no advance in the subscription prices of those papers is contemplated.

In a public statement, the Times explains that its Sunday paper weighs a pound and a half, and with newsprint at five cents a pound, costs it seven and a half cents for paper stock alone, although the Sunday issues are sold to vendors at four cents. Its daily papers weigh a half pound each, so the publishers merely break even at the advanced subscription price by selling the dailies to vendors at two and a half cents.

#### Cost Up Over 100%

"The cost of production has advanced the price of white paper more than 100 per cent," the Times declares. "We can either cease publication and wind up our affairs; call upon advertisers to pay, through advanced rates, this additional cost; can divide this additional cost between its readers, its advertisers and itself; can reduce the cost of publication by printing less news and fewer and less expensive features, or make some combination of these three preceding plans. The Times has selected the last plan."

Newspapers all over the country are confronted by the cold fact that the cost of production has greatly increased and must increase revenues, diminish expenditures or suspend publication, the Times concludes.



## WANTS NAVY RADIO TO CARRY NEWS

Representative Curry Wants Legislation Making Permanent the System Used During War Emergency—5-6 Cent Rate from Far East

WASHINGTON, Sept. 17.—Established charges of 5 cents a word for radio news and commercial messages by Navy wireless from the Philippines, Japan and Korea, and 6 cents a word from China, with the Secretary of the Navy directed to authorize such use of the Navy's system, are provided in a bill to be taken up for consideration by the House Merchant Marine Committee next week.

Secretary Daniels has reported that this press news and commercial service over the Navy's wireless from the Orient, which has been permitted during the war, will be terminated with the promulgation of peace. The existing law and regulations do not authorize such use of the Navy's wireless, according to the opinion of legal authorities.

While this interpretation of the law does not coincide with the views of the House lawyers, Republican Curry, of California, who introduced the pending bill, seeks to overcome the difficulty raised by the Navy and proposes a mandatory direction for continuance of the news and commercial radio service at fixed prices.

### Matter of Great Importance

"The proposed legislation is of great importance to the newspapers and commercial interests of this country," said Mr. Curry today. "Unless the Navy wireless continues to carry news dispatches and commercial messages from Asia, Japan, the Philippines, and other Orient points, all such messages will have to come to the United States over the wireless systems controlled by the Japanese and British, and be subject to the censorship of agents of these governments.

"The tolls also will have to be paid to these foreign governments or operating concerns." Such a condition would be "intolerable," Curry added.

### Newspaper Relics Burned

KANSAS CITY, Sept. 16.—O. H. Hovey, president of the Southern Printing Company, who has the finest collection of newspaper relics in Oklahoma, suffered almost its entire loss during a fire that destroyed his plant. His collection included autographed photographs of all Presidents from Grant to Wilson, complete first copies of Louisville Courier-Journal, New York Tribune, New York Sun, Chicago Tribune and many other well known papers.

### Portrait of Sibley on Exhibit

BOSTON, Sept. 17.—A portrait of Frank P. Sibley, war correspondent of the Boston Globe with the Yankee Division, by Mary L. Titcomb, is on exhibit in the Copley Gallery. Critics have pronounced it a fine bit of portrait painting that has behind the surface likeness the very spirit of "Sib"—the thing that General Edwards has said "made Frank Sibley an important part of the soul of the Yankee Division in France."

### Adopts 12½ Em Column

STOCKTON, Cal., Sept. 15.—The Daily Independent is now being issued in eight-column page form. Twelve and a half ems is the new width of column, but 2½ inches continues as the length.

### France Had a Chinese Paper

TROY, Pa., Sept. 16.—James Yen, editor of a Chinese newspaper in France, published during the World War, spoke on his newspaper experiences here recently. He told of the problems confronting him in establishing the paper, which was meant for circulation among the 200,000 Chinese fighters and laborers in France.

### Issued Daily for Convention

"Printing," the New York Trade weekly, was issued as a daily during the convention of the United Typothetae this week.

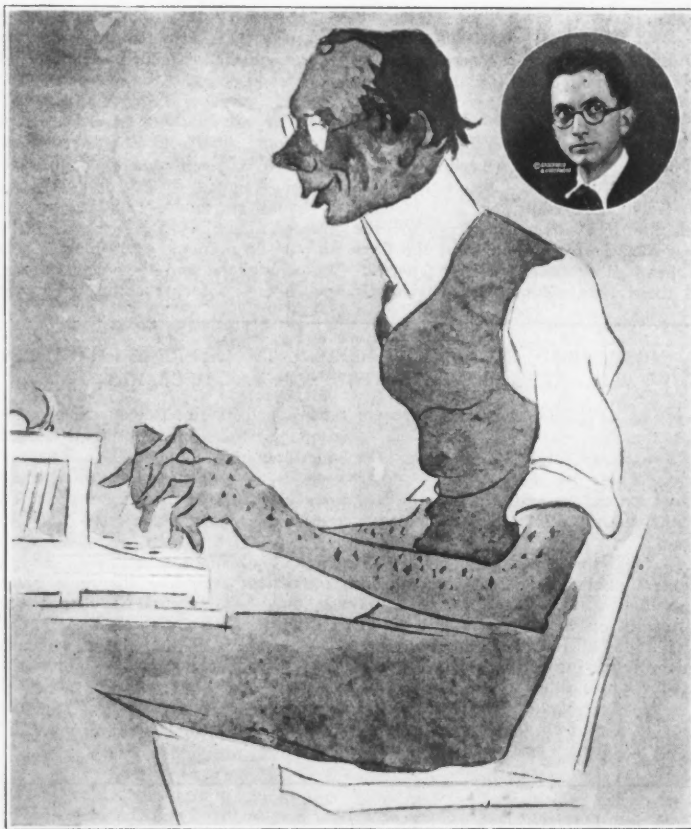
### \$150,000 Paper Mill Fire

ASTORIA, Ore., Sept. 15.—The plant of the Astoria Pulp and Paper Company was totally destroyed this week with a loss of approximately \$150,000. Several barges of paper stock were damaged. The fire is believed to have been caused by spontaneous combustion.

### New Manager in Reading

READING, Pa., Sept. 16.—George W. Kunsman, a former business manager of the York Dispatch, has been appointed business manager of the News-Times and Telegram here.

## S. J. DUNCAN-CLARK, FROM A NEW SKETCH



THE above picture shows the widely known chief editorial writer and Peace Conference reporter of the Chicago Evening Post, as he looks to Wyncie King, caricaturist of the Louisville Herald and long a close personal friend. The insert is of Mr. King.

Mr. King's type of work is something of a new departure in the field of caricaturing in that eccentricities of face and figure are treated with a moderate emphasis that stops short of grotesque distortion. It has been a feature of the Louisville Herald for the past year, and has been so favorably received by critics that a novel exhibit of sixty caricatures by Mr. King was shown at the Morristown (N. J.) Library between September 5 and September 15. The drawings, all made from life, included sketches of persons prominent in various fields of public life and portraits of physiognomic "types."

The exhibit was brought to Morristown from Louisville, Ky., and it is planned to show it in New York later in the Fall. The sketches shown were both in black and white and in color. In the latter group is a collection of drawings of members of the foreign military missions sent to this country during the war.

Among the sketches of persons more or less prominent at the moment was a caricature in color of Francis Wilson, president of the Actors' Equity Association, and another in color of Henry E. Dixey, also aligned with the striking actors; a black-and-white sketch of Coleman Dupont, and another, in the same method, of Lieut. Gov. James D. Black, of Kentucky.

An interesting and somewhat novel group consisted of a collection of sketches of "types" made by Mr. King at a recent session of the Kentucky Legislature. These are eccentric portraits in black and white of persons who, in the caricaturist's view, run more or less true to types of state politicians, in one way or another.

## TELLS OF CARRANZA PROPAGANDA

G. L. Edmunds, Examined by Fall Senate Committee, Discloses Past Relations of Mexican "First Chief" With G. F. Weeks and Himself

WASHINGTON, Sept. 16.—George L. Edmunds, member of the Washington Bureau of the New York Sun, who was press agent for Carranza in Washington in 1915 when the First Chief was vying with Francisco Villa in seeking recognition from the Wilson Administration, was a witness today before the Fall subcommittee of the Senate Committee on Foreign Relations, which is investigating the Mexican situation.

The appearance of Mr. Edmunds was important to members of the committee because of his ability to throw light on Carranza's propaganda in the United States. It was especially interesting to many newspapermen in that it recalled the famous Press Club controversies which raged between Edmunds and Robert B. Smith, now of the Chicago Tribune bureau, who was press agent for Villa.

Edmunds and Smith, who were, and are, warm personal friends, met at the club every night to pay their respects to each other's candidate for recognition.

### Calls Weeks Publicity Agent

Edmunds told the Fall committee that the cry of a "plot to force intervention by the United States in Mexico," and submitted documentary evidence to show that this cry was a favorite political expedient in Mexico. He told of the relations between Carranza and George F. Weeks, who had been mentioned in previous testimony as the man who furnished most of the publicity for the propaganda of the League of Free Nations, to the effect that there was a plot to force intervention in Mexico.

Edmunds testified that with Weeks he founded the Mexican Review in Washington in 1915, and that the publication was financed by the Carranza government through Eliseo Arredondo, Carranza's Washington representative at that time.

### Only 200 Paid Subscribers

The witness said the Review was distributed to a free list of from 13,000 to 15,000 and had less than 200 paid subscribers. He said Mr. Weeks secured the matter published in the Review largely from Mexican publications favoring Carranza. Both he and Mr. Weeks, the witness said, were in the pay of the Arredondo Embassy.

"Why did you leave the employ of the Mexican Embassy?" asked Senator Fall. "I interviewed Luis Cabrera," said Mr. Edmunds, "and published the interview. Mr. Cabrera decided that we had better sever our connection."

Publication of the Review was continued by Mr. Weeks in Washington until 1918, Mr. Edmunds said, and it was then moved to Mexico City.

"Apparently," said the witness, "there has been no interruption in the relations of the Review and the Mexican Foreign Office."

### Cold Facts to Smash Bolsheviki

SEATTLE, Sept. 17.—An extensive local newspaper advertising campaign is being conducted by Seattle business men, designed to stabilize industrial conditions. Full and half page display ads are being carried in all daily papers containing cold facts aimed to smash at the fangs of Bolshevism.



# AD MEN WILL ENDEAVOR TO FORM PROGRAM FOR FUTURE INDUSTRIAL PEACE

One of Greatest Triangular Debates in Recent History Promised When Gompers, Wade and Clark Discuss Issues at A. A. C. W. Convention Next Week—New Orleans Promises to Surpass All Previous Attempts at Pageantry, Turning City Back 100 Years

(BY TELEGRAPH)

NEW ORLEANS, La., Sept. 17.

NEW ORLEANS, swept and garrisoned, is ready for the Fifteenth Annual Convention of the Associated Advertising Clubs of the World. The program of convention sessions, general and departmental, is now completed under the supervision of Lewellyn E. Pratt, first vice-president of the A. A. C. of W., who has spent the past two weeks here rounding into final shape the plans of the 1919 convention board of the New Orleans Ad Club. The convention's sessions begin Sunday and will come to a close Thursday afternoon.

The program of entertainment in which the Orleanians have done the heretofore impossible feat of "Turning a city back a century to show its progress," is also ready. In that entertainment, spread over three nights, nearly 2,000 citizens will take part in a pageant historical in all details of costume and staging.

### To Stage "Impossible" Features

The city that has made Mardi Gras and its carnivals synonymous with sumptuous revelry throughout the world has thrown itself heart and soul into this task of showing the Ad Club delegates features impossible of duplication by any other city in America.

New Orleans of 1815, of 1860, of 1919 and of the future, will be spread before the gaze of the delegations of advertising men.

There will be more than an entertainment to this convention, however, since the Ad Club delegates are keen to formulate "A program upon which business can stand and under which the people can live" in the business problems of post-war reconstruction.

In one of the greatest triangular debates in recent history, Samuel Gompers will speak for labor; Festus J. Wade, St. Louis banker and member of the financial board of the U. S. Railroad Administration in wartime, will speak for capital; and Champ Clark will speak for the consumer.

### Historical Debate Promised

On Monday, September 22, the Eighteenth Century Night will be staged in the heart of the old French quarter centering on the Jackson Square that was the "Place Armes" in the early days of the colony. Colonel Allison Owen, recent commander of the 141st U. S. Field Artillery and noted New Orleans architect, will be in charge, assisted by the French and Italian societies of New Orleans.

All of Jackson Square and French Market is to be roped off from the public for the evening, admission being only by card. For the evening all modern lighting and transportation will be discontinued. The crude wooden and wrought iron affairs that were street lights of Nouvelle Orleans in the Eighteenth Century will swing above the street and over quaint and ancient doorways.

Ladies in the fascinating garb of that

period will step daintily down the narrow banquettes, preceded by servants and torches. Torches will light the French market. As of old, one-mule carts, stage coaches and the vehicles of the Eighteenth Century will supplant today's electric street cars and will convey New Orleans guests from modern Canal street to the heart of two centuries ago.

The puppet shows of that time will stage their entertainments. Spanish soldiers with arquebus and sword will lounge about the gateway of the old military squares or will patrol stiffly up and down the streets. In the confectionery of the chevalier, he who first

will receive President William C. D'Arcy, of the Advertising Clubs, with other dignitaries of his staff. The ancient streets that night will sound to the tread of Iberville; Bienville, John McDonogh. The Baroness Pontalba, who built in America its first apartment house, still standing in Jackson Square; Don Andres Almonaster; Rox as her father, Pere Antoine "Bebe," the military dancing master; Jean Lafitte and his brother, Pierre, with their crew of buccaneers and their pirate mate, Dominick You; Louis Phillippe, King of France, and his brothers; Mayor Girod, Baron Carondelet, the "chevalier" him-

ers; the "Cadians from the Attakapas," nobles of France and Spain, the Yellow Sirens from San Domingo, peddling merchants, street hawkers, coffee and milk women, gypsy musicians and dancers, flat boat men from Kentucky, the Orleans Guard, the military of that day, bear trainers and fortune tellers and mountebanks.

### Orleans Night

Then on the next night, Tuesday, September 23, the wilds of time will roll back nearly a century. It will be "Orleans Night," staged by the Elks with Waldo Pitkin the chairman. The big scene will be laid at the foot of Canal street. There will be shown the period of New Orleans history from the Colonial days, ended the night before, to the days just "befo' de wah."

The delegates will leave by steamer from Jackson avenue and will be given a trip about the harbor by moonlight. They will land at the foot of Canal street. Flatboats, luggers and all forms of ancient watercraft of the river history will surround their landing place.

Whistles and bells will greet their arrival. On the public belt tracks ancient locomotives will snort and puff. Cotton bales will be piled high and torches and candle lamps will illuminate the scene. All will be screened off by a barrier at the foot of Canal street from the Louisville and Nashville station, and admittance from the Canal street end will be only by card.

### Gov Claiborne Back to Life

Governor Claiborne is to welcome the ad men, one of his descendants is to impersonate that historic figure. Negro music will sound up and down the levee, plantation dancing to the tinkle and swing of the banjo will vie with the dancing of the famous Bamboula and Calinda. Strolling about to greet the city's guests will be LaFayette, Aaron Burr, Dr. Antomarichi, Napoleon's physician, Myra Clark Gannes, Judal Touro, Marshal Ney, Marie Le Veau, the Voudou Queen, General Scott, Henry Clay, Paul Murphy, Adelina Patti, Jenny Lind, Mme. John, Madame Delphine, and James Caldwell, founder of the American drama; all the colorful picturesque groups that through the long dead years knew Orleans as the world knows them.

Negro roustabouts, steamboatmen, mummies with bralines, the cream cheese women, will swirl about with the colored "merchants" whose stock was sold from trays; negroes will tell fortunes as of old; lady folks will bob past in crinolines.

Organ grinders and their trained monkeys will vie in interest with the bottleman, the chimney sweeps answer the clothes pole man of old New Orleans life, pickaninnies galore will gambol about the levee.

An oyster roast on the levee will provide refreshments; corn bread and molasses, hot corn, sweet potatoes, molasses gingerbread, mead, all of the old time delicacies and relishes will be offered the guests.

(Continued on Page 77.)



WILLIAM C. D'ARCY.  
President of the A. A. of W.

sold the pralines of New Orleans, will be sold again that historic sweetmeat. Coffee houses will have at their tables gallants and buccaneers, adventurers and soldiers of fortune.

In the Place D'Armes Don Alexandro O'Reilly, the Bloody O'Reilly of history,

self, and Jean Victor Mircou, Napoleon's rival.

In the throng will be Ursuline Nuns, Jesuits, the "Filles de Cassette," those Casket Girls, King Louis, sent from France with their dowries as colonists' brides, the Natches, Indian basket mak-

### SPACE-BUYERS' CHARTS AND MARKET SURVEYS OF STATE OF CONNECTICUT IN THIS ISSUE

EDITOR & PUBLISHER presents in this issue—pages 29 to 56 inclusive—the most comprehensive market surveys and space-buyers' charts ever compiled for a state and its principal cities.

In these surveys the resources, industries and market possibilities of Connecticut are set forth in great detail. In a general article the state as a whole is analyzed and in separate chapters the dominant cities are charted, under a standardized plan, by which space-buyers are afforded data of prime importance by the aid of which the value of city market units may be appraised.

This feature, which has entailed extensive research, will be found to be of immediate value to all advertising agencies, national advertisers and space-buyers.

## ENVIABLE CONVENTION MARK SET BY INTERSTATE CIRCULATORS

Splendid Program and Its Conduct Give Members Invaluable Benefits from Two-Day Convention—Visitors Received by Publishers and City Officials.

BY FENTON DOWLING

THE semi-annual convention of the Inter-State Circulation Managers' Association at Scranton, Pa., was perhaps the liveliest session of that body since its formation. Things began to happen with the remarks of President Fred I. Cook of the Scranton Republican, who opened the business session.

The executives of the local newspapers, Mr. Lynnett of the Scranton Times, Mr. Thompson of the Scrantonian, Mr. Keator of the Times, and Duffy of the Republican, fired enthusiasm in the meeting by their splendid addresses.

### Growing Importance of Circulation Managers Evidenced

The reception of the visitors by the publishers, managing editors and representatives of the mayor and the Chamber of Commerce indicated the growing importance of circulation managers and at this particular meeting the spirit of co-operation between publisher and circulator was displayed to the utmost.

A program arranged so that business and pleasure were intermixed and no time lost was cleverly arranged and commented on most favorably. It reflected the studied effort of a most competent committee. The arrangement of this particular program could well be recommended to other associations as a working model for similar meetings.

### Early Sessions Described Last Week

It was EDITOR & PUBLISHER'S privilege to be able to print excerpts from several notable addresses of the newspaper executives in last week's issue, our own representative at the meeting having filed by telegraph the opening report, crowding as much of the news of the early sessions into it as was possible.

While the ladies of the party were being treated by the Scranton local committee, consisting of the wives of the home newspaper men to an automobile drive through the residential sections and a trip to the Scranton Lace Mills, the preliminaries of the session were disposed of at the convention hall and all hands joined for a visit to the International Correspondence School.

### Visit to the "I. C. S."

Here the picture of the members, shown in this article, was taken by the courteous officials of that institution and the members were escorted first to a tasty luncheon and then through that truly wonderful school which has helped to make Scranton famous.

One can go sometimes beyond the great metropolitan cities and find an institution of world-wide prominence which is the outgrowth of a local community idea.

The International Correspondence Schools, of Scranton, grew out of a small "Ask and Answer" column based on the interest in coal mining and development of scientific methods employed in that marvelous industry for which the Lackawanna Valley is noted. The advertising and the publication and printing of the systems for handling the educational ideas of this institution were laid before the visitors and the time was spent most profitably.

### Saw How Buttons Are Made

At the button factory, where the visitors next went, an amazing production of not only buttons, but fixtures, souvenirs, useful and ornamental articles running into hundreds of designs were

molded and produced in imitation of hard rubber, rare woods, etc. Scranton is proud of that plant and the newspaper circulators were treated to inside glimpses of a very interesting industry.

The theatres of Scranton threw their doors open at the request of the entertainment committee and two evening parties found recreation at Poli's as guests of John M. McCarthy, manager.

Thursday was a busy day from early morning to late at night, some of the members taking midnight trains for home. A wide range of subjects held the meeting at the Crystal Palace Convention till two o'clock in the afternoon. Seven out of the nine papers listed in the program were read and discussed. A general discussion followed the papers and every man had an opportunity to clear up problems to his satisfaction. The chairman had the faculty of drawing out the information needed and the session waxed warmer and more interesting every minute.

### Association Making Rapid Strides

The Interstate Circulation Managers' Association is making rapid strides in its membership—eighteen new members having been added to the roll since the last meeting. The list today shows 101 active circulation men in the fold.

Comments on the papers read seem hardly necessary in view of the reproduction of excerpts from them last week and in this issue of EDITOR & PUBLISHER, but a few notable efforts are worth calling particular attention to.

G. A. Stewart, of the Clearfield Progress, who occupies a unique position, being managing editor and circulation manager of his paper, was able to analyze the needs of both departments and prove the effectiveness of co-operation. Mr. Stewart took the wind out of the

premium idea and backed up his contention that a good paper needs no gifts of any other nature by stating that in his community, in a local section, where there are 1,700 homes he sells 1,400 copies.

### Goodman's Fine Talk

M. L. Goodman, who is circulator of the Scrantonian and wholesale agent for out of town newspapers and periodicals, handling nearly 100,000 weekly and Sunday publications, told how to control newsboys to secure the best service and how to look after their welfare. It was a practical talk by a man who came up from the ranks and today enjoys a reputation throughout the East in circulation circles for aggressiveness and ability, not surpassed by anyone in his chosen work.

"Mike" told the I. C. M. A. members at the Buffalo meeting to give every attention to the welfare of the boys; find out where they live, what their circumstances were, list them carefully, help them in their misfortunes, teach them to be good business men, buy them a pair of shoes or a coat when needed, show a real kindly interest in them by studying their needs and their characters, never fail to keep track of their progress and their careers; show that you know them intimately; don't permit anyone to cheat them; protect them in law, against sickness, render if you can medical and educational assistance—give them your loyalty and they'll give you theirs.

His paper at the Scranton session was full of meat of a similar character.

### Much Credit Due Officials

Scranton newspaper men and their associates in the program arrangements deserve more than passing remark in the matter of their devotion to the comfort, entertainment and profit of the visitors. There didn't seem to be a hitch anywhere at any time in the carrying out of the plans, and members generally said they never before went through so much of interest and profit in two days' time.

The next meeting will take place in Harrisburg.

"The Value of Starting the Press on Time and What it Means to the Circulation Department," by E. J. Cullen, circulation manager of the Scranton Times; "Exclusive Agents and Why They are Desirable," by Adam G. Bradle, circulation manager of the Lancaster, (Pa.) Intelligencer & News, and "The Best Way to Control Newsboys and Get Maximum Results," by M. L. Goodman, secretary of The Scrantonian, were interesting and informative addresses delivered in addition to those of Messrs. Lynett, Farley, Finley and

Stewart printed in EDITOR & PUBLISHER last week.

"Among the advantages of starting the newspaper press on time," said Mr. Cullen, "are enabling the mailing force to count, wrap and tie all bundles correctly and securely, thus preventing shortages; giving the delivery department ample time to make their deliveries to trains, street cars, post offices, and dealers, enabling the latter to receive their bundles on the same trains every day and so eliminating dissatisfaction and increasing circulation by educating readers to expect editions at a definite time.

### Speeding Up the Press

"Up to five or six months ago, the Scranton Times was accepting local advertising copy up to an hour of press time, with the result that the start of the press was delayed daily—sometimes as much as thirty or forty-five minutes.

"Finally, when advertisers got to waiting until the last minute to turn in their copy, conditions became intolerable, and we printed a notice that all copy for display advertising must be turned in by 3 o'clock on the day preceding publication.

"This seemed a bold move and the management expected that there might be some loss of advertising until advertisers were educated to conform to the new schedule. One of the agencies which handled grocery advertising protested that it was impossible to quote prices until the day of publication, because of rapid fluctuation in the prices of foodstuffs.

"There were other protests, also, but within a week, copy was coming in promptly on schedule and the press was starting on time. It was noted that the grocery advertising was coming in, sometimes, two days in advance. Advertising forms were ready to close two hours before press time.

"What has been done by the Scranton Times can be done by the management of other newspapers which have been experiencing the same trouble."

### Getting into a Rut

Mr. Bradle said that the experience of the Lancaster Intelligencer & News caused it to favor the employing of "exclusive" circulation agents, because it had found that the agent who handled all newspapers usually "got in a rut."

"The general agent takes the attitude that he need not go after new business because he represents all the newspapers and anyone who wants to buy must come to him. Neither does he care particularly which paper a reader buys.

"Our experience also has been that agents handling several or many papers are opposed to our working his town

(Continued on Page 28.)



MEMBERS OF THE INTERSTATE CIRCULATION MANAGERS' ASSOCIATION IN SCRANTON, PA.



# DEATH OF BEN ALLEN SHOCKS MANY THROUGHOUT WHOLE NATION

**Known and Loved by Public Men and Fellow Journalists, Big Hearted Washington Correspondent Loses Life in Performance of Duty.**

Washington, Sept. 15.

NOTHING in recent years has so shocked newspapermen in Washington as the death, Monday, of Ben F. Allen, correspondent of the Cleveland Plain Dealer, in an automobile accident in Portland, Ore., while accompanying President Wilson on the Pacific coast trip in behalf of the treaty of peace with Germany.

Not alone because it was Ben Allen, one of the most upstanding and beloved members of the corps of Washington correspondents, but because it was a member of the craft "killed in action" that the more than 200 newspapermen in the Capital were stunned.

## News Overshadowed Even Treaty Story

Washington newspapermen received their first information on the accident from a bulletin to the Associated Press, released to Bond Geddes, the A. P. man on the Senate side of the Capitol. Treaty stories were taboo while every member of the gallery grouped about the operator's table pressing for a "sub-bulletin," saying Ben Allen was not really dead and that "Bob" Small or Stanley Reynolds were not hurt seriously.

The hoped for reassurance in the case of Robert T. Small, correspondent of the Philadelphia Public Ledger, and Stanley M. Reynolds, of the Baltimore Sun, came in an hour or so, but with it came confirmation of Allen's death.

## Most Hardy Broke Down

Veteran correspondents, immune to emotion of every sort, whose "cub" days were spent at police headquarters, spoke hoarse comment on the shocking manner in which "thirty" came for the genial Ben. To their tributes were added those of Cabinet officers and other public officials with whom the Plain Dealer's correspondent had come in contact.

Mr. Allen was born at Hannibal, Mo., the son of a Congregationalist minister and was educated at Oberlin College. He was prominent in every form of athletics and was a pitcher on the Oberlin baseball team. When 21 years old, Allen went to Cleveland and asked for a "job" on the Plain Dealer.

John M. Siddall, now editor of the American Magazine, was a member of the Plain Dealer editorial staff, and he knew Allen at Oberlin. The first vacancy on the reportorial staff went to Allen, and that connection formed in 1899 was broken only by the overturned automobile on Columbia Highway this afternoon.

## Intimate Friend of Big Men

As a "cub" on the Plain Dealer, Allen took assignments and occasionally assisted in the sports department. In doing the latter he followed his natural inclination which had found earlier expression at Oberlin, and after he became a Washington correspondent he remained an ardent baseball "fan." When his work would permit he attended the American League games in Washington, "rooting" for Griffith's Nationals, except when the Cleveland club was in town when he would see pennants for none but the Indians.

From a police reporter's beat Allen went to the copy desk, and then became assistant city editor and city political editor. While engaged on the latter beat he met Newton D. Baker, and the two remained warm personal friends. While in charge of the Plain Dealer's Bureau at Columbus, Allen met and married Miss Blanche Drake, of Kimball, O., the daughter of a State Senator. He came to Washington in 1909.

Mr. Allen was a member of the National Press Club and the Gridiron Club. He was a member of the Standing Committee of Correspondents in Charge of the Press Galleries of Congress and was an indefatigable worker for the best interests of the profession. He left a widow and two small children.



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THE LATE BEN F. ALLEN.

Among the tributes paid to Mr. Allen by prominent Federal officials were the following by Secretary of War Baker and Postmaster General Burleson:

## Secretary Baker Pays Tribute

Secretary Baker: "Ben Allen's death removes one of the veteran newspapermen and journalists of Washington. Although relatively young, he had established himself by character and force as one of the leaders of the group of distinguished journalists kept in the National Capital by the great papers of the country.

"His fidelity to the truth and wise judgment of men and affairs made his work reliable as a matter of news and important as a matter of comment and opinion. In a sense he was a public man, interpreting the life of the Government to the people of the nation. Those of us who knew him personally loved him for his high purposes and the simplicity and sweetness of his life.

## He Represented the Best

"Cleveland and the Cleveland Plain Dealer have suffered a great loss, and the profession of which he was an honored and honorable member will miss his strong influence and vigorous personality."

Postmaster General Burleson: "He was one of the finest men in the newspaper profession. I have known him

for years and I learned to love and admire that strong virile character, which detested sham and insisted upon truth and square dealing. His life was devoted to fighting for honest politics, and he himself represented the best in private and public life.

"He was a soul of the highest character, a man whose word was golden, a (Continued on Page 58.)

## PRES. WILSON SENDS HIS CONDOLENCES

**Telegraphs Special Message to Mrs. Allen and Family—How Accident Occurred—Allen Had Been the Life of the Party**

(BY TELEGRAPH)

PORTLAND, Ore., Sept. 15.—Ben F. Allen, staff representative of the Cleveland Plain Dealer, with President Wilson's party on the Western tour, was killed here today and three other newspapermen were injured when the automobile in which they were riding was overturned. James R. Patterson, Portland realty broker, owner and driver of the car, also was killed.

Besides Mr. Allen, who was one of the best-known newspapermen in the United States, the newspapermen in the accident were Robert T. Small, of the Philadelphia Public Ledger; Stanley Reynolds, correspondent for the Baltimore Sun, and Robert Sullivan, reporter on the Portland News. Mr. Reynolds sustained a broken arm, dislocated shoulder and severe cuts and bruises. He is confined to Good Samaritan Hospital, Portland.

## Others Not Seriously Injured

Mr. Small was painfully, but not seriously cut and bruised. He was attended by Admiral Carey T. Grayson, President Wilson's private physician, and expects to continue on the trip. Mr. Sullivan's injuries are not serious.

The tragedy cast a cloud of gloom over the entire party and seriously marred the President's day in Portland. Mr. Wilson, at a luncheon following the accident, feelingly referred to Mr. Allen as a close personal friend, and sent to Mrs. Allen the following telegram:

"Our hearts go out to you in deepest sympathy in the tragical death of your husband, whom we all esteemed and trusted. He will be missed as a true friend and a man who always intelligently sought to do his duty."

The accident occurred when the President and his party were returning from a trip on the Columbia River Highway. Mr. Patterson swerved his car to avoid another machine, which unexpectedly had run out into the road, and left the roadway into a ditch. The machine traveled its perilous way along the ditch for 160 feet. The driver made a final effort to guide it back into the pavement.

## Turned Completely Over

The machine catapulted through the air and turned completely over Mr. Allen, who was on the seat with the driver. He was pinned beneath the car and died almost instantly. Mr. Small was thrown 20 feet, alighting in the clump of bushes. The driver of the machine that shot into the highway causing the accident was taken into custody.

Mr. Allen's fellow correspondents on the President's special train were grief-stricken when they learned of Mr. Allen's untimely death. He had been the life of the party since they left Washington on the night of September 3. He was a big, strong, good-natured fellow, who always had a kindly word for all, said his fellow correspondents.

## WASHINGTON HONORS ALLEN'S MEMORY

**Congressional Press Gallery and All Newspaper Associations Take Official Action and Will Have Representatives at Funeral Saturday**

(BY TELEGRAPH)

WASHINGTON, D. C., Sept. 17.—Chairman Gus Karger of the Standing Committee on Correspondents has appointed a committee composed of Lewis Strayer of the Pittsburgh Dispatch, chairman; James L. Wright, Mr. Allen's assistant in the Plain Dealer bureau; Robert M. Ginter of the Pittsburgh Gazette Times, Roy A. Roberts, Kansas City Star; Carl D. Ruth, Cleveland News and Leader, and George L. Edmunds, New York Sun, to prepare resolutions on the death of Mr. Allen. A suitable floral tribute will be sent to Cleveland on behalf of the correspondents.

Mr. Allen's body is expected to arrive in Cleveland on Saturday night, and Mr. Wright will attend the funeral as the representative of the Press Gallery. He will go to Cleveland in company with Mrs. Allen, her daughter and her sister Miss Helen Drake.

Elbert H. Baker, publisher of the Plain Dealer, and Mrs. Baker, who were in Washington for the Pershing parade, will return to Cleveland to attend the funeral.

The Board of Governors of the National Press Club met tonight and adopted resolutions in tribute to Mr. Allen, who was an active member of the



ROBERT T. SMALL.

club and a former member of the board.

The executive committee of the Gridiron Club will meet tomorrow night to take action and it is expected that Mr. Strayer will be selected as the representative of the club to go to Cleveland to attend the funeral.

A general meeting of the correspondents has been called to be held in the Press Gallery of the House of Representatives Thursday afternoon to receive the report of the Strayer committee in addition to the adoption of resolutions out of respect to Mr. Allen. It is anticipated that a motion would be offered by Chairman Karger to instruct Robert T. Barry to send messages to Mrs. Small and Mrs. Reynolds expressing the regret of the correspondents over the injuring of the Public Ledger and Baltimore Sun representatives and the gratification over their escape from the fate of Mr. Allen.



## NEWSPAPER MAKING

A Department of Practical Service for Publishers and Advertisers Conducted by Jason Rogers, Publisher of the New York Globe and Author of "Fundamentals of Newspaper Building," "Newspaper Building" and "Building Newspaper Advertising"

IT has been suggested that I devote one of this series of articles to the topic of relations between newspapers and labor unions, and I am doing so with a full knowledge that perhaps I may be getting myself into hot water on account of the liberality of my views.

Admitting in advance that the daily newspapers have often been more afflicted and handicapped by arbitrary and unreasonable demands of labor than most other industries, I nevertheless feel that if we as employers had kept well in advance of best thought on the subject and led the way through progressive practices, we would now be much better off.

A few years ago newspaper publishers felt themselves more largely at the mercy of organized labor than anyone else, for their circulations were largely a matter of popular vote as represented by the pennies paid for papers, and publishers threatened with a strike or a boycott usually conceded the point.

### Labor Works with Us

Much of this is now behind us, for organized labor such as we have to deal with has been working with us to establish and maintain the validity of contracts between employer and employe with elaborate formalities for arbitration before a strike is authorized by international bodies.

Organized labor has found that it can never win in a contest against public opinion, and that in the absence of favorable publicity an unjustified strike never can win wide enough popularity to be successful.

The memorable stereotypers' strike in Chicago in 1898 during which no newspaper was printed for over a week and which resulted in complete defeat for the strikers, and the strike of the pressmen there a few years ago with like result showed organized labor that unreasonable strikes produce little nourishment against a united press.

On the other hand, our newspapers as a whole have sought to be absolutely fair in their relation with labor, for the reason that they recognized the great advantage to them of being able to trade or bargain with responsible organizations free from the petty and selfish demands of small local units, in many cases wholly undependable and without responsibility.

### Advertisers Cannot Be Scared

In the old days the department stores and other local advertisers were much weaker and more easily scared than they are today. During an illegal strike in the Globe office last April not a single big advertiser dropped out and we did not have a single demand for rebate on account of loss in circulation.

Advertisers and merchants have learned that business men cannot afford to assist in making illegal strikes effective even though it may cost them a few dollars in the results produced by their advertising.

During the big five weeks' strike of the news dealers in New York during February, 1918, when some of the newspapers circulated less than half of the usual number, there was only a half-hearted suggestion on the part of a few advertisers for a concession, but so far as I know none was made them

by a single newspaper.

I merely recite these incidents for their heartening effect, and not because I am not in favor of the highest possible compensation to labor.

I have always maintained the position that the Globe was willing to pay as much money for any service as could be secured by agreement from the New York Publishers' Association, and that in case demands grew faster than my ability to produce revenue to meet them, I would quit.

### Enormous Increases

In view of the enormous increases in salaries and wages now paid by the newspapers for services of various kinds, it would seem desirable that we as manufacturers should carefully study the broad principles being applied by other manufacturers to bridge the unsettled period right ahead of us and readjustments which must come later.

We can hardly expect labor to forego any of the advantages it has secured through necessities of the war period and yet those of us who have given the matter careful study must face with

effective work throughout the newspaper factories.

It is easy to conceive how employees view with suspicion and distrust all our arguments that their demands for shorter hours and more pay are impossible. Men who are worrying their heads off trying to make both ends meet readily get an erroneous impression that the concern is making enormous profits.

I have watched with interest the discussions of statesmen, business men and others regarding the impracticability of profit sharing without some device for standing a share of the losses.

### Lack of Frankness

The impression it gives me is that of regret at the lack of frankness on the part of employers in dealing with such a situation. If they really were sincere in their effort to solve the problem and could not find the answer I would be sorry for them, which I am not because I think that they are trying to put something over on the producer through pretense of impossibility.

If, for example, every business con-

cern were forced to fix upon itself a valuation worked out on a standardized form applied to each industry as separate units, we would have a fair basis for arranging a sound profit sharing plan and incidentally a solid base on which to assess city, state, and national taxes.

vided to be established by the workers to provide for such a contingency, the concern would borrow money from the bank or elsewhere, with all employees participating in the borrowing, for there would be no profits to divide until it had been repaid.

If it is desired to meet the objections of employers regarding participation in losses, it can be easily accomplished by creating a sinking fund through contributing part, say 25 per cent, of the total profits by both capital and labor before division, until an ample fund is provided, the interest on which fund could be applied for sick benefits or like purposes.

The employees should be entitled to representation in the management so that they through their fellows would have knowledge enough regarding the difficulties of operation and costs, to enable them to inform their fellow workers regarding the fairness or unfairness of demands. Increased responsibility would breed greater interest and co-operation.

### Representation in Management

If in the development the employees and employer desire to provide for employees to gradually acquire stock in the enterprise, it could be easily done through provision of partial payments from half of the profits made through profit sharing, employees being entitled to the profits on the shares subscribed for by them, they in turn being charged simple interest on their notes.

The only danger to such an arrangement is failure to provide for a basis of valuation of the stock at the time of purchase, as above provided and for taking it back at a valuation reached when the employee quits or fails to fulfill his obligations regarding payments.

Viewed in the large the problem of relations with labor is more serious in the case of the smaller towns and cities than in large centers of industry, for many reasons, among them being the lack of supply of men to fill positions, the lure of higher scales paid in big cities, and absurd rules adopted by the unions prohibiting liberal allowance of apprentices.

### End of Labor Agitators

Profit-sharing and participation is perhaps more practical and easily applied in the case of a small plant than a large one, at least for experimental purposes. It would cement the whole working force of such a plant together for greater success than anything else so far devised.

The plan I am indicating would be opposed by labor agitators, for their services would no longer be required, as every group of workers would automatically become employers of labor.

Strange as it may seem, the lower the basic scale of wages decided upon as the base, the more fool-proof the scheme would be. During the season of great prosperity, the profits would be all the larger and during the seasons of poor business and possible loss, the deficits to be met by borrowed money would be so much less.

To me, the so-called labor problem is more imaginary than real. I would rather deal with it as intelligent units

(Continued on Page 76.)

## American Press Saved Cardinal Mercier Great Belgian Prelate

CARDINAL MERCIER, "great father of all the Belgians," who is now a visitor in this country, gives all credit to the newspapers of America for saving him from the Germans. Speaking to newspapermen at Baltimore a few days ago on his experiences during the war, he said:

"They (the Germans) wanted to lay hands upon me, but the power of the press in your country stopped them. The Germans knew the strength of public opinion in the United States, and they decided that I was not the man they could afford to put in prison."

apprehension a future when prices come down and advertising is not as plentiful as it has been during the past year.

A readjustment to normal with labor costs where they are today would mean the shutting of the doors of half of the newspaper offices of the country, which would be just as bad for labor as for the employers.

Leading manufacturers are seeking to bridge the chasm through various forms of so-called profit sharing, bonuses and such. Some of these devices have worked out very well and we should study them carefully.

It will not do to merely give our employees two weeks' or a month's extra pay and call it profit sharing, for profit sharing to my mind means only one thing—a share in the profits or a share in the losses.

### Extra Pay Will Not Do

Profit sharing as applied to the daily newspaper has wonderful possibilities for producing effective team work. Any newspaper with every man on the payroll sharing in the profits would rapidly distance one where some rich owner was simply getting richer through the results of operation.

I believe in the principle of profit sharing and in taking of every employe into knowledge regarding operations. With such knowledge and with part of their compensation dependent on profits we would have greater peace and more

effective work throughout the newspaper factories.

### Rewards and Obligations

Upon the stated valuation it would be fair and equitable to allow the owners say a banking return of 3½ per cent, in addition to an equal fifty-fifty share in the profits with labor after costs of manufacture, selling and reservations for depreciation, replacement and such are provided for.

Profit sharing means participation in losses provided it is properly applied, and labor must for its own greater recognition and reward forego something today in order to secure greater advantage in years to come.

If, for example, all industry was to start operations on the basis of wages or salaries as they were in 1914 before war inflations, and to determine upon a policy of 50 per cent of profits to all labor as salaries and wages (aside from executive salaries) represented a proportion of the total payroll, everyone would be better off and better paid.

In case for any reason an off year may come, the concern would be on a sound basis to meet the storm. Salaries and wages would be on a normal base. In case operations involved a loss beyond the reserve hereinafter pro-

## A Practical Advertising and Merchandising Plan to Sell Newspaper Space

You are invited to inspect the exhibit of the  
**Newspaper Division**

CONVENTION HEADQUARTERS  
Hotel Grunewald, New Orleans

September 22, 23, 24, 25, 1919

This exhibit will be exactly what its name states:  
"A Practical Advertising and Merchandising Plan  
to Sell Newspaper Space."

Every newspaper publisher and advertiser can turn  
to his own advantage ideas from this exhibit.

For those who cannot attend the convention, an  
endeavor will be made to supply through the mails,  
as much of the material as possible. Write for it.

*Exhibit Originated and Contributed by*

**E. Katz Special Advertising Agency**

Established 1888

*Publishers' Representatives*

15 E. 26th St.  
NEW YORK

Harris Trust Bldg.  
CHICAGO

Waldheim Bldg.  
KANSAS CITY

Monadnock Bldg.  
SAN FRANCISCO



## COVERING PRESIDENT WILSON'S TOUR

Every Facility for Comfort and Happiness Placed at Correspondents' Disposal on Special Train—President and Staff Co-operate

By HUGH BAILLIE  
OF THE UNITED PRESS.

(By Telegraph to Editor & Publisher, Exclusively)

DUNSMUIR, Cal., Sept. 16 (Aboard the President's Train).—A combination White House and newspaper office on wheels.

That's a pretty fair description of the special train on which President Wilson, accompanied by eighteen newspapermen, three motion picture camera-men and a staff of stenographers and other attaches, is touring the United States.

Three compartment cars are taken up by the newspaper men and the clicking of typewriters may be heard there in almost any hour of the day or night.

The President resides in his private car, "The Mayflower," which is the last car on the train. Occasionally the President strolls through the cars, looks in at the newspaper men at their work, and takes a seat in the club car up ahead, where he speedily accumulates a "gallery." There he talks about the big issues, spins a yarn once in a while and altogether acts quite human.

### President Can Argue

If anyone should disagree with him on any topic the President is quite ready to argue about it. He sometimes tells of his own experiences while running a college newspaper. Mr. Wilson usually shows interest in what the newspaper men have to say with regard to public opinion on various topics.

The principal worry of the newspaper men is with regard to where and when they can file their stuff. On the Pacific Coast where the time is three hours behind New York time, that problem is especially acute. The Western Union has a representative on the train whose job is to arrange filing places and have operators on hand to take care of the filings. After each speech there is a dash back to the train, and the stories are written and handed to the telegraph representative for him to file at the designated point.

### The Party's Humorist

Humorists are aboard, whose jests relieve the monotony of the trip. Perhaps the chief among these is Dave Hardester, the conductor, a veteran of many presidential tours. He has a new monologue every morning.

There is an unofficial press club along. It meets in the car up ahead of the diner, and its members talk shop while the plains of Dakota, the mountains of Montana or the orange groves of California roll past the windows. This train carries its own newspaper office atmosphere right along with it and after a day of crowds, cheers and various thrilling episodes when the men get back to their cars—"Home again" they say, and they almost mean it. The train does seem like home, and it's good to get back to the door step of your own car and find your porter, imported all the way from Washington, D. C., waiting there with a grin of welcome.

Although the President is accessible he isn't bothered unless there is something of great importance to take up with him. His secretary, Joseph Tumulty, is his spokesman on most matters.

Dr. Grayson, his physician, is one of the best newspaper men on the train. He has a real nose for news features

and ferrets them out almost daily, then hands them over to the correspondents.

Tom Brahaney, a former newspaper man, now of the President's Staff, makes most of the official announcements. These gentlemen reside in the White House car, which is between the newspaper section and the Secret Service men's car. The latter car is next to the President's and newspaper men representing the press associations live among the Secret Service agents.

### All Hard Workers

One of the hardest working individuals aboard is Charles Swem, the President's official stenographer. He makes a stenographic report of all Mr. Wilson's speeches and then rushes back to the train to transcribe. This he does in an empty baggage room in the club car, pounding out Mr. Wilson's words on mimeograph stencils, which are run through the mimeograph by his assistants and several hundred copies made of each sheet.

The club car usually is filled with newspaper men during this process waiting for a complete copy of the speech. Sometimes Swem is interrupted in the midst of his transcribing to run to the rear with his notebook when Mr. Wilson shows signs of making a rear-platform speech.

Swem holds the world's record for fast typewriting.

Food is an important item of life on the train and the Pennsylvania Railroad experts who are in charge of the diner are always on the alert for new local dainties. If the special enters a melon country, for instance, some of those melons speedily appear on the menu. The President's meals are prepared by his own cook in his private car. On several occasions the newspaper men have enjoyed extra delicacies from the Wilson kitchen, which Mrs. Wilson wanted passed around.

### The Portland Tragedy

Twenty correspondents started the trip. At Portland, Ore., came the tragic accident in which Ben F. Allen, of the Cleveland Plain-Dealer, was killed and Robert T. Small, and Stanley Reynolds, injured, the result of an outsider trying to force his auto into the line of press cars following the President.

The automobile arrangements have been very good, each man being assigned to the same numbered car at every stop. The only time this plan was broken up was at Portland, where persons who were not newspaper men usurped places in the press cars and in the parade line-up, until the Secret Service had to be called on to straighten things out.

### Levin Agency Officer Goes Abroad

Rene Silz, vice-president of the Charles D. Levin Advertising Agency, New York, and general American representative of motion picture films produced by Les Films Albert Dulac de Paris, has sailed for France, Belgium and Switzerland to make selling connections for several American manufacturers and to place some large advertising contracts in France, and to close some French advertising contracts for his own concern. Mr. Silz recently completed a Franco-American combination for the production of motion pictures.

### Will "Clean Up" Music Ads

CLEVELAND, O., Sept. 17.—Attorney Rex C. Hyre, who looks after the legal end of the Cleveland Music Trades Association, has been elected secretary of the Piano Merchants' Association of Ohio, but his principal work will be in the line of "ad-censor" for this statewide organization, 150 strong. The Cleveland dealers have an "ad-censor" in the person of A. L. Maresh.

## A Market No Advertiser Can Afford to Overlook

**Erie**  
Pennsylvania

**The Market, 157,000**

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

The exceptional feature is this:

A large, concentrated, prosperous market—dominated by a single newspaper. That means big sales at low advertising cost.

## Erie Daily Times

(A. B. C. Member)

**Paid Circulation, 27,693**

Line Rate 6c. flat. Evenings except Sunday

The Erie Times has 50% more than the combined paid circulation of its two daily competitors, and over treble the circulation of either.

Erie City population is 105,000 (conservative) that means 21,000 homes.

The City paid circulation (A. B. C.) of the ERIE TIMES is 18,939.

Suburban Erie, 35-mile radius, has 52,000 population—10,000 homes.

The suburban paid circulation (A. B. C.) of the ERIE TIMES is 6,718.

You can saturate this big market through The Times alone.

Obviously, Mr. Advertiser, the Erie situation is so exceptional as to be in every national campaign. Net profit—that's what you want. Select Erie therefore—large population and small advertising cost. You do not have to scatter your advertising funds. The Times dominates and you reap the benefit.

The Erie Daily Times for EVERY National Advertiser

Representatives

**E. Katz Special Advertising Agency**

Established 1888

15 E. 26th St. Harris Trust Bldg. Waldheim Bldg. Monadnock Bldg.  
New York Chicago Kansas City San Francisco



# The New Friendship in Business

**P**EOPLE have always bought goods on a friendship basis. They always will. But the kind of friendship changes. Formerly it was a purely local affair between customer and store, between retailer and wholesaler, and thus to the source of supplies—the manufacturer, still invisible and mysterious to the final consumer.

The public now demands that the manufacturer step down from this pedestal into national friendship.

It has become more and more the habit of the American people to consider advertising the proper, natural, and honest way for the maker of an article to ask for their friendship based on the value of the article made. Advertising is thus not alone for the sale of more goods but, also for making those sales give a customer friendship so reasonable and direct that it will survive panics, prosperity sprees, and changing customs.

For twenty-eight years George Batten Company, Inc., has successfully directed this force of advertising for broadening and strengthening customer friendship for manufacturers. Not the least part of this service has been in giving the manufacturer an outside viewpoint, the ability to see himself both as his customers do see him and as they might be taught to see him for better understanding.

For the efficient rendering of such intimate service there must be a friendship also between client and agent, a friendship based on a similarity of tastes and ideals such as direct in the choice of a family physician or a close, legal counselor. Our mental processes, our aims, ideals, and judgments—the very texture of our life—is shown incidentally in our current brochures, called Batten's Wedges, which are timely discussions on subjects of business interest.

Any business executive desirous of judging the value of our acquaintanceship we will gladly add to this mailing list on his writing us on his business letter-head.

**GEORGE BATTEN COMPANY, Inc.**

WILLIAM H. JOHNS, President

*Advertising*

381 Fourth Avenue, New York

10 State Street  
BOSTON



McCormick Building  
CHICAGO

## C. P. A. SETS NOV. 27-28 FOR CONVENTION

Dates Decided by Postal Vote—Fredericton (N. B.) Mail Elected to Membership—Again Will Handle Victory Loan Advertising

TORONTO, Sept. 17.—By a postal vote of the directors of the Canadian Press Association, it has been decided to hold the annual meeting on November 27 and 28. The date was originally set for June but owing to the serious labor troubles prevailing at the time, it was thought wise to postpone the meeting until the fall.

Uncertainty regarding the date of the Ontario prohibition plebiscite and the provincial elections has led to further delay and it was only this week that the directors were able to come to a decision.

The latest daily paper to join the membership of the C. P. A. is the Fredericton, N. B. Daily Mail.

Temporary recognition has been granted by the advertising committee of the C. P. A. to the Federal Advertising Agency, London, Ont.

### Preparing for New Loan

With a third Victory Loan campaign for Canada looming up on the horizon, steps are already being taken to organize for the necessary publicity. The general plan to be followed will be quite similar to that of a year ago. That is to say the Canadian Press Association will accept full responsibility for handling the press publicity. This work will be divided into two parts, viz., paid display advertising and press news and feature service. Each division is in

charge of a special committee, the chairman of which together with the president of the C. P. A. forming a general executive committee.

The display advertising committee will consist of the following: Geogé E. Scroggie, Toronto Mail and Empire, chairman; W. J. Taylor, Woodstock Sentinel-Review; H. B. Muir, London Free Press; W. B. Preston, Brantford Expositor; Eugene Tarte, Montreal La Presse; Henri Gagnon, Quebec Le Soleil; P. Geo. Pearce, Waterford Star; John Weld, Farmers' Advocate, London; John M. Imrie, Manager, C. P. A., Toronto.

### Extended Among Six Agencies

The committee has completed arrangements with six advertising agencies for the preparation and handling of the campaign. A. McKim, Limited; McConnell & Fergusson; Smith, Denne & Moore, Limited, and J. J. Gibbons, Limited, will co-operate with the committee in regard to display advertising in all publications other than those published in French, while Desbarats Advertising Agency, Limited, and the Canadian Advertising Agency, will be utilized particularly in regard to the campaign in publications published in French.

As regards the press news and feature service, W. J. Taylor, Woodstock Sentinel-Review, will act as chairman of the central committee, with headquarters at 34 King Street, West, Toronto. Nelson Wilkinson, an experienced Canadian newspaperman, recently managing editor of the Toronto World, will take editorial charge of the service.

The actual selling campaign in connection with the Loan commences on October 27 and lasts for three weeks. Advertising will start well in advance of the campaign.

## Lawrence and Bird Form New Feature Service

Will Handle Only Subjects of National and International Interest—"Along the Potomac" Is First

WASHINGTON, D. C., Sept. 15.—The Washington Feature Service, a subsidiary of David Lawrence, Inc., has been organized to handle newspaper features dealing solely with national and international events, though they will cover a wide range of subjects from humorous verse and comment to serials on governmental problems. David Lawrence, the Washington correspondent, is the head and the business manager is William A. Bird, IV., formerly a member of the New York Tribune's Washington bureau and lately editor of Good Government, New York.

The service's first feature is "Along the Potomac," a unique humor column written by H. R. Baukhage, formerly assistant managing editor of Leslie's Weekly and contributor to Judge. Baukhage has just secured his discharge from the A. E. F., where he served in the artillery.

At the cessation of hostilities, "Buck" was attached to the Stars & Stripes where his quips and verses were a popular feature of the army's popular paper. In collaboration with LeRoy Baldrige, the Stars & Stripes cartoonist, he published a book of doughboy verse and sketches entitled "I Was There," which ran through two editions in France and which is being brought out in America by G. P. Putnam's Sons.

Baukhage and Baldrige were both "bucks," and Baukhage was finally commissioned in the Field Artillery before

he left the service. He comes back to America with the new civilian's fresh outlook on men, women and events.

By coincidence, Lawrence, Baukhage and Bird all are natives of Buffalo, N. Y., and began their newspaper careers there.

## VON WIEGAND WITH UNIVERSAL

Will Represent News Service As Head of Berlin Office

Karl von Wiegand, who for ten years has been a correspondent in Europe for American newspapers, has joined the Universal Service as head of the Berlin office. He was formerly the representative of the New York World, the International News Service and the New York Sun.

Among the most notable recent news achievements of von Wiegand have been his interviews with Gen. von Hindenburg, Gen. Ludendorff, Gen. Falkenhayn and Von Moltke and his article about Admiral von Tirpitz.

Recently he spent an entire day with William Hohenzollern at the latter's retreat in Holland and wrote a pen picture of the abdicated monarch. He has also interviewed the former German Crown Prince.

### Shuman Agency Moves

CHICAGO, Sept. 17.—The Shuman Advertising Company, located for a number of years past in the Westminster building, Chicago, this week moved to larger quarters at 117 North Dearborn street. R. R. Shuman is president and is well known in the national field, having at one time been advertising manager for the Liquid Carbonic Company of Chicago.



Just a few of the Brands of Talcum on sale in Baltimore stores. There are about this many more.

**EIGHTY** brands of Talcum Powder were found on sale in Baltimore as a result of an investigation recently completed by the merchandising department of The Baltimore NEWS.

Do all of these brands sell? Does Lady Baltimore—or Lord Baltimore either, for that matter—go into a store, throw down a quarter, or a dollar, and say, "Give me a good can of talcum," trusting to luck or the will of the retailer to hand him anyone of the eighty?

Not so you can notice it. Investigation shows that about three-fourths of the purchasers call for brands by name, many dealers placing the specifying purchasers as high as 90 and 95%.

Truth is, the public has been educated in its tastes through advertising and has little time for less known brands, no matter how good they may be, until the name and qualities of such brands are brought effectively and systematically to their attention through advertising. Here and there a manufacturer may kid himself into the belief that special inducements to the dealer will take place of advertising to the public but in Baltimore, and we venture the same is true elsewhere, the dealer himself prefers to handle advertised goods.

With 80 brands to choose from it is significant that 90 stores should show 4 advertised brands as their best sellers. What are these brands? What qualities of merchandise or merchandising make these four the leaders out of the 80 brands sold in Baltimore? How do they rank in distribution? What is the individual percentage of distribution?

The individual reports of 100 stores, with tabulations showing the essential composite facts, will answer most of these questions. The invaluable, intimate view-point of 100 retailers and 7 wholesalers—together with their observations and opinions in selling ALL brands of talcums—are embodied in this report,

## When Lady Baltimore Buys Talcums



a copy of which we will be glad to place in the hands of manufacturers, advertising agencies and distributors who are interested in talcum powders in this market.

Last week we outlined briefly some facts uncovered by an investigation and analysis of the sale of chewing gums in Baltimore. Whether you are directly interested or not you will want to read next week's announcement of a report just completed on Jams and Jellies.

## The Baltimore News Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Frank A. Webb*  
Advertising Manager

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





## The Key to New York Is Adequate Preparation

An accurate estimate of the difficulties of establishing a new trade mark in New York territory is most unusual. It is customary either to exaggerate or to belittle them.

As a matter of fact, the same general rules obtain here as elsewhere. Before there can be a legitimate advertising prospect, there must be first a good product and proper financial backing. To these add adequate merchandising and adequate advertising and you have spelled SUCCESS.

Map out your New York campaign carefully, and a long time in advance of the date set for its launching. Overlook no smallest detail. Once you have started, work fast in order that you may not go stale. Secure representative distribution. And then, and not until then, release your advertising.

If you have been able to place your goods with every third or fourth or fifth dealer before your advertising starts, you can probably increase your representation to every second or third or fourth dealer during the first thirty to ninety days of your advertising campaign.

If copy, mediums and space are right, you have now only to "stick." Keep after the dealer. Get him to co-operate and his clerks to help. And keep after the public. Advertise, without intermission if possible, for at least three to five years.

If you will follow a program like this you will not only win your market, but you will say at the end of half a dozen years, "New York wasn't so hard. But I would willingly have doubled our appropriation, if I had had the slightest conception of the possibilities of the New York market."

Ask us how to secure distribution for your product by merchandising the demand your advertising will create.

*Try advertising in newspapers by the year*

### THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago

Pulitzer Bldg., New York

Ford Bldg., Detroit

## The Evening World

### PRINTERS GIVE UP TACOMA STRIKE

**Return to Work at Former Wages on Threat of Expulsion by I. T. U.—Publishers Win Fight for Arbitration Principle**

TACOMA, Sept. 12.—Facing expulsion from membership in their international unions unless they obeyed orders to resume work, striking news printers on the News-Tribune and Ledger, who walked out a week ago and prevented these two papers from publishing for six days, returned to their posts last night. The stereotypers, pressmen and mailmen who later went out in sympathy with the printers also resumed work.

The strikers returned at the old scale, which they were receiving under the contract which expired August 31, namely, \$7 and \$7.50. They demanded \$9.25 and \$10.

#### Statements by Both Sides

The only announcement made by the local typographical union on the return of the strikers was as follows: "The men have returned to work and an agreement has been reached satisfactory to both sides. The committee may have some statement to issue later."

The Ledger, which made its reappearance today, issued the following statement:

"The Ledger makes its reappearance after an involuntary suspension of six days. On Friday afternoon the members of the Tacoma Typographical Union went on strike after their demand for a scale of \$9.25 and \$10 for six and a half hour day had been refused by the Ledger and News-Tribune.

"The printers, stereotypers, pressmen and mail room employees came back to work for the same scale and under the same working conditions which obtained in the Tribune Publishing Company before the strike.

"The Tribune Publishing Company has, however, given its employees a written guarantee protecting them from any reduction of this scale or change in working conditions during the next six months.

"The contract which expired on September 1, 1919, has been extended for a period of six months from date and a method has been provided in it by which a peaceful and legal method is outlined for settling any grievances which may occur."

Publisher F. S. Baker said that he did not want to expand on this statement at this time.

#### Victory for Arbitration

The Tacoma situation assumed the proportions of a celebrated case in the annals of the International Typographical Union. It was more complex in its relation to union law than any that has ever developed in the West. The pivotal point upon which the dispute rested was whether or not the controversial matter should be determined by local or international arbitration. The News-Tribune and Ledger management insisted during the strike that their only protection was to stand by the union rules and insist on international arbitration.

"International arbitration has been in practical operation for twenty years, has stood the test of experience, and has been repeatedly approved by an overwhelming majority of the local unions which compose the international organizations," said Mr. Baker.

#### May Not Be Settled Yet

Printers of the Tacoma Times, Scripps-McRae newspaper, returned to work after being on strike two days on a local arbitration plan, which Baker rejected.

That the last chapter in the Tacoma newspaper strike has not been written is declared certain by close observers of the situation. Communications are still going to and from officers of the Inter-

national Typographical Union, as Mr. Baker contended from the start that he was abiding religiously by the agreement entered into between the International Typographical Union and the American Publishers' Association, which provided for international arbitration of disputes.

### Strike Shuts Off Gas Supply from Seattle Linotypes

**Compel Return to Hand Composition and Use of Gasoline Heaters for a While**

SEATTLE, Sept. 13.—Strike of gas-workers in the Seattle Lighting Company's plant, with the resultant stopping of the gas flow, gave Seattle newspapers considerable trouble last week in the composing and stereotyping rooms. At the Seattle Post-Intelligencer type that usually came from a battery of twenty-six typesetting machines was set by hand for the first edition on the first evening of the strike when the city was taken unawares by the sudden walking out of the gas company's forces.

Appliances, composed chiefly of gasoline-burning pots to melt the metal, were improvised in the offices of the Times, Union-Record, Star and later at the Post-Intelligencer, and no further interference with publishing resulted.

#### Gould Made Managing Editor

WICHITA FALLS, Tex., Sept. 17.—John Gould, former Dallas and Wichita Falls newspaper man, has become managing editor of the Record-News, recently purchased by the Fort Worth Record owners.

### SPHINX CLUB EXPECTS NOTABLE SEASON

**Will Begin 1920 Program with 163d Banquet at Waldorf-Astoria, New York, on Evening of October 14**

President George Ethridge announces that the Sphinx Club will hold its 163rd banquet at 7 o'clock on Tuesday evening, October 14, at the Waldorf-Astoria, New York.

The season of 1918 was one of the most successful in the 24 years of the club's history, and 70 new members were added to the Sphinx roster, with promises of many more. Representatives of practically all the foreign governments and the United States were represented at various times, and the Sphinx dinner speeches were quoted by the nation's press and translated into many tongues abroad.

The coming season promises to be especially notable.

#### Ad Managers in Agency Work

CHICAGO, Sept. 15.—Wendell Walker, late advertising manager of the Wander Company, and H. M. Legler, until recently in charge of sales and advertising for the Open Court Publishing Company, are additions to the copy staff of the Stavrum, Thomson & Bennett Advertising Agency, this city.

#### Sorensen Moves Up

CHICAGO, Sept. 16.—The Turner-Wagner Advertising Agency announces the election of R. A. Sorensen as treasurer. He has been in charge of auditing and checking.

# The News Leader Leads

DO YOU WANT TO DO BUSINESS IN RICHMOND—IN VIRGINIA, where the factories are working full time and the stores and shops are crowded?

If you do—these advertising figures from the RICHMOND newspapers for the FIRST SIX MONTHS in 1919 will interest you.

	News Leader	Times-Dispatch	Journal	Virginian
WEEK DAYS .....	3,998,672	2,086,362	2,067,862	584,584
SUNDAYS .....	No Sunday	1,834,129	No Sunday	467,904
TOTALS .....	3,998,672	3,920,491	2,067,862	1,052,488

The News Leader Leads in Advertising—**3,998,672** Lines

The News Leader Leads in Circulation—**48,681** Last Gov. Report

The News Leader Leads in Contact—**3,000** more copies sold in Richmond than there are houses in Richmond.

#### FOREIGN REPRESENTATIVES:

Marbridge Bldg., New York

KELLY-SMITH CO.

Lytton Bldg., Chicago



## ONE MARYLANDER IN EVERY FOURTEEN OWNS A MOTOR CAR

Maryland's fine system of state roads invites the motor tourist to drive through some of the finest scenery on the continent; naturally, the people of Maryland are motor enthusiasts. They are prosperous. They own cars and they use them on

these splendid roads, and they are interested in every development of the motor industry; in every new accessory that will increase the comfort of their car; in every announcement of the tire makers, and they get their motor information from the columns of Maryland's Big Newspaper

# THE BALTIMORE SUN

That The Sun is the favorite newspaper of the Maryland motor car owners and prospective owners, and consequently the first choice of automobile advertisers, is shown by the record of automobile advertising published in Baltimore Newspapers.

In August the Sun published in Morning, Evening and Sunday editions, 214,700 lines of Automobile Advertising (display and classified), 120,800 lines more than in same month last year, while the five issues of all other Baltimore newspapers in August carried only 146,800 lines.

The Sun, in other words, carried 67,000 lines of automobile advertising—more than all other Baltimore papers combined.

The Total Advertising Gain of the Baltimore  
Sun in the Eight Months of 1919 is Almost

**4½ MILLION LINES**

## TOUR OF SWITZERLAND CREATES INTERNATIONAL FRIENDSHIP

American Newspaper Correspondents, Who Covered Peace Conference in Paris, Are Guests of Swiss Government—Hospitality Showered Upon Them.

SWITZERLAND has recently been quite thoroughly visited by a group of the best known American newspaper correspondents, who have been in Paris covering the Peace Conference. This visit was the result of an invitation by the Swiss Office du Tourisme, delivered to the correspondents in Paris by Alexander Castell, special delegate selected for the mission.

### Through the Famous Simplon Tunnel

Starting the tour at Geneva, future home of the League of Nations, the party visited Lausanne, Vevey, Montreux, Chillon, Viege, and Zermatt. At Zermatt an ascent was made by cog-wheel railway to the "Gornergrat," where the party had a splendid view of the snowy Matterhorn.

From Zermatt the journey led to

metres in length, and which reduces the time of travel from certain parts of Switzerland to cities in northern Italy by twenty-four hours.

At Interlaken an elaborate entertainment was given the party.

### Climbed Noted Mountain

On the following day the Americans

Throughout the entire journey hospitality was showered upon the American correspondents by officials and people alike.

Undoubtedly this visit has greatly strengthened the tie of friendship be-

lyn Daily Eagle; Edward T. Gibbons, Chicago Tribune; Mr. and Mrs. Harold E. Bechtol, Newspaper Enterprise Association; Herbert Bayard Swope, New York World; William G. Shepherd, New York Evening Post; Mrs. Anne



Photo by L. F. Kirtland

An outdoor luncheon of the Swiss journey. Shown in the picture are J. B. Hirsh, of the New York Sun; Fred Benham, of the New York World; Lucian J. Kirtland, of Leslie's Weekly; S. S. McClure and Lincoln Steffens.



Photo by L. F. Kirtland

Right—William G. Shepherd, famous American war correspondent (his friends say it is his best picture). Left—Lincoln Steffens. Yes, the light does seem good, but they say it is breakfast.

Brigue and Interlaken. At the latter point the correspondents were taken on



Photo by L. F. Kirtland

Florence O'Neill, of the Pittsburgh Dispatch, and one of the Swiss children who, bearing wreaths as gifts, welcomed the American correspondents.

mountain coaches to the entrance of the Simplon Tunnel, which is twenty kilo-

had a real experience in mountain climbing, when an ascent of the Jungfrau was made. The party left Interlaken in the valley with the sun shining, and at the terminal of the mountain railway its members stepped out into a heavy snow-storm. Mountain climbing shoes and snow glasses were donned and the Americans pushed on to the summit of the mountain.

Next Lucerne and Lugano were visited. At Lucerne many views of the country were possible from convenient high points, and steamer trips were made to nearby resorts on the lake. Lugano, decidedly Italian in customs, language and architecture, was greatly enjoyed. In this picturesque spot the party was invited to the summer home of Mme. Tettrazzini, the famous grand opera star, so well known in America.

### Received by President

When Zurich was reached a day's rest was declared as the members of the party had travelled so hard and had been so constantly entertained that a let-up in activity was necessary. Before leaving Zurich several museums, colleges, and other public buildings were inspected; also a silk factory where the entire process of silk-making was seen.

From Zurich the trail continued to St. Moritz and St. Gall, and at the latter place an embroidery factory was visited.

The climax of the visit to Switzerland was at Berne, the capital city of the republic. By special arrangement the members of the party were received by the President at his palace.

tween Switzerland and the United States.

The following correspondents made up the party:

Charles A. Selden, New York Times; Mr. and Mrs. Lucian J. Kirtland, Leslie's Weekly; J. B. Hirsch, New York Sun; Lincoln Steffens, American Magazine; Warnick L. Thompson, Universal News Service; Florence O'Neill, Pittsburgh Dispatch; G. C. Hickok, Brook-

Elizabeth Shepherd, Everybody's Magazine; Carlisle Macdonald, New York Herald; Fred Benham, New York World, and S. S. McClure.

### Howland & Howland Named

The York (Pa.) Gazette and Daily have appointed Howland & Howland, 303 Fifth avenue, New York, as eastern representatives.

# IF YOU NEED THIS KIND OF A SERVICE

—a service, which, entailing an expenditure of many millions of dollars over a period of years, has been amazingly successful, it may be worth your while to consider the

Liberty Advertising Agency,  
INC.  
149 FIFTH AVE., NEW YORK



# The Pittsburg Press

in the first eight months of 1919  
published a total volume of

# 15,432,284

## AGATE LINES

## ADVERTISING

*Greatest Result Getter*

O. S. HERSHMAN, President-Editor.

New York Office, Metropolitan Tower,  
I. A. KLEIN, Manager

H. C. MILHOLLAND, V. Pres. & Adv. Mgr.

Chicago Office, Peoples Gas Building  
JOHN GLASS, Manager

**"SUSPENSION" REPLY TO STRIKE THREAT**

**One Hundred and Fifty-Two New York City Periodical Publishers Declare They Will Stop Publication Unless Unions Recede**

Answering the threat of twelve unions whose members are employed in the book and job offices of the Employing Printers of New York, to strike on October 1 if an increase in wages of \$14 a week, a 44-hour week, and other radical demands are not granted, the Periodical Publishers' Association has announced the decision of the publishers of 152 periodicals to suspend publication indefinitely unless the unions' demands are withdrawn.

Employing printers, periodical publishers, and union labor leaders are agreed that the stand of the publishers foreshadows the biggest fight the printing trade has known since the big strike of 1906 when the International Typographical Union and the United Typothetae of America went to grips in a nation-wide strike on the eight-hour day. In the present situation about 20,000 union men are involved.

**Meeting a Threat**

Ninety per cent of the magazines and other periodicals published in the United States are printed in New York City and it is understood that substantially all of the larger publications were represented at the meeting where the decision was reached to suspend publication if the unions persisted in their demands. Newspapers are not affected as their agreements with the unions run until next April.

The announcement of the New York Publishers' Association was made over the signature of John Thayer Adams, secretary of the association and reads as follows:

"The periodical publishers of New York, at a meeting held Sept. 15, 1919, with 152 New York periodicals represented, agreed that, unless the unwarranted and unfair demands made on them by the radical labor leaders of the New York local unions were withdrawn, they would suspend publication until such time as the industry could be stabilized.

"Two publishers of publications of national circulation, now being published in New York, announced at the meeting their intentions to sell out their real estate in New York City, which is an entirely new property, and have wired manufacturers of printing machinery, which was to be installed in their new buildings, not to ship, as they intended to secure property outside of New York, so that they might be free from the radicalism of local labor unions.

"The publishers of another periodical of more than a million circulation, who are now face to face with renewal of their leases, whose manufacturing payroll amounts to more than \$17,000 weekly, announced that they will move their entire plant to a Western city rather than submit to demands which will practically destroy their business.

"We hope that these steps will not be necessary."

The unions have flatly rejected an offer of the Employing Printers to increase wages \$5 a week and likewise have refused to arbitrate the question of a 44-hour week. While declaring they will not moderate their demands, they have agreed to another conference with the employers Friday of this week.

**Raise Strike Fund**

The last conference between the employing printers and the representatives of the unions was held September 3 and at that time it was announced that the unions had levied assessments on their members of 10 per cent of their earnings in preparation for a strike.

With the announcement of the intention of the periodical publishers of their readiness to suspend publication, came a statement from the Printers' League, made up of employing printers who operate closed union shops, analyzing the demands of the unions, as follows:

"Assuming the increase in scale paid hand compositors to be representative of

the percentage increase in cost of labor, it will cost \$144.70 in labor to do work in New York what it costs \$100 to do in Chicago, if the wage scales called for by the unions, together with the 44-hour week, are put into effect. Making the same comparisons as in the case of Chicago, each \$100 worth of labor in twelve representative cities in the same competitive zone would cost \$168.50 in New York."

**Typothetae's Stand**

The question of a 44-hour week came up Monday at an executive session of the United Typothetae of America, which is holding its annual convention in New York City. At this session it was voted to put the shorter day into effect October 1, 1921, as voted by the International Typographical Union as a whole, and by the other unions of the printing trades.

By accepting the proposition of the International, the employing printers, it is believed, will maintain that a contract binding on the International unions to enforce has been made, and that any strike action in New York will bring not only the printers, but any other trades that may strike in support of them, into conflict with their international unions.

To meet the situation thus created, the National Conference Council of the Printing Trades, composed of Marsden G. Scott, president of the types; Major George L. Berry, International president of the pressmen; James L. Freel, of the stereotypers and electrotypers; William Reddick, of the binders, and Matthew Woll, of the photo-engravers, with a committee of five employing printers, headed by A. G. Kendall, will meet in New York City this week.

This meeting will be followed by a meeting of a committee of the local unions, headed by Leon H. Rouse, president of New York Typographical Union No. 6 ("Big 6") with a committee of the Printers' League, the union shop section of the Employing Printers, of which William Green is chairman.

**Pressmen on Strike**

The present situation is complicated by a strike of two pressmen's unions at the plant of the Publishers' Printing Company, in defiance of the International Typographical Union.

It is this strike which precipitated the decision of members of the Periodical Publishers' Association to suspend publication. The Literary Digest is printed at the plant of the Publishers' Printing Company and is understood to have taken the lead in effecting the agreement. The attitude of the Employing Printers in this strike is explained in a statement issued by William Green, vice-president of the United Typothetae, which reads, in part:

"The present strike in the printing industry in New York is a strike by the local union against the disciplinary control of the international body. No question of hours, wages or working conditions is involved. The particular shop in which the strike occurred is a strictly union shop and for years has been operating under union conditions.

"The action of the local seceding union shows utter disregard for contracts for temporary advantage which can only result in industrial instability, in the overturn of collective bargaining, and destruction of confidence in the value of contracts."

"The present strike has a broader significance than merely a strike of the printing trades in New York. It will determine the faith the world can have in unionism. It will decide whether labor is to abide by its contracts backed by a union of national scope, or whether a group of insurgents can by a promise of gain wreck completely the structure it has taken honest labor years to build."

**Aiding Its Advertisers**

KANSAS CITY, Mo., Sept. 16.—The Okmulgee (Okla.) Times, a morning newspaper, is boosting its advertisers by using a small "box" on its front page telling the readers who the leading advertisers are each day and what they are advertising.

**Major Asselin Is Re-entering Montreal Journalism**

**Founder of Le Nationaliste (Now Le Devoir) Is Starting La Garde Fou, a Weekly**

MONTREAL, Sept. 13.—This city is shortly to have a new French-Canadian weekly called Le Garde Fou (The Railing), which will be edited by Major Olivar Asselin, who has just returned from four years of service at the front. In pre-war days Major Asselin was a well-known journalist, being the founder and editor of Le Nationaliste, which eventually became Le Devoir, now a daily and the organ of the Nationalist party.

Major Asselin broke with the Nationalist party over the war, so that his re-entry into journalism as the opponent of the party and paper he founded is likely to provide some sensational copy. He is considered by many to be the ablest French writer in Canada.

**Wideberg-Anthony Engagement**

NEW BEDFORD, Mass., Sept. 17.—Announcement of the engagement of Miss Anna Elizabeth Wideberg, of Brooklyn, N. Y., to Edmund Anthony, son of Mr. and Mrs. Benjamin H. Anthony, and secretary and publisher's assistant

of E. Anthony & Sons, Inc., publishers of the New Bedford Standard, has been made. During the war Mr. Anthony served in the Naval Reserve Force as seaman, for nine months assigned to duty in foreign waters. The couple met this summer, while Miss Wideberg was on a visit to New Bedford. Miss Wideberg is prominent in social work in Brooklyn.

**Bryant Going to Philippines**

KANSAS CITY, Sept. 16.—Vaughn Bryant of this city, one of the first graduates of the University of Missouri School of Journalism, is slated for appointment as dean of a school of journalism in the Philippine Islands. Dean Walter Williams of the Missouri school has recommended him, it is said, for the place.

**Dupree Returns to Seeds Agency**

INDIANAPOLIS, Sept. 16.—Lieut. Herman J. Dupree has rejoined the Russel M. Seeds Advertising Agency staff on returning from overseas service. At one time Mr. Dupree was advertising manager of the Remy Electric Company, Chicago.

Joseph Medill Patterson, co-editor of the Chicago Tribune, is confronted with electric signs all over the city announcing the film production of his novel, "A Little Brother of the Rich," which first was published in 1908.



**Within One Hundred Miles of Indianapolis**

Indianapolis is the commercial center of an agricultural territory of great wealth. During the year 1918 within one hundred miles of Indianapolis farm crops were produced to the value if \$350,000,000.00 and live stock within the same area was valued at \$275,000,000.00. A \$625,000,000.00 production of agricultural wealth within one hundred miles of Indiana's capital city.

**Are You Sharing in This Prosperity?**

Large production means large consumption. The greater the production of wealth, the greater the ability to buy. The best way of reaching the consumers of this prosperous section is thru the advertising columns of the newspaper that goes daily into every one of Indiana's ninety-one counties.

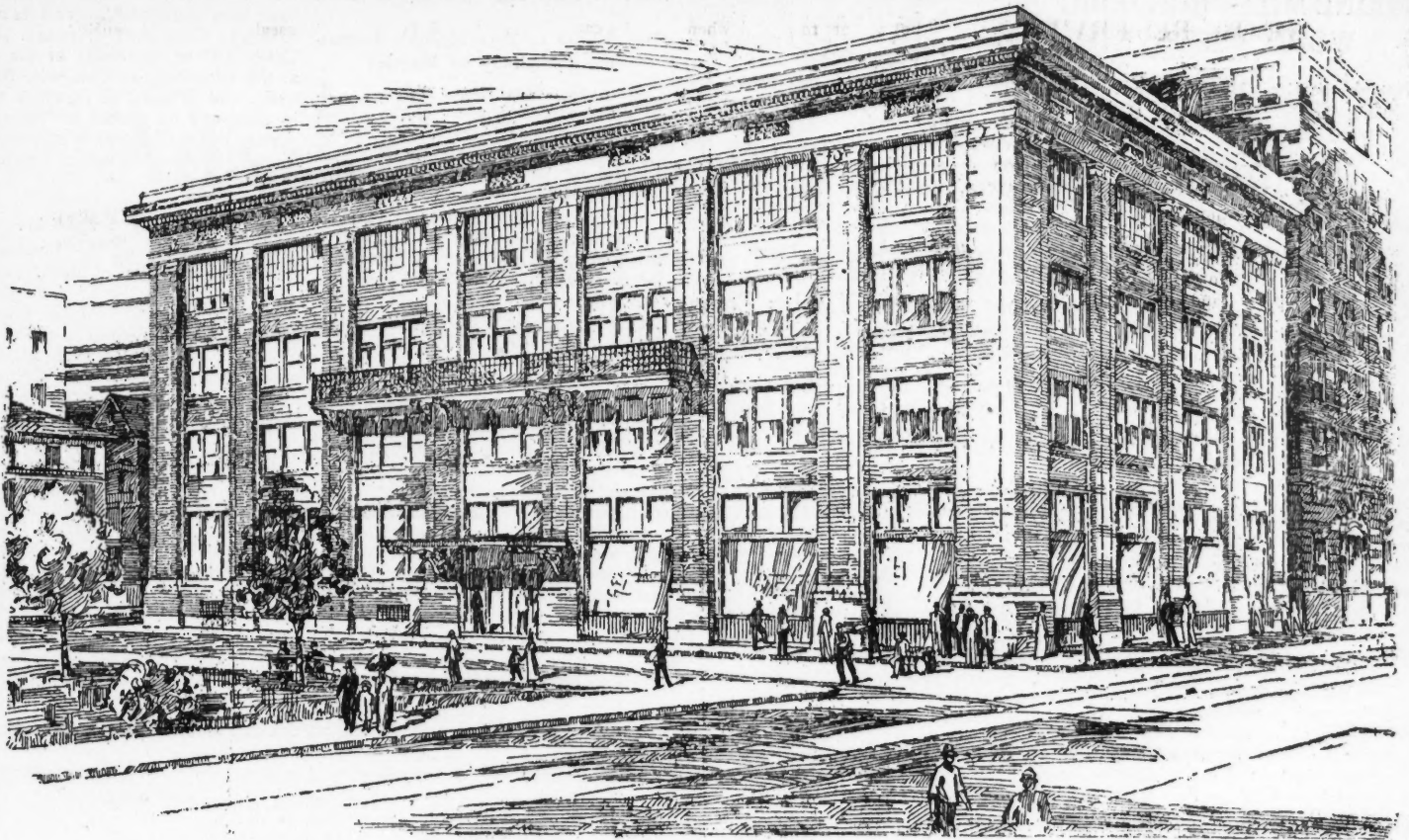
**The Indianapolis Star**  
Largest morning and Sunday circulation in Indiana.  
Eastern Representative, Kelly-Smith Co., Marbridge Building, New York.  
Western Representative, John Glass, Peoples Gas Building, Chicago.  
One of the Shaffer Group of Newspapers.

**THE SHAFER GROUP—**  
The Indianapolis Star.  
The Terre Haute Star.  
The Muncie Star.  
The Louisville Herald.  
The Denver Times.  
The Rocky Mountain News.  
The Chicago Evening Post.

Indianapolis wants the 1920 Convention of the Associated Advertising Clubs of the World.

**The Indianapolis Star Gained 1,746,918 Agate Lines During the First Six Months of 1919**





THE NEW HOME OF THE TIMES-PICAYUNE, NEW ORLEANS, LOUISIANA

# THE CORNER STONE

Of the New Home of The Times-Picayune, Corner North  
and Camp Streets, Will Be Laid

Wednesday, September 24th, at 5 P. M.

WILLIAM C. D'ARCY

President Associated Advertising Clubs of The World  
Officiating

To which all Publishers, Patrons of The Times-Picayune,  
and the Public are Cordially Invited

# THE TIMES-PICAYUNE

South's Greatest Newspaper

## MAINE MILLS BUILD BIG WOOD RESERVE

Notably the Great Northern Paper Company Overly Supplied for Coming Winter—Costs of Production Thus Reduced

BANGOR, Me., Sept. 17.—The big pulp and paper concerns operating in Maine have piled up pulp wood reserves at such a rapid rate during the past year that, the war being over and the labor market on a downward trend, the necessity for heavy reserves no longer exists. This winter they will curtail their cut 50 per cent or so in some localities, it is understood here.

The Great Northern Paper Company with mills at Millinocket and East Millinocket, on the Penobscot River, and at Madison, on the Kennebec, has so much wood on hand that it will greatly curtail operations this winter, cutting only 60,000,000 or 70,000,000 feet, compared with an average of 110,000,000 to 120,000,000 feet on both rivers; about two-thirds of the whole quantity being cut on the Penobscot waters.

### Cut Chiefly by Contractors

The cutting of pulp wood, which is usually small to medium size spruce, is carried on at all seasons and this past summer the Great Northern Paper Company has piled up a great quantity on the south branch of the Penobscot, close to the Quebec boundary, cut chiefly by contractors.

The contract system is coming into general favor with the pulp companies, as by letting out the cut they know definitely what the wood is to cost them, whereas the expense of maintaining their own camps is variable and uncertain, as well as expensive.

Last year fabulous wages were paid to pulp wood choppers, so scarce were they and the wood crop was a very costly one. This year, however, the labor market is liberally supplied, and wages have taken a decided drop. Hundreds of men are available in Bangor today, where not a dozen could be hired a year ago at this time. Under the contract system of cutting pulp wood, the contractor usually hires his men at so much per cord, and even at the reduced rates a smart, willing chopper can make big wages.

## International Union Ousts Striking Pressmen

Will Fight "Attempt to Set Up Soviet Government in New York Shops," Declares McHugh

William McHugh, vice-president of the International Printing Pressmen's and Assistants' Union, issued a statement Monday night denouncing the strike of union employees of the Publishers' Printing Company as an attempt to set up Soviet management of the book and job printing offices of New York. It is the intention of the International to fight the seceding unions to a finish, he said.

A strike was called against the Publishers' Printing company thirteen days ago by local unions which have seceded from the International, a subsidiary of the American Federation of Labor, in an attempt to secure the discharge of pressmen who have remained loyal to the International. The plant has continued in operation.

In his statement Mr. McHugh declares the International is out for the

forty-four-hour week and increases of \$14 a week for pressmen, but that it will not resort to force when results can be obtained by arbitration. In this demand he asserts the pressmen are backed by the five international unions in the printing trade.

William Green, Chairman of the union shop section of the Employing Printers' Association, said the Publishers' Company was running on normal lines and that no other concerns have been affected by the strike.

## Ross and Friedlander Form New Chicago Service

Will Specialize in Advertising of Wearing Apparel, with Office in Auditorium Building

CHICAGO, Sept. 16.—Penny Ross Advertising, a service agency corporation, is about to come into being with headquarters in the Auditorium Building. It will be under the control and direct management of Penny Ross, Chicago Tribune cartoonist and nationally familiar as the creator of "Mamma's Angel Child," who during the past year or so has been tending toward advertising illustrations, and Philip L. Friedlander, who for the last year and a half has been advertising and sales manager for Mayer Brothers, Chicago, manufacturer of boys' and young men's clothing.

According to Mr. Friedlander, the new corporation is capitalized at \$25,000, "fully paid up," and a general advertising service will be furnished to retailers, special preference being given those in wearing apparel lines.

### FIFTY YEARS PAPER'S OWNER

Col. W. B. Rogers Celebrates With Special Edition of Republican

TRENTON, Mo., Sept. 13.—The Republican has just celebrated the 50th anniversary of its publication under the management and ownership of Col. W. B. Rogers with a special edition of twenty pages.

The Republican, which is the oldest paper in Grundy County, was established as the Grand River News in 1864. Col. Rogers became owner of the paper in September, 1869. Col. Rogers was born in Greene Township, Fayette County, Ohio, February 8, 1835. He first went to Missouri in 1856. He has been active in politics and served as State Senator and during the Civil War was elected sheriff of Mercer County. He served in the Civil War as a captain in the 44th infantry of Missouri Volunteers.

### Collins an Owner of Bonham News

AUSTIN, Tex., Sept. 17.—A. C. Wright of the Austin Statesman, has been appointed instructor in the mechanics of printing at the State University. He will direct the laboratory of the School of Journalism, and will have charge of most of the printing, including the Daily Texan. Mr. Wright succeeds W. B. Collins, who has resigned to take active management of the Bonham News, in which he has bought half interest.

### In Honor of E. P. Butler

DES MOINES, Ia., Sept. 16.—Ellis Parker Butler, author, will be the guest of the Iowa Press and Authors' Club, September 22. Members of the Des Moines Women's Press Club and of the City Press Club have been invited to be present.

## EDITOR AND SON ON LONG HIKE

Have Started to Tour Roosevelt International Highway on Bicycles

PORTLAND, Me., Sept. 17.—T. B. Windross, associate editor of the Sarnia (Ont.) Canadian Observer, and his son, Raymond, have started from Portland on a tour of the Theodore Roosevelt International Highway on bicycles.

They are traveling under the auspices of the Sarnia Chamber of Commerce and will register at every Chamber of Commerce and Board of Trade along the 4,000 miles of their journey, which probably will consume about three months. They will describe their trip in a series of articles.

### N. Y. Free Ad Course Opens

The advertising classes of the New York Evening High School opened Monday. Instruction is entirely free, and is open to public school graduates of both sexes. The work is entirely practical throughout. Classes meet Monday, Wednesday and Friday evenings, between the hours of 7:45 and 10, and new students may register at the school building. David S. Mosesson is the instructor in charge.

### Two New Journalism Teachers

DENVER, Colo., Sept. 16.—Two mem-

bers of the Denver Times editorial staff have been engaged as instructors in journalism in Colorado universities. Lee T. Casey will be in charge of the course at the University of Colorado, Boulder, Colo., and Willard E. Hawkins will be in charge of the classes at Denver University. Mr. Hawkins is also publisher of the Student-Writer, a journal for literary workers.

### Forty Years a Publisher

TROY, N. Y., Sept. 16.—Former State Senator Michael F. Collins, publisher and proprietor of the Troy Sunday Observer, this month rounds out forty years of complete control of the paper. With his two sons, Frank M. Collins and Edward Collins, Mr. Collins has controlled the paper since a few years after its founding.

### The Legionnaire Out September 25

FORT WORTH, Tex., Sept. 17.—The first edition of the Legionnaire, official publication for the American Legion of Texas, will be issued September 25. Kent Watson, formerly with the Associated Press, is editor and supervisor.

George A. Cummings of Oakland, Cal., has been elected secretary-treasurer of the Pacific Coast Advertising Clubs Association.

Say "Hello, Brooklyn!" at our expense when seeking any sort of information about this big market.

Telephone or telegraph, reversing the charges to The Standard Union.

This means you, no matter how far away.



# Advertisers and Agencies at Your Service

## THE S. C. BECKWITH SPECIAL AGENCY

Established 1880

World Building  
NEW YORK

Post-Dispatch Bldg.  
ST. LOUIS, MO.

Tribune Building  
CHICAGO

Ford Building  
DETROIT

Bryant Building  
KANSAS CITY

### THE MESSAGE

**T**HE history of this agency dates back many, many years—nearly forty—and just as rapidly as newspaper advertising grew in favor, just as rapidly has the Beckwith Special Agency expanded. As a matter of fact, it had a lot to do with the pace with which newspaper advertising popularity grew—for it was not only a pioneer, but its men worked along the high-ways and the by-ways talking horse sense to advertisers about the efficiency that lay back of newspaper circulation as a “teller and seller” that could prove its own efficiency in covering the distance between manufacturer and consumer. Today the Beckwith Special Agency is known from Coast to Coast as an organization that stands for the highest ideals in its business relations between buyers of space and the newspapers that the organization represents. Its policy from its early days has been to give advertisers service in its list of newspapers that would justify confidence year after year.

#### *The Workers*

J. T. BECKWITH  
R. W. BECKWITH  
T. F. FLYNN  
J. W. COOPER  
P. L. HENRIQUEZ  
C. T. LOGAN  
S. W. DuBOIS  
F. E. FORSHAW  
J. R. LISSON  
A. SEIFFER  
A. MARUCCHI  
A. GROSS  
W. MARKWIZ  
W. M. THOMPSON  
G. CINQUE  
J. L. MANDABLE  
S. C. BECKWITH, Jr.  
EARL BECKWITH  
J. J. FARRELL  
A. W. PINNELL  
E. M. ROSCHER  
J. CARR GAMBLE  
C. O. LANGLOIS  
M. H. ROWZEE  
S. L. RARIDEN  
H. B. RAYMOND

**T**HE BECKWITH SPECIAL AGENCY is equipped to be of real service to advertisers and agencies that require or desire trade information concerning selling conditions or distribution methods that exist in each city in which it represents a newspaper. All publishers represented are believers in the co-operative idea and are glad of the opportunity to strengthen in various ways the effect of the advertising messages placed in their columns. At your service always.

The Beckwith Neo-Latin Division will aid you to establish your business or increase it, in South America, Central America and the West Indies. Write to New York Office for particulars.

## THE S. C. BECKWITH SPECIAL AGENCY

Representatives at St. Charles Hotel, New Orleans, La., During A. A. C. W. Convention

## TORONTO TIMES ENDS SHORT LIFE

Six Months Ago It Succeeded the Daily News—Publishers Find It Impossible to Meet Increasing Cost of Production

TORONTO, Sept. 17.—The Toronto Times has suspended publication. A winding up order has been granted and a liquidator appointed. The end has come with unexpected suddenness and practically no one on either the business, editorial or mechanical staffs was aware that suspension was contemplated until the announcement appeared in the morning papers on the day the paper ceased publication.

Approximately 120 employees have been thrown out of work and are now scurrying about looking for new positions. They include composing room employees, 37; stereotype, 3; proof room, 4; press room, 5; mailing room, 7; business staff, 9; advertising, 6; circulation, 8; editorial, 30.

### Production Too High of Cost

The statement as handed out on the night of September 11 by C. W. McDiarmid, the business manager, was as follows:

"At a meeting of the shareholders of the Toronto Times, Limited, held tonight, it was unanimously decided to suspend publication. Owing to the enormous increases in the cost of production, it has become no longer profitable to continue the publication of the paper. A winding-up order is being applied for."

It is just six months ago since the Toronto Times, Limited, was formed to take over the Toronto Daily News and the Times has been practically a continuation of the latter paper. The News originated in 1881, being established by the Riordons, who are prominent in the pulp and paper manufacturing industry.

### History of Paper

It passed through several hands until 1903, when the property was acquired by Sir Joseph Flavelle, with whom was associated Sir John Willison. Sir Joseph financed the paper for a number of years but it was never a financial success.

Later other interests associated with the conservative party kept it in funds. Two years ago Sir John Willison withdrew. He was succeeded as editor by F. D. L. Smith, while C. W. McDiarmid became business manager. The change to the Times was made in an attempt to rehabilitate the fortunes of the paper but evidently without success.

Toronto is now left with three morning and two evening papers.

### New Branham Phone List Is Out

The John M. Branham Company, publishers' representative, with offices in New York City, Detroit, Atlanta, St. Louis, and Chicago, has just issued a new hanger, similar in form and contents to those that have preceded it, giving the names, addresses and telephone numbers, of the New York City offices of the representatives of newspapers, farm papers, general agencies, magazines, and miscellaneous publications.

### Hellmann Is "of Chicago"

In the issue of EDITOR & PUBLISHER of August 7 it was stated that Walter C. Hellmann was of Louisville, Ky. He was formerly of Louisville, but is now, and has been since last April, a Chicagoan. Mr. Hellmann is in Kuppenheimer's advertising department, specializing on dealer help.

## LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



Miss Du Puyster is quite overcome to discover that "Dolly Dimples," writer of such beautiful "Advice to the Lovesick," is not the dainty little blue-eyed fuzzy-haired person she had pictured.

LIKE every other cartoonist, "Cliff" Knight hates bouquets—he does. He dodges every one that comes his way—whenever he thinks there is a brick-bat in it. He is always expectant. Anyway, the only bouquet he thinks is really worth while, now that even an artist's clothes cost money, is the one the Boss puts into an envelope periodically—any old kind of an envelope, so long as it isn't blue. That's why this is a plain, straightforward tale.



"CLIFF" KNIGHT

When "Cliff's" name gets on the top line of the list of cartoonists and the roll is called of the men who "discovered" him, Harry C. Smith's cognomen will stand at the head. Mr. Smith was editor of the Rockville (Conn.) Leader, and he made his discovery when the boy climbed up the old wooden staircase to his office and whisperingly offered him a sketch of a fireman's fair that was being run off in the town.

It got on the first page when the next bi-weekly number of the Leader went to press. Young Knight admired it till he almost burst. Then he ran all the way home with it, and his mother nearly cried with him as she adjusted her glasses to gaze her fill of her son's artistry.

His father ventured the hope that a newspaper career would be a wise choice for a capable young man.

For good or ill, that first page cartoon started Knight. With a "do-or-die" determination he went West, where there was "more scope," whatever that may be. He did pretty well on several newspapers in Ohio, but became peeved because so many city editors seemed to appreciate his reportorial abilities as higher than his artistic talents. So he came back to New England and did a lot of cartoon work satisfactorily for the Hartford Post and the Courant. Then he determined that New York couldn't get on without him any longer, or that, anyway, there he'd have a chance to fight for his head with the best.

That's how he comes to be on the New York Evening Mail, where his clever work on the magazine page is attracting attention. He is nursing along a line of comic strips, too, that are called more than "pretty good," and still finds time to manage the art end of Associated Advertising, for which he also produces a full page cartoon and a number of other sketches every issue. Besides this he contributes cartoons regularly to "The Medical Pickwick" and "Policeman's News" of New York.

## ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns 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

You will please note that the man who made a better mousetrap incidentally became a pioneer in this good-roads movement by having the world make a beaten path to his door.

In the making of a daily newspaper the owners of

## The Denver Post

(F. G. BONFILS AND H. H. TAMMEN)

Have for the past 26 years been actuated by this single motive, viz: To make each succeeding issue the best. They fixed no standard of excellence—fix none now—accepted no models. Betterments must continue. To this and every agency—money, editorial and reportorial ability, news services, artists, cartoonists, mechanical skill, transportation, business department, all—must contribute in fullest measure.

The paid circulation of this newspaper for the past six years is proof that it has created a world of newspaper readers, making paths to them over every highway and byway to the remotest country post office, village, mining camp and community in Colorado—a state where every ninth person—man, woman, boy and girl—and in the City of Denver where every fifth person—is a paying subscriber. Here are the figures.

Year.	Average week-day issue.	Average Sunday issue.
1914	70,114	97,637
1915	77,927	104,846
1916	80,398	108,722
1917	95,102	122,209
1918	115,161	139,119
1919 (August)	117,473	147,366

(A. B. C. Audit on Application.)

## Advertising

Having made, then, a better newspaper and determined to continue to make that kind only, it is not surprising to find a world of advertisers making much beaten paths into our advertising columns. Here is shown a summary of their requirements for

### AUGUST, 1919

Local Display Lines	National Display Lines	Classified Lines
568,512	233,212	219,508
Total Lines, 1,121,232.		

### And for 8 months, 1919

4,588,192	2,002,504	2,286,480
Total Lines, 8,887,176.		

Number of separate classified or want ads 8 months, 1919

The Denver Post..... 394,874  
Next Denver newspaper..... 115,491

Address all communications to

## The Denver Post DENVER, COLO.

Publishers' Representatives,

CONE, LORENZEN AND WOODMAN

New York, 225 Fifth Ave.  
Detroit, American Bldg.  
Chicago, 72 W. Adams St.  
Atlanta, Candler Bldg.

BARANGER-WEAVER CO.

Merchants Exchange Bldg., San Francisco, Cal.



# Iowa's "Old Reliable" Sunday Newspaper

## THE

# Des Moines Sunday Register

is enjoying the largest circulation and the largest advertising patronage in its career. The Sunday Register is thoroughly metropolitan and will favorably compare with any Sunday newspaper published in cities twice the population of Des Moines. Its issues have averaged 66 pages a Sunday for the last three months. Eight pages of photogravure on super calendered paper. The only Associated Press Sunday newspaper in Central Iowa.

### One Exceeds Any Two

The Sunday Register has a greater paid circulation than any two other Des Moines or Iowa Sunday newspapers. The official statements prove it.

71,963

### Net Paid August Average

The Des Moines Sunday Register has gained 4,156 new subscribers since January 1st. The city circulation of 27,295 represents a copy for practically every home in the city.

# Sunday Register gains

## 430,934 lines in 3 months

In June, July and August, The Sunday Register carried 928,256 lines—an increase of 430,934 lines over the same months of 1918.

**L**OCAL display advertising increased 226,352 lines—National advertising increased 117,076 lines. Classified advertising increased 87,506 lines.

**N**O medical, speculative, financial or other advertising classed as objectionable by the A. N. A. is accepted by The Sunday Register—all of this remarkable increase is clean advertising.

### Representatives

I. A. Klein, Metropolitan Tower, New York

John Glass, Peoples Gas Bldg., Chicago, Ill.

## How the Interstate Circulators Looked to Cartoonist Walsh of the Scranton Times



### SPLENDID MEETING HELD BY INTERSTATERS

(Continued from Page 10.)

for new business as this may oblige him to change his accounts from one paper to another as well as change his orders for papers.

"On the other hand, our exclusive agents keep us posted on the activities of other newspapers in their towns, such as subscription campaigns that are being planned, and sometimes we are able to start a campaign of this kind before our competitor does.

"At present we have 90 agencies within a radius of about 25 or 30 miles and less than ten of these handle other newspapers. We pay our agents an attractive commission for all new business they obtain and we protect them by sticking fast to a rule that all subscriptions in their towns must be ordered through them."

#### Praise for Newsboys

The American newsboy is about as bright, capable, quick-witted, ambitious, and resourceful a youngster as it is possible to find anywhere in the country, M. L. Goodman, secretary of the Scrantonian, told his audience at the convention.

"The best way to handle newsboys is to treat them fairly, encourage them to come to you with their troubles and advise them to go to school and save their money, and show them that you are really interested in their success. You'll get top-notch results from such boys.

"Giving prizes for good work is a good plan, too. There are a number of prosperous business men in Scranton today who wear watches that were won in contests conducted by us and they are mighty proud of them.

"Newspaper selling is fine training for any boy. There are lots of lawyers, doctors, and successful merchants in Scranton who got their start selling papers. Some of our newsboys start to college every year."

Col. L. A. Watres opened the tower of his beautiful mansion, permitting the automobile party which had just returned from a trip around Lake Scranton, to view the surrounding country. The mansion is 1,600 feet above the level of the sea and the tower commands a view for twenty miles around.

A special performance at the Majestic Theatre was tendered Manager Louis Epstein, Thursday night.

### GIANT FLAG GREETED PRINCE

Toronto Mail and Empire Had 80x40 Foot Flag on Building

TORONTO, Ont., Sept. 16.—During the visit of the Prince of Wales to Toronto the city was lavishly bedecked with flags and mottoes on the most elaborate scale, but the colossal Union Jack displayed by the Mail and Empire on the front of the Mail building so far transcended all others that it was the theme of amazing admiration. It is doubtful if his royal highness ever saw the flag of the British Empire with such gigantic dimensions.

The flag itself was of canvas, 80 feet by 40 feet, and was suspended from the top of the Mail building. It quite covered the whole front in width, and from top to bottom, leaving just enough space for the public at the steps of the main entrance. This enormous Union Jack was painted in one piece, and was absolutely exact and correct in all colors and proportions.

### "Press Day" in Oklahoma

OKLAHOMA CITY, Okla., Sept. 16.—President J. W. Kayser of the Oklahoma Editorial Association has announced

September 26 as "Press Day" for the Oklahoma State Fair here. President Wilson may speak, and a large attendance of state publishers is expected.

### Free Press Exhibit Wins Again

WINNIPEG, Man., Sept. 16.—Employees of the Free Press were awarded first prize at the Greater Winnipeg Garden Show for an exhibit of vegetables entered in the class for industrial and community club displays. This is the second year they have won in this section.

### Editor Mysteriously Attacked

EL PASO, Tex., Sept. 15.—C. H. Griffith, editor and publisher of The Comet, in which attacks have been made on several well-known persons, including city officials, was found unconscious and bleeding recently in a lonely spot down the valley from El Paso.

## NEIGHBORS

BY BENNET KING

### The Girl Who Dreams

Yesterday I saw a girl who stands or sits all day behind a small machine which addresses envelopes. Young she is in years, with an eager vital youth that spills all about her an atmosphere of romance and mystery. Swiftly her hands move to adjust her machine, then languidly she leans far back in her chair with her arms stretched high above her head. Always her wide eyes dance with a hidden meaning, the age-old challenge of the women of all the ages, and she shakes herself a bit, rises to dance a few steps to cast off the fatigue of confinement. But she is never tired, it is only the irksomeness of restraint that wears her, the impatience of youth that eternally wars with close application to the monotony of labor. But her spirit seems always untamed, and always she smiles on the verge of laughter, except when pensive-eyed she gazes out of the window for long moments and dreams—of the shipping clerk on the floor below who expects to make those dreams of hers come true.

Six times a week.  
Released by

*Thompson*  
*Feature Service*  
No. 443  
Fourth Ave.,  
NEW YORK

## FIRST

In August The New York Times published more than thirty per cent. of the total advertising appearing in New York morning newspapers in each of the nine classifications listed below. The Times ranked first in each classification.

	Total in 6 New York Morning Newspapers. Agate Lines.	The New York Times. Agate Lines.	Percentage.
Boots and Shoes.....	30,160	13,292	44
Financial .....	454,490	158,618	34
Men's Furnishings .....	132,674	60,346	45
Office Appliances .....	15,202	7,248	47
Periodicals and Publishers.	108,440	62,976	58
Schools and Colleges .....	67,102	27,202	40
Automobiles .....	380,350	121,274	31
Hotels and Restaurants ...	38,714	16,692	43
Real Estate .....	419,840	134,282	32



# EDITOR & PUBLISHER'S Space-Buyers' Charts and Market Survey of the STATE OF CONNECTICUT

PAGES 29 TO 56 INCLUSIVE

## CONNECTICUT HAS REDUCED THE PRODUCTION OF WEALTH TO A SCIENTIFIC SYSTEM

Industrial Greatness of State Analyzed for National Advertisers Who Seek Greater Markets for Their Products—A Leader in Many Important Lines of Manufacture—Readjustment from War to Peace Basis Accomplished Without Serious Consequences

CONNECTICUT is a state of surprising contrasts.

In size it is forty-sixth, in population thirty-first, in density of population it is fifth among the states of the Union.

Within its landed area of 4,820 square miles (gross area 4,965 square miles) are more than four thousand manufacturing industries, some of these being the most extensive of their kind in the United States, their products having world-wide distribution.

Connecticut is essentially a state of cities. According to census reports of 1910, 89.7 per cent of her people lived in incorporated towns and cities of 2,500 population and upward. Ten years previous this urban population was 87.2 per cent of the state's total, which indicates the steady drift toward the city-centers of wealth production.

This is accounted for by the fact that Connecticut's major sources of wealth are found in her industries, agriculture being subordinated. Statistics show that there are 231.3 inhabitants to the square mile. These figures are of the last census, and of course are larger now by a substantial margin.

In 1914 there were in the state 17 cities having estimated populations of 10,000 or more. These cities alone, with an estimated population totaling 61.1 per cent of that of the state, reported, in 1914, 71.6 per cent of the value of Connecticut's manufactured product.

In 1914 the steam railway mileage in the state was 999; electric railway mileage, 963.

### Demobilization of War Industries

Coastwise commerce is served by numerous good harbors on Long Island Sound. Bridgeport, New Haven and New London are ports of entry of no mean importance.

In quoting official statistics covering the volume and nature of Connecticut's manufactured products it is necessary to hark back to 1914. From that year until 1918 the state's manufacturing plants were in a very large measure diverted to war production, and no figures are obtainable at this time showing the volume of this work. Immediately after the signing of the armistice, however, and because of the cancelling of large government orders, Connecticut's manufac-

turers went about the difficult task of readjusting industry to a peace time basis. Many had anticipated a general disruption of business while this process was going on. There had been drawn to the state many thousands of workers for the great emergency. Plants had been especially created for the production of arms, ammunition and war equipment. Men and women had been drawn from other vocations to carry on the necessary work of the nation. The "work or fight" order had been instrumental in giving to thousands of people their first experience of industrial life.

What happened, at the close of hostilities—and what is happening now, when the state's industries are again winning to a sound and stable peace basis—forms an interesting chapter of industrial history.

The thousands who had been drawn to war work, for the most part, returned to their peace time labors. The armies of emergency men from other states returned home. There was no panic, no sudden shock to the industrial life of the state such as had been feared.

### No Unemployment Problem

Today Connecticut has no "unemployment problem" in any large way. There are a certain number of drifters, strikers and other disturbing elements in the leading cities, but they do not constitute a special problem due to the transition from peace to war. Rather they indicate the inevitable factors of unrest present always in industrial communities.

It would be strange if the matters of wages and of working conditions were not to the fore at this time of unstable living costs. They are present in Con-

necticut as in every other state—but in no menacing sense. This little but mighty commonwealth, dating its free life back to the day of the "Charter Oak," prides itself upon the poise and conservatism of its people—and particularly upon their undiluted Americanism. It is the conviction of her people that Connecticut may always be trusted to solve every industrial or political problem in the good old American way, without resort to revolutionary ideas or policies.

So that, while Connecticut workmen do react naturally to the world-wide undercurrent of unrest; while they do aspire to still better wages and living conditions, no industrial crisis is in sight. The state is prosperous, busy, growing steadily in industrial greatness and is keeping its eyes turned to the future with 100 per cent confidence and faith.

### No Clouds Visible

In many talks with men representing industrial interests in the state, a representative of EDITOR & PUBLISHER has been impressed with their view that the danger point in the transition period has been safely passed. Has there been profiteering in war supplies? These men say yes, perhaps, in isolated cases. They claim no super-moral virtues for Connecticut people. But they point out a fact which means much to them and which has not been sufficiently emphasized: Many Connecticut manufacturers turned the resources of their plants over to the government at an actual sacrifice of usual profits. They did this ungrudgingly, in the same spirit which actuated the state's young sons in flocking to the colors. It was national service—and Connecticut, which did not falter when she constituted one of the original group of thirteen states, whose people have always been "minute men" in their spirit of service to the union, met every test in the great crisis and carried their part of the common burden.

It is no small source of pride to the people of the state that Connecticut's genius in the industries, Connecticut's organization for emergency production and Connecticut's army of skilled workmen proved a veritable strong right arm to Uncle Sam and aided mightily in the working of the miracle of preparation which amazed the world.

## Daily Newspapers of Connecticut

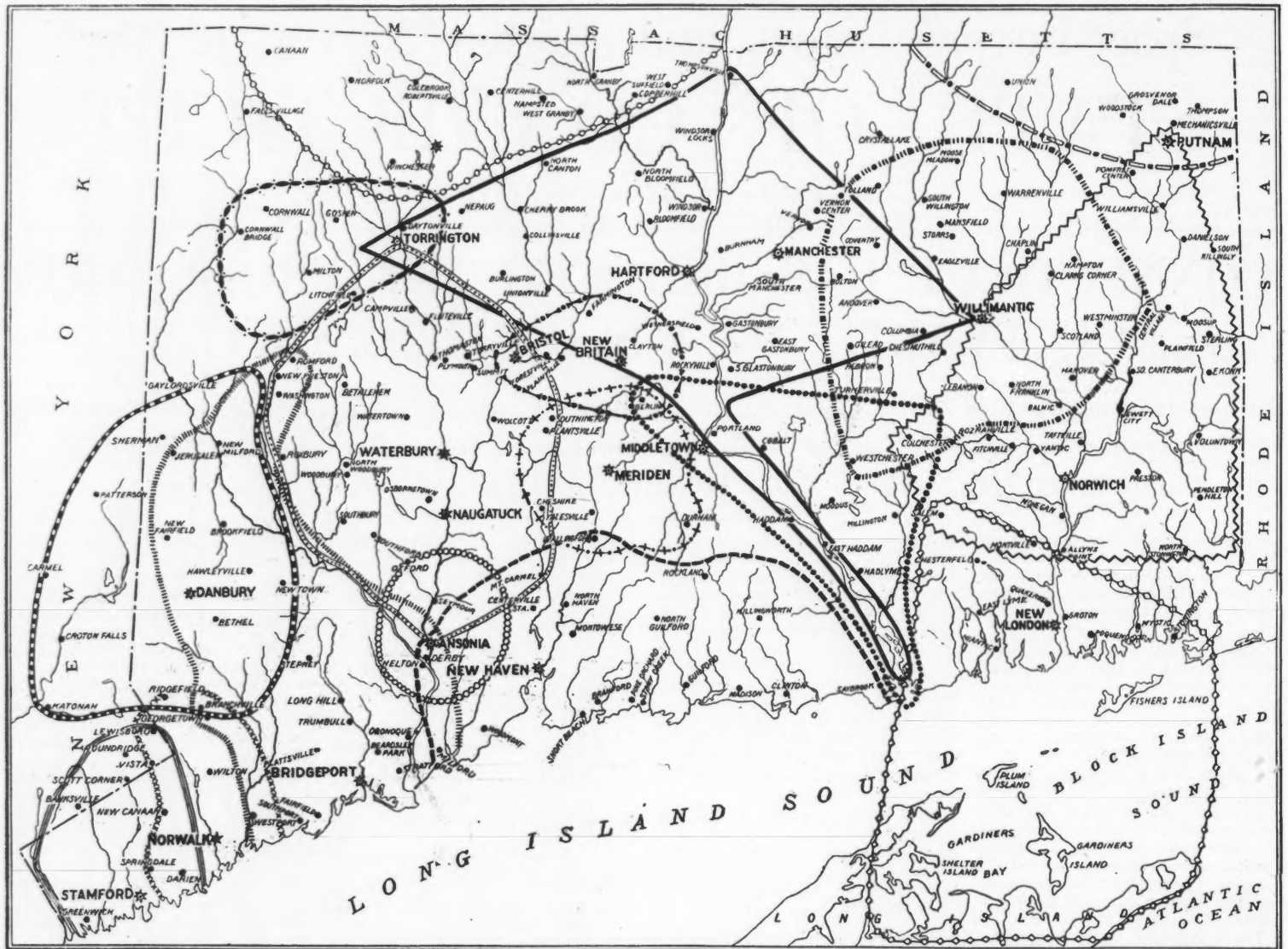
City	Newspaper	City	Newspaper
Ansonia	.....Sentinel .....(E)		Times-Leader .....(E)
Bridgeport	..Post .....(E)	Union	.....(E)
	Sunday Post .....(S)	Sunday Union	.....(S)
	Standard-Telegram .....(M)	New London	The Day .....(E)
	Herald .....(E)		Telegraph .....(M)
	Times and Farmer .....(E)		Globe .....(E)
Bristol	....Press .....(E)	Naugatuck	..News .....(E)
Danbury	....News .....(E)	Norwalk	...Norwalk Hour .....(E)
Hartford	...Times .....(E)		South Norwalk
	Courant .....(M)		Sentinel .....(E)
	Sunday Courant .....(S)	Norwich	...Bulletin .....(M)
	Post .....(E)		Record .....(E)
Manchester	..Herald .....(E)	Stamford	...Advocate .....(E)
Meriden	..Journal .....(E)	Torrington	..Register .....(E)
	Record .....(M)	Waterbury	...Republican .....(M)
Middletown	..Press .....(E)		Sunday Republican .....(S)
New Britain	Herald .....(E)		American .....(E)
	Record .....(E)		Democrat .....(E)
New Haven	..Register .....(E)	Willimantic	..Chronicle .....(E)
	Sunday Register .....(S)	Winsted	...Citizen .....(E)
	Journal-Courier .....(M)		(E)..Eve. (M)..Morning (S) ..Sunday

## INDEX TO SPACE BUYERS' CHARTS

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# TRADING AREAS OF CONNECTICUT VISUALIZED

This map shows the boundry lines of territories from which each of the large cities of the state attracts business.



Putnam Trading Area		Willimantic Trading Area		New Haven Trading Area		Norwich Trading Area	
New Britain Trading Area		Middletown Trading Area		Meriden Trading Area		Bridgeport Trading Area	
New London Trading Area		Hartford Trading Area		Ansonia Trading Area		Danbury Trading Area	
Torrington Trading Area		Winsted Trading Area		Waterbury Trading Area		Norwalk Trading Area	
						Stamford Trading Area	

## Connecticut's Industries Creates Enormous Volume of New Wealth Every Year

An idea of the extent of Connecticut's manufacturing interests may be had from considering these outstanding facts:

In 1914 there were 4,104 manufacturing establishments in the state, employing 254,499 people and having a total payroll of \$160,731,359. Of the employes, 226,264 were wage earners. These establishments turned out products to the value of \$545,471,517. The materials used cost \$288,510,886. The value added by the manufacturing process—and thus the new wealth created by these industries in one year—was \$256,960,631. Thus we are considering, as a market unit for advertised goods, a state in which machinery, brains and labor create, each year, more than a quarter of a billion of net wealth!

The per capita value for products for the state amounted to \$454, while the

average per capita value of manufactured products for the United States in the same year amounted to \$245. This is a striking illustration of the position Connecticut holds among the states as a creator of new wealth through the processes of manufacturing.

There are fifty-two industries in Connecticut producing manufactured products in excess of one million dollars a year each. These range from the brass, bronze and copper products, amounting to \$69,353,103 in 1914, to toys and games, with an output valued at \$1,039,705. In the first industry named there were employed 16,781 people, and in the latter 527.

### Metal Products the Dominant Industry

Metal industries, of one class or another, lead all manufacturing lines in the state. Foundry and machine-shop products amount in value to \$67,009,127, employing 39,369 people. The value added to costs of materials by the manufacturing processes in this line amounts

to \$41,858,169, an enormous volume of created wealth added in a year to the state's assets.

The third industry in the state is the manufacture of cotton goods and cotton wares, employing 10,668 people, the value of the product for 1914 being \$30,591,825. Here the sum of net new wealth created annually by this industry is \$13,473,000.

Silk goods rank fourth among the industries, employing 10,668 people, with a total annual product valued at \$30,591,918. Of this total the new wealth added by the manufacturing processes amounts to \$12,185,573.

The fifth industry of the state is the manufacture of firearms and ammunition—a peace-time industry in which Connecticut has long been the leader among the states. This industry employs in peace times more than ten thousand men, the value of the annual product in 1914 was \$25,657,797 and the value created by manufacture was \$13,-

960,402. The centers of this industry are at Bridgeport, where the great plant of the Remington company is located; at New Haven, where the Winchester company has headquarters, and Hartford, the home of the Colt company.

Detailed figures showing the ranking of Connecticut's industries, classified in groups, with the number of establishments, employes, value of annual output for 1914—the last census reports that are reliable—and the amounts of new wealth created by these industries are shown in this issue in a separate tabulation. These statistics were issued in 1917 by the Department of Commerce, and it is the opinion of Connecticut manufacturers that the figures shown will approximate very closely to those covering operations for 1919.

### Rich Market for Worthy Products

While the variety of Connecticut manufactured products is bewildering, the facts show that Connecticut is a rich market for all standard products adver-



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

# New Haven, Conn.

### Population

1910 Census .....	133,605
A. B. C. April, 1919 .....	160,800
A. B. C. City and Suburban.....	257,000
Chamber of Commerce Estimate, City.....	180,000
Chamber of Commerce, City and Suburban.....	225,000

Native whites. 74%	English reading. . . 85%
Foreign born. 23%	Industrial workers. 25%
Negroes . . . . 3%	Home owners. . . . 23,000
Students . . . . 4,000	Summer residents. 5,000

### Suburban and Farm Residents

in territory within ten-mile radius..Branford..10,000. Wallingford..12,000. North Haven..6,000. Derby, Ansonia and Seymour..40,000. Milford..16,000. Many large produce farms and a few dairies which send practically their entire output to the markets of New Haven. The greater part of the farm products are brought to a large central wholesale market which numbers among its regular patrons many dealers who come from points as far distant as Bridgeport and New York.

### City Classed As

Manufacturing and educational center. Also the business center of a popular and prosperous Summer resort section extending about ten miles west and thirty miles east of the city.

### Location

On the shore line and five other divisions of N. Y., N. H. & H. R. R., including the New York, Hartford, Springfield and Boston division of the same line. Two steamboat lines to New York. Connecticut Co. trolley lines throughout the city and suburban territory west to Bridgeport, east to New London, north to Waterbury, Derby and Ansonia.

### Banks

Savings .....	3..	Resources. . \$52,323,646
State Banks and Trust Companies. . . . .	5..	" .. 21,546,152
National .....	5..	" .. 42,205,641

The banking resources of the city are considerably over \$116,000,000.

### Theatres

16 Moving Pictures exclusively.  
3 Vaudeville and Motion Picture combined.  
2 Legitimate Houses.  
Seating capacity of these houses averages 1000 seats; the largest house has 3000.

### Schools

47 Public grade schools .....	No. of pupils. . . . . 22,100
1 High school .....	No. of pupils. . . . . 3,379
2 Trade schools .....	No. of pupils. . . . . 376

There are 5 business schools, 8 Catholic schools, a boys' preparatory and a girls' preparatory school, school of gymnastics and one of the largest grammar schools in the east in addition to the Yale University with its varied associate schools. There are two orphan asylums with total registration less than 500 and 28 private schools.

### Churches

8 Baptist. 1 Christian Science. 18 Congregational. 14 Episcopal. 8 Jewish. 6 Lutheran. 17 Methodist. 1 Presbyterian. 18 Roman Catholic. 1 Second Advent. 1 Seventh Day Advent. 1 Universalist. 1 Undenominational.

### Principal Industries

Firearms and ammunition (a leading industry in peace or war time), rubber shoes and other rubber goods, household and builders' hardware, clocks and watches, plumbers' materials and sanitary appliances, corsets, hosiery and underwear, automobiles, auto accessories, carriage and automobile bodies, concrete stone, electric elevators, dies, chucks, screws, geometric tools, machine tools, hack saws, saddlery specialties, printers' machinery, safes, caskets, wire, paper wares and boxes, drop forgings, pianos, organs, oyster growing and cigars.

### Special Information

Manufacturing industries employ more than 35,000 people. Yearly volume of business estimated by Chamber of Commerce at \$60,000,000. Several prominent business men place figures at \$75,000,000. The variety of industries results in a high wage scale and demand for skilled mechanics. Educational opportunities, private home owning and social surroundings are of such a high standard that desires and purchasing characteristics of all classes are varied and alert. Number and standard of stores indicate general prosperity and natural demand for everything of merit from latest laundry soap to gorgeous gowns and palatial touring cars.

**NOTE:** Sources from which the above figures and facts and those of Part 2 were secured.—Chas. E. Julin, secretary of the New Haven Chamber of Commerce, the latest A. B. C. report to date, several recently compiled bank statements and interviews with reliable business men, educators and others.

tised and sold through her splendid stores. In other words, Connecticut does not consider herself self-sufficient. Selling to all the states—and to all the world—her people buy the products of all the states and of all the world. The majority of her people being producers, they are appreciative critics of worthwhile products. More than that—they are able to buy whatever they need or desire, either of necessities or of luxuries.

A state in which there are more than a quarter of a million wage earners employed at good pay in the factories presents market possibilities easily understood and appreciated by national advertisers. All sorts of food products find a ready market in the state; clothing, automobiles, tobacco products, furniture, in fact, almost every line of standard

goods finds a market place in this wealth-producing corner of the union.

If we are to group under textiles the manufactures of cotton goods, silks, woolen, worsted and felt goods, hosiery and knit goods, cordage and linen, this industry would rank second in the state only to metals manufactures. The textile group gave employment in 1914 to an average of 36,765 wage earners and reported products valued at \$84,633,997.

Connecticut in 1914 ranked first among the states in the value of her metals products, with 42.8 per cent of the total for the United States. The state leads the nation in the manufacture of hardware. The value of this product is \$28,808,363, which in 1914 amounted to 39.3 per cent of the total hardware products of the United States.

#### Lines in Which Connecticut Leads

Connecticut ranks first in the manufacture of firearms and ammunition. In silverware and plated ware the state also leads the country, producing nearly forty per cent of the total output. Meriden is the center of this great industry, and here it had its origin more than a hundred years ago in the manufacture of pewter utensils, which pioneer effort led to the development of process plating as invented by the famous brothers Rogers, whose initial work was done in Hartford, but whose larger development was carried on at Meriden and now constitutes a part of the great International Silver Corporation of that city.

In the making of corsets Connecticut stands first. In the manufacture of cutlery and tools the state ranks second. In rubber goods her rank is sixth in value of products. One-quarter of the fur and felt hats made in the United

States are made in Connecticut. In this industry the state stands second. In clocks and watches, including cases and materials, Connecticut stands first among the states.

Since the advent of the national child labor law children under sixteen have disappeared from the ranks of wage earners in the industries. Women, however, have found their places in the various lines of manufacturing and since the war their number has largely increased. There are but two classes of industries in the state in which women are not employed—iron and steel forgings and gas making.

In the industries of box making, buttons, clothing, corsets, furnishing goods, hosiery and knit goods the women employes outnumber the men. In all other lines men predominate.

#### Stability of Employment

The four largest cities in the state are New Haven, Bridgeport, Hartford and Waterbury; but in respect to the number of wage earners employed in 1914, these cities ranked in the following order: Bridgeport, New Haven, Waterbury and Hartford.

Among Connecticut's industries those affording the most nearly uniform employment are the manufacture of cotton goods and printing and publishing. March is usually the month of maximum employment in a majority of the industries, and August the minimum. The dominant cities, named above, show the greatest stability in employment, taking all industries into consideration, the fluctuations in the number of wage earners employed from month to month being slight.

The working week in Connecticut industries, as of 1914, varies greatly. There were but 18,850 wage earners working 48 hours or less per week; 27,929 working from 48 to 54 hours; 38,856 working 54 hours; 121,717 working from 54 hours to 60 hours, and 16,067 working 60 hours each week. It will be seen that the eight-hour day does not prevail very generally in these great industrial centers.

However, the tendency is toward a shortening of the working day, and the figures here given, it is claimed, do not fairly represent working hours of today. They show, however, a considerable variance from prevailing working hours in cities which are highly unionized.

The cities of Connecticut, having between 10,000 and 25,000 inhabitants, ac-

(Continued on Page 38.)

### MARKET GARDENING AT STRATFORD



Intensive farming is carried on in every part of the state. Scores of busy manufacturing cities afford ready markets for all garden products.

### THE FAMOUS YALE CAMPUS



Since 1701 this has been a center of American educational progress and culture, drawing to itself ambitious youth from every country of the world, and playing a mighty part in the drama of world progress.

# ONE PAPER COVERS NEW HAVEN CONNECTICUT

## The New Haven Register.

Daily Paid Circulation Over 27,000 Copies

Practically Double Any Other New Haven Paper.  
The major part of the advertising of New Haven Merchants appears in the Register—They know the field.

### Actual Advertising Lineage Carried by New Haven Newspapers First Six Months of 1919

Register . . . . .	5,939,152	<i>80% More Advertising in The Register Than in Any Other Paper.</i>
Union . . . . .	2,790,012	
Journal Courier . . . . .	3,301,145	
Times Leader . . . . .	2,191,088	

The Register printed in this period in automobile and accessory advertising 155,138 lines more than its nearest competitor.

Advertisers who have conducted concentrated campaigns in The Register have secured tremendous results.

## IN NEW HAVEN—THE REGISTER DOMINATES

92% of Circulation Within 15 Miles of City Hall.

### THE REGISTER IS OVERWHELMINGLY AHEAD

of all New Haven Papers in circulation and in advertising. It is the quantity and quality paper of New Haven. The paper with the prestige.





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Two Parts .....PART 2

# New Haven, Conn.

### Wholesale Houses

Beef and provision dealers.....	11
Butter, cheese and eggs.....	9
Tobacconists .....	8
Confectioners .....	15
Druggists .....	3
Fish dealers .....	3
Flour dealers .....	9
Fruit dealers .....	12
Grocers .....	18
Commission merchants .....	24
Shoe dealers .....	3

They supply retailers throughout the city and suburban territory as far distant as Milford on the west, Waterbury on the north and the Connecticut River valley on the east. These points are supplied daily and on a few shore resort routes every other day by auto delivery and trolley express lines in addition to the regular railroad express and freight service.

### Retail Section

The principal shopping center is about a mile on Church and Chapel streets. Here are located the large department stores, specialty houses, etc. On Orange and Elm streets within a block of the business heart are women's wear, millinery and other exclusive and specialty shops.

On State street and Grand avenue is found another business center about a mile long, the latter street passing through the Italian section.

For about a half-mile on Broadway and Dixwell avenue there is a prosperous neighborhood shopping section.

For a distance of more than a mile and a quarter on Meadow street and Congress avenue there is a thriving business district of small shops of every description. The Congress avenue section is for the most part the Hebrew quarter.

### Residential Features

There are three small tenement sections, but 1 and 2-family houses predominate, even in the poorer wards. The private houses of the working class and the wealthy are of a character that denotes prosperity and desire for the better things in home life and education.

There are a few apartment houses of the better grade and several in course of construction. However, the tendency of the people is toward owning their own homes.

### Trading Area

Westville and Fair Haven are part of the city. West Haven and East Haven are so close to the city lines that their population is sometimes considered as New Haven residents. The same is true of Hamden and Highwood.

On the west the towns are not of vital importance to the shopping interest of New Haven but on the east and north the shoreline towns as far east as Saybrook are prosperous and because of excellent trolley and train service they swell the buying standards of New Haven by thousands of dollars every week. The bulk of this business comes to the city on Friday and Saturday.

The trading boundaries to the northeast and north extend just beyond Derby, Ansonia and Wallingford. These prosperous towns are within the New Haven area and contribute generously to the retail business of the city.

Beyond these towns the Waterbury, Meridan and Hartford merchants attract about as much business from the territory as the New Haven houses.

### Retail Outlets for Nationally Advertised Products

Automobile (Passenger) Agencies.....	46	Delicatessen stores .....	49	Garages .....	60	Milliners and Millinery Goods.....	60
Automobile (Truck) Agencies.....	43	Dress-makers .....	394	Grocers (Retail) .....	793	Opticians .....	29
Automobile (Tire) Agencies.....	35	Druggists (Retail) .....	94	Hardware and Cutlery.....	30	Piano stores .....	14
Automobile (Parts) Agencies.....	72	Dry Goods stores.....	47	Hats and Caps.....	31	Photographers .....	33
Bakers .....	77	Department stores .....	5	Jewelers .....	66	Plumbers, steam and gas fitters.....	114
Cigar stores .....	63	Electrical Supplies .....	16	Ladies' Tailors .....	40	Restaurants and Lunch Rooms.....	147
Cloak and Suit stores.....	43	Florists .....	30	Meat Markets .....	281	Shoe Dealers .....	96
Clothiers .....	48	Furniture stores .....	40	M n's Furnishings .....	50	Sporting Goods Stores.....	14
Confectioners .....	288	Furriers .....	24	Merchant Tailors .....	58	Stationers .....	21

#### Morning Newspapers

New Haven Journal-Courier.

#### Evening Newspapers

New Haven Evening Register.  
New Haven Times-Leader.  
New Haven Union.

#### Sunday Newspapers

New Haven Sunday Register  
New Haven Union.

#### Weeklies

The Commercial Record.  
Connecticut Labor Press.  
The New England Farms.

#### Miscellaneous Publications

Foreign Language Newspapers: Corriere Del Connecticut (Italian), L'Parola Cottolico. West Haven has two weeklies: Town Topics and West Haven Life. Leading Yale University Publications: Yale News (daily during college term), Yale Alumni Weekly, Yale Divinity Quarterly, Yale Law Journal (monthly), Yale Literary Magazine, Yale Review (quarterly), Yale Record.

# The New Haven Journal-Courier

Member A. B. C.

Only Morning Newspaper published in New Haven—covers alone a field divided between three local evening newspapers.

Best edited newspaper in New Haven—admittedly the cleanest and best newspaper from news as well as typographical standpoint.

Appeals to New Haven's greatest purchasing power, enjoys fullest confidence of readers.

Offers efficient co-operation with Advertisers in the placing and marketing of their merchandise in the New Haven territory.

As evidence of the dominant position The Journal-Courier occupies in New Haven, and the strong appeal which it makes to the great buying population of that city, the following GAINS in CIRCULATION qualify The Journal-Courier as New Haven's One BEST Newspaper for the National Advertiser:

#### DAILY AVERAGE

April 1, 1916 to April 1, 1917

11,781

April 1, 1917, to April 1, 1918

13,440

April 1, 1918 to April 1, 1919

15,101

These figures are not paid and are from A. B. C. Auditor's statements.

Over 86 per cent of The Journal-Courier's Circulation is within the City of New Haven.

Over 96 per cent of The Journal-Courier's Circulation is within the acknowledged trade zone of New Haven's merchants — practically no waste circulation.

The Journal-Courier has the largest direct home delivered circulation of any newspaper in New Haven.—It Covers New Haven ALONE!

The Journal-Courier through the vast buying power of its readers offers to National Advertisers the greatest single selling force in New Haven.

# The New Haven Journal-Courier

"New Haven's One Best Newspaper"

THE CARRINGTON PUBLISHING CO.

Tribune Building  
CHICAGO

GILMAN AND NICOLL, Representatives

World Building  
NEW YORK

# Don't Take Anything For Granted In New Haven!

When you consider newspapers in the metropolis  
of Connecticut you should

## Demand the A. B. C. Figures

Not those which include the inflated sales of  
September, October and December, 1918, but  
figures based on 1919 only. If you will do this  
you will find that

The Times-Leader has by far the largest  
net-paid, proven, A. B. C. circulation in  
the New Haven field.

Net Paid Six Months A. B. C. Statement Ending March 31, 1919—	15,584
Present Circulation Exceeding . . . . .	16,400

# New Haven Times-Leader

The S. C. Beckwith Special Agency  
Sole Foreign Representative

New York

Chicago

St. Louis

Kansas City

Detroit





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in 2 Parts.....PART 1

# Bridgeport, Conn.

"THE PARK CITY"

### Population

1910 Census .....	102,054
A. B. C. Estimate City March 31, 1919.....	150,000
A. B. C. City and Suburban.....	225,000
Chamber of Commerce Estimate, City.....	180,000
Chamber of Commerce Estimate, City and Suburban.....	250,000

### City Classed As

Industrial community with a summer resort territory extending about 8 miles east and 10 miles west along the shores of Long Island Sound.

### Location

On main line of the N. Y., N. H. & H. R. R. Terminal Naugatuck and Berkshire lines. Connecticut Co. trolleys throughout city and connecting with New Haven, Norwalk and other points. Steamboat line to New York. Two boat lines to Port Jefferson, L. I.

Native whites..63%	English reading.....80%
Foreign born.35 1/2%	Industrial workers .....33 1/3%
Negroes .... 1 1/2%	Homes owners....20,200
Students ..... none	Summer residents. 1,000

### Banks

Savings .....	4..	Resources..\$46,126,738
State Banks and Trust Companies....6..	"	" .. 15,890,000
National .....	3..	" .. 34,756,600

Increase in deposits for three months since the April, 1919, statement, more than \$6,000,000.

### Theatres

17 Moving Picture, 1 Motion Picture and Vaudeville, 1 Legitimate, 1 Stock, 1 Burlesque. Average seating capacity 600. Five houses more than 1,000. The largest 3,300.

### Suburban and Farm Residents

In territory extending twenty miles north, eight miles east and fifteen miles west, are Stratford...15,000, Huntington, Monroe, Shelton, Stepany...14,000, Westport...6,000, Fairfield...6,000, Newton...6,000, Milford...16,000, Bethel...6,000, New Milford...8,000. While Danbury has trading identity of its own, it contributes business to Bridgeport.

### Schools

35 Public grade schools.....	No. of pupils...22,881
1 High school .....	" " .... 2,400
1 Trade school .....	" " .... 250

There are 3 business schools, 8 Catholic schools and 19 private schools.

### Churches

Baptist..11. Congregational ..8. Episcopal..7. Lutheran ..7. Methodist Episcopal..11. Presbyterian..2. Roman Catholic..20. and 19 other churches.

### Principal Industries

Electrical specialties, oil engines, shears and scissors, fabric machinery, aluminum castings, guns and ammunition, paper boxes, hardware, steel tubing, steam and gas fitters' tools, screw machine products, cabinet hardware, corsets, patternmaking, gas engines, automobile bodies, dolls, stained and art glass, bed springs, boilers, brass tubing, wire, coach lace and trimmings, cans, bab-bitt metal, drop forgings, webbing, electric water heaters, clock dials, malleable castings, mattresses, neckwear, leather specialties, silver plated ware, moulder rubber goods, cutlery, sheet metal goods, graphophones, tents, awnings, sails, marine boilers, carpet sewing machinery, varnish, welding machines, cement pipe, sheet metal, insulated wire and cables, typesetting machines, soap, rolled steel, acid and chemicals, trucks and wagons, carbonated beverages, laces, toys, metal novelties, torpedo boats, steel chains, underwear, leather belting, auto tires, lathe tools, typewriting machinery, plushes, velvets, printing presses, cardboard, cut cards, car couplers, notions.

### Special Information

Bridgeport undoubtedly has more varied industries than any other city in Connecticut. There are 60,000 industrial workers, and the character of the leading products manufactured calls for mostly skilled mechanics. The average weekly wage for unskilled labor is \$20.50. The average weekly wage for skilled labor is \$35.50. The character of homes and stores denotes an unusual spending capacity of the public. In this respect amusements indicate a similar feature as shown by the many yacht clubs, three country clubs, eight community golf clubs, etc. The fact that most of the products manufactured in Bridgeport are staples rather than luxuries is guarantee of permanency of occupation and unhampered spending ability. Under all conditions of national business the city as a whole is busy and prosperous.

NOTE: Sources from which facts and figures of Bridgeport Survey were secured: M. B. Russell, assistant secretary of Chamber of Commerce, latest A. B. C. reports to date, bankers, tax collectors, manufacturers' associations and others.

# Bridgeport Post and Telegram

Dominating Newspapers in the Most Easily Cultivated Market of the East!

Prosperity and the "free dollar" are synonymous. Where there is prosperity look for spending power—look for spending power and you will seek out Bridgeport, Conn., as your field. Bridgeport is New England's foremost industrial center. Its varied industries (211 mills and factories) include the manufacture of graphophones, sewing machines, automobiles, machine tools, hardware, corsets, textiles, brake lining, toys, brass goods, electric light sockets, firearms, cartridges, submarine boats, etc.

And Bridgeport keeps its skilled labor because it supplies exceptional housing facilities, recreational facilities, and other features that make the workman contented and glad to live in such a city as this. It boasts of 15 parks and playgrounds comprising 300 acres, 66 public schools, 87 churches.

Many factories are working on day and night shifts. They are back on the pre-war basis, making peace-time products.

Bridgeport ranks second in New England in the relative low average cost of forty food articles. The entire pay envelope is not appropriated towards living alone.

Bridgeport is progressive—it is busy and it is prosperous. It is your field regardless of what you have to sell. The Greater Bridgeport market radius teems with communities that spend their every dollar in Bridgeport. The highest wage scale ever paid in this territory is now in effect. Property value per capita \$976.49.

A large proportion of the family income is spent for products that are put on the Bridgeport market through advertising. Bridgeport is the home of over 60 nationally advertised articles.

350,000 people in this flourishing community shop in Bridgeport and you can thoroughly cover the Bridgeport field with your advertising campaign in the

# Post and Telegram

only papers in 36 manufacturing New England cities showing increase in circulation since the armistice was signed.

Greater Bridgeport—recognized the world over by its perpetual industrial prosperity—is a remarkable try-out field. It has wonderful possibilities.

JOHN GLASS, People's Gas Bldg., Chicago, Ill.

I. A. KLEIN, 254 Metropolitan Tower, New York N. Y.

Survey in 2 Parts.....PART 2

# Bridgeport, Conn.

"THE PARK CITY"



## EDITOR & PUBLISHER

SPACE BUYERS CHART



### Wholesale Houses

Beef .....	4
Butter, eggs and cheese.....	7
Confectioners .....	13
Flour, grain and feed.....	7
Fruit .....	6
Grocers .....	7
Oyster dealers .....	2
Stationers .....	3
Tobacconists .....	7

These wholesalers distribute throughout the trading territory of Bridgeport as outlined in this survey. Several are branch houses of New York establishments, while others maintain branches in the smaller cities. Transportation is ideal by railroad and trolley express and in the case of the larger houses, motor truck delivery to shore resorts and distant points.

### Retail Section

The principal shopping district is about two miles long on Main street, Fairfield avenue, Broad and State streets. Here are located the large department stores, specialty houses, etc. In the foreign settlement there is a shopping section about a mile and a half long. The West End section and Black Rock district is a neighborhood center a mile in length. Fairfield, which is so close to the city lines as to be considered a part of the city, has a busy trading center typical of such localities.

### Residential Features

The houses for the most part are one and two family structures. Detached houses are a feature. There are few apartment houses and only a limited tenement district in the poorer quarter. The United States Housing Corporation has just completed what has been adjudged by experts as the finest housing system in the world. These homes of the industrial workers are permanent in construction and the total value of the entire system is close to \$7,000,000. These houses are mostly detached. There are a few semi-detached and terrace style homes. The houses are built of brick, slate and concrete and have kitchen gardens and playgrounds.

### Trading Area

Fairfield and Stratford are considered part of the city. Two boat lines to Long Island bring business from across the Sound. To the west the trading area extends to Saugatuck and then north to Branchville. From this point north out of town trade is shared with Danbury. However, a large amount of business comes from points as far north as New Milford and New Preston to the northeast. Towns along the Shepaug River contribute to Bridgeport business. The trading territory boundaries on the east extend from Roxbury Falls to Southbury and through Ansonia south to Milford. In this area out-of-town business is shared with Waterbury and New Haven.

Fine railroad systems, trolley lines and good automobile routes have done much to develop the business in this trading area. Many Bridgeport houses maintain motor delivery throughout this entire section.

The shore resorts contribute a great amount of business during the summer months.

It is very necessary for the national advertisers to use the Bridgeport newspapers to completely cover the Bridgeport trading area and secure the desired distribution of goods.

### Retail Outlets for Nationally Advertised Product

Automobile (Passenger) Agencies..... 21	Delicatessen .....	20	Garages .....	50	Milliners .....	35
Automobile (Truck) Agencies..... 15	Dressmakers .....	159	Grocers .....	733	Opticians .....	24
Automobile (Parts) Agencies..... 51	Druggists .....	59	Hardware .....	18	Photographers .....	24
Automobile (Tires) Agencies..... 38	Dry Goods .....	105	Hats and Caps .....	21	Pianos .....	11
Bakers .....	Department stores .....	3	Jewelers .....	48	Plumbers, steam and gas fitters.....	80
Cigar stores .....	Electric apparatus .....	11	Ladies' Tailors .....	26	Restaurants .....	157
Cloaks and Suits..... 33	Florists .....	21	Meat Markets .....	227	Shoe Dealers .....	65
Clothiers .....	Furniture .....	44	Men's Furnishings .....	51	Sporting Goods .....	7
Confectioners .....	Furriers .....	5	Merchant Tailors .....	24	Stationers .....	12

#### Morning Newspapers

Standard-Telegram

#### Evening Newspapers

Bridgeport Post  
Bridgeport Herald  
Bridgeport Times

#### Sunday Newspapers

Bridgeport Post  
Bridgeport Herald

#### Weeklies

Labor Advocate  
Bridgeport Life  
The Bridgeporter (Hungarian)

#### Miscellaneous Publications

Milford Citizen (Weekly), Stratford Times (Weekly), Westporter Herald (Weekly)

## "The Miracle Paper"—Bridgeport, Conn.



Established in March, 1919, and Four Months Later Passed the Circulation Mark of the 129-Year-Old Times-Farmer, Safely Entrenching Itself as

## Bridgeport's Second Evening Newspaper

As this advertisement is being written (August 27, 1919) the Evening Herald is working out the sixth month of its career with increased popularity, important daily growth in circulation, and making serious inroads on The Post. The Evening Herald—Bridgeport's "Miracle Paper"—is

### Fast Changing the Entire Newspaper Complexion of Bridgeport

In its overnight growth of circulation and the influx of advertising (a million and a half lines were contracted for before the first issue) both people and advertisers have spoken with force against their common enemy—a controlled press.

HERE IS A BIG EVENING NEWSPAPER CIRCULATION THAT IS SOLD CLEAN AT A FAIR PRICE, WITHOUT FORCING THE ADVERTISER TO BUY A COMBINATION OF NEWSPAPERS IN THE TRANSACTION.





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Two Parts ..... PART 1

# Hartford, Conn.

### Population

1910 Census .....	98,915
A. B. C. April, 1919 .....	150,000
A. B. C. City and Suburban.....	373,000
Chamber of Commerce Estimate, City.....	160,000
Chamber of Commerce, City and Suburban.....	375,000

Native Whites..72%	English reading...80%
Foreign born..24%	Industrial workers..25%
Negroes.....4%	Home owners.....12,000
Students.....1,000	Summer residents...few

### Suburban and Farm Residents

in territory within twenty-mile radius..New Britain..60,000. Middletown..27,000. Manchester..15,000. Rockville..20,000. Thompsonville..4,000. Windsor Locks..5,000. Bristol..20,000. Farmington..4,000. Unionville..4,000, and ten smaller towns and villages. Hartford is also in the heart of a rich tobacco district where crops last year were valued at nearly \$25,000,000. There are several large produce farms in the same territory but hardly enough dairy farms to supply the average demands for milk, eggs, etc.

### City Classed As

Manufacturing and Insurance center. Is Capital of Connecticut and the business center of a rich tobacco growing territory. Also big convention center for this part of New England.

### Location

On the main line of the N. Y., N. H. and H. R. R., via New Haven, Hartford, Springfield and Worcester to Boston. Also the Valley and Central New England divisions of the same road. Direct boat line daily to New York City. Connecticut Co. trolley lines throughout city and suburban territory.

### Banks

Savings .....	4..Resources..\$67,189,980
State Banks and Trust Companies...11..	" .. 52,149,390
National .....	4.. " .. 55,592,735

The importance of Hartford as an Insurance center is evident in the report for 1918. Twenty-three companies had a total capital of \$35,010,000; Assets of \$653,928,555; Surplus of \$81,834,962 and Premium Income of \$247,292,683.

### Theatres

7 Moving Pictures exclusively.  
1 Vaudeville and Motion Picture combined.  
1 Legitimate House.  
1 Burlesque.  
Seating capacity of these houses averages 1,200 seats; the largest house has 2,300.

### Churches

1 Advent Christian. 1 Seventh Day Adventist Society. 8 Baptist. 1 Catholic Apostolic. 12 Chapels. 11 Congregational. 11 Episcopal. 1 Universalist. 1 Unitarian. 1 Swedish. 6 Hebrew. 9 Lutheran Evangelical. 8 Methodist Episcopal. 1 Presbyterian. 15 Roman Catholic. 2 Scientist.

### Schools

14 Public grade schools .....	No. of pupils.... 18,400
1 High school .....	No. of pupils.... 2,600
7 Catholic schools .....	No. of pupils.... 5,000

Trinity College averages 400 students and the Catholic Seminary and Catholic high school attract students from all parts of the country. There are five business schools and two large private schools.

### Principal Industries

Two of the largest typewriter factories in the United States, ball bearings, tools, revolvers, automatic machine guns, belts, iron and edge tools, water supply outfits, gas and gasoline engines, lathe and drill chucks, ice-making systems, feed-water heaters, driving chains, iron and steel valves, incandescent lamps, nails, valves and pipe fittings, gas supplies, drill chucks, railway supplies, drilling machinery, blowers and blower systems, towers and windmills, sheet copper works, high speed drilling machines, marine engines, auto radiators, marine and stationary boilers, horse goods, church organs, bicycle sundries, and small tools.

### Special Information

The manufacturing industries employ an average of 30,000 people. The volume of business per year is estimated by the Chamber of Commerce at \$50,000,000. Practically all the factories demand the most skilled mechanics obtainable. The wage scale is high. The hundreds of offices in the business center, especially the large insurance companies, employ thousands of well paid clerks and office forces which rank with the finest. Their demands for nationally advertised goods are varied and exacting.

NOTE: Sources from which the above figures and facts and those of Part 2 were secured.—W. L. Mead, secretary of the Hartford Chamber of Commerce; Thos. S. Weaver, superintendent of schools; the latest A. B. C. report to date, recently compiled bank statements and interviews with reliable business men and others.

# THE HARTFORD COURANT

MEMBER AUDIT BUREAU OF CIRCULATIONS

Few communities in the United States enjoy as high a per capita wealth as Hartford. The above figures show this conclusively, as well as the unusually large percentage of homes owned. The people of Hartford are in position to satisfy desires created by advertising.

The Hartford COURANT is able to deliver the advertiser's message to the most important and vital element in Hartford. You want to reach the business executive, the home owner, the woman of the home. They have all found the COURANT a newspaper in which they may safely place the utmost confidence.

The results of over a hundred years' careful newspaper making are concentrated in the columns of the Hartford COURANT.

Advertising today has been reduced to an almost exact science, and appreciates quality circulation rather than quantity. The COURANT furnishes a

quality market that has demonstrated over and over again its responsiveness and stability.

No matter what you advertise, the quality of your audience governs your results. If you have securities to sell, reflect on the fact that the Hartford COURANT carries annually over a million lines of financial advertising—the second largest volume of any newspaper in the United States.

If you sell automobiles, tires or other accessories, it is interesting to know that the Hartford COURANT leads all other Hartford papers in this classification by hundreds of thousands of lines each year.

Food, clothing, furniture — all these have been advertised in the Hartford COURANT with most gratifying results. It is a simple matter to "make good" in Hartford. Tell your story consistently to this worth-while audience delivered to you at small cost by the Hartford COURANT.

## GILMAN, NICOLL & RUTHMAN

WORLD BUILDING  
NEW YORK

SPECIAL REPRESENTATIVES

TRIBUNE BUILDING  
CHICAGO

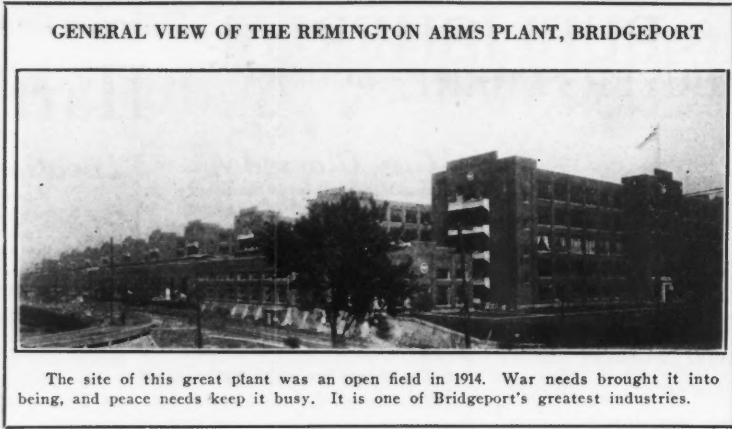
(Continued from Page 31.)

According to census estimates of 1914, were: Ansonia, Bristol, Danbury, Middletown, Naugatuck, New London, Norwich, Torrington and Willimantic; those having between 25,000 and 100,000 were Meriden, New Britain, Norwalk, Stamford and Waterbury; and those having more than 100,000 inhabitants were Bridgeport, New Haven and Hartford. These census estimates do not represent the actual figures of population of today, as some of these cities have enjoyed wonderful expansion. The estimates published in connection with the city surveys in these pages may be relied upon as showing more accurately the present populations.

The Connecticut Tax Commissioner's report for 1917-18 shows 2,768,129 acres of taxed land, the average assessed value for the state being \$35 per acre. There are 201,407 dwelling houses in the state, with an average assessed value of \$2,539. The largest number of houses in any city in the state is in New Haven—16,326. There were assessed for taxes in 1917-18 5,675 mills and manufacturing establishments; total assessed value, \$155,788,163; average assessed value, \$27,451.

**Vast Number of Automobiles**

The total number of motor vehicles,



The site of this great plant was an open field in 1914. War needs brought it into being, and peace needs keep it busy. It is one of Bridgeport's greatest industries.

traveling to and from business. Even wage earners in the industries are getting the habit more and more, it is said, and it is significant that they are able to afford it.

**Savings Accounts Indicate Thrift and Prosperity of Connecticut People**

The prosperity of Connecticut's wage earners is indicated also by the volume of business done by the savings banks

Bristol, is illuminating. Here are made: Silver-plated flat ware, clock springs, glass cutters, knit underwear, elastic goods, sheet brass and tubing, machinery and tools, electric power and light, shears and belts, screw machine products, house finish, trucks and wagons, clock machinery and dies, steel fishing rods, clocks, nuts, gongs, hardware, paper boxes, marine lanterns, ball bearings, cyclometers, trolley wheels, auto trucks, circular saws, brass hinges, iron

development, justifying those who in the experimental days pinned their faith to a new idea.

One of the great sources of Connecticut wealth consists in the entertainment of summer visitors. Her long shore line is a succession of pleasure resorts, attracting city-tired people from New York and other cities; and her trim and attractive farm houses invite the vacation-seeker from everywhere. There are no estimates ventured as to the value to the state of this summer vacation travel, but it is generally agreed that it is an enormous wealth-asset.

Corporations owned, in 1914, 38.6 per cent of the total number of manufacturing establishments, producing 91.4 per cent of the total factory products of the state.

The "melting pot" functions in Connecticut. Americanization work is linked with the school system, and also is carried on through welfare associations, such as the Y. M. C. A. There is in Connecticut such a dominating spirit of Americanism that alien sentiment does not thrive in such an atmosphere.

**Fisheries a Source of Wealth**

The shell-fish interests of the state are important, the products of her shell fisheries placing Connecticut second among the states in this industry. In

**PANORAMA OF NEW HAVEN'S "GREEN," CENTER OF THE CIVIC LIFE AND COMMERCIAL ACTIVITIES OF THE STATE'S METROPOLIS**



The two beautiful structures to the left are the Public Library and the Superior Court. Modern office buildings, including the Chamber of Commerce and the old City Hall, follow in order, and the magnificent new Post Office and Federal Building—a veritable "Greek Temple"—which has but recently been completed, give to this city center a distinctiveness and impressiveness hard to match. The buildings to the right are office structures and retail establishments.

commercial and pleasure, assessed for taxes and registered on October 1, 1917, was 71,296. The wonderful growth in this direction within less than two years is indicated by the fact that on September 13, 1919, 94,118 machines were registered in the state and licenses issued to 104,000 operators.

Out of a total population for the state approximating 1,200,000 this vast percentage of automobile owners is impressive, and denotes the prosperity of Connecticut people in an unmistakable way. The visitor to any of Connecticut's cities is at once struck with the great number of cars in evidence. Not only are the streets alive with moving cars, but side streets are crowded with parked autos, whose owners use them in

and building and loan associations. In 1917 there were 81 savings banks in the state, with total deposits of \$366,740,691.93. The total number of depositors was 700,367, or perhaps more than half of the state's inhabitants! Depositors having less than \$1,000 to their credit numbered 588,744; the total amount of their deposits being \$122,930,696.64. Those having from \$1,000 to \$2,000 to their credit numbered 69,898, with total deposits of \$92,902,840.98. Depositors having from \$2,000 to \$10,000 to their credit numbered 41,078, with total deposits of \$142,261,763.25. Depositors having more than \$10,000 each to their credit numbered 657, their total deposits amounting to \$8,645,391.06.

The assets of the building and loan associations of the state amounted in 1914 to \$3,581,777.99.

The State Bank and Trust Companies on October 1, 1917, had total assets of \$134,651,891.69.

Connecticut's leadership in brass, bronze and copper products is indicated by the comparative values for 1914 of these products for the following states: Connecticut, \$69,353,103; New York, \$23,964,582; Michigan, \$16,868,725; Pennsylvania, \$9,779,626; Ohio, \$7,843,092.

**Great Variety of Products**

To visualize the great variety of manufactured goods produced in Connecticut, a list of lines turned out in one of the medium-sized cities of the state,

castings, cabinet hardware and stamp trade specialties.

The Department of Commerce reports show that in 1914 New Haven had 450 manufacturing establishments, Hartford 350, Bridgeport 340, Waterbury 162, Norwich 102, Meriden 87, Stamford 91, New London 67, New Britain 65, Danbury 81 and South Norwalk 62.

The value of farm crops, according to the last federal census, was \$22,487,999.

**Creation of a New Industry**

One of the amazing farm industries of Connecticut is the shade-grown leaf tobacco crop, which it is estimated will this year have a value exceeding \$15,000,000. This development in tobacco growing is less than twenty years old. In 1900 one-third of an acre was devoted to this crop. In 1918 the acreage for the state was 6,100. The crop is grown under cover, and the white tents dotting the Connecticut valley above Hartford afford a spectacle unique in farming developments. This tobacco is considered of the highest quality grown in the United States, and is used for wrappers for many fine grades of cigars. The industry is expanding by leaps and bounds and forms one of the great sources of potential wealth in the state. Soil and climate both favor this crop in the Connecticut river valley, and the industry has spread into western Massachusetts. It is no longer an experiment, but represents a romance of industrial

1918 about 840 men were employed in the different fisheries. In the lobster fisheries alone there are employed 238 power boats and 329 row boats; 54,928 shad were caught in 1918, exclusive of those caught by hand line or by trawl fishermen. Alewives, blue fish, butter fish, black fish, cod, flounders, flatfish, frost fish, mackerel, sea bass, striped bass squid and scup are abundant. The catch of these and miscellaneous varieties in 1918 total 1,191,852 pounds. The state maintains numerous game preserves.

**The City of "Yale"**

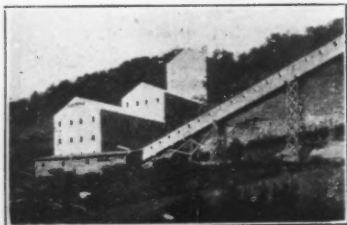
New Haven, Connecticut's largest city, is known wherever civilization has a foothold as the seat of one of the greatest of universities—Yale—which

**WHERE WORKMEN LIVE**



This section of Mill Green development at Bridgeport shows the types of homes available for wage-earners. Playgrounds and parks are provided for in each of these developments.

**TYPICAL QUARRYING PLANT**



Connecticut has a substantial quarrying industry, through which her "rock bound hills" are converted into building material. This is the plant of the New Haven Trap Rock Company, near that city.



**EDITOR & PUBLISHER**  
SPACE BUYERS CHART

Survey in Two Parts .....PART 2

**Hartford, Conn.**

**Wholesale Houses**

Beef .....	11
Butter, eggs and cheese.....	21
Tobaccoists .....	6
Tobacco leaf.....	20
Cattle dealers.....	14
Commission merchants.....	5
Flour dealers.....	5
Dry goods.....	6
Fruit .....	19
Grocers .....	20

These wholesalers have excellent delivery facilities via motor truck, steam trains and trolley express. In their territory there are several large towns and cities of 15,000 to 60,000 population. Several of these houses have branches in New Haven, Springfield, Waterbury and other distant points. The system of wholesale distribution is so fine that Hartford is considered one of the most prosperous jobbing centers in New England.

**Retail Section**

Asylum, Pratt and Main streets are the principal retail thoroughfares. These streets combine in making a shopping center nearly two miles in total length. In this part of the city are found the large department stores, specialty houses and exclusive shops. In size and character of stores the Hartford shopping center compares favorably with many larger city retail sections. On Park street there is a fine neighborhood shopping section about a half-mile in length. Front street is a half-mile trading center of the Italian and Hebrew sections and boasts of several thriving stores of every kind. Windsor street is another busy neighborhood shopping center for the foreign population although it is only about one-quarter of a mile in length.

**Residential Features**

Hartford has a large residential section composed of fine one and two-family homes. Some of these are the finest in the state. During the past year there has been only a slight increase in this class of homes. Fine apartment houses seem to be the favorite choice of new arrivals in Hartford and several of largest and most exclusive apartment houses are in course of construction. The strictly tenement section of the city is small, even in face of the fact that Hartford has a large foreign population. These new citizens seem to prefer their own individual homes and wherever possible a small farm or garden plot.

**Trading Area**

Hartford undoubtedly has a larger and perhaps more prosperous trading area than any other city in Connecticut. The nearness of such large cities as New Britain, Middletown, Rockville and other prosperous manufacturing centers is a benefit to the merchants of Hartford who have exerted every influence to maintain fine transportation facilities.

The prosperous towns of the Connecticut valley prefer Hartford for their out-of-town shopping center and from the north and east there comes a big trade from such centers of industry as Thompsonville, Windsor Locks, Rockville, Manchester and Willimantic. New Britain, one of the most prosperous manufacturing cities in the state contributes largely to the income of the Hartford merchants each week. Trolley and special train service at low fare is responsible for this tremendous trade from the south.

Within this trading area which extends fully twenty-five miles east, thirty-five miles southeast on the Connecticut valley, twenty miles west and fifteen miles north, there are twenty prosperous villages, and in addition to several large produce farms there are hundreds of acres of valuable tobacco land that each year makes its returns felt in the shopping center of Hartford.

Beyond these boundaries the cities of Springfield, Waterbury, New Haven and New London attract the really important out-of-town shopping.

**Retail Outlets for Nationally Advertised Product**

Automobile (Passenger) Agencies.....	37	Delicatessen stores .....	19	Garages .....	90	Milliners and Millinery Goods.....	40
Automobile (Truck) Agencies.....	48	Dress-makers .....	213	Grocers (Retail) .....	482	Opticians .....	29
Automobile (Tire) Agencies.....	33	Druggists (Retail) .....	78	Hardware and Cutlery.....	24	Piano stores .....	6
Automobile (Parts) Agencies.....	76	Dry Goods stores.....	57	Hats and Caps.....	12	Photographers .....	26
Bakers .....	46	Department stores .....	5	Jewelers .....	54	Plumbers, steam and gas fitters.....	84
Cigar stores .....	21	Electrical Supplies .....	13	Ladies' Tailors .....	12	Restaurants and Lunch Rooms.....	86
Cloak and Suit stores.....	30	Florists .....	30	Meat Markets .....	119	Shoe Dealers .....	76
Clothiers .....	27	Furniture stores .....	35	Men's Furnishings .....	32	Sporting Goods Stores.....	6
Confectioners .....	45	Furriers .....	13	Merchant Tailors .....	13	Stationers .....	12

**Morning Newspapers**

Hartford Daily Courant.

**Evening Newspapers**

Hartford Times.  
Hartford Post.

**Sunday Newspapers**

Hartford Sunday Courant.  
Hartford Sunday Globe.

**Weeklies**

Catholic Transcript.  
Labor Standard.

**Miscellaneous Publications**

Connecticut Staatszeitung (weekly), Fraternal News (monthly), and several Trinity College publications.

**THE PUBLIC OF HARTFORD, CONN.**

DEMANDS

**THE HARTFORD POST**

*Your Newspaper*

As It Is Today — The Fastest Growing Daily in the State

With Hartford's rapid development as an industrial and financial center, there has come a constantly growing demand for *all the news* in concise, well-edited form—the best news features—live sport pages and editorial columns that are not bound to a political party, but to the big 75 per cent of the people.

Increasing circulation makes the Post increasingly attractive to both local and foreign advertisers.

**BOTH RATES AND RETURNS ARE PROFITABLE**

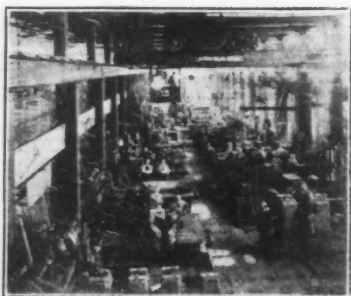
SPECIAL NOTE—The Advertising Department of the Hartford Post will cooperate with all national advertisers seeking introduction among the varied and numerous distributing outlets classified in the chart above.

**THE HARTFORD POST PUBLISHING CO.**  
HARTFORD CONN.

(Continued from Page 38.)

for two hundred years has touched and colored the cultural life of the world. The pride of Connecticut people in the fame of Yale is shared equally by all Americans. Here every worthy and useful feature of university life and effort is found. From this historic institution radiates an influence upon American life and progress which cannot be measured. New Haven is about seventy-two miles northeast of New York City. It is a city which has long since outgrown the status of a "college town," ranking second only to Bridgeport in the value of its manufacturing interests. Its

**TRANSFORMING RAW MATERIAL INTO WEALTH**



Machine room of the Billings & Spencer Co., Hartford, showing the construction of giant drop hammers.

largest industry is the manufacture of firearms and ammunition; its second largest industry is the railroad business. Here are located the general offices of the N. Y., N. H. & H. Railroad. Out of the city radiate six divisions of that system. About five thousand people are employed here in this one line of industry. There is now under construction at New Haven the most extensive freight classification yard in the east, covering one thousand acres. From this point all freight for New England points is to be routed. Ten miles of trackage for switching purposes have already been completed.

The Winchester Arms Company employ about 7,000 people; Sargent & Co., hardware, about 3,000; New Haven Clock Co., 2,200. It is estimated by the Chamber of Commerce that New Haven industries employ at the present time between 35,000 and 36,000 workmen.

**Bridgeport, Industrial Marvel**

Bridgeport, first city in the state in value of manufactured products, has enjoyed throughout the period of the war an amazing degree of prosperity. The city's contribution to the cause of the allies and to that of the United States in the matter of war equipment, arms and ammunition has been notable. Her industries, expanded in many cases to enormous proportions to meet the war emergency, are once more getting grounded upon a peace basis and the transition has been accomplished without panic or disaster.

There is little unemployment. Wages are high. Labor troubles are few. This may be accounted for by the attitude of dominant manufacturers toward their employes. One of these men remarked recently: "I know what living costs me now in comparison with what it cost me five years ago. I know that the same conditions face our wage earners, and I have tried to put their present wages upon a basis which will amply cover this added living cost."

In 1914 Bridgeport ranked twenty-ninth among American cities in the value of her manufactured products. Her comparative standing today should be much higher. The city is one of the

**CONNECTICUT'S MANUFACTURING INDUSTRIES**

Industry	CENSUS OF 1914			
	Number of establishments	Wage earners Average number	Value of products Amount	Value added by manufacture Amount
All industries	4,104	226,264	\$545,471,517	\$256,960,631
Brass, bronze and copper products. Foundry and machine-shop products	67	16,781	69,353,103	15,467,331
Cotton goods, including cotton small wares	388	39,369	67,009,127	41,858,169
Silk goods, including throwsters	50	15,466	30,808,918	13,474,040
Firearms and ammunition	44	10,668	30,591,825	12,185,573
Woolen, worsted and felt goods	13	10,863	25,657,797	13,960,402
Silverware and plated ware	53	7,350	17,128,975	6,365,465
Electrical machinery, apparatus and supplies	33	6,465	15,238,821	7,857,204
Corsets	43	5,059	14,330,156	6,894,026
Cutlery and tools, not elsewhere specified	21	7,298	12,935,805	5,361,242
Rubber goods, not elsewhere specified	76	7,568	11,541,307	7,573,158
Hats, fur-felt	18	2,485	10,187,757	4,542,915
Automobiles, including bodies and parts	58	5,461	9,475,778	4,842,504
Bread and other bakery products	28	2,223	8,050,692	4,281,531
Clocks and watches, including cases and materials	467	2,014	8,005,138	3,344,158
Printing and publishing	15	6,599	7,927,011	5,497,634
Typewriters and supplies	364	2,838	7,712,615	5,517,400
Lumber and timber products	7	4,662	7,178,293	5,717,078
Furnishing goods, men's	295	2,356	6,966,352	3,200,903
Paper and wood pulp	17	3,142	6,434,933	2,345,723
Musical instruments, pianos and organs and materials	44	1,898	5,968,797	1,961,803
Hosiery and knit goods	19	2,267	5,229,954	2,659,457
Slaughtering and meat packing	25	2,904	5,221,683	2,495,112
Needles, pins and hooks and eyes	26	463	5,216,272	661,060
Liquors, malt	12	3,068	5,108,556	2,769,103
Gas, illuminating and heating	18	539	5,029,541	3,337,439
Iron and steel forgings, not made in steel works or rolling mills	27	1,209	4,745,720	3,274,687
Gas and electric fixtures and lamps	17	1,573	4,559,897	2,677,319
Copper, tin and sheet-iron products	16	2,391	4,076,227	2,403,259
House furnishing goods	65	2,465	3,818,012	2,137,996
Boxes, fancy and paper	5	1,233	3,818,969	1,375,556
Dyeing and finishing textiles	42	2,196	3,741,735	1,922,893
Tobacco manufactures	12	1,764	3,503,139	2,048,153
Screws, wood	256	1,570	3,149,301	1,934,142
Clothing, men's, including shirts	4	2,266	2,842,798	1,841,540
Patent medicines and compounds and druggists' preparations	28	1,305	2,628,149	1,308,336
Paper goods, not elsewhere specified	43	327	2,062,727	1,298,804
Fertilizers	10	762	1,993,700	948,156
Boots and shoes	10	329	1,971,991	494,779
Flour-mill and gristmill products	9	567	1,957,709	619,649
Soap	85	113	1,881,481	250,665
Shipbuilding, including boat building	7	258	1,672,123	901,260
Fancy articles, not elsewhere specified	37	514	1,665,293	1,323,092
Clothing, women's	12	521	1,615,381	723,415
Hat and cap materials	19	1,337	1,596,888	896,628
Buttons	15	400	1,593,895	310,251
Wirework, including wire rope and cable	18	1,063	1,498,002	884,694
Blacking and cleansing and polishing preparations	20	646	1,329,713	667,064
Furniture	19	173	1,316,926	880,830
Marble and stone work	22	783	1,156,652	501,969
Iron and steel, bolts, nuts, washers, and rivets, not made in steel works or rolling mills	80	538	1,056,846	703,672
Toys and games	14	606	1,048,197	557,495
Carriages and wagons and materials	14	527	1,039,705	659,424
Paint and varnish	84	452	995,508	584,896
Confectionery (ice cream)	13	126	951,241	537,636
Leather, tanned, curried and finished	46	194	925,048	494,132
Screws, machine	7	185	905,961	270,242
Cordage and twine, nets and seines and linen goods	8	571	906,177	549,743
Hats, straw	13	377	882,596	247,627
Confectionery	3	302	800,408	363,007
Grease and tallow, not including lubricating greases	27	227	783,560	301,785
Leather goods	9	166	798,271	254,017
Butter and cheese	15	216	672,775	276,977
All other industries	24	63	624,288	97,137
	748	26,143	74,575,302	35,267,274

busiest spots in America. Her business streets are so congested with traffic that there is a general call for relief measures. Her stores are busy, modern, progressive. New construction is in evidence on every hand. Within a few years there have been completed many beautiful business structures, giving to the business section a metropolitan aspect.

In solving the housing problem for her enormous army of wage earners, Bridgeport has created a precedent for other cities. Housing developments have been completed in many sections which afford to workmen comfortable and even luxurious homes, with park-like surroundings and every modern convenience—including janitor service for each group of houses or apartments.

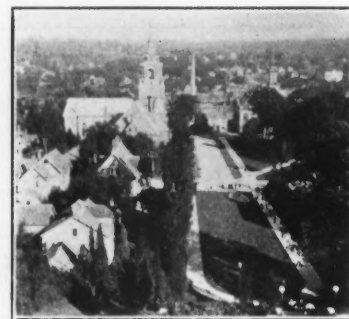
The rentals average \$5 per month per room. Thus a six-room house or apartment costs but \$30 per month. This housing development was conceived several years ago by Bridgeport business men who foresaw the inevitable industrial expansion to come and realized that homes must be provided for the extra population. They formed a company, with a working capital of a million dollars, and proceeded to the construction of what have been termed the most attractive types of homes for workmen in America. When the war-time needs required immediate extension of Bridgeport's manufacturing plants, the Government co-operated in the housing development, spending great sums in the construction of groups of modern apartments, two-family houses and detached houses. Needless to say, this constructive work has played a most important part in the industrial life of the city.

Aside from the great arms, ammunition and metals industries of Bridgeport, there are many other manufacturing lines in which the city is a leader. These include automobiles, graphophones, silk goods and gold and silver refining.

**The Insurance Center**

Hartford, the state capital, is a city of distinctive beauty. The city boasts of the largest department store between New York and Boston and of the tallest office structure in New England. This is the 525-foot tower of the Traveler's Insurance Company, rising in impressive

**GLIMPSE OF NAUGATUCK**



Naugatuck factories produce rubber goods of all kinds, brass, cutlery, knit goods, buttons, machinery and malleable iron.

beauty from the midst of the great group of granite buildings comprising "Insurance Row." This structure cost \$3,000,000.

Hartford is the insurance center of the United States. Twenty-two underwriting concerns have their home offices in this city. These companies represent a capital investment of \$32,500,000. They have assets totaling \$536,716,110. Their net premium income for 1918 was \$247,292,683. The largest corporation in New England is the Aetna Life Insurance Company. The banks reflect this insurance importance and have approximate resources of \$170,000,000.

Hartford's manufactures include the famous Colt firearms and the Underwood and Royal typewriters. Hartford's industrial output is estimated at \$70,000,000 annually. This is an unofficial estimate of the local Chamber of Commerce. The highest types of skilled mechanics are employed in its factories, and prevailing wages are high. It is a city of homes, rich in historical associations. The Americanism of its people is indicated by the great pride they feel in Hartford's part in shaping the political life of the Republic. It was the constitution drawn and adopted by the Hartford colony in 1639 that was used as a model one hundred and fifty years

(Continued on Page 44.)





**EDITOR & PUBLISHER**  
SPACE BUYERS CHART



Survey in Two Parts.....PART 1

**Waterbury, Conn.**

"The Brass City"

**Population**

1910 Census.....	73,141
A. B. C. March 31, 1919, City.....	115,000
A. B. C. City and Suburban.....	140,000
Chamber of Commerce Estimate, City.....	117,025
Chamber of Commerce, City and Suburban.....	150,000

**City Classed As**

One of the largest and most important manufacturing cities in New England.

**Location**

On the Waterbury division of the N. Y., N. H. & H. R. R. Connecticut Company trolley lines throughout the city and interurban lines connecting with New Haven, Bridgeport, Hartford, Meriden, Bristol and New Britain.

Native whites..66%	English reading...82%
Foreign born..33%	Industrial workers..35%
Negroes less than 1%	Home owners....10,000
Students.....200	Summer residents....200

**Banks**

Savings .....	3	Resources .....	\$24,172,666
Trust Companies .....	3	" .....	14,677,589
National .....	3	" .....	15,519,932

**Theatres**

10 moving pictures, 1 vaudeville and motion pictures (also road shows), 1 stock house, 1 burlesque. Average 900 seats. Four houses have more than 1,200 seats and the largest house seats 1,700.

**Schools**

33 Public grade schools.....	No. of pupils....	13,242
3 High schools.....	No. of pupils....	1,720

There is a large Trade School which conducts day and night classes and is generously patronized due to the fact that many local factories sent their employees there for advanced preliminary and technical training. There are six Catholic schools, two private girls' schools, one private boys' school and three business schools.

**Churches**

Baptist..4. Congregational..5. Episcopal..4. Jewish..2. Lutheran..3. Methodist..5. Roman Catholic..13. Russian Greek Catholic..1. Undenominational..1. Second Advent..2. Christian Scientist..1.

**Suburban and Farm Residents**

Within a fifteen mile radius are many prosperous manufacturing centers and rich farms. Among these towns Bristol..20,000, Thomaston..5,000, Watertown..4,500, Southington..6,516, Naugatuck..18,000, Beacon Falls..3,000, Cheshire..3,000, Terryville..4,000 and twenty smaller towns and villages.

**Principal Industries**

Brass goods (several large factories), dress fasteners, knives, suspender webbing, pins, hooks and eyes, stamped brass goods, machinery and tool, wire goods, upholstery, brass and iron hardware, recording instruments, seamless brass tubing, brass and ingot, exhaust tumbling barrels, silverware, chemicals, clocks, furnaces, metal buttons, castings, sheet metal, handcuffs and chains, watches, hardware specialties, brass novelties, rolled links and eyelets, hot water boilers, automatic machinery, shoe buckles, rolled sheet brass and copper, stamped metal novelties, electric batteries, brass hardware, bone and metal buttons, watch jewelry, belting, paper boxes and lamps.

**Special Information**

Waterbury has annually the second largest freight tonnage in New England. (More than Cleveland, Ohio and second to Boston, Mass.) There are more than 35,000 industrial workers. The average weekly wage for unskilled labor is \$24. The average weekly wage for skilled labor is \$40. The annual output of the Waterbury manufacturing interests is more than \$80,000,000 in value. The demand for skilled mechanics is great and the class of workers' homes indicate prosperity and great spending power. Waterbury has the largest brass manufacturing industry in the United States and the largest clock manufacturing business in the world. It is the home of the Ingersoll Watch.

NOTE: Sources from which figures and facts of Waterbury Survey were secured: Thos. F. Moore, assistant secretary Chamber of Commerce, Board of Education, bank statements, A. B. C. Reports and other reliable sources.

**The Waterbury American**

(Member A. B. C.)

Has long been recognized as one of the first papers in Connecticut and also in New England. Its standing in character and influence is unchallenged.

Has always been a three-cent paper.

The use of the American is necessary to cover Waterbury and western Connecticut effectively.

It is the only paper in this center to reach the homes of a wide constituency.

REPRESENTATIVES OF NATIONAL ADVERTISING

FRANKLIN P. ALCORN COMPANY

Marbridge Building  
New York

Marquette Building  
Chicago

PHENOMENAL UNDISPUTED  
**PROSPERITY PLUS SUPREMACY**

OF TRADING TERRITORY

CIRCULATION—CITY—COUNTRY

Guarantee Results to Advertisers and Explains the Tremendous Volume of Advertising--Local, National--Printed by

**Waterbury CT. Republican**

**REPUBLICAN LEADS EVERYWHERE**

**8,091**—City circulation nearly as great as total circulation second paper.

**3,733**—Within radius of 30 miles—more than combined suburban circulation of competitors.

**11,824**—Nearly 40% more circulation than second paper.



—Circulation data from August A. B. C. record.

**NET PAID CIRCULATION**  
 (Representative Days in August, 1919)

	Daily	Sunday
City of Waterbury (73,141 population).....	8,091	8,506
Town of Naugatuck (12,700 population).....	748	840
Town of Torrington (12,500 population).....	526	609
Town of Thomaston (3,300 population).....	471	410
Town of Watertown (3,900 population).....	361	404
City of Bristol (13,500 population).....	312	120
Town of Woodbury (1,860 population).....	236	33
Town of Plymouth (5,600 population).....	132	30
Town of Litchfield (3,000 population).....	112	53
Town of Beacon Falls (1,150 population).....	88	40
Town of Cheshire (2,000 population).....	87	75
Town of Southbury (1,250 population).....	70	41
Town of Southington (8,500 population).....	69	10
Town of Winchester (8,700 population).....	65	70
Town of Seymour (4,800 population).....	63	40
Town of Middletown (830 population).....	58	22
Town of Wolcott (500 population).....	40	20
Town of Prospect (530 population).....	29	15
<b>Totals .....</b>	<b>11,824</b>	<b>11,975</b>

1910 Census figures used.

**facts**

factories throughout Waterbury trading territory working to capacity, labor at a premium, earning more, spending more than ever before.

department stores, specialty shops, shoe and furniture stores, books, all report exceptional increase in business since January 1.

automobile dealers cannot obtain cars rapidly enough to supply the demand.

More than double the number of classified ads are printed in The Republican than in both competitors combined.

More than 90% of all automobile and accessory advertising, local and national, in this territory is printed exclusively in The Republican.

More national advertising is printed in The Republican than in both competitors combined.

national advertisers have recognized the advantage of placing "try out" campaigns in this extraordinarily prosperous territory and as a result:

old advertisers have doubled and trebled their contracts in The Republican.

new advertisers with the cooperation of the well developed Service Department of The Republican have obtained efficient distribution and opened constructive campaigns—and at minimum expense.

**THE Republican Leads**  
**IN CIRCULATION—IN ADVERTISING**

City—Suburban—Mail Local—National & Classified

The Waterbury Republican, Inc., Waterbury, Conn.  
 Daily, 3c. Sunday, 7c. Wm. J. Pape, Publisher.

The Julius Mathews Special Agency—Representative.  
 Boston New York Chicago





# EDITOR & PUBLISHER

— SPACE BUYERS CHART —



Survey in Two Parts.....PART 2

## Waterbury, Conn.

“The Brass City”

### Wholesale Houses

Beef and Provisions.....	7
Tobacco .....	2
Confectionery .....	5
Druggist .....	1
Dry goods.....	3
Fruits .....	8
Grocers .....	8
Stationer .....	1

These houses supply the retail trade throughout the Waterbury trading area and several maintain branch offices in the larger of the nearby towns. Excellent freight facilities, both trolley and steam road, assure prompt shipping. Motor truck delivery is also developed to an important degree. Nationally advertised goods are thereby assured exceptional distribution.

### Retail Section

The main shopping center totals nearly three miles and is located on Bank, West Main, East Main, North Main, South Main, Grand, Center and Levenworth streets. These streets branch out and after passing through residential sections terminate in prosperous neighborhood trading section.

Bank street in the Brooklyn section has a shopping district nearly a mile long in the Lithuanian neighborhood. North Main street in the North End section has a small trading center about a quarter of a mile long. East Main street, West Main street and South Main street each have neighborhood sections near the three boundary lines of the city in the directions indicated. On Baldwin street there is another small neighborhood business section.

### Residential Features

Waterbury has many of the finest residences in the state. The homes of the mechanics are for the most part one and two family structures. There are a few large apartment houses of the best design. Twenty per cent of the foreign population is housed in tenements. Three housing projects will soon be completed with a total of 200 houses of permanent character of one and two family design.

### Trading Area

Waterbury has one of the largest and most prosperous trading areas in the state. Within its boundaries are several of the largest towns and villages, each with one or more thriving factories employing well paid mechanics whose families come to Waterbury to trade.

On the south this territory extends to Seymour. At this particular point business is shared with Ansonia and New Haven. To the east the territory extends to Cheshire, Southington and Bristol.

On the west the area extends beyond the Shepaug river. In the case of such towns as New Preston, Washington and Roxbury out-of-town business is shared with neighboring territory.

The northern boundaries extend to Torrington.

The farms are prosperous and the per capita wealth is very high.

The people of these farms and towns are liberal spenders and contribute many thousands of dollars each week to the business of the Waterbury merchants.

Excellent motor roads, trolley connections and express routes throughout the section are responsible for the steady increase in Waterbury business from the area and the rapid growth of Bristol and other towns within a few miles of Waterbury assures greater business in the future than has been experienced in the past.

### Retail Outlets for Nationally Advertised Product

Automobile (Passenger) Agencies.....	52	Delicatessen .....	9	Garages .....	22	Millinery .....	30
Automobile (Truck) Agencies.....	18	Dressmakers .....	98	Grocers .....	427	Opticians .....	11
Automobile (Tire) Agencies.....	25	Druggists .....	42	Hardware .....	16	Photographers .....	14
Automobile (Parts) Agencies.....	47	Dry goods .....	55	Hats and caps.....	8	Pianos .....	12
Bakers .....	44	Department stores .....	5	Ladies' tailors .....	30	Plumbers .....	43
Cigar stores .....	23	Electrical supplies .....	6	Meat Markets .....	144	Restaurants and lunch rooms.....	90
Cloaks and suits.....	33	Florists .....	8	Men's furnishings .....	40	Shoe dealers .....	44
Clothiers .....	34	Furniture .....	14	Merchant Tailors .....	19	Sporting goods .....	4
Confectioners .....	72	Furriers .....	6			Stationers .....	6

Morning Newspapers  
Waterbury Republican

Evening Newspapers  
Waterbury American  
Waterbury Democrat

Sunday Newspapers  
Waterbury Republican

Weeklies  
La Verita (Italian)

## An Industrial City—and—Essentially An Evening Newspaper City

This is the collective judgment of the largest, most representative and successful merchants of Waterbury.

#### Of the 5 leading Department Stores

2 use the morning paper; 4 the competing evening paper, and all 5 of them use the Democrat.

#### Of the 6 leading Furniture Stores

four use the morning paper while all six use the Democrat.

#### Of the 8 Leading Shoe Stores

The Democrat carries as much as both other dailies combined.

#### Of the 7 Leading Men's Wear Stores

the first and third in importance do not use the morning paper. All of them use both evening papers.

#### The 2 leading Grocery Stores

do not use the morning paper—both use the evening papers and give the Democrat the most space.

#### The 2 leading Dress Goods Stores

do not use the morning paper—both use the Democrat exclusively.

The local merchants recognizing the value of the Democrat pay it a highest rate per inch per thousand of circulation.

The Democrat is the most progressive and fastest growing newspaper in Waterbury. It maintains a promotion department that performs 100 per cent.

Applicant for membership in the A. B. C.

# THE WATERBURY DEMOCRAT

KNILL-BURKE, Incorporated

New York, 110 West 40th St.

Manager of Nat'l. Advtg.

Chicago, 122 So. Michigan Blvd.

(Continued from Page 40.)

later for the national constitution. So, when you mention "Americanism" to a Hartford man, he replies: "Here is its birthplace."

Hartford claims the title, "The City Beautiful," and tries to live up to it. It was one of the first of American cities to adopt a permanent City Planning Commission. The great park system—comprising sixteen hundred acres—is an evidence of Hartford's civic pride.

Hartford has contributed to the world many notable people, including Noah Webster, Mark Twain, Harriet Beecher Stowe, Charles Dudley Warner, Edmund Clarence Steadman, George D. Prentice, John Fiske, Emma Willard, Rose Terry Cooke and Theodore Dwight.

#### Waterbury a Leader

Waterbury ranks third in the value of products among the cities of Connecticut. Its dominant industries are the manufacture of brass, bronze and copper products. In these lines Waterbury manufactures one-fifth of the total volume for the United States. There are many other important industries, including watches, foundry and machine shop products, buttons, needles and pins, hooks and eyes and lamps. Waterbury's growth has been steady and rapid. Today the city is considered one of the centers of American industry, while as a city it has kept pace in every way with its great expansion industrially.

#### Meriden's Great Industry

Meriden, the Silver City, while cherishing that proud title, manufactures about one hundred different lines of products. These include gas and electric fixtures, the Angelus Piano Player

#### CHURCH STREET, HARTFORD



Connecticut's chief cities boast of department stores equal in every respect to those of New York and Boston. The Fox store, at Hartford, is one of these.

and Aeolian talking machines, the Parker shotguns, etc.

The International Silver Co., an amalgamation of the principal concerns engaged in the manufacture of silver and silverplated ware in the state, and whose

#### INSURANCE ROW, HARTFORD, SHOWING THE NEW SKYSCRAPER TOWER OF THE TRAVELERS' INSURANCE CO., WHOSE GOLDEN SPIRE REACHES 525 FEET ABOVE THE SIDEWALK



Hartford, "the Insurance Center of the United States," is proud of this newest symbol of Connecticut's leadership in this line. To the right of the tower are shown glimpses of the home offices of the Aetna and other great insurance corporations.

general offices and central groups of factories are in Meriden, is the dominant concern in this line of manufacture in the United States. The art of electroplating, developed by the three Rogers brothers in 1847, was the real birth of this great industry, although as early as 1808 Meriden had an establishment devoted to the manufacture of Britannia ware. It was the vision of these Britannia makers, later to be joined with the genius of the brothers Rogers, that created an industry whose products now find their way to the remotest corners of the world. It is to be noted that in late years the Meriden manufacturers have been engaged in the manufacture of sterling silver products on a growing scale, while retaining their supremacy in plated ware production.

#### New London an Important Port

New London, on the main line of the N. Y., N. H. & H. Railroad, midway between New York and Boston, has one of the finest harbors in the world. It has three steamship lines to New York. It has a 1,000-foot state pier and freighter and lighter service of the Central Vermont as well as of the "New Haven" railroad. The city has 3,866 homes, valued at \$13,962,900. Of its population, but 10 per cent is foreign born. It is the chief trading center between New Haven and Providence. The total money transactions for the year 1918 in banking, manufacturing and job-

bing for New London County amounted to \$669,405,812. The manufacturing business for the same year amounted to \$36,323,295, and the total jobbing business \$8,549,000. Ship building is an important industry, while textiles and metals products add to the sum of the city's wealth.

Norwich, the City of Roses, situated thirteen miles north of New London, is an important manufacturing center. Firearms, cotton goods, rubber goods, stoves, locks, trunks, corks, velvet goods, etc., are the chief products.

Stamford, nearest to New York of Connecticut's important cities, is both a residential and manufacturing center. Locks, dyestuffs, chocolate, pianos are the chief products.

New Britain is noted for its manufactures of hardware, cutlery and tools. Ansonia is a large producer of brass and bronze products, while Torrington's chief industry is the rolling of brass and copper. This city also manufactures motorcycles and sewing machine needles. Danbury is the center of the fur-felt hat industry of the state. Naugatuck produces rubber boots and shoes and other rubber goods. Willimantic is noted for its thread manufactures, cotton cloth and silk mills. Norwalk manufactures hats, corsets and hardware, while Middletown concentrates on suspenders, garters and elastic woven goods, cotton, silk, rubber boots and shoes, foundry and machine shop products. Bristol is

noted for the extent and variety of its metal products. New Britain has for its chief industries hardware, cutlery and tools.

#### Summary of State's Wealth

The Group Interests of Connecticut may be summarized roughly as follows:

Trade and Commerce—Number of retail proprietors, 15,892; number of wholesale firms, 500; investment, including buildings, \$250,000,000.

Manufactures—Company proprietors, 3,468; personal proprietors and salaried officials, 19,611; capital invested, \$517,547,000.

Insurance and Banking—Insurance companies, 30; assets, \$577,627,000; banks, all classes, 215; assets, \$712,848,000.

Agriculture—Proprietors or operators, 26,815; investment, \$159,339,771.

Public Utilities—Electric companies, 31; assets, \$21,056,000; gas companies, 12; assets, \$19,026,000; gas and electric, 16; assets, \$16,494,000; railroads 5; assets in Connecticut, \$61,000,000; street railroads, 20; assets, \$121,133,000; telephone companies, 7; assets, \$18,081,000; water companies, 82; assets, \$27,194,000.

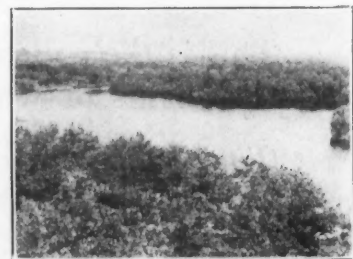
Total assets of groups, \$2,501,345,000.

#### Newspapers Reflect State's Prosperity

The newspapers of Connecticut reflect in striking fashion the general business prosperity of the state. Dailies in the larger cities are running from twenty to thirty-eight page issues, carrying an unprecedented volume of local and foreign advertising. The amount of store advertising running in these dailies just now affords an impressive testimonial to their effectiveness as advertising mediums and to the flourishing trade conditions prevailing throughout the state.

Connecticut people are producing

#### THIS PICTURE IS NOT WHAT IT SEEMS—NOT AT ALL!



This sylvan lake, bordered by semi-tropical foliage, is not a pleasure resort. It is a powder magazine! Screened by the trees are scores of concrete and steel structures for the storage of powder. It is the property of one of Connecticut's great industrial concerns.

wealth at a steady and increasing pace, and they are buying everything they want. That, in effect, is the answer to the national advertiser who is considering an expansion of his distribution in this busy state.

#### PANORAMA OF CITY AND HARBOR OF NEW LONDON



At the left is shown the \$1,000,000 state pier which has contributed so greatly to the development of the port. The harbor of New London is one of the largest and finest in America.





# EDITOR & PUBLISHER

SPACE BUYERS CHART



## Stamford, Conn.

Population		City Classified as	
1910 Census	23,836	Industrial center and summer resort.	
A. B. C. Mar. 31/19	40,000		
A. B. C. City and Suburban	75,000		
Chamber of Commerce Estimate, City	40,000		
Chamber of Commerce, City and Suburban	75,000		
Native Whites	70%	English Reading	90%
Foreign Born	21%	Industrial Workers	25%
Negroes	3%	Home Owners	3,500
Students	None	Summer Residents	3,000

Banks	
Savings	2
Trust Companies	2
National	1
Resources	\$12,044,409
Resources	7,309,858
Resources	4,881,339

Schools	
Public grade	12
High	1
Trade	1
2 Catholic schools, 2 business colleges, 6 private schools.	
Pupils	6,995
Pupils	1,090
Pupils	100

Theatres	Churches
4 motion pictures, 1 legitimate and burlesque, 1 vaudeville and moving picture. Seating 5,000.	Baptist .2, Italian Baptist .1, Congregational .5, Episcopal .4, Roman Catholic .3, Methodist .5, and 11 other churches.

**Location**  
Main line N. Y., N. H. & H. R. R. New Canaan Branch same road. Connecticut Co. trolleys to Norwalk and New York. Boat line to New York City. Auto freight to New York City.

**Principal Industries**  
Chemicals, Children's Clothing, Iron Fences, Carpets, Wire and Cables, Bronze, Score Boards, Typewriters, Thread, Artificial Leather, Brass, Celluloid, Women's Waists, Electric Specialties, Carriages, Pumps, Pianos, Awings, Shoes, Steel Boats, Marine Motors, Fur Cloth, Machinery, Toys, Rubber Goods, Oil Engines, Rolled Plate Metal, Motorcycles, Chocolate, Gloves, Dresses, Yale Locks, and Paper Boxes.

**Special Information**  
One of the fastest growing industrial centers in New England. High wage scale. Stamford being a city of beautiful houses undoubtedly has a greater wealth per capita than any other city its size in the state. The homes and the atmosphere of the business section are of such character that the visitor immediately realizes that the city is a live center of industry. The opportunities for the conduct of successful local advertising campaigns are many and foreign advertisers are generous users of the local paper.

**Suburban and Farm Residents**  
Within twelve mile radius Darien .4,000, Greenwich .18,000, New Canaan .4,000, several New York State towns and villages, prosperous farms and live shore resorts.

**Wholesalers**  
Beef ..... 1  
Butter, Eggs and Cheese ..... 1  
Confectioners ..... 2  
Grocers ..... 4  
Meats ..... 3  
Paper ..... 2

Excellent delivery service throughout Stamford trading territory. Nearness to the New York markets enables them to be completely stocked at all times. During the summer months a big business is done among the nearby shore resorts.

**Retail Section**  
Principal shopping section about a mile and a half on Park Row, Atlantic St., Main St. and Bank St. One of most inviting sections of kind in state. Small neighborhood centers in exclusive residential sections of Springdale and Glenbrook. One Italian and one Polish neighborhood section.

**Residential Features**  
Mostly one family houses. Few apartment houses. One of most beautiful and wealthiest residential sections in state. populated principally by business men of New York and their families.

Retail Outlets for Nationally Advertised Products			
Auto. (Passenger).... 34	Delicatessen ..... 2	Garages ..... 7	Milliners ..... 10
Auto. (Truck)..... 8	Dress Makers ..... 55	Grocers ..... 166	Opticians ..... 4
Auto. (Tires) Agcys. 32	Druggists ..... 11	Hardware ..... 7	Photographers ..... 6
Auto. (Parts) Agcys. 7	Dry Goods ..... 31	Hats and Caps. .... 4	Pianos ..... 6
Bakers ..... 18	Department Stores... 2	Jewelry ..... 11	Plumbers ..... 21
Cigar Stores ..... 13	Electrical ..... 3	Ladies' Tailors..... 6	Restaurants ..... 41
Cloaks and Suits.... 11	Florists ..... 7	Meat Markets..... 52	Shoe Dealers ..... 20
Clothiers ..... 16	Furniture ..... 10	Men's Furnishings... 18	Sporting Goods..... 2
Confectioners ..... 34	Furriers ..... 2	Merchant Tailors.... 9	Stationers ..... 4

**Trading Area**  
Stamford's trading area extends to the state line on the west and then north well into New York state. Lewisboro, Vista, Poundridge, Scott Corner and Banksville are all New York towns contributing business to Stamford. On the east the territory extends to Darien. Bridgeport shares some of the Darien business. There are about twenty-five prosperous towns in the Stamford territory and several live shore resorts. To cover this section it is necessary for national advertisers to use the local publications, as the territory CANNOT be classed as suburban New York.

**NOTE:** Sources from which figures and facts were secured—Chamber of Commerce, tax collector, board of education, banks and other reliable sources. **Newspapers** { The Daily Advocate (Evening) Free Press (Weekly Labor Paper)

### National Advertisers MUST Use

# THE DAILY ADVOCATE

To Reach the Homes of Stamford, Conn.

The idea of trying to "cover" this city of wealth, beautiful homes and giant factories through the use of New York newspapers has been **PROVEN FALSE AND UNPROFITABLE.**

The people of Stamford are "FOR" Stamford in every respect; including trade for the Stamford merchants who advertise in the Stamford newspaper—**The Daily Advocate.**

Scattered circulation of many New York dailies does not have the "pulling" power of **CONCENTRATED** effort in the **ONLY DAILY** in this territory.

Stamford stands out as an individual city of wealth and industry—a fertile field for National Advertising.

Its well patronized columns are the best arguments in favor of national advertising concentration in—

## THE DAILY ADVOCATE

Member of A. B. C.

The Gillespie Bros., Inc., Publishers



**EDITOR & PUBLISHER**

— SPACE BUYERS CHART —



## WELCOMED BY THE MEN WHO CONTROL BIG APPROPRIATIONS

"This chart is going to help us answer quickly and reliably many a question that heretofore has required time to look up.

"All that we can say is keep up the good work because it is really worth while."

F. M. Lawrence, Secy.  
George Batten Co., Inc.

"I did not realize how much help it would be to an agency until I saw the finished product today.

"I want to congratulate you—we will most decidedly keep it on file."

Charles Presbrey, Vice-Pres.  
Frank Presbrey Co.

"—are, in our opinion, of value to space buyers and will be of assistance to us in the preparation of newspaper lists and estimates."

Calkins & Holden

"—you may be sure every one of these analyses will be much appreciated. The more you give us and the faster they come, the better.

"The newspaper advertisements that run on these pages will be sure to have a good long life.

"EDITOR & PUBLISHER is to be highly commended for the way in which they have gone after this as well as other necessary improvements in the business."

A. M. Lewis,  
Mgr. of Media Dept.  
J. Walter Thompson Co.

"—this material will be of great value to us in our study of local conditions."

Richard Webster,  
Statistical Dept.  
George Batten Co., Inc.

During the coming year more money will be spent with newspapers than ever before in the history of national advertising and in arranging these appropriations the *Space Buyers* will refer to the *Editor & Publisher Space Buyers' Chart* time and time again.

Publishers who co-operate with EDITOR & PUBLISHER in these surveys are investing in advertising that reaches the space buyer—is kept by the space buyer—is used by the space buyer

Newspaper announcements accompanying these surveys are assured *longer life* than any other single advertising investment that the publishers can make.

**EDITOR & PUBLISHER**

WORLD BUILDING, NEW YORK CITY



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in 2 Parts.....PART 1

# Meriden, Conn.

### Population

1910 Census .....	32,066
A. B. C. March 31, 1919, City.....	37,500
A. B. C. City and Suburban.....	78,000
Chamber of Commerce Estimate, City.....	38,000
Chamber of Commerce, City and Suburban.....	70,000

### City Classed As

One of the fastest developing manufacturing centers in Connecticut.

### Location

On the main line of the N. Y., N. H. & H. R. R. Connecticut Company trolley lines throughout the city. Suburban trolley lines connecting with New Haven, Middletown, Cheshire, Southington and New Britain.

Native whites..75%	English reading....85%
Foreign born..24%	Industrial workers.....33 1/3%
Negroes less than 1%	Home owners.....5,600
Students .....	Summer residents.. 300

### Banks

Savings .....	2..	Resources..\$13,465,000
Trust Companies.....	2..	" 585,000
National .....	3..	" 6,500,000

### Theatres

2 moving pictures exclusively. One has 800 seats and the other 1,600.

### Schools

18 Public grade schools.....	No. of pupils....4,634
1 High schools.....	No. of pupils.... 666
1 State vocational school.....	No. of pupils.... 800
There are two private schools, five Catholic schools and one business college.	
Total school enumeration .....	7,386

### Churches

Baptist..5. Congregational..2. Episcopal..2. Jewish..1. Evangelical Lutheran..1. Lutheran..1. Swedish Lutheran..1. Methodist..3. Negro..1. Roman Catholic..7. Undenominational..1. Universalist..1. Christadelphian..1. Christian Science..1.

### Suburban and Farm Residents

Within an eight mile radius are the prosperous towns of Wallingford..12,000, Southington..6,516, Cheshire..3,000, and ten smaller towns and villages. Most of the farm produce raised in this territory is consumed by the people of Meriden, although a limited amount is shipped to the markets of Hartford and New Haven.

### Principal Industries

**Silverware.**—This branch of Meriden industry stands out conspicuously and the products from the Meriden factories in this line are sold the world over.

**Table Cutlery.**—There are few homes in the United States where some article in this line made in Meriden, cannot be found.

**Cut Glass.**—Some of the finest in the world is made here.

Other important industries are piano players, jewelry, silverplaters' supplies, brass goods and gas fixtures, electrical supplies, auto supplies, cabinet hardware, lamps and lighting fixtures, nickel-plated ware, machine tools, clocks, paper boxes and china.

### Special Information

There are nearly 9,000 families in Meriden, and it is quite common to find two and three members of many of these families working in the local factories.

The average wage for unskilled labor is \$22.50 per week.

The average wage for skilled labor is \$40.00 per week.

The factories are among the finest in New England in point of comfort for the employees and other features.

There have been practically no labor troubles in Meriden, and the workers are of a class which has a tendency toward owning their own homes.

Nationally advertised goods meet with favor and even "try-out" campaigns have proven very profitable in this territory.

Merchants are inclined to co-operate fully with all manufacturers of dependable goods entering this market.

**NOTE :** Sources from which these figures and facts and those of Part 2 were secured: Chamber of Commerce, latest A. B. C. Report to date, Board of Education, Bank Statements, Merchants and other dependable sources.

# THE MORNING RECORD

## MERIDEN, CONNECTICUT

50,000 POPULATION in Meriden and Wallingford, made up of the best paid working people in the United States and their families.

Meriden is the home of the International Silver Co., and many other large manufacturing concerns, almost all of which are owned by local capital, thus giving this city an unusually large percentage of wealth to population, and making MERIDEN WORTH MORE TO THE AVERAGE NATIONAL ADVERTISER than are some cities of double its population.

Very, VERY few of the daily papers of other Connecticut cities are sold in Meriden.

The Record is THE ONLY Meriden newspaper that is a member of the "AUDIT BUREAU OF CIRCULATIONS."

93% of all The Record's circulation is in Meriden and Wallingford; 6 miles from center of city to center of Wallingford—practically all one field.

90% of The Record's circulation goes into the homes, making it A FAMILY newspaper in the fullest sense of the term.

About 75% of the high-class national advertisers use The Record, and most of them The Record EXCLUSIVELY in Meriden.

The Record declines all but the better class of medical advertising.

ALL EASTERN advertising handled direct from the HOME OFFICE; Gilman, Nicoll & Ruthman, Western Representatives, Tribune Building, Chicago.

Survey in 2 Parts.....PART 2

# Meriden, Conn.



## EDITOR & PUBLISHER SPACE BUYERS CHART



### Wholesale Houses

Beef .....	2
Butter, eggs and cheese.....	3
Cigars and tobacco .....	2
Fruits .....	2
Grocers .....	2
Flour, grain and feed.....	1
Feed .....	2
Flour .....	4

These houses cover the entire Meriden trading territory and in one instance is a branch of large wholesalers with headquarters in New Haven. Wholesale houses from New Haven and Hartford also serve Meriden and the merchants of the city are rendered prompt service in all lines.

The excellence of transportation facilities and the motor delivery maintained by practically all of the houses doing business in this territory have made it possible to quickly and completely establish all lines of goods backed by any advertising campaign in the local field.

### Retail Section

The shopping district of Meriden is located on Main, Colony, State and Pratt streets and is about three miles long.

There are no neighborhood trading districts of consequence.

The demand for stores in the retail section was emphatically proven by the fact that within a few weeks after prohibition went into effect there was a great demand by all lines of business for locations formerly held by liquor stores.

### Residential Features

There are no apartment houses or tenement districts. Most of the well paid employees of the city own their own homes, which are attractive one and two family structures.

The climatic conditions are very healthful, and this fact, combined with excellent educational features, including the nearness to Yale and other of the advanced educational institutions of the state, has developed a standard of modern Americanism that makes Meriden one of the finest home cities in the east.

All these features spell success for the sales of everything modern for home and personal comfort that is promoted by the national advertisers.

Farm implements and dairy necessities have been promoted successfully in this field due to the high character of the nearby farms.

### Trading Area

Although Meriden is so situated that its residents are frequent visitors to Hartford and New Haven, the city has a definite trading area of its own.

The size and character of the stores indicate that neither New Haven or Hartford effect the business of the local merchant to any marked degree. And the bulk of business done by the Meriden merchants shows plainly that neighboring towns contribute to their support in no small manner.

The Meriden trading area extends to Wallingford and East Wallingford on the south. These two places divide their out-of-town business between Meriden and New Haven, but because of the nearness of Meriden it is safe to state that city attracts the larger share.

On the west the trading area extends Cheshire, Milldale, Plantsville and Southington. Berlin marks the northern boundaries and the eastern limits are Smiths, Middlefield Center and Durham Center.

Being in the heart of one of New England's most prosperous manufacturing centers, the city is favored with an unusually large retail trade from the thousands of local people and those of nearby towns who find that the margin between living costs and wages still leaves them a generous sum for the purchase of everything desired for their personal comfort and entertainment.

The trading area of Meriden is greater in standard of wealth than most territories of equal size anywhere in the eastern part of the United States.

### Retail Outlets for Nationally Advertised Product

Automobile (Passenger) Agencies.....	22	Delicatessen .....	5	Garages .....	11	Milliners .....	12
Automobile (Truck) Agencies.....	7	Dressmakers .....	58	Grocers .....	139	Opticians .....	7
Automobile (Tires) Agencies.....	14	Druggists .....	11	Hardware .....	5	Photographers .....	5
Automobile (Parts) Agencies.....	24	Dry Goods .....	34	Hats and caps .....	6	Pianos .....	5
Bakers .....	19	Department stores .....	2	Jewelers .....	6	Plumbers and gas fitters.....	11
Cigar stores .....	13	Electrical supplies .....	3	Ladies' tailor .....	4	Restaurants and Lunch Rooms.....	12
Cloaks and suits.....	5	Florists .....	7	Meat Markets .....	55	Shoe Dealers .....	18
Clothiers .....	12	Furniture .....	8	Men's Furnishings .....	8	Sporting Goods .....	4
Confectioners .....	44	Furriers .....	3	Merchant Tailors .....	11	Stationers .....	4

#### Morning Newspapers

Meriden Morning Record

#### Evening Newspapers

Meriden Daily Journal

#### Miscellaneous Publications

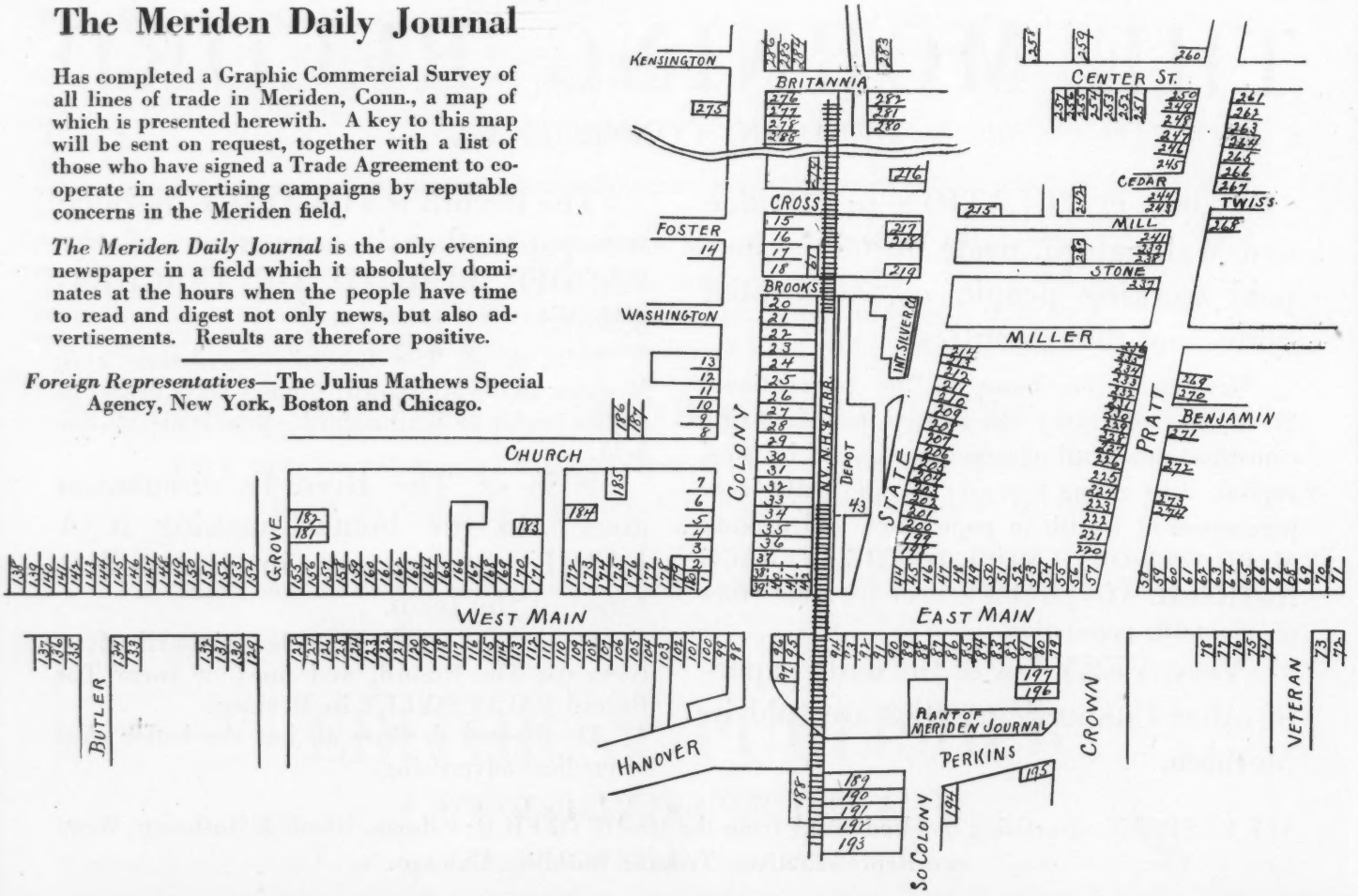
Due to the absence of any large foreign element there are no miscellaneous publications.

## The Meriden Daily Journal

Has completed a Graphic Commercial Survey of all lines of trade in Meriden, Conn., a map of which is presented herewith. A key to this map will be sent on request, together with a list of those who have signed a Trade Agreement to cooperate in advertising campaigns by reputable concerns in the Meriden field.

The Meriden Daily Journal is the only evening newspaper in a field which it absolutely dominates at the hours when the people have time to read and digest not only news, but also advertisements. Results are therefore positive.

Foreign Representatives—The Julius Mathews Special Agency, New York, Boston and Chicago.







# EDITOR & PUBLISHER

## SPACE BUYERS CHART



# New London, Conn.

### Population

1910 Census .....	19,659
A. B. C. Mar. 31/19, City.....	35,000
A. B. C. City and Suburban.....	60,000
Chamber of Commerce Estimate, City .....	35,000
Chamber of Commerce, City and Suburban .....	60,000

Native Whites.....	89%	English Reading.....	92%
Foreign Born.....	10%	Industrial Workers.....	29%
Negroes .....	1%	Home Owners.....	4,500
Students .....	500	Summer Residents.....	15,000

### Banks

Savings .....	2	Resources .....	\$20,346,950
Trust Company.....	1	Resources .....	1,857,860
National .....	3	Resources .....	4,419,330

### Schools

Public grade schools... 8	No. Pupils.....	4,440
High schools..... 2	No. Pupils.....	700
Trade school..... 1	No. Pupils.....	120

There is one business college and the Connecticut State College for Women has a student body of about 500.

### Theatres

3 motion picture, seating 1,300, 1,100 and 800. One house playing road shows, motion pictures and vaudeville, seating 1,200.

### Churches

Baptist .3, Congregational .2, Episcopal.1, Methodist.1, Roman Catholic.. 2, and 7 other churches.

### Location

On main line of N. Y., N. H. & H. R. R. (Shore Line division New York to Boston), Terminal of Central Vermont and Grand Trunk. Two miles up Thames River from Long Island Sound, one of widest and best harbors in the world. Three boat lines to New York City, one to Greenpoint and Sag Harbor, Long Island; one boat line to Block Island. Has 1,000 ft. Connecticut State Pier and freighter and lighter service of Central Vermont R. R. and N. Y., N. H. & H. R. R.

### Principal Industries

Silk thread and yarn, printing presses, baskets, bed comfortables and cotton goods, boilers and plates, wooden ships, steel ships, copper and brass tubing, brooching machines and tools, doors and sash, hats and caps, carpet lining and stair padding, cleansing fluid, chemicals and medicines, children's waists, chucks, paper boxes, electrical specialties, wash silks, hose and cotton ducks, tubes and dentifrice paste, poultry specialties, marine engineering and ship wrecking, fertilizer and glue, stove polish, marine freight and shipping, electrical news bulletins, mattresses, pants and overalls, rubber stamps, submarine engines, shoe laces, vises and clamps and heating apparatus.

### Special Information

New London enjoys big business from government Army and Navy stations nearby, Coast Guard Academy and an unusually large number of summer residents, thousands of vacationists, excursionists and tourists. 6,700 employees are for the most part skilled workers receiving large salaries. Shipping adds a tremendous business to the bulk of retail trade.

### Suburban and Farm Residents

Within ten mile radius Waterford...4,000, East Lyme...2,000, Groton...7,000, Lyme...746, Old Lyme...1,181, Montville...3,000, and several smaller towns and villages, prosperous farms and several shore resorts.

### Wholesale

Beef .....	4
Cigars & Tobacco .....	2
Confectionery .....	6
Engineers' Sup... ..	1
Flour, Grain and Feed .....	1
Fruits .....	1
Grocers .....	3
Provisions .....	3

### Retail Section

Principal shopping center about a mile and a half long on State, Bank and Main streets. Here are located department stores, specialty houses and exclusive shops. There are three small neighborhood sections located on Broad street, Montauk ave., and Jefferson ave.

### Residential Features

Mostly one and two family houses. No tenement quarter and only a few apartment houses. In the summer resort section of Eastern Point and The Point are many of the finest estates and most beautiful mansions on the Atlantic Coast. There is being completed a \$750,000 housing project that will rival any in New England. There are 200 residences in course of construction.

### Retail Outlets for Nationally Advertised Products

Auto. (Passenger).... 24	Delicatessen .....	4	Garages .....	17	Millinery .....	13
Auto. (Trucks)..... 19	Dressmakers .....	57	Grocers .....	135	Opticians .....	6
Auto. (Tires)..... 20	Druggists .....	8	Hardware .....	8	Photographers .....	7
Auto. (Parts)..... 25	Dry Goods .....	24	Hats and Caps..... 7	Pianos .....	3	
Bakers .....	Dept. Stores..... 2	Jewelry .....	13	Plumbers .....	22	
Cigar Stores..... 9	Electrical .....	5	Ladies' Tailors..... 2	Restaurants .....	35	
Cloaks and Suits.... 10	Florists .....	3	Meat Markets..... 37	Shoe Dealers..... 13		
Clothing .....	Furniture .....	6	Men's Furnishings... 10	Sporting Goods..... 5		
Confectioners .....	Furriers .....	5	Merchant Tailors.... 8	Stationers .....	6	

### Trading Area

New London has one of the most prosperous trading areas in the state and during the summer season there is more wealth in circulation in this part of Connecticut than any territory of equal size in New England. The demands of the summer residents are many and varied. To the north the trading area extends to Salem and Montville. A part of the trade of the latter place is shared with Norwich. To the west the trading area extends to the Connecticut River and includes many wide awake shore resorts. To the south the area extends across the Long Island Sound; much trade being derived from Block Island, Fishers Island and Long Island. To the east the territory extends to Stonington. A part of the latter trade is shared with Westerly, R. I.

NOTE: Sources from which figures and facts were secured: James G. Hammond, secretary Chamber of Commerce, Board of Education, Tax Collector, Bank Statements, A. B. C. Reports, etc.

Newspapers { The Day (Evening)  
New London Telegraph (Morning)  
New London Globe (Evening)

## To "Cover" the Southeast Corner of Connecticut National Advertisers Always Use

# THE DAY

More than 10,500 Daily at 3c per Copy

No city in the state offers opportunities such as New London presents for the successful marketing of nationally advertised goods.

*It is a city of big industries,*

*A seat of education,*

*An important shipping port,*

*A vital military and naval station,*

*A popular summer resort,*

*A center of great wealth.*

New London boasts of more wealth and more magnificent summer mansions than any other city in Connecticut.

There is buying power among the people.

Necessities and luxuries are in great demand.

National Advertisers develop big business through the columns of the one paper that has a greater circulation in the city and suburbs than there are homes.

## THE NEW LONDON DAY

THEODORE BODENWEIN, Publisher. FRANK R. NORTHRUP, 303 Fifth Ave., New York City, Representative

## INQUIRY SHOWS MOST FARMERS READ THE DAILY NEWSPAPERS

A National Space Buyer Tells Why He Now Ranks Them First in His List—Finds an Amazing Lack of Statistics.

By H. P. MEULENDYKE

Advertising Manager, United States Cartridge Company

SOME months ago I spent several weeks among farmers in different parts of the country. I went from farm to farm seeking information that would be useful in my work. Among other things that impressed me was the fact that so many farmers read a daily paper.

At the time, I had no particular interest in the subject, so my impressions on that point were simply stored away for future use. But recently we happened to have a special message that we wanted to deliver to as many people as possible in certain sections of the country. So far as the city dweller alone was concerned, there was no difficulty. We could reach him through the daily paper. There was no greater difficulty in reaching the farmer. We could reach him through the agricultural press. The trouble was, we did not have enough money to advertise adequately in both the daily papers and the farm papers.

### Finds it Impossible to Get Statistics

It was then that I recalled my impression that a great many farmers read a daily paper, and I asked myself: "If the farmer really does read a daily paper, why can't we use it to reach him as well as the city man?"



H. P. MEULENDYKE

We immediately sought statistics. We wrote directly and indirectly to agencies and agency associations, newspapers and newspaper associations, advertisers and advertising associations, and we found practically no statistics on the subject.

Newspapers were able to tell us what percentage of their circulation went to points outside the cities where they were published.

For instance, we learned that in Alabama, 24½ per cent. of all newspapers are mailed to "R. F. D." addresses.

In California the percentage is 7½; in Connecticut, 49½, etc.

But in almost no case were we able

to get the desired data regarding the farmers in any given community.

Is it possible that there are no statistics on this subject?

Is it possible that no newspapers or newspaper associations have made investigations to get such information as this?

Wouldn't such data be valuable to

### BRIDGEPORT HARBOR

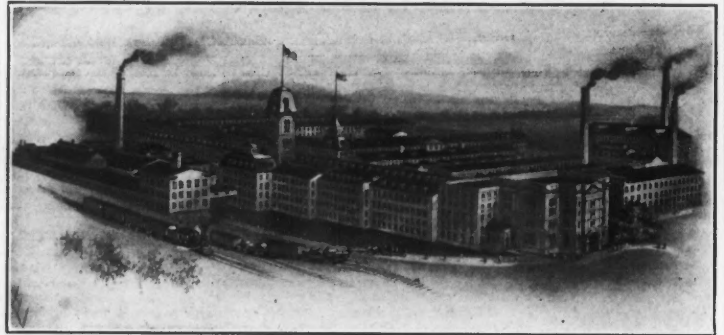


Panorama View Showing Part of Factory District.

advertisers and wouldn't it be a powerful selling factor in the hands of the newspapers?

Be that as it may, I wanted such data and I was unable to get it. As I have already stated, we wrote to a great

### GENERAL OFFICES AND FACTORY "E" PLANT OF THE INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.



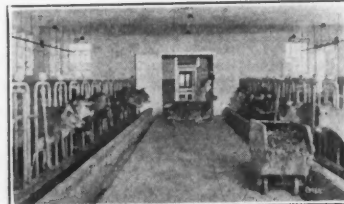
The Silverware and Plated Ware industry, in the value of annual product, ranks seventh among the classified industries of Connecticut. The great factory group shown here is the largest unit of the corporation which maintains factories in six Connecticut cities and several Canadian branches. Meriden is the "Silver City," the plated ware industry having been born here and developed from this center through more than a hundred years. The International Silver Co. is an amalgamation of the chief companies engaged in this line of production in the state. In 1903 the corporation acquired the total capital stock of the U. S. Silver Corporation of Meriden, which gave them control of the famous "Rogers" ware.

many sources that we thought might throw light on the subject. Although we did not succeed in getting much in the way of statistics, we did get some definite information that could be used as a guide, and we received a great many expressions of opinion pro and con from men who sell to the farm field.

### What Space Buyers Knew

The digest of this information may

### STOCK RAISING DE LUXE



Modern stock barn, provided with electric lights and all comforts, at Westport.

be helpful to the reader who is interested in the subject.

We wrote, among others, to 26 advertising managers who sell the farm market. Of the 26, just 18 replied with an admission that they had absolutely no information on the subject, although most of them seemed to be of the opinion that the up-to-date farmer does read a daily paper no matter where he may be located.

The following statement is typical of the replies received from these 18:

"We have no definite information on the subject, but our observation would indicate that progressive farmers will read a daily city newspaper."

Two or three of the 26 advertising managers had a more definite impression, but were not able to state any facts to sustain it. The following is a typical letter from this class:

"The writer was raised on a farm and managed one up until recently, and I can think back over a period of fifteen years at which time practically all of our neighbors and my father took the nearest county seat daily paper.

"I would not go so far as to say that they read the metropolitan daily, but they do read the paper from the largest trading point near them, as well as their weekly town paper, as a rule.

### Guesed 50% to 75% Read Dailies

"The question is of vital interest to us, as well as yourself and the writer will appreciate any conclusions to which you may come in this respect if different from what our belief is, and which we assume is in keeping with the reports you have been getting and have perhaps verified in your own experience."

Another letter, of a similar nature reads as follows:

"The sales manager of a well-known farm paper, who has been a subscription solicitor for some years and is out on the territory most of the time now with his ten or twelve men, says that most of the farmers on whom they call take a daily paper. The local postmaster's offhand guess was 50 to 75 per cent. of the farmers."

Many of the newspapers with which we correspond on the subject were as little able as the advertisers to give us any real data.

From a few newspapers and from one or two advertisers we did get some really definite information. For instance, one advertiser of farmers' supplies wrote as follows:

"Several times we have taken various states and used all of the papers in that state—the weeklies every week for eight weeks and the dailies every second and third day for the same period. In no instance have we been able to obtain any considerable number of catalogue applications and such as we did receive were almost, without exception, from the newspapers in the large cities. But at the end of the season we have always found that the amount of business we did in that particular state was larger than in the states immediately adjoining."

"Several years ago I took a number of thousands of our customers (and to be sure they were thoroughly distributed, I took a certain number commencing with A in our stencil list, state by state), and sent out to these customers a questionnaire as to the periodicals they read, enclosing a stamped envelope and with a letter signed by myself.

"We received a very high percentage of replies, but the only result we had from it was to confirm the results as shown on our reply schedule for the same year. In the questionnaire we asked whether they read their local paper each day, and as I remember this was practically a 100 per cent. 'yes.' I believe that any farmer who reads one of the better class of farm papers will also read a daily newspaper."

### Records of the R. F. D.

Another as follows:

"Our local postmaster reports that the number of subscribers to daily newspapers on rural routes, June 21, is:

Route No. 1, 110 papers out of 132 boxes  
Route No. 2, 135 papers out of 164 boxes  
Route No. 3, 73 papers out of 101 boxes  
Route No. 4, 47 papers out of 103 boxes  
Route No. 5, 110 papers out of 135 boxes  
Total—475 papers out of 635 boxes, or approximately 75 per cent.

"This county, being quite German, he adds the comment:

"Quite a number derive their news from weekly German papers."

And still another:

"In talking with the advertising manager of a farm paper, I learned that among other questions in a questionnaire sent out some four years ago to several thousand of their subscribers, the question was asked as to whether they subscribed for a daily newspaper."

"I do not know the exact number of replies, but it was over 2,000. Seventy-five per cent. subscribed for a daily paper.

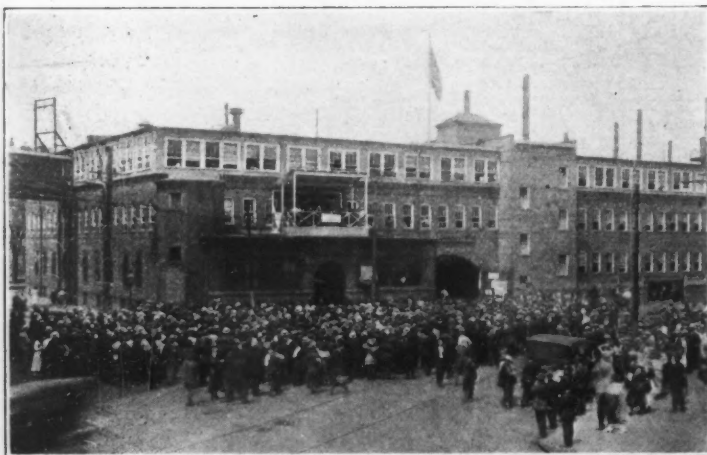
"Doubtless, the percentage would be much higher at this time, as their subscribers are about the average farmer in progressiveness and intelligence."

### Minnesota Daily Most Definite

Perhaps the most definite information that we received from any source came from a Minnesota daily paper, and was summarized as follows:

(Continued on Page 82.)

### WORKMEN OF WINCHESTER REPEATING ARMS CO., NEW HAVEN, LISTENING TO A PATRIOTIC ADDRESS.



Here is shown a factory-unit of one of Connecticut's great corporations, the special pride of New Haven. War-time needs did not require the conversion of these great plants—only their expansion from a peace to a war basis of production. The thousands of workmen employed here were considered of equal importance to the nation in the great crisis with its fighting forces abroad, to the arming of which they contributed so effectively.





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



# Norwich, Conn.

"The Rose of New England."

Population	City
1910 Census .....29,919	<b>Classed</b>
Chamber of Commerce Estimate, City .....32,000	<b>as</b>
Chamber of Commerce Estimate, City and Suburban.....50,000	<b>Industrial</b>
Native Whites.....79%	English Reading.....95%
Foreign Born.....20%	Industrial Workers.....30%
Negroes .....1%	Home Owners.....4,567
Students .....Few	Summer Residents....Few

Banks	
Savings ..... 3	Resources..... \$31,744,563
National ..... 3	Resources..... 6,777,379

Schools	
Public grade .....19	Pupils .....3,326
High ..... 1	Pupils .....400
Training ..... 1	Pupils .....100
4 Catholic schools have 1,678 pupils. Several private, 1 art school, 2 business and 1 private school for children.	

Theatres	Churches
3 theatres with total seating capacity 2,650.	5 Baptist, 6 Congregational, 4 Episcopal, 6 Roman Catholic, 2 Methodist and 7 other denominations.

**Location**  
 Norwich and Worcester Division of the N. Y., N. H. & H. R. R., Southern Division of Central Vermont. Head of Thames river, direct boat connections with New York City. Headquarters of Shore Line Electric Railway Co. operating south to New London and points west, east to Westerly, R. I., and north to Willimantic and Webster, Mass. Express service over all these lines.

**Principal Industries**  
 Woolen, Box Board, Thermos bottles, paper boxes, pipe couplings, Dyeing and Converting Cotton Goods, Silk Goods, Braids, Firearms, Cotton Goods, Cutlery, Envelope Machinery, Velvets, Belts and Belting, Display Fixtures, Brass Castings, Thread, Fire Extinguishers, Heaters, Paint, Radiators, Yarn, Carriages, Springs and Mattresses, Cork, Shoddy, Roll Coverings, Furniture Trimmings, Stoves and Auto Accessories.

**Special Information**  
 Average yearly volume of business \$40,000,000. Demand for skilled labor increasing. Average weekly wage for skilled labor is \$35. Average wage for unskilled labor is \$24 per week. Local retail business has been helped in no small manner by the establishment of such large institutions as the State Hospital for the Insane and The State Tuberculosis Sanitarium.

**Suburban and Farm Residents**  
 Within ten-mile radius Jewett City, Griswold and Glasco...5,000, Montville...3,000, North Stonington...1,100, Preston...1,900, Sprague, Baltic and Hanover...3,000. Further north Danielson...6,000, Plainfield...7,000 and smaller towns and villages. Rich farming and dairy district north.

**Wholesalers**  
 Druggists ..... 3  
 Dry Goods ..... 2  
 Fruits and Produce 2  
 Grocers ..... 4  
 Hardware ..... 2  
 Meat ..... 2  
 Shoes ..... 3  
 These wholesalers supply the trade throughout the Norwich area and in several instances do business far beyond the territory recognized as the Norwich retail trading zone.

**Retail Section**  
 Principal shopping center Main street, Franklin street and Broadway. About two miles in length and every kind of a store is represented. Neighborhood section about 1/4 mile long in the eastern or Greenville section. West Main and Thames streets pass through Hebrew shopping district about 1/2 mile long.

**Residential Features**  
 One family houses predominate. No tenement section, few apartment houses. The tendency of the people is to own their own homes.

Retail Outlets for Nationally Advertised Products			
Auto. (Passenger).... 16	Delicatessen ..... 2	Garages ..... 5	Milliners ..... 14
Auto. (Trucks)..... 8	Dressmakers ..... 72	Grocers .....107	Opticians ..... 5
Auto. (Tires) Agcys.. 18	Druggists ..... 20	Hardware ..... 7	Photographers ..... 4
Auto. (Parts) Agcys. 12	Dry Goods ..... 21	Hats and Caps ..... 2	Pianos ..... 7
Bakers ..... 12	Dept. Stores ..... 2	Jewelers ..... 7	Plumbers ..... 22
Cigar Stores ..... 11	Electrical ..... 5	Ladies' Tailors ..... 4	Restaurants ..... 16
Cloaks and Suits.... 8	Florists ..... 10	Meat Markets ..... 44	Shoe Dealers ..... 17
Clothiers ..... 11	Furniture ..... 8	Men's Furnishings ... 11	Sporting Goods ..... 3
Confectioners ..... 29	Furriers ..... 2	Merchant Tailors .... 8	Stationers ..... 2

**Trading Area**  
 To the north it extends nearly to Putnam. To the northwest and west the territory extends to Colchester and Willimantic. However, the latter city has a decidedly strong local claim on business and evenly divides business in territory between Willimantic and Norwich. To the south the territory reaches to Montville. The trade of that village is about evenly split with New London, but thriving farms and villages closer to the city contribute big business. To the east territory extends to North Stonington, Pendleton Hill and Voluntown.

**NOTE:** Sources from which figures and facts were secured,—Louis M. Crandall, secretary Chamber of Commerce, bankers, merchants, board of education and others.

**Newspapers** { Norwich Bulletin (A. M. Daily)  
 Norwich Record (P. M. Daily)  
 Cooley's Weekly  
 Weekly Courier

Founded 1888—Still Growing      Eight to Sixteen Pages      Bright and Independent

# Norwich Evening Record.

THE ONLY EVENING NEWSPAPER IN THIS FERTILE FIELD

Norwich, "the Rose of New England," is the trade and trolley centre of Eastern Connecticut and hence is well worth cultivating.

With its Associated Press service, complete local news and snappy features, the Record is read and liked by everybody, going right into the homes of all classes every night.

Satisfied with rates and results, live Norwich advertisers use the Record regularly and freely—some exclusively—because they know by long experience that Record ads bring more cash buyers than any other medium they can use. What pays home advertisers is also bound to pay the general advertiser, and it goes without saying that

YOU CANNOT COVER THIS FIELD WITHOUT USING THE

# Norwich Evening Record.

PULLEN PUBLISHING CO.      Norwich, Connecticut      101-103 Broadway

# EDITOR & PUBLISHER

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

TO ADVERTISERS  
ADVERTISING AGENTS  
SPECIAL REPRESENTATIVES  
NEWSPAPER PUBLISHERS

NEW YORK, SEPT. 18, 1919

Seven years ago when I assumed charge of EDITOR & PUBLISHER I did so with a firm conviction that there was some *real* work for a trade paper covering the daily newspaper field.

I was firmly convinced that there was a *practical* way of showing advertisers that it is more effective and less expensive for them to use the columns of the daily newspapers than it is to use national magazines.

This was questioned, not only by magazine people, but by advertising men—yes, and even by newspaper publishers themselves.

I found nothing to prove my contention and plenty to disprove it—but I thought I was right, and I was determined to find out, *somehow*, whether I was or not.

I found that, in the advertising circles, the theory of magazine advertising was very strong, indeed—almost impregnably intrenched.

This was due partially to the fact that apparently no one had handed advertisers any *real* data to prove the supremacy and economy of the daily newspapers, and no one seemed inclined to investigate except by comparing figures and statistics furnished by outsiders.

Why should they? It is admittedly true that magazines are easier to use than are daily newspapers—easier and pay some agencies better—for the rates are higher; there are few of them to check; they are less frequent than daily newspapers; they admit of finer (and more expensive) art work.

I questioned daily newspaper publishers, daily newspaper representatives and executives of daily newspaper associations.

Some of them frankly admitted that they were overshadowed by magazines; some of them doubted this, but were not sure—and apparently *could not* or *would not* make sure.

No one had any real basic figures—no one *knew*—few even guessed.

I was told that I was an altruist, that my theories were interesting—if true—but how was I going to *prove* them?

Some daily newspaper publishers listened and caught some of the spirit—and jumped into the fight.

EDITOR & PUBLISHER has proved beyond any question of doubt that daily newspapers are less expensive—much less per line per thousand, than all magazines.

We have spent lots of money and time and energy digging up statistics of all kinds—comparing tables of veri-

fied figures, gathered from the entire country—and embracing both daily newspapers and magazines and have proved our case thoroughly.

EDITOR & PUBLISHER has supplied to the national advertisers of the country statistics so vital they *cannot* be ignored.

EDITOR & PUBLISHER has smashed traditions, proved the case of the daily newspaper and furnished incontestible proof of not only the *superiority*, but the *economy* of daily newspapers.

Going into fields hitherto deemed impossible for a newspaper of the character of EDITOR & PUBLISHER it has attracted as regular readers many national advertisers who, while placing their business through agencies, keep abreast of advertising matters *themselves*.

This work—*service* if you please, has not been easy. The research work has been both extensive and expensive—but there is a great sense of satisfaction in doing something that has never been done before.

May EDITOR & PUBLISHER not be pardoned for taking pride in this achievement?

We lay no claim to having discovered anything. We have *uncovered* rather than *discovered*. All this information—all the *facts*, *figures* and *statistics* heretofore published in EDITOR & PUBLISHER were available, at any time, to any one who would gather them together.

The credit due EDITOR & PUBLISHER is for having done that which should have been done, and which could have been done if anyone had taken the trouble to do it.

Year by year daily newspaper publishers have recognized the value of this great work and have supported and backed it by ever increasing patronage.

Year by year advertisers and space buyers have recognized the value of this work in ever increasing numbers—and have added their names to the subscription list—thereby enabling EDITOR & PUBLISHER to doubly serve the advertisers, and year by year EDITOR & PUBLISHER has prospered because it has served.

Every man in the publishing and advertising business should be a regular reader of EDITOR & PUBLISHER.

Most of the big ones are.

If you are not you should be.

JAMES W. BROWN



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

# Norwalk, Conn.

Population	City Classified as
1910 Census .....24,211	Industrial and Summer Resort
A. B. C. March 31, 1919.....25,000	
A. B. C., City and Suburban.....30,000	
Present Estimate, City.....30,000	
Present Estimate, City and Sub.....35,000	
Native Whites.....79%	English Reading.....90%
Foreign Born.....29%	Industrial Workers.....25%
Negroes .....1%	Home Owners.....6,000
Students .....None	Summer Residents.....4,000

Banks	
Savings ..... 3	Resources .....\$30,100,000
Trust Companies..... 3	Resources ..... 4,600,000
National ..... 3	Resources ..... 4,100,000

Schools	
Public grade..... 19	No. Pupils.....3,200
High ..... 3	No. Pupils.....1,150
Manual Training..... 1	No. Pupils..... 300

There is one business school and one Catholic school. Also a preparatory school for boys and another for girls.

**Theatres**  
1 moving picture, seats 300. 1 movie and vaudeville, seats 1,200. 1 legitimate, seats 1,200.

**Churches**  
Baptist..5, Congregational..3, Episcopal..3, Methodist..5, Roman Catholic..3, and 6 other churches.

**Location**  
On main line of N. Y., N. H. & H. R. R. Terminal of Danbury and Norwalk R. R. Freight service daily to New York City, trolley freight to New Haven and motor car and boat line to New York, in addition to railroads.

**Principal Industries**  
Corsets, men's shirts, women's waists, underwear, hats, silk garments, lace, silks, shoes, automobile tires, motor trucks, marine motors, electric motors, government air compressors for submarines, stapling machines, grinding compound, builders' hardware, stoves and furnaces, brass novelties, newsprint paper and paper towels.

**Special Information**  
Industries are so varied that no one trade is able to sway labor opinion. "There are no dull times in Norwalk" is a local slogan.  
Weekly payroll totals more than \$200,000.

**Suburban and Farm Residents**  
Within a twelve-mile radius are the thriving towns of Georgetown and Branchville...4,000, New Canaan...4,000, Weston...800, Wilton...1,900, Saugatuck and Westport...8,000, Darien...4,000, and five or six smaller settlements.

**Wholesalers**  
Beef ..... 1  
Fruit ..... 1  
Grocers ..... 1  
Produce ..... 1

**Retail Section**  
Two shopping centers. Uptown or Norwalk section about a mile in length on Main, Wall and Water streets.

The business of these houses is restricted within the limits of Norwalk's trading area.

Downtown section or South Norwalk shopping streets are North Main, South Main and Washington.

The nearness to New York markets enables wholesalers to always have on hand a large and fresh stock of products. New advertisers introducing their goods find it a simple matter to solve all distribution problems.

In the Italian and Hungarian section of city there is a neighborhood trading center about a mile long.

**Residential Features**  
Most of the residents own their own homes. There is no tenement or slum section or large apartment house district. In suburbs, beautiful homes of wealthy class and many summer residences.

Retail Outlets for Nationally Advertised Products			
Auto. (Passenger).... 16	Delicatessen Stores... 7	Garages ..... 10	Milliners ..... 17
Auto. (Truck)..... 2	Dressmakers ..... 41	Grocers .....111	Opticians ..... 4
Auto. (Tires)..... 11	Druggists ..... 8	Hardware ..... 7	Photographers ..... 4
Auto. (Parts)..... 7	Dry Goods ..... 12	Hats and Caps..... 5	Piano Stores..... 3
Bakers ..... 12	Dept. Stores ..... 2	Jewelers ..... 8	Plumbers ..... 17
Cigar Stores ..... 14	Electrical ..... 5	Ladies' Tailors..... 7	Restaurants ..... 21
Cloaks and Suits.... 10	Florists ..... 8	Meat Markets..... 36	Shoe Dealers..... 19
Clothiers ..... 12	Furniture ..... 7	Men's Furnishings... 9	Sporting Goods..... 4
Confectioners ..... 34	Furriers ..... 2	Merchant Tailors.... 7	Stationers ..... 1

**Trading Area**  
Norwalk as surveyed here is the heart of a prosperous trading area. Both Norwalk and South Norwalk, which are two sections of the one city under one government, although often charted on maps as two distinct places, are centers of trade from a dozen live little towns nearly every one of which boasts of at least one thriving industry.  
On the west Norwalk draws trade from New Canaan, Springdale and Darien about six or eight miles distant. On the northwest and the north the trading area extends twelve and fifteen miles respectively. At the Branchville and Georgetown corner of the trading area Norwalk shares some out-of-town business with Danbury and Bridgeport.

**NOTE:** Sources from which figures and facts were secured.—Prominent business men, banks, school board, tax collector and others.

**Newspapers**  
Norwalk Hour (Evening)  
South Norwalk Sentinel (Evening)  
Westporter Herold (Weekly at Westport)  
Darin Review (Weekly at Darien)  
Advertiser (Weekly at New Canaan)

# "In Norwalk, Connecticut, it is The Hour"

# THE NORWALK HOUR

(Member Audit Bureau Circulations)

Circulates in one of the wealthiest and most prosperous townships in southwestern Connecticut.  
Besides being a wealthy community it has many diversified industries, so that there are really no dull times in this thriving city.  
Mechanics largely own their own homes and the savings deposits indicate the prosperity of the working classes.

Advertisers in the columns of THE NORWALK HOUR get results

This newspaper has the full leased wire service of the United Press and operates a battery of four Intertypes, Ludlow Typograph, and a 24-page Hoe Press. It is an up-to-date newspaper with a metropolitan equipment.

**Population**

1910 Census	20,749
Chamber of Commerce Estimate, City	27,000
Chamber of Commerce Estimate, City and Suburban	40,000
Native Whites	84%
Foreign Born	15%
Negroes	1%
Students	450
Banks	7
Schools	4
Wesleyan College	1,950
Theatres	2
Churches	20

**Classed As**

Industrial	English Reading	96%
	Industrial Workers	22%
	Home Owners	2,600
	Summer Residents	None
	Reserves	\$25,088,760
	Pupils	450
	Total Seats	2,200

**EDITOR & PUBLISHER**  
SPACE BUYERS CHART

**Middletown, Conn.**

**Location**

Valley Division of N. Y., N. H. & H. R. R. Boat to New York City.

**Principal Industries**

Silks, cotton webbing, pumping machinery, enameled ware, bone goods and fertilizers, boots and shoes, soaps, chemicals, silver plated ware, woolens, toilet articles, arby belts, typewriters, marine motors, hardware.

**Special Information**

Output of factories \$6,000,000. Monthly payroll \$250,000.

**Suburban and Farm Residents**

Within five mile radius..Portland .5,000, Cromwell.. 2,000, Middlefield..2,000, Durham..1,000.

**Wholesale Houses**

Grocers	1
Meats	1
Druggists	1
Produce	1
Stationers	1

**Retail Section**

Mile long on Main street.

**Residential Features**

No slum section; homes one and two family structures.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	Bakers	8	Dry Goods	19	Hardware	3	Opticians	2
Agcys.	Cigar Stores	5	Department Store	1	Hats and Caps	8	Photographers	3
Auto. (Truck)	Cloaks and Suits	6	Electrical	5	Jewelers	6	Pianos	3
Agcys.	Clothers	14	Florists	9	Ladies' Tailors	4	Plumbers	8
Auto. (Tires)	Confectioners	17	Furniture	8	Meat Markets	26	Restaurants	16
Agcys.	Delicatessen	3	Furriers	3	Men's Furnishings	11	Shoe Dealers	14
Auto. (Parts)	Dressmakers	39	Garages	7	Merchant Tailors	5	Sporting Goods	3
Agcys.	Druggists	10	Grocers	80	Millinery	7	Stationers	3

**Trading Area**

Northern boundaries Rockyhill, west pierces Meriden territory a few miles; sharing business of Berlin, Smiths, Middlefield and Durham with Meriden. South Connecticut River Valley towns, East Millington, Westchester, Colchester, Hebron, Turnerville and other towns.

Newspapers—Middletown Press (P. M. Daily)

**Miscellaneous**

Wesleyan Argus Wesleyan Literary Monthly

**Population**

1910 Census	43,916
Chamber of Commerce Estimate, City	60,000
Chamber of Commerce Estimate, City and Suburban	68,000
Native Whites	39%
Foreign Born	60%
Negroes	1%
Students	500
Banks	6
Schools	17
Theatres	4
Churches	23

**Classed As**

Industrial	English Reading	70%
	Industrial Workers	40%
	Home Owners	6,821
	Summer Residents	None
	Resources	\$27,495,824
	Pupils	9,687
	Seats	48,000

**EDITOR & PUBLISHER**  
SPACE BUYERS CHART

**New Britain, Conn.**

**Location**

Waterbury division, N. Y., N. H. & H. R. R.; connection at Berlin with main line.

**Principal Industries**

Hardware, cloth registering machines, underwear, machine tools, portables, shades, electric line hardware, bricks, ball bearings, cutlery, machine castings, builders' hardware, skirts, silk wastes, saddlery hardware, chucks, paper goods, metal lockers, jewelry, cold rolled steel, spring beds, rules.

**Special Information**

Average yearly total of business \$55,000,000.

**Suburban and Farm Residents**

Berlin..3,728, Southington..6,516, Bristol..20,000. Rich farming territory.

**Wholesale Houses**

Beef and Provisions	4
Butter, Eggs and Cheese	2
Cigars and Tobacco	1
Fruits	1
Grocers	5

**Retail Section**

Main shopping section mile on Main, West Main and East Main sts. Polish neighborhood section.

**Residential Features**

No slum or tenement sections. Houses one and two family.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	Bakers	14	Dry Goods	29	Hardware	6	Opticians	4
Agcys.	Cigar Stores	20	Department Stores	1	Hats and Caps	8	Photographers	10
Auto. (Truck)	Cloaks and Suits	8	Electrical Supplies	3	Jewelers	15	Pianos	7
Agcys.	Clothers	21	Florists	9	Ladies' Tailors	11	Plumbers	23
Auto. (Tires)	Confectioners	60	Furniture	19	Meat Markets	82	Restaurants	25
Agcys.	Delicatessen	7	Furriers	1	Men's Furnishings	17	Shoe Dealers	28
Auto. (Parts)	Dress Makers	52	Garages	8	Merchant Tailors	15	Sporting Goods	5
Agcys.	Druggists	20	Grocers	220	Milliners	8	Stationers	9

**Trading Area**

Well marked trading area south to Berlin, southwest to Plantsville, west to Bristol (sharing part of this territory's business with Waterbury) and north to Clayton.

**Newspapers**

New Britain Herald (Evening)  
New Britain Record (Evening)

**Miscellaneous**

Swedish Weekly  
Polish Weekly

**Population**

1910 Census	15,152
Present Estimate	17,581
Native White	49%
Foreign Born	50%
Negroes	1%
Students	None
Banks	2
Schools	6
Theatres	2
Churches	16

**Classed As**

Industrial	English Reading	80%
	Industrial Workers	40%
	Home Owners	1,800
	Summer Residents	Few
	Resources	\$6,873,947
	Pupils	1,500
	Seats	1,200

**EDITOR & PUBLISHER**  
SPACE BUYERS CHART

**Ansonia, Conn.**

**Location**

Naugatuck division, N. Y., N. H. & H. R. R., Waterbury-New Haven branch Connecticut Co. trolley.

**Principal Industries**

Brass and copper, webbing, metal novelties and machinery.

**Special Information**

Mechanics well paid, business has steady growth.

**Suburban and Farm Residents**

Derby..10,079, Shelton..8,573, and Seymour..6,391.

**Wholesale Houses**

Beef	1
Fruit	1

**Retail Section**

1/3 of a mile on Main St.

**Residential Features**

One and two family houses.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	Bakers	8	Dry Goods	19	Hardware	4	Opticians	2
Agcys.	Cigar Stores	7	Department Stores	—	Hats and Caps	4	Photographers	4
Auto. (Truck)	Cloaks and Suits	4	Electrical	2	Jewelry	3	Pianos	1
Agcys.	Clothers	4	Florists	3	Ladies' Tailors	—	Plumbers	6
Auto. (Tires)	Confectioners	27	Furniture	10	Meat Markets	35	Restaurants	13
Agcys.	Delicatessen	—	Furriers	—	Men's Furnishings	5	Shoe Dealers	11
Auto. (Parts)	Dress Makers	22	Garages	3	Merchant Tailors	3	Sporting Goods	1
Agcys.	Druggists	7	Grocers	89	Millinery	7	Stationers	—

**Trading Area**

Confined almost exclusively to the towns of Ansonia, Derby, Shelton and Seymour.

**Newspaper**

Ansonia Sentinel (Evening)

**Population**

1910 Census	23,502
Chamber of Commerce Estimate, City	25,000
Chamber of Commerce Estimate, City and Suburban	35,000
Native Whites	79%
Foreign Born	20%
Negroes	less than 1%
Students	None
Banks	4
Schools	18
Theatres	2
Churches	17

**Classed As**

Industrial	English Reading	90%
	Industrial Workers	40%
	Home Owners	5,985
	Summer Residents	Few
	Resources	\$16,576,496
	Pupils	3,107
	Seats	1,950

**EDITOR & PUBLISHER**  
SPACE BUYERS CHART

**Danbury, Conn.**

**Location**

Danbury Branch and Central New England division of N. Y., N. H. & H. R. R., Danbury and Bethel St. R.R.

**Principal Industries**

Auto supplies, ball bearings, boxes, brass, carpet, rugs, cement blocks, flags, gear cutting, hat blocks, hats, hatter's fur, machine tools, silk ribbon, tents, underwear.

**Special Information**

Thirty-six hat factories. Daily output nearly 4,000. Wages more than \$160,000 per month.

**Suburban and Farm Residents**

Bethel..6,000, Brookfield..1,200, Redding..1,800, and Ridgefield..3,500. Other smaller towns and villages.

**Wholesale Houses**

Grocers	1
Fruit and Produce	5
Confectionery	2
Supply Danbury area.	

**Retail Section**

1 1/2 miles on Main, White and Elm streets.

**Residential Features**

Large proportion of inhabitants own homes. No slum or tenement district.

**Retail Outlets for Nationally Advertised Goods**

Auto. (Passenger)	Bakers	8	Dry Goods	13	Hardware	6	Opticians	6
Agcys.	Cigar Stores	11	Department Stores	0	Hats and Caps	6	Photographers	2
Auto. (Truck)	Cloaks and Suits	11	Electrical	7	Jewelry	11	Pianos	3
Agcys.	Clothers	11	Florists	6	Ladies' Tailors	6	Plumbers	14
Auto. (Parts)	Confectioners	32	Furniture	10	Meat Markets	31	Restaurants	20
Agcys.	Delicatessen	2	Furriers	3	Men's Furnishings	9	Shoe Stores	9
Auto. (Tires)	Dress Makers	44	Garages	4	Merchant Tailors	5	Sporting Goods	4
Agcys.	Druggists	10	Grocers	93	Milliners	10	Stationers	2

**Trading Area**

On west extends beyond state line, south to Branchville. To the east and north the boundary lines extend beyond New Milford and as far as New Preston.

West boundaries extend to Bulls Bridge, Pawling and thence south to Golden Bridge.

**Newspapers**

Danbury News (Daily P. M.)





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



# Willimantic, Conn.

"The Thread City"

Population	City
1910 Census ..... 11,230	<b>Classed</b>
Chamber of Commerce Estimate, City ..... 14,000	<b>as</b>
Chamber of Commerce Estimate, City and Suburban ..... 25,000	Industrial

Native Whites ..... 74%	English Reading ..... 85%
Foreign Born ..... 25%	Industrial Workers ..... 35%
Negroes ..... 1%	Home Owners ..... 1,600
Students ..... 150	Summer Residents ..... Few

Banks	
Savings ..... 1	Resources ..... \$960,461
Trust Co. .... 1	Resources ..... 1,900,000
National ..... 1	Resources ..... 1,500,000

Schools	
Public grade ..... 6	No. of Pupils ..... 1,311
High ..... 1	No. of Pupils ..... 425
State Normal Training 1	No. of Pupils ..... 90

Two Catholic schools and a few miles north of the city, at the village of Storrs, is situated the Connecticut Agricultural College.

Theatres	Churches
3 theatres with total seating capacity 2,400.	Baptist..1, Congregational ..2, Episcopal..2, Methodist..1, Roman Catholic..3, and five other churches.

**Location**  
Main line of N. Y., N. H. & H. R. R. between Poughkeepsie and Boston, "The Air Line" division of same road and Grand Trunk (Central Vermont) line from Brattleboro to tide water at New London. Trolley connections with Norwich and thence to Worcester, Mass., Westerly, R. I., and New London, Conn. Also to Coventry and points west.

**Principal Industries**  
Thread, prints and twills, weavings in lenos and lappets, cotton-yarn, cotton thread, sheetings and cotton cloth, silk thread, silk dress goods, hraid and fish lines, dress-finishing goods and silk ribbons, silk machinery, velvet, wire novelties, plumbers' tools, paper bags, small tools.

**Special Information**  
More than 5,000 industrial workers. Well paid, and many own attractive homes.  
Total yearly business of factories more than \$10,000,000.  
The location of the city makes it an ideal manufacturing center and rapid growth is assured.  
The solid character of Willimantic business houses may be confirmed by reference to the records of commercial agencies, which show that business failures are remarkably rare in this city.

**Suburban and Farm Residents**  
Within ten mile radius... Chaplin...600, Hampton...800, Scotland...600, Franklin...700, Lebanon...1,700, Columbia...800, Hebron...1,000, Mansfield...2,000, Coventry...2,000 and several large produce and dairy farms. The stock of the produce farms is consumed almost entirely by the markets of Willimantic but the products of the dairy farms are shipped as far distant as Boston and Providence.

Wholesalers	Retail Section
Grocers ..... 2	There is one busy shopping center located on Main, Union, Church and North streets. There are no neighborhood trading centers.
Provisions ..... 1	
Fruits ..... 1	
Confectioners ..... 1	

These houses not only supply the immediate Willimantic territory, but they maintain deliveries to towns as far north as Putnam and west to Manchester.

National advertisers are guaranteed the distribution facilities their products demand.

Retail Outlets for Nationally Advertised Products			
Auto. (Passenger)..... 11	Deli-catessen ..... 0	Garages ..... 2	Milliners ..... 13
Auto. (Truck)..... 9	Dressmakers ..... 20	Grocers ..... 55	Opticians ..... 4
Auto. (Tires)..... 14	Druggists ..... 8	Hardware ..... 3	Photographers ..... 3
Auto. (Parts)..... 6	Dry Goods ..... 8	Hats and Caps..... 4	Pianos ..... 1
Bakers ..... 7	Department Stores... 1	Jewelers ..... 3	Plumbers ..... 7
Cigar Stores..... 9	Electrical ..... 4	Ladies' Tailors ..... 3	Restaurants ..... 12
Cloaks and Suits... 6	Florists ..... 2	Meat Markets ..... 15	Shoe Dealers..... 8
Clothiers ..... 9	Furniture ..... 5	Men's Furnishings... 8	Sporting Goods... 2
Confectioners ..... 23	Furriers ..... 1	Merchant Tailors... 2	Stationers ..... 5

**Trading Area**  
Willimantic has wide trading area due to good roads and several trolley and steam lines entering city.  
Part of its eastern trading area is shared with Norwich but boundaries of Willimantic territory extend fully as far as Central Village.  
To the north Eastford and Willington mark boundaries and on west territory extends just beyond Coventry.  
On southwest and south Willimantic trading zone shares its business with Norwich and Middletown, hut an important amount of out-of-town trade is attracted to "The Thread City."

NOTE: Sources from which figures and facts were secured—Mayor Charles A. Gates, bank statements, Newspapers { Daily Chronicle (Evening) Weekly Chronicle tax collector, and others.

# The Willimantic Daily Chronicle

The only Daily Newspaper published in Windham County

Willimantic Daily Chronicle offers a field to the that is unsurpassed by any publication number of people it serves is taken into ion.

above it is the only daily publication in the which it is located and it is issued in Willi- thriving industrial city of about 13,000

is surrounded by manufacturing villages from 1,000 to 2,500 inhabitants, and is er of a rich agricultural region. The ily Chronicle for many years has been

the only home paper and its territory cannot be successfully invaded by any other publication.

Owing to the position it holds in the lives and homes of its subscribers its value as an advertising medium cannot be successfully challenged.

The manufactories of the city and surrounding towns are diversified, the employes prosperous, in short it is a busy section of a busy state. Those who use The Willimantic Daily Chronicle for advertising purposes may rest assured they are not duplicating expenditures in a given territory.

The Willimantic Daily Chronicle is the only logical publication for the advertiser contemplating doing business in the section it supplies.

THE CHRONICLE PRINTING COMPANY

Willimantic, Conn.

## NEW ENGLAND NEWSPAPERS

WITH CO-OPERATIVE SPIRIT

MASSACHUSETTS—Population, 2,605,522

		2,500 lines	10,000 lines
Boston Advertiser and American .....	(S) 365,660	.35	.35
Boston American .....	(E) 301,270	.40	.40
Boston Globe .....	(ME) 293,781	.30	.30
Boston Globe .....	(S) 329,781	.35	.35
Boston Post .....	(M) 459,603	.45	.45
Boston Post .....	(S) 367,074	.35	.35
Boston Record .....	(E) 50,650	.15	.15
Boston Transcript .....	(E) 29,820	.20	.20
Fall River Herald .....	(E) 9,419	.025	.025
Fitchburg Daily News .....	(E) 5,605	.025	.025
Fitchburg Sentinel .....	(E) 6,912	.025	.01785
*Haverhill Gazette .....	(E) 13,819	.035	.025
Lynn Item .....	(E) 15,121	.05	.0333
Lynn Telegram- News .....	(E&S) 15,000	.04	.04
Lowell Courier- Citizen .....	(ME) 16,780	.035	.035
New Bedford Standard- Mercury .....	(ME) 26,674	.05	.05
Salem News .....	(E) 18,355	.055	.04

MAINE—Population, 762,787.

Portland Express .....	(E) 25,263	.06	.045
Portland Telegram .....	(S) 21,846	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times .....	(E) 23,752	.06	.04
Providence Bulletin .....	(E) 55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
Providence Tribune .....	(E) 28,156	.07	.07
Westerly Sun .....	(E) 4,223	.02	.015
Woonsocket Call- Reporter .....	(E) 11,888	.04	.03

VERMONT—Population, 361,205

Barre Times .....	(E) 6,765	.0214	.0143
Burlington Daily News .....	(E) 8,200	.02	.02
Burlington Free Press .....	(M) 10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post-Standard- Telegram .....	(M&E) 45,463	.095	.09
Bridgeport Post .....	(S) 13,205	.045	.04
Hartford Courant .....	(MS) 24,745	.06	.05
Hartford Times .....	(E) 36,055	.07	.07
New Haven Journal- Courier .....	(M) 15,101‡	.04	.035*
New Haven Register .....	(E) 26,959	.065	.055
New London Day .....	(E) 11,636	.03	.025
New London Telegraph .....	(M) 4,830	.0128	.0128
Waterbury Republican .....	(MS) 10,762	.035*	.025

\*Rate on 3,500 lines.

Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

Two Hundred and Seventy  
of the Six Hundred and  
forty-one Manufacturing  
towns of New England  
make textiles,—woolens,  
cottons or both.

To One Hundred and seventy-  
eight of them, it is the chief industry.  
They have other business, of course,  
but the people engaged in textile  
making are the chief PURCHASING  
power and TRADE exists for THEM.  
Every New England State has some of  
these textile towns:

Connecticut - - - -	45
Maine - - - -	34
Massachusetts - - - -	91
New Hampshire - - - -	47
Rhode Island - - - -	30
Vermont - - - -	23

Every town of this sort is a good market  
for good goods; BIG consumers in the  
aggregate, with a fair average  
opulence.

And alive national business makes  
most of it!

## NEW ENGLAND GOOD WILL

—the opinion and purchasing power  
of workers in these Textile Towns—

## SECURED BY THESE NEWSPAPERS



After an involuntary suspension of six days, when all the Tacoma Union printers struck, following the refusal of the publishers to pay a wage scale of \$9.25 and \$10.00 for a six and a half hour day

## The Tacoma Ledger and The Tacoma News Tribune

resumed publication Friday, September 12th.

Employees of the mechanical department came back to work on the old scale and under the old working conditions.

Existing contracts with the Typographical, Stereotyping, Pressmen and Mailer's Unions have been extended in all their own terms, and a new clause inserted, by which a method is provided for arbitrating any new grievances which may arise.

Arbitration has always been refused the publishers by the local Unions heretofore. Tacoma was already paying the highest scale in the United States; \$7.00 and \$7.50 for seven hours day and night scale respectively. The demands made by the Unions were beyond reason and confiscatory in their nature.

The Ledger and the News Tribune regret having inconvenienced their readers and advertisers but feel that the sacrifices made in suspending publication for this period of time were justified by the issues at stake, results achieved and the overwhelming victory won when the printers came back to work at the publisher's terms.

## The Tacoma Ledger and The News Tribune

Frank S. Baker, President and Publisher  
Charles B. Welch, Editor and General Manager

## Gloom Cast Over Cleveland by "Ben" Allen's Death

Men Who Knew and Worked With Him  
Tell of His Big Heartedness  
and Ability

CLEVELAND, O., Sept. 17.—The death of "Big Ben" Allen, Washington chief of the Plain Dealer bureau, in an auto accident on the Pacific Coast, September 15, while he was a member of President Wilson's party, has cast a gloom over the home office. Mr. Allen "grew up" as a reporter in the office and was sent down to Columbus several years ago to look after the Columbus news bureau of his paper. He filled the job so well he was promoted to the Washington bureau and became its head.

His work was always of the best. His acquaintanceship was national among the political leaders of Washington. Big, good-natured, always a great reader of current events, Mr. Allen was liked by all who knew him.

Old employes of the Plain Dealer recall that when "Ben" was a "mere reporter" he always managed to get "somewhere" and read the Plain Dealer thoroughly before he reported for duty to the city editor, thus familiarizing himself with the paper's daily contents. This practice made him a "live man" for any assignment.

"Ben was sure some glutton for reading the daily papers and devouring their news contents," remarked Charley Henderson, for many years city editor of the Plain Dealer, but now engaged in the publicity business. "Ben's work promoted him all the way up to the Washington bureau."

Many expressions of regret were heard about the Plain Dealer office when the news of Mr. Allen's death was flashed over the wire.

He "knew Ohio and its political lights like a book," and his place will be hard to fill in Washington. He was married and had one child, who lives in Washington. Mr. Allen had been a Plain Dealer employe about 15 years.

### DEATH OF BEN ALLEN SHOCKS MANY

(Continued from page 11.)

friend and exponent of public thought, whose life will always stand out as an example to his profession. Ben Allen may be dead, but he lives in the hearts of his friends."

#### Men Knew Him to Love Him

Marlen Pew, editor and manager of the International News Service, said: "Ben Allen loved the truth.

"He put his great strength into a sincere and effective effort to give accurate information to the public. Shady, loose, or politically and economically interested newspaper reporting was to him monstrously wrong and shameful. He was a reporter who walked with his head up and looking forward. Men knew him to love him.

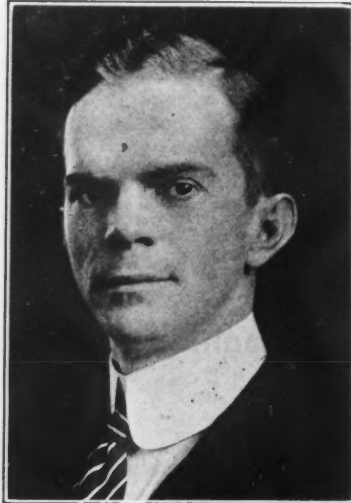
"For years I had admired him as a man, and during the war, at Washington, where I was much in his company, I came to recognize in him one of the best types of the newspaper craft. His untimely leave-taking has immeasurably saddened his host of friends of the press and of public life."

#### Narrow Escape for Others

Mr. Small was cut slightly and bruised badly, but wired the Public Ledger that he was continuing with the President's party and would resume writing within a few days. Mr. Reynolds suffered a broken shoulder.

Both Mr. Small and Mr. Reynolds are prominent in Washington newspaper and official circles, the former being one of the most prominent in the country, due to his long connection with the Associated Press. His description on the departure of the United States fleet on the famous trip around the world having been such a fine bit of descriptive writing that it was signed by the New York office.

Mr. Small was with the British armies in France for two years, covering all of



(Copyright, Harris & Ewing.)

STANLEY M. REYNOLDS.

the major operations, and was with Pershing from the time of the general's arrival in France until Small returned to the United States in January, 1918, to become acting news manager of the A. P. He became Washington correspondent of the Public Ledger in March, 1918.

Mr. Reynolds has been engaged in Baltimore and Washington newspaper work for many years. He joined the Washington forces of the Sun at the opening of the present Congress, leaving the New York Tribune Bureau. During the war he was for a time manager of the I. N. S. Bureau, a position he left to join the forces of the Committee on Public Information. He handled all of the publicity for the second draft registration and later was with Bernard Baruch at the War Industries Board.

#### O'Connor Killed in Storm

CORPUS CHRISTI, Tex., Sept. 17.—F. W. O'Connor, so far as known, was the only newspaper man killed in the tropical hurricane which swept this section early Sunday morning, claiming hundreds of victims and causing property damage of millions of dollars. O'Connor's body was found among those brought to the morgue yesterday.

#### "Bulldog" for Hartford Post

HARTFORD, Conn., Sept. 17.—The Post has inaugurated a "bulldog" edition which appears on the street at noon. The paper contains largely early telegraph news and skeleton city stories. The Post is using both the United Press and the International News Service for telegraph news.

#### "SS Editor" Makes Trial Trip

SEATTLE, Wash., Sept. 16.—Seattle newspapermen were guests of the United States Shipping Board and the Skinner & Eddy Shipbuilding Corporation in the trial trip of the "S. S. Editor," launched recently while the National Editorial Association was convened here.



## Have You Tried Telephone Directory Advertising?

Merchants use it to build sales.

Business men, in general, use it  
to build good-will.

Publishers use it to build circula-  
tion.

You can use it to good advantage  
if you have a message for the big  
buyers of the Big City.

The NEXT ISSUE

### NEW YORK CITY TELEPHONE DIRECTORY

Goes to Press

Thursday, October 2, 1919

Advertising Forms Close Thursday, Sept. 25, 1919

Ask for particulars to-day—it's not a day too soon.



NEW YORK TELEPHONE COMPANY

Manager—Directory Advertising

15 Dey Street, New York City

Telephone Cortlandt 12000



**THE COX MULTI-MAILER COMPANY**

mailed a circular on June 2nd advising of its petition in voluntary bankruptcy. We take pleasure in announcing the purchase by us of all the physical assets, patents, good will, accounts receivable and unfilled sales contracts of that company.

It may be a matter of interest to you as it is a matter of gratification to us that every creditor of that company (except eight note-holders, all of whom were at some time directors of the company) has been paid in full for his claim. Also that every stockholder of that company has been invited to come into this company on exactly the same basis as every other stockholder and that no profits nor commissions have been made by anyone out of the sale of the new stock.

A pleasing number of the old stockholders have taken their full quotas or more in the new undertaking, among whom are Mr. Victor F. Lawson and Mr. Delavan Smith. The management of the old company comes over bodily to manage the new company.

With business in 1918 over four times what it was in 1917 and promising (in spite of a removal, a strike and this reorganization) nearly twice as much in 1919 as in 1918, with double the old space and machinery equipment, with largely increased working capital and with no debts beyond current accounts, the courage and optimism which have carried this enterprise forward are now greatly strengthened.

We deeply appreciate the consideration and courtesy both of customers and suppliers during this period of change and count it as proof of continued cooperation.

Yours cordially,



**Company**  
MANUFACTURING  
**THE MULTI-MAILER SYSTEM**

817-825 W. Washington Boul.  
Chicago, Ill.  
September 20, 1919.

## TIPS FOR AD MANAGERS

ATLAS AGENCY, 450 Fourth avenue, New York, has started to handle a national advertising campaign for the Biddle Motor Car Company, Philadelphia.

GEORGE BATTEN COMPANY, McCormick Building, Chicago, has just obtained account of the Samson Tractor Company, Janesville, Wis.

CAMPBELL-EWALD AGENCY, Marquette Building, Detroit, Mich. National campaigns in large space are now being prepared for the American Hammered Piston Ring Company, Baltimore (a new account), and the Federal Adding Machine Company, New York.

VANDERHOOF & Co., 140 South Dearborn street, Chicago, has obtained accounts of Walton School of Commerce, Chicago, advertising correspondence courses in law and accountancy; Commonwealth Tractor Company and Atkinson, Mentzer & Co., also of Chicago.

GREEN-LUCAS COMPANY, Hanover and Fayette streets, Baltimore. Planning a national campaign for the Citizens' National Bank, Baltimore, and has been appointed to handle the mail order accounts of the Macnair Chicken Powder Company and the Baltimore Mail Order Company, both of Baltimore.

WOOD, PUTNAM & WOOD, 111 Devonshire street, Boston. Will hereafter place advertising of the J. A. Bokel Company, maker of "Cherry Pepsin" and "Cherry Pepsin Tonic" (a new account) through its Baltimore office.

CITY OF LAKELAND, FLA. The city commissioners have decided to raise \$5,000 to advertise Lakeland to tourists of the North and West.

BEERS ADVERTISING AGENCY, Flatiron Building, New York. Sending out new business for the "C. S. R. Corporation," dog supply specialist, New York, to leading Cuban society papers; campaign to run for 13 weeks.

## BANNED "COMPLIMENTARY" ADS

## Rochester Business Houses Profit by Horse Show's New Policy

ROCHESTER, N. Y., Sept. 16. — That business houses here should not be held up this year for "complimentary" advertising for the horse show program was the decision of the executive committee, which extended the rule to include all publications issued by the exposition.

"This decision in regard to the exclusion of advertising," said Secretary Edgar F. Edwards, "meant a loss of revenue to the association, but the officials believed that the exposition would gain in goodwill. It had never been intended that there should be advertising in the catalogue other than by those who might profit by it, but each year there has been an increasing number who took advertising space just to show their goodwill and their desire to contribute something to the support of the exposition."

## Ad Man Stays in Army

DETROIT, Mich., Sept. 16.—A. H. Harrison, formerly in the advertising business in Detroit, who served as a captain overseas in the war and was twice decorated for valor and who, incidentally, came into an inheritance recently of \$94,000, has elected to remain in the service. He is in charge of recruiting for the San Francisco army district, and is publishing a magazine, "The U. S. Army Recruiter," which has the endorsement of the War Department.

## Busy Days for Louisville Advertising Men

## Members of Kentucky Club Preparing for Auspicious Part in New Orleans Program

LOUISVILLE, Ky., Sept. 17.—These are busy days for Bert N. Garstin, president of the Advertising Club of Louisville, who is putting in a lot of time getting up a booster delegation of Louisville advertising and business men, which he proposes to take to New Orleans next week when the Associated Advertising Clubs of the World meet.

Literature being sent out by the Associated Clubs headquarters is being distributed here in quantities and the merchants, Mr. Garstin says, are favorably impressed with the argument that judicious advertising should always be backed up by store service.

The how and why of this service will delight the eyes of both retailers and manufacturers, Mr. Garstin said, in exhibits to be found at the world's greatest advertising show.

Harry W. Riehl, manager of the Better Business Bureau, is also boosting for a big Louisville delegation and nobody will be surprised if a special train pulls out of Louisville for the Crescent City some time Saturday night.

## URGES DRUGGISTS TO ADVERTISE

## Robert P. Fischelis Delivers Address on Subject at Annual Convention

Advertising by drug stores was urged by Robert P. Fischelis in an address at the recent annual convention of the American Pharmaceutical Association in New York. He said:

"Advertising is so tremendously cumulative in its effect that it should not be regarded as an expense. You want to educate your patrons and get them to think in terms of your store. Make them understand that they can do as well in your store as they can downtown or uptown."

The Elwell Advertising Agency of Great Falls, Mont., has moved into larger quarters in the Dunn Block there. Ben R. Smith, a well-known Western advertising man, has been added to the copy staff.

## Schweizer Starts Own Agency

TRENTON, N. J., Sept. 15.—William H. Schweizer, who for the past year has been connected with the advertising department of the Times-Advertiser, has opened an advertising agency at 38 West State street. Before joining the Times-Advertiser staff, Mr. Schweizer was merchandise manager for the Gilchrist Company of Boston and was with L. P. Hollander & Co., also of Boston, as sales manager and foreign buyer. He has plans under way to complete an organization that will handle national as well as local accounts.

## Texas Ad Men Form Club

CORSICANA, Tex., Sept. 16.—An advertising club, associated with the Chamber of Commerce, has been organized here with Lloyd Kerr, chairman; W. N. Johnson, vice-chairman, and David Daniels, secretary-treasurer. It will affiliate with both the Texas and International A. A. C.'s.

## Boardman Comes to New York

W. J. Boardman, vice-president and Boston manager of the George Batten Company, has transferred his office to the New York headquarters and is succeeded in Boston by Nat W. Emerson. Howard D. Taylor goes to Chicago.



Owned and Occupied by The Daily Argus

The only A.B.C. newspaper in Westchester County, N. Y. is

# The Daily Argus

## MOUNT VERNON

**Facts of Vital Importance** Westchester County Is the fourth richest county in the State of New York. Westchester County has a Population of Over 400,000 People

Of the 34 newspapers in this county, the Argus leads all, and invites the attention and confidence of the advertiser, with its position as the only paper in this great section submitting its circulation to A. B. C. audit.

Experience has already convinced many advertisers that *the only way* to reach Mount Vernon people is through The Daily Argus.

Established 1892

STILES &amp; MERRIAM, PROPS.

Foreign Representative: Geo. B. David & Co.,  
171 Madison Ave., New York



# KARL VON WIEGAND

LEADING AMERICAN CORRESPONDENT  
IN GERMANY

Now writing of the vital happenings in the new German Republic with the impartiality and graphic power that distinguished his work during the war.

His brilliant letters will be available for American newspapers through Universal Service

## THE GREATEST AND BEST NEWS FEATURES

All Universal Service stories are headlines. Von Wiegand scored the biggest news beats of the war as correspondent of The New York World and The Sun.

He is but one of a remarkable body of feature writers for

## UNIVERSAL SERVICE

WORLD BUILDING, NEW YORK

M. KOENIGSBERG, General Manager

GEO. T. HARGREAVES, Editor and Manager

## SWEDEN HAS A REAL FLYING REPORTER

Oscar Soderlund Has Been on the Job Since War Opened—Has Covered All Fronts—First Man to Write Story in Airplane

"THE flying correspondent of Sweden" is the popular title Oscar Soderlund of Stockholm's Tidningen, Stockholm, is getting throughout Europe. Soderlund is a newspaperman with all the "pep" that marks an American news-gatherer, and he has lately been getting all sorts of headlines on the other side over his aerial exploits.



OSCAR SODERLUND

Soderlund is said to have been the first man in the world to write a story in an airplane. This happened on November 12, 1918, on a flight from Venice to Piave and back, when he was the guest of the Italian Government.

### First Air Written Story

This story was published in "Vecko-Journalen," Stockholm, a few weeks later.

When Soderlund left Stockholm for a visit to the battle fronts on the invitation of the British, French, and Italian press bureaus, he carried his trusty typewriter with him, and took it in the Italian airplane with him.

Soderlund heralded his return to his own haunts by being the first one to fly from Stockholm to Copenhagen after the war. He used his own hydroplane for this purpose.

This Swedish writer has a great sense of humor and his friends among the American journalists in Europe regard him as a real exception to the usual type of foreign scribe.

### Reported "C. P. I." in Sweden

He writes English picturesquely. In a letter to E. H. Palmer, who was the representative of the Committee on Public Information in Sweden during the war, Soderlund wrote recently:

"I have not exactly been aeroplaning all over Europe, but I have indeed knocked about a little, sometimes to Copenhagen and a month ago over to London, where I led the Swedish athletic team to great successes at the English championships. Eight boys scored four firsts and four seconds—that's fine! Our Crown Prince was over there, and was very delighted, and had me to luncheon to express his gratitude for the excellent manner in which we represented our country, so now I am living in great anxiety that he will bestow upon mine unworthy person some kind of masquerade button which won't do to come over to the States with.

### An Authority on Sports

"The American football team is over here, but honestly speaking, I do not think very much of them. They are better football players than the last bunch, but in every other respect they are not the same good old guys, but a rather dull lot. When they have finished their kicking, they stand very little punch (the Swedish national drink), and I am sorry to say, they do not go out evenings and kick policemen or make any other fun worth mentioning. And they cannot sing, which is the worst of all. Williams (of the American Lega-

tion) is a grand opera tenor compared with them, although I don't think more of his voice than of Hopper's (American Consul) when he bellows for a taxi."

During the war Soderlund was one of the most active pro-Entente newspapermen.

He is considered an authority on sporting subjects and writes articles for various English athletic journals.

## Finds Europe's Publicists Have Nothing on U. S.

C. N. Mullican Brings Some Ideas Back from France to Use in Advertising Agency Field

LOUISVILLE, Ky., Sept. 17.—C. N. Mullican, formerly sales and advertising manager for the Kentucky Wagon Manufacturing Company, has just returned from France after several months in the service. Mr. Mullican will return to the advertising field in Louisville, but this time with the Stark-Lowman Advertising Agency, which has offices in the Crutcher & Starks Building.

While serving with the A. E. F. Mr. Mullican said he had found opportunity to study European advertising methods and while here and there he gleaned an idea he does not think, on the whole, that Europe's publicists have anything on the American brand. Yankee "pep," force and brilliancy are all lacking in the overseas methods, he asserts.

"But America," he added, "is not yet fully cognizant of the vast agency for accomplishment that lies in advertising that has been carefully planned. Big things lie ahead both for government and business if the right kind of publicity is used to turn the trick."

### CITY EDITOR WAS "GAME"

Henry Wrote Own Story of Air Sensations from Personal Experience

COUNCIL BLUFFS, Ia., Sept. 10.—In order that the readers of his paper "might know how it feels for a ground lubber to tumble around in the air several thousand feet above the city," John M. Henry, city editor of the Nonpareil, allowed himself to be strapped into the airplane of A. J. Nielsen, local "daredevil" aviator and looped the loop, tail spun, nose spun and flew upside down with the bird man.

The stunt was pulled off on a day when the city was filled with persons for a merchants' celebration, and the antics were performed several thousand feet above the center of town. The flight was made Saturday afternoon, and the Sunday Nonpareil carried big features written by Henry on his sensations.

### Sim's Duty Enlarged

DETROIT, Sept. 10.—The board of directors of the Timken-Detroit Axle Company have accepted the resignation of Frederick C. Gilbert, vice-president and director, and appointed P. W. Hood, assistant secretary, to be sales manager. He will be assisted by Frank Sim, who will also remain advertising manager. C. G. Rowlette, assistant treasurer, has been elected treasurer to succeed C. W. Dickerson, who will continue as secretary and credit manager.

### Remodeling in Houston

HOUSTON, Tex., Sept. 17.—The Houston Post is remodeling its editorial rooms and when completed they will be up to date in every feature. An art and engraving room is being built in addition to the other new improvements.

# The Wisconsin Instrument

The "Wisconsin Instrument," so-called, is truly and surely anti-submarine. It has no bearing on the advertising situation except to furnish a further vista of the broadening horizon of Wisconsin's specialized industrial efforts, where skill is remunerated.

The instrument was completed and tried out in Lake Mendota in the summer of 1918, in time to get in some work against the lurking under-sea fleet of the late German Empire, which has become a matter of history.

And now to the point. By advertising in these papers, you will reach the Brain and the Brawn of Wisconsin, — good trade; none better!

## Papers

	Circulation	Rate for 5,000 lines
†Appleton Daily Post (E).....	5,010	.0143
Beloit News (E).....	6,593	.025
Eau Claire Leader-Telegram (M&E&S)	9,042	.027
†Fond du Lac Commonwealth (E).....	6,017	.025
†Green Bay Press Gazette (E).....	11,011	.025
Kenosha News (E).....	5,221	.0129
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).....	*68,431	.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	.03
Sheboygan Press (E).....	6,693	.0214
Superior Telegram (E).....	15,152	.035
Wausau Record-Herald (E).....	5,353	.01785

Government Statements, April 1, 1919.  
\*Publisher's Statement, April 1, 1919.  
†A. B. C. Statement, April 1, 1919



# CARDINAL MERCIER

The Martyr of Belgium


In His Preface to the

## Greatest Human Document of the World War

Writes:

"Here are my war experiences in their most tense and vivid reality, all the issues I fought with the occupying power, their methods and mine clearly defined, undeniably fixed in black and white."

Form 1204

CLASS OF SERVICE	SYMBOL	<b>WESTERN UNION</b>	CLASS OF SERVICE	SYMBOL
Telegram			Telegram	
Day Letter	Blue		Day Letter	Blue
Night Message	Nite		Night Message	Nite
Night Letter	N L		Night Letter	N L
If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.		<b>TELEGRAM</b>	If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.	
		NEWCOMB CARLTON, PRESIDENT	GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT	

**RECEIVED AT**

**25. 45 collect**

**Baltimore Md 805pm Sept 15 1919**

**David Smiley,**

**Evening Public Ledger, Phila**

I have closed with Public Ledger Company for the entire publication rights in English speaking countries to my forthcoming book covering my experiences with the German authorities in Belgium and any other work announced as coming from me through any other source is unauthorized.

**Cardinal Mercier.**

**9.20 p.m.**

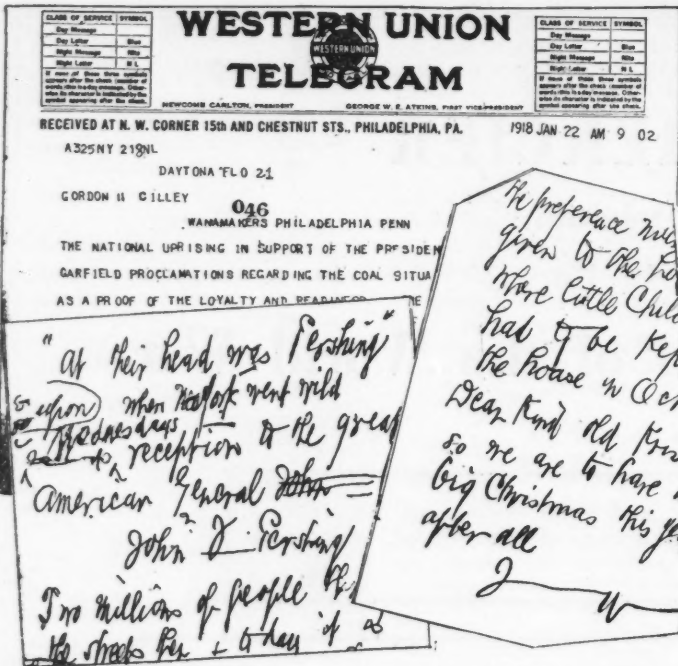
For Terms for Your City's Rights  
IN ADVANCE OF BOOK PUBLICATION

Write or Wire

### THE LEDGER SYNDICATE

INDEPENDENT SQUARE

PHILADELPHIA, PA.



NO matter where Mr. Wanamaker goes on a vacation, he is always in daily touch with his advertising department. Above is the reproduction of a telegram sent from Florida on January 22, the contents of which appeared over Mr. Wanamaker's signature in Philadelphia and New York newspaper advertisements the following day. At the left is one of those scraps of paper, with a thought jotted down by Mr. Wanamaker that became an advertisement the day after the Pershing and First Division parade in New York. To the right is his "J. W." and a thought of little children and Christmas, one of the things that keeps him young at 81.

**JOHN WANAMAKER, MASTER MERCHANT**

(Continued from Page 5.)

"One Price—Cash Payment—Cash Returned—Full Guarantee."

In the early nineties, John Wanamaker attracted the attention of the entire business world and the public in general as the result of a story carried by the Associated Press announcing that he had entered into a contract to use one page in the Philadelphia Record daily for one year at a cost of \$100,000. That was the first full-page contract that had ever been entered into with a daily newspaper, and the largest amount involved in an advertising contract up to that time.

**Now Largest Space Buyer**

Today the Wanamaker store, Philadelphia, is the largest retail user of advertising space in the world, and it uses newspaper space exclusively. Three to four full pages are used daily except Sunday in the newspapers of Philadelphia and three 1/2 pages are used weekly in twenty nearby towns. The Wanamaker stores never use Sunday newspapers.

The Wanamaker style of advertising is distinctive and has been widely copied, not only in this country, but in England, France and Germany. What is meant by Wanamaker style is well illustrated by a story told in connection with the early efforts of Gordon H. Cilley, advertising manager of the John Wanamaker store at Philadelphia.

A large purchase of rugs had been made at a price that warranted a special sale. Great plans were made for the rug sale, and Mr. Cilley gave his own attention to writing the advertisement announcing the event. Mr. Cilley put the best that was in him into the effort as it was really his first big sale after taking his new position. He put every bit of salesmanship and all his advertising and editorial knowledge into the work of making that advertisement. When he had finished he was proud of the results, and well he might have been,

for from every advertising angle it was a masterpiece.

When every correction had been made, as is the practice, Mr. Cilley took the advertisement into Mr. Wanamaker for his approval. The great merchant read it through. He praised it—he even did better than that, and in effect said that he did not see how any person could read that advertisement and resist going to Wanamaker's and buying one of those rugs—and then tore down the carefully built structure with seven words:

—"but it's too much like an advertisement."

Then Mr. Wanamaker, who writes rapidly but with great care, began to mark out the most telling selling sentences and rewrite new ones in their places. When he had finished he had before him the story of how and why Wanamaker's had purchased those rugs; why a sale was to be held, and why purchasers should be interested in that sale.

**"J. W.'s" Orders**

Mr. Cilley has been advertising manager of Wanamaker's for eleven years, now, but he confesses that that was the last time he attempted to write an advertisement. Since then he has been satisfied, he says, to write the daily news of the Wanamaker store for the public.

In keeping with this there is even now hanging above Mr. Cilley's desk a framed order signed by John Wanamaker, which reads:

"Your sole business as a writer of our advertising is to find out the truth regarding the merchandise and tell it in plain words, and as briefly as you can."

Being a leader in advertising as well as a leader among the merchants of the world the policy that governs John Wanamaker in placing advertising as well as his advertising style should be of interest to every merchant, big and small, throughout the world. Ten years ago the Wanamaker Philadelphia store began to gradually withdraw from all forms of media except newspapers.

This was decided upon after careful investigation of every form of advertising and results.

In explaining this, Mr. Cilley said: "We believe people have the right to have advertising where they want it. The people do not want advertising on billboards that obstruct their view, disfigure their community; they do not want it pushed in under their door or thrown on their stoop, to add to the dirt of the street that passes their homes.

"The newspaper is the property of the person who purchases it. The regular reader comes to look upon it as 'his paper.' He looks upon everything in it from a personal view point. He trusts it and believes in it or he would not be a regular reader. Therein he expects to find news, instruction, entertainment and advertisements. He accepts the advertisements as a part of 'his paper,' which increases his interest and trust.

**He Protects the Publisher**

"To force an advertisement is bad policy, hence we place our advertisements where people want them—in the newspapers."

In this connection it may be stated that Wanamaker's give no complimentary advertisements, no matter what cause they are solicited for. Mr. Cilley

even goes so far as to say such advertising is unfair to the newspapers, as the amount in the end comes from the merchant's advertising appropriation and would otherwise go to them.

Many persons wonder when a young man at 81 does his best work. Mr. Wanamaker's activities are many. He is in one way and another connected with probably sixty institutions, charitable, religious and financial—and for him to be connected means that he is into their affairs "over his head" all the time.

**Best at 5-6 A. M.**

When in Philadelphia Mr. Wanamaker is always at his office each day receiving the reports of his various managers and giving interviews to people whom he has requested to call upon him. As stated before a major part of his attention is given to the Wanamaker advertising. He works wherever he happens to be, and never loses an opportunity to add to the scraps of paper in his pockets that carry, generally, advertising thoughts.

But his friends and those who know him best agree that he does his best writing between 5 and 6 o'clock in the morning.

He is in the best of health and is always out of bed before the sun comes up. The first thing he does is to eat a big juicy apple.



John Wanamaker and General John J. Pershing, immediately after the planting of "Pershing's Tree" in Independence Square, Philadelphia, on September 12.

**PRESSMEN OPPOSE ZONE LAW**

**New York League Convention Considers Standardization of Wages**

UTICA, N. Y., Sept. 16.—Delegates representing 8,000 members of the League of Printing Pressmen and Assistants of New York State, in their semi-annual convention here Saturday, placed themselves on record as opposing the provisions of the postal zone law covering second class mail. A committee was appointed to arrange details of moves for joining with other organizations in obtaining the repeal of the law.

Forty-six delegates, many of them newspaper pressmen, were present from all parts of the state. Plans were made to divide the state into zones for the enforcement of a scheme of standardized wage scale. R. B. Nelson of Syracuse was elected president.

**TO INVESTIGATE ARREST**

**Gov. Olcott of Oregon Looking into Case of Kautzman**

SALEM, Ore., Sept. 17.—Governor Olcott, acting upon a request from the State Editorial Association, has instructed the assistant attorney general to make a complete investigation of the circumstances connected with the arrest and conviction of Ham Kautzman, editor of the Houlton Herald, for criminal libel. Kautzman is now serving a jail sentence.

The association believes that Kautzman committed the offence of which he was convicted, but intimates that he was the object of persecution by District Attorney Metzker of Columbia County. A committee of the Editorial Association cites a number of incidents to show that Metzker had dealt unfairly with the editor.



# T E N N E S S E E S

473,962 Square Miles—Twenty Million People

60.47% Native Born White      38.04% Negroes      1.49% Foreign Born

Less than one-eighth the area of the United States.

One-fifth the population of the United States.

Plenty of room to turn round in.

Plenty of people to get acquainted with.

Plenty of money, too.

The South, as visualized here, is a market worthy of the most intensive cultivation commercially.

28,516 Retail Grocers and Delicatessen stores.

5,655 Hardware Stores in this territory.

Rich in tradition, rich in natural resources, rich in industries, this section of the country is now developing faster, progressing more rapidly than any other part of our land.

Send your goods to these people. Co-operate with the southern merchants in presenting your claims through the columns of the local daily newspapers—identify yourself with their individuality and you will find yourself amply repaid.

These daily newspapers can and will carry your story to the right people.

## Southern Daily Newspapers with Cooperative Spirit

NORTH CAROLINA				GEORGIA			
	Net Paid	2,500	10,000		Net Paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines
Ashville Citizen (M)	11,420	.025	.025	Atlanta Georgian (E)	49,441	.08	.08
Ashville Citizen (S)	9,734	.025	.025	Atlanta Sunday American (S)	92,973	.12	.12
Ashville Times (E)	10,087	.025	.02	Augusta Chronicle (M)	12,248	.03	.03
Charlotte News (E&S)	11,508	.03	.025	Augusta Chronicle (S)	10,651	.035	.035
Charlotte Observer (M)	19,217	.055	.08	Augusta Herald (E)	17,413	.035	.035
Charlotte Observer (S)	19,217	.065	.04	Augusta Herald (S)	12,812	.035	.035
†Durham Sun (E)	5,000	.02	.02	Columbus Ledger (E&S)	7,362	.0275	.0275
Greensboro Daily News (M)	16,955	.045	.035	Macon Telegraph (M)	23,459	.04	.04
Greensboro Daily News (S)	22,468	.06	.04	Macon Telegraph (S)	19,321	.04	.04
Greensboro Record (E)	3,481	.045	.035	Savannah News (M&S)	20,120	.04	.03
Raleigh News and Observer (M)	21,209	.05	.04	Savannah Press (E)	18,360	.04	.04
Raleigh News and Observer (S)	21,209	.05	.04				
Wilmington Dispatch (E)	5,305	.02	.02				
Wilmington Dispatch (S)	5,305	.02	.02				
Winston-Salem Journal (M&S)	6,447	.025	.02				
Winston-Salem Sentinel (E)	7,600	.025	.02				
SOUTH CAROLINA				ALABAMA			
Anderson Mail (E)	4,693	.0178	.0178	Birmingham Age-Herald (M)	23,560	.07	.06
Charleston American (M)	7,393	.025	.025	Birmingham Age-Herald (S)	29,795	.08	.06
Charleston American (S)	10,451	.025	.025	Birmingham Ledger (E)	35,922	.07	.07
*Columbia Record (E)	13,709	.03	.08	*Birmingham News (E)	46,121	.08	.08
*Columbia Record (S)	11,789	.03	.03	*Birmingham News (S)	48,588	.10	.10
*Columbia State (M)	24,614	.05	.05	*Mobile News Item (E)	10,766	.03	.03
*Columbia State (S)	24,680	.05	.05	Mobile Register (M)	25,179	.05	.05
*Greenville News (M&S)	10,376	.035	.08	Mobile Register (S)	35,048	.06	.06
Greenwood Index Journal (E)	5,245	.02	.02	Montgomery Advertiser (M)	24,258	.05	.04
Spartanburg Jour. & Car. Spartan (E)	2,978			Montgomery Advertiser (S)	24,258	.06	.05
Spartanburg Herald (M)	4,388	.08	.08				
Spartanburg Herald (S)	5,473						
TENNESSEE				LOUISIANA			
*Chattanooga News (E)	17,262	.04	.04	New Orleans Times-Picayune (M)	78,417	.12	.12
*Chattanooga Times (M)	30,408	.06	.06	New Orleans Times-Picayune (S)	94,624	.15	.15
*Chattanooga Times (S)	26,868	.06	.06	New Orleans Daily States (E)	41,994	.10	.08
Knoxville Sentinel (E)	24,022	.05	.045	New Orleans Daily States (S)	37,673	.10	.08
*Knoxville Journal-Tribune (M)	24,838	.05	.045	*New Orleans Item (E)	75,905	.12	.12
*Knoxville Journal-Tribune (S)				*New Orleans Item (S)	87,588	.15	.15
Memphis Commercial Appeal (M)	82,275	.14	.12				
Memphis Commercial Appeal (S)	118,148	.17	.15				
Nashville Banner (E)	49,590	.07	.07				
Nashville Banner (S)							
Nashville Tennessean (M)	34,349						
Nashville Evening American (E)	15,196	.08	.08				
Sunday Tennessean & American (S)	34,051						
VIRGINIA				FLORIDA			
†Bristol Herald-Conrier (M&S)	11,094	.04	.04	Jacksonville Metropolis (E)	19,117	.045	.045
Danville Register and Bee (M&E)	10,669	.03	.03	Florida Times-Union, Jacksonville (M&S)	30,423	.06	.06
*Newport News Times-Herald (E)	13,057			Pensacola Journal (M)	5,610	.0172	.0172
*Newport News Daily Press (S&M)	9,463	.04	.04	Pensacola Journal (S)	6,387	.0172	.0172
Norfolk Ledger-Dispatch (E)	43,389	.07	.06	Pensacola News (E)	5,090	.02	.02
Rosnoke Times (M&S)	11,305						
Rosnoke World-News (E)	11,288	.06	.04				
				KENTUCKY			
				*Louisville Herald (M)	52,456	.08	.08
				*Louisville Herald (S)	48,797		
				Feduch News Democrat (M&S)	7,004	.0225	.018

Government Statements April 1st, 1919.

\*A. B. C. statement, April 1st, 1919.

†Publisher's statement, April 1st, 1919.

‡Includes Bristol, Tenn.

## AGENTS RECOGNIZED BY A. N. P. A.

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- Advertising Service Co., Ltd., Drummond Bldg., Montreal, Can.
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- Basham, Thomas E., Co. (Inc.), Inter-Southern Life Bldg., Louisville, Ky.
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- Benson, Campbell & Slaten, Corn Exchange Bank Bldg., Chicago, Ill.
- Berg Adv. Agency, Rowell Bldg., Fresno, Cal.
- Berrien Co. (Inc.), 19 W. 44th St., N. Y. City.
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- Blackburn Adv. Agency, 32 South Jefferson St., Dayton, Ohio.
- Blackman-Ross Co. (Inc.), 95 Madison Ave., N. Y. City.
- Blaine-Thompson Co. (Inc.), Fourth Nat. Bank Bldg., Cincinnati, Ohio.
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- Blum, Charles, Adv. Corporation (Inc.), 608 Chestnut St., Philadelphia, Pa.
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- Boston News Bureau Co. (Inc.), 30 Kilby Street, Boston, Mass.
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- Boswell-Frankel Agency, 1457 Broadway, N. Y. City.
- Bowers, Thos. H., Adv. Agency (Inc.), S. W. Cor. Jackson St. and Wabash Ave., Chicago, Ill.
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- Dukelow & Walker Co. (Inc.), 246 Washington St., Boston, Mass.
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(Continued on Page 68.)

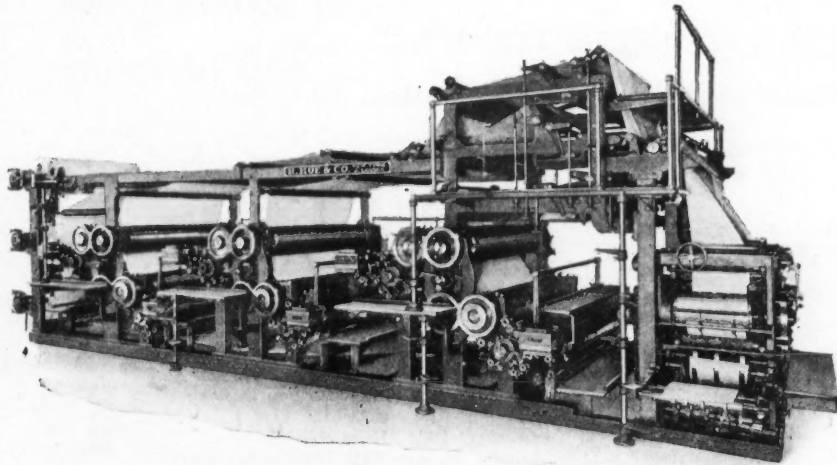


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- Ostenrieder Adv. Corporation, 25 East Jackson Boulevard, Chicago, Ill.
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- Savage, Geo. M., Adv. Agency, 82 Griswold St., Detroit, Mich.
- Scheck Adv. Agency, 9 Clinton St., Newark, N. J.
- Schermerhorn Adv. Co., Gunter Bldg., San Antonio, Texas.
- Seovil, Medley (Inc.), 25 Pine St., N. Y. City.
- Schiele Adv. Co. (Inc.), Central National Bank Bldg., St. Louis, Mo.
- Seaman, Frank (Inc.), 470 Fourth Ave., N. Y. City.
- Seeds, Russel M., Co. (Inc.), 330 University Square, Indianapolis, Ind.
- Seelye-Brotherton-Brown (Inc.), 110 West Fort St., Detroit, Mich.
- Sehl Adv. Agency, 139 No. Clark St., Chicago, Ill.
- Shaffer, J. Albert, Star Bldg., Washington, D. C.
- Sharpe, W. W., & Co. (Inc.), 206 Broadway, N. Y. City.
- Shaughnessy, Wm. A., & Co., 35 West 39th St., N. Y. City.
- Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
- Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
- Shumway, Franklin P., Co. (Inc.), 453 Washington St., Boston, Mass.
- Sidener-Van Riper Adv. Co. (Inc.), Merchants Bank Bldg., Indianapolis, Ind.
- Simpson Adv. Service Co. (Inc.), Syndicate Trust Bldg., St. Louis, Mo.
- Singleton Adv. Co. (Inc.), Citizens Bldg., Cleveland, Ohio.
- Smith, C. Brewer, Adv. Agency, 161 Devonshire St., Boston, Mass.
- Snitzler Adv. Co. (Inc.), Garland Bldg., Chicago, Ill.
- Sommer, Fred N., 810 Broad St., Newark, N. J.
- Southern Adv. Agency, Candler Annex, Atlanta, Ga.
- Southwestern Adv. Co. (Inc.), Oklahoman Bldg., Oklahoma City, Okla.
- Spafford Co. (Inc.), 10 Post Office Square, Boston, Mass.
- Sparrow Adv. Agency (Inc.), American Trust Bldg., Birmingham, Ala.
- Stack Adv. Agency (Inc.), Heyworth Bldg., Chicago, Ill.
- Standish, G. S., Adv. Agency, Union Trust Bldg., Providence, R. I.
- Stevens, Hermon W., Agency, Globe Bldg., Boston, Mass.
- Stewart-Davis Adv. Agency, Kesner Bldg., Chicago.

(Continued on Page 74.)



# WHY PENNSYLVANIA DAILY NEWSPAPERS?

The accompanying list of Pennsylvania daily newspapers gets closer to the buying public than does any other media possible for advertisers to use.

Pennsylvania daily newspapers reach the buying public oftener than does any media possible to use.

Pennsylvania daily newspapers permit daily change of copy and the localization of every advertisement—something tremendously important and impossible to procure in any other way.

Pennsylvania daily newspapers permit co-operation with local dealers—a vitally important adjunct to any selling campaign and something unobtainable through other media.

Pennsylvania daily newspaper advertising does not need any supplementary medium to make it go—it is self starting—and goes all the way on

its own momentum—something which cannot be said of other kinds of advertising.

The managers of any of these newspapers on request will be glad to give facts and figures about the trading areas covered by their circulations.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M).....	22,175	.04	.04
*Altoona Mirror (E).....	23,676	.04	.04
Altoona Times (M).....	14,940	.025	.025
Bethlehem Globe (E).....	6,766	.025	.025
*Chester Times & Republican (M & E).....	14,177	.04	.03
Connellsville Courier (E).....	6,888	.015	.025
*Easton Express (E).....	11,096	.02	.02
Easton Free Press (E).....	15,455	.0285	.0285
Erie Herald (E).....	8,632	.02	.02
Erie Herald (S).....	8,491	.02	.02
Harrisburg Telegraph (E).....	28,910	.045	.045
Johnstown Democrat (M).....	9,841	.03	.025
Johnstown Leader (E).....	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M & E).....	22,018	.05	.05
Lebanon Daily News.....	8,349	.0179	.0179
New Castle News (E).....	13,411	.025	.025
Oil City Derrick (M).....	6,135	.023	.018
Philadelphia Record (M).....	123,277	.25	.25
Philadelphia Record (S).....	133,680	.25	.25
Pittsburgh Dispatch (M).....	54,810	.12	.08
Pittsburgh Dispatch (S).....		.19	.14
Pottsville Republican (E).....	10,797	.04	.03
Scranton Republican (M).....	27,130	.08	.07
Scranton Times (E).....	36,861	.08	.07
West Chester Local News (E).....	11,926	.03	.03
Wilkes-Barre Times-Leader (E).....	19,376	.05	.035
*Williamsport Sun (E).....	16,110	.05	.035
York Gazette (M).....	15,026	.03	.03
Total .....	678,802	1.6323	1.4418

Government statement April 1st, 1919.  
\*A. B. C. statement April 1st, 1919.

## PRINGLE TO PROTECT THE PUBLISHERS

At Resumption of Canadian Government News Print Inquiry He Demands Records of Mills—Next Session Set for October

[BY TELEGRAPH.]

OTTAWA, Ont., Sept. 17.—When the government newsprint investigation was resumed today, it was announced that some Canadian papers are having difficulty in obtaining necessary supplies of newsprint. In making this statement Commissioner R. A. Pringle said: "So long as I am Paper Controller, I am going to see the Canadian press supplied with paper. There is a lot of it in this country and if Canadian mills have been making contracts outside the country, I can't hold that it is a secondary question."

Mr. Pringle said he was going to ask each manufacturer to furnish him with a statement of the amount of newsprint being exported and the amount being supplied to Canadian buyers. He remarked that it was hardly fair that some companies should be called on to supply a large quantity to Canadian papers in excess of their percentage, while others supply very little. He said the Eddy Company, working at capacity and selling its entire product in Canada, could not supply its own customers.

George H. Montgomery, mill counsel, explained that most U. S. customers had chosen to make long term contracts and that Canadian mills were thus tied up to contracts for their whole capacity.

Mr. Pringle said he was aware that the Abitibi Mill had even bought paper in the open market at a loss in order to fill contracts. He stated that some smaller papers, which use sheet news, were badly off for it.

The inquiry was postponed until the second week in October, when it will consider the effect of the paper control tribunal's reduction of the price of newsprint by \$3 per ton for the five months, beginning July 1, 1919.

## Dishonest Reporters Gone Now, Says Mayor Hylan

Declares Those He Referred to As in Pay of Vice Leaders Are Not of Today

Whatever concern there may have been caused by Mayor Hylan's tirades against New York "newsgatherers" was somewhat dispelled by the Mayor's qualification of his previous statements that police reporters had been found on the payrolls of gamblers and vice leaders.

In answer to a demand by the reporters for the names of the men referred to the Mayor now states that there are no reporters at Police Headquarters at the present time who are open to suspicion.

"In past administrations," said Mayor Hylan at the Police Campfire last night, "the Commissioner of the Department was very close to the newsgatherers. It was a common thing to see newsgatherers in close touch with affairs of the Police Department. Because of this the police officers felt that they, too, had to be friendly to the newsgatherers, and also, in return, the newsgatherers would seek favors for their police friends and get them easy details."

"Newspapermen, as a class, are honest, but there are some who were on the payroll."

## SEES BOLSHEVISM IN STRIKES

Editor of Louisville Times Points to Dream of "Labor Utopia"

(BY TELEGRAPH)

LOUISVILLE, Ky., Sept. 15.—The editor of the Times today appended the following editorial note to the Associated Press dispatch, detailing the news of newswriters strike at New Haven:

"The dispatches do not specify but the only newswriters union formed hitherto has been at Boston and like its police union is affiliated with the American Federation of Labor. It is part of the sinister dream of a labor utopia, in which the newspapers, police, firemen, soldiers and government officials are all enlisted in the ranks of organized labor—the Russian Bolshevik theory.—Editor."

The story was printed on page one.

## Alaskan Quits as a Daily

SKAGWAY, Sept. 14.—The Alaskan, the oldest daily in the Northland, was recently converted into a tri-weekly, leaving this town without a daily for the first time since the stamped days of 1898 and 1899. In those days, when the gold seekers left the Seattle steamers here and climbed the Chilcoot pass, Skagway had a population of about 20,000. Now there are only a few hundred left.

## New Feature for N. Y. Commercial

The New York Commercial is running a new feature three times a week entitled "The Man at the Desk," written by Paul Hayden, who is connected with the publicity department of the Columbia Graphophone Company. This is Mr. Hayden's first venture in newspaper writing and his work is receiving a lot of favorable comment.

## Ask I. T. U. Charter in Bay Cities

SAN FRANCISCO, Sept. 11.—The San Francisco Newswriters' Association has applied for a charter from the International Typographical Union. The entire editorial staff of the Daily News joined as charter members of the union. The union includes a majority of the newspapermen of San Francisco and the bay cities.

## Lovejoy Retires from Y. M. C. A.

On his return from Y. M. C. A. war work overseas, Frederic H. Lovejoy has been appointed to the production staff of the Hanz-Metzger Advertising Agency, New York. Before going to France, Mr. Lovejoy worked for N. W. Ayer & Son and the Tracy-Perry Company in Philadelphia.

## Issues Real Estate Booklet

CHICAGO, Sept. 16.—The Chicago Herald and Examiner has distributed free 25,000 copies of a large booklet entitled "Our Home," about half of which is taken up with advertising of building materials and house furnishing and the rest, with photographs and designs of residences.

## Clark to Direct Eiseman Ads

The Eiseman Magneto Corporation announces the promotion of E. Stanley Clark to be manager of advertising. Mr. Clark has been connected with the Eiseman organization for the past two years, in connection with its printing and publicity work.

## Strike Hits Tokyo, Too

Virtually all the newspapers of Tokyo have suspended publication, owing to the demands of the printers for higher wages, which the owners refuse to grant.

## DAILY PAPERS RANKED FIRST BY CLOTHIERS

Their Advertising Space Is "Most Vital Sales Stimulant," Agrees National Retailers Convention—Permanent Bureau of Records Formed

CHICAGO, Sept. 11.—Herman Black, publisher of the Chicago Evening American, delivered an address tonight on "The Newspaper in Retail Merchandising" before 1,500 clothiers at the sixth annual convention of the National Retail Clothiers' Association.

A feature of the convention exhibits was a special room set aside for displays of creditable retail newspaper ads. Many of these were reproduced on slides for lecture purposes on certain days during the sessions, it being formally agreed that daily newspaper space is the merchant's "most vital sales stimulant."

The ads of this exhibit, it was announced, will mark the first step toward the establishment of a permanent bureau of records to be known as the American Institute of Retail Clothing Advertising.

## Relying on Newspaper Ads to Start New Markets

Community Plan Being Established in Cleveland by Pool of All Interested in Advertising

CLEVELAND, Ohio, Sept. 17.—Cleveland newspapers are obtaining quite a bit of display advertising from the promoters of a "Community Market." The backers of this experimental form of private market house propose to erect 40 of them in this city and suburbs.

Instead of permitting competition among retailers in these market houses, one firm, operating a chain of stores or market house stalls, has the exclusive sale of special lines of foods. The backers of the movement assert the stall owners buy in car lots and sell direct to consumers and reason that first class sales people are in charge of these booths. The first of these market houses opened August 30 is a success.

Community advertising is adopted, all the firms operating in the market house, pooling their business in big display ads in the daily papers.

## Appeals \$1,000 Verdict

ROCHESTER, N. Y., Sept. 6.—As an outcome of a \$1,000 verdict returned in favor of the plaintiff by a Herkimer County jury in the suit brought by Daniel F. Strobel, Herkimer County politician, against the Press Company, publishers of the Knickerbocker Press in Albany, for alleged libel, the defendants have filed an appeal with Newell C. Fulton, clerk of the Appellate Division, fourth department. In March, 1915, Strobel brought suit for \$50,000.

## R. D. Richmond Made Manager

INDEPENDENCE, Kan., Sept. 16.—Mrs. H. J. Richmond, widow of the founder of the Free Press, has made R. D. Richmond manager of the paper.

## Daily Buys Out Weekly

BAXTER SPRINGS, Kan., Sept. 16.—The News weekly, has suspended publication, its assets being taken over by the Citizen, a daily.

Frank Synakowski of Utica, N. Y., has been appointed editor of the Polish Leader, Hartford, Conn.

## WILL STUDY OUR SCHOOLS

Japanese Newspaper Editor Coming Here for Tokio Women's University

TOKIO, Sept. 12.—Miss Miyorke Kobashi, proprietor and editor of the Fujin Shuho, the woman's weekly, is on her way to the United States for a three-year stay for the purpose of investigating the courses in journalism in the leading American universities, representing the founders of the new Tokio Women's University. Upon her return she will be in charge of the course of journalism in that school.

Miss Kobashi is quoted as saying that Japanese women should awaken to their opportunities in vocations which are adaptable to them, especially journalism. She expects to be present at the International Labor Conference in Washington next October, and the International Women's Council which will be held in Berne, Switzerland, next spring.

## COURT REVERSES ELMER VERDICT

Editor, Convicted of Espionage Act Violation, Wins Appeal

DENVER, Colo., Sept. 16.—The United States Court of Appeals, sitting here, has reversed the conviction of William P. Elmer, publisher of a Salem (Mo.) newspaper who was found guilty by a jury in the United States District Court in St. Louis November 20 last and fined \$1,000 by Judge Munger on a charge of violating the Espionage Act by permitting articles against the selective draft to be published in a newspaper at Salem which he owned.

The court bases its action on the ground that improper remarks were made by Federal counsel at the trial of the case.

## Memorial to H. W. Scott

PORTLAND, Ore., Sept. 16.—Harevy W. Scott, noted editor of the Portland Oregonian, who died in 1910, is to be the subject of a memorial tablet that will be placed in the new women's building of the University of Oregon at Eugene. Mr. Scott's family are among the large donors to the building fund.

## Goes to Milwaukee Agency

MILWAUKEE, Wis., Sept. 17.—The Klau-Van Pietersom-Dunlap Agency announces the addition of O. Grigg, formerly advertising manager of the Harley-Davidson Motor Company, to the position of manager of the production department.

## Robinson Joins General Motors

PONTIAC, Mich., Sept. 8.—L. T. Robinson, formerly connected with the copy eral Motors Truck Company, succeeding department of the Green, Fulton, Cunningham Company, Detroit, is now assistant advertising manager of the Gen. Mr. Munro.

## Fawcett Elected Vice-President

RICHMOND, Va., Sept. 16.—W. J. Fawcett has been elected vice-president of the Staples & Staples Advertising Agency, Mutual Building. He was formerly with the Cecil, Barretto & Cecil Agency, Richmond, and N. W. Ayer & Son, Philadelphia.

## Now With Fairbanks & Co.

CHICAGO, Sept. 17.—J. A. Robertson is now with the advertising department of N. K. Fairbank & Co., transferring from Wilson & Co., where he was in charge of advertising since the death of Robert W. Sullivan.



## MISSOURIANS EXPECT LARGE ATTENDANCE

Practical Discussions on Practical Newspaper Problems Compose Program for Annual Convention in Springfield, September 25-27

SPRINGFIELD, Mo., Sept. 13.—The complete program for the fifty-third annual meeting of the Missouri Press Association, which will be held here September 25-27, calls for some very practical discussions of practical newspaper problems that every Missouri newspaper publisher and owner is interested in.

The Springfield Chamber of Commerce will assist in the entertainment of the guests. The largest attendance in the history of the association is predicted.

On Thursday afternoon an informal reception to the visiting newspaper men will be held at the Colonial Hotel, following which they will be taken on a sightseeing tour of the city.

### An "All-Star" Session

At 7 o'clock that night the Chamber of Commerce will give a "Victory Dinner" to the guests. Dean Walter Williams of the University of Missouri School of Journalism will preside as toastmaster. The speakers will be W. Y. Morgan, editor of the Hutchinson (Kan.) News, just returned from Y. M. C. A. service overseas, who will speak on "The Newspaper After the War." Other speakers will be Lee Shippey, Kansas City Star; E. Lansing Ray, president St. Louis Globe-Democrat; George S. Johns, editor St. Louis Post Dispatch; E. G. Lewis, St. Louis Star, and Paul W. Brown, editor of "America at Work."

The opening session will be held Friday morning at 9:30. After the invocation by Rev. E. F. Leake, Hoh. Perry T. Allen of Springfield will welcome the editors. Charles D. Morris, St. Joseph Gazette, will respond. President Stonebreaker will deliver his annual address and the committees will be appointed.

### Work and Play for Editors

At 10:30 a round table discussion of "The Circulation of a Newspaper," led by C. M. Harrison, editor Sedalia Capital, will be held.

E. E. McJimsey, editor Springfield Republican, will be toastmaster at the noonday luncheon, and a five minute talk on "Recreation for the Editor" will be given by F. S. E. Amos, representing the Oklahoma Press Association, as a prelude to a discussion of experiences.

At 2:30 J. F. Hull, Maryland Tribune editor, will lead a round table discussion on "The Advertising of a Newspaper."

At 2:30 George W. Eads, D'Arcy Advertising Agency, will talk on "The Opportunity with the National Advertiser." This will be followed by a general discussion.

The Friday night session will be an open one, with Governor Frederick D. Gardner as the speaker.

### Contents of Newspapers

Saturday morning William Sothorn, Jr., editor Independence Examiner, will speak on "The Contents of a Newspaper," following which there will be a general discussion of the contents of newspapers.

At the noonday luncheon, at which H. S. Jewell, editor Springfield Leader, will preside; W. A. Black, Ozark Press Association; Mrs. S. E. Lew, Northeast Press Association, and O. W. Chilton, Southwest Press Association, will talk on "Our District Associations."

At 2:00 o'clock Saturday afternoon

"The Business Methods of a Newspaper" will be discussed by E. S. Bronson, president Oklahoma Press Association. Followed by an informal discussion.

The closing session, reports of treasurer, business bureau, unfinished business and election of officers will be held.

## More News Print Produced During August

Service Bureau Statistics Show Slight Increase in Mill Stocks at Western Canadian Points

The 39 manufacturing companies reporting to the News Print Service Bureau produced 158,534 tons and shipped 155,708 tons during August. Production exceeded shipments by 2,826 tons. (Production figures include 1,298 tons of hanging, of which 129 tons were made in Canada.) The average daily production of news print paper by the mills reporting for August amounted to 100.5 per cent of the average daily output during the three months of greatest production in 1919. The comparisons for 1919 with 1918 are based upon the same identical mills.

Production by the United States mills during the first eight months of 1919 was 39,546 tons or 6 per cent greater than during the same months in 1918.

Canadian production during this period exceeded that of the same eight months in 1918 by 25,582 tons, or more than 5 per cent making combined production of the 39 reporting companies 65,128 tons, or nearly 6 per cent greater than in the first eight months of 1918.

Stocks during August decreased 966 tons at United States mill points and increased 4,212 tons at Canadian mills, making total stocks 3,246 tons more on August 31, 1919 than on July 31. The increase in Canadian stocks was at British Columbia mills which do not have facilities for rail shipments.

The total of 37,737 tons on hand at all mills August 31 amounted to slightly more than 6 days production.

### Maine Farmers to Have a Paper

PORTLAND, Me., Sept. 16.—Articles of incorporation of the Organized Farmer of Maine, a corporation formed to publish an agricultural journal which will establish headquarters here, have been filed at the Registry of Deeds. The new magazine will be published from the plant of the Loring Print here. A. W. Hall of that concern will be editor and publisher. The first edition will appear in about six weeks.

### Recalls First "Death Chair" Story

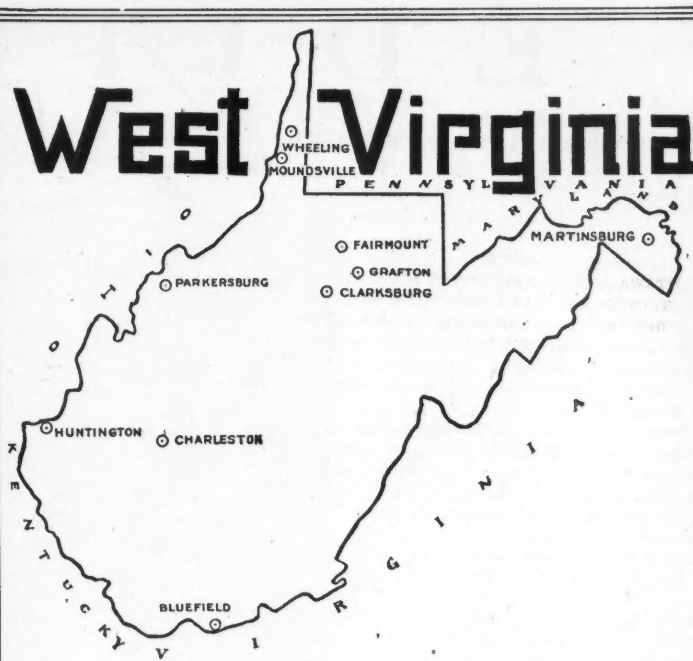
AUBURN, N. Y., Sept. 14.—Charles F. Rattigan, state superintendent of prisons, recalled recently that it was just 29 years ago this month that as a reporter on Auburn newspapers he wrote the story of the first electric chair execution ever carried out.

### Peguillan Goes Abroad

The Collin Armstrong Company of New York has sent Ralph Peguillan of its foreign department to Paris to spend an entire year in the study of new French advertising and business conditions. He will work with the Paris office of the agency.

### \$10,000 to Advertise Oklahoma

KANSAS CITY, Mo., Sept. 16.—Plans made at a special meeting of secretaries of Oklahoma Chambers of Commerce, held in Oklahoma City, call for the expenditure of approximately \$10,000 to advertise Oklahoma resources. Most of it will be spent in newspapers.



Think of the many things in which this territory ranks one, two, three or better!

Take pottery for instance as an illustration of the growing achievements of West Virginia:

"All West Virginia potteries are well filled with business both for immediate and future shipment."

Within the year West Virginia expects to establish itself in the second place in the production of pottery wares.

As an advertiser you must be alive to the advantage of getting a foothold in a growing territory and developing good will for your goods. A little money spent with these newspapers will make you a big advertiser in West Virginia, where factories are coming in all the while to be convenient to fuel and power and basic material.

	Circulation	Rate for 5,000 lines.		Circulation	Rate for 5,000 lines.
<b>Bluefield</b>			<b>Martinsburg</b>		
*Telegraph ... (M)	5,463	.02142	†Journal ..... (E)	3,249	.0129
<b>Charleston</b>			<b>Moundsville</b>		
†Gazette ..... (M)	14,300	.03	*Echo .....	1,730	.0115
†Gazette ..... (S)	14,500	.03	<b>Parkersburg</b>		
†Mail ..... (E)	9,336	.025	*News ..... (M)	6,239	.02
<b>Clarksburg</b>			*News ..... (S)	6,239	.02
†Telegram ..... (E)	7,864	.02	†Sentinel ..... (E)	6,695	.017
†Telegram ..... (S)	8,351	.02	<b>Wheeling</b>		
After Feb. 1st, 1920.....		.025 line flat.	†Intelligencer (M)	10,139	.0325
<b>Fairmont</b>			†Herald ..... (E)	14,749	.04
*W. Virginian. (E)	5,192	.02	†News ..... (S)	17,800	.05
<b>Grafton</b>					
*Sentinel ..... (E)	2,275	.014			
<b>Huntington</b>					
†Advertiser ... (E)	8,524	.02			
†Herald-Dispatch .... (M)	11,165	.02			
†Herald-Dispatch ..... (S)	11,599	.02			

\*Government statement, April 1, 1919.  
 †A. B. C. statement, April 1, 1919.  
 †Publishers' statement, April 1, 1919.

File the Facts for reference.

# EDITORIAL

## INFORMATION FOR SPACE BUYERS

WITH this issue of EDITOR & PUBLISHER there is included an exhaustive space-buyers' survey of the state of Connecticut and of its principal cities.

This survey affords to advertising agencies, national advertisers and space-buyers generally detailed information as to Connecticut as a market for nationally advertised products. It answers the questions manufacturers ask concerning market possibilities and opportunities in a state which has come to rank high among the industrial commonwealths of the union.

Nowadays national advertisers find it increasingly necessary to study market units, to analyze prevailing industrial and business conditions and to form accurate estimates of the earning and buying power of the people. This Connecticut survey represents the most painstaking effort yet made by anybody to furnish data of this character to space buyers.

An impressive feature of Connecticut industrial life is the steady and systematic creation of new wealth through the processes of turning raw materials into finished products. In fact the chief sources of this state's wealth are in these creative processes. They overshadow her agricultural interests, her supremacy in the insurance field and all other trade activities. Connecticut is essentially a manufacturing state. The bulk of her invested capital is placed in her industries. The earnings of her people come from the same sources. It is a state of thrift, good living, Americanism, home life, a high degree of general culture and evenly divided prosperity.

In area so small that it may claim precedence over but two other states of the union, Connecticut leads all other states in many important lines of industry. With what is essentially an urban population, largely composed of native born Americans, the energy and genius of her people find an outlet in the task of manufacturing products which are used in every quarter of the world.

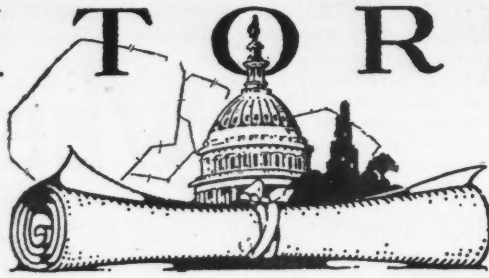
Yet, in spite of Connecticut's widely diversified manufactures her people are ready buyers of all worth while products offered to them from outside sources. They are critical buyers, being themselves expert judges of good workmanship and the quality of materials employed. But they are appreciative customers for merchandise that is standard.

This space-buyers' survey of Connecticut, and of her chief cities, will serve as a guide to all advertisers contemplating ventures in that field, as well as for those who desire to expand their present volume of distribution there.

THE organization of news writers, reported from many cities, is an inevitable incident of the economic stress under which the world is struggling. In a period when wage earners generally have won increased pay more or less commensurate with increased living costs, the news writers in many instances have lagged behind. Publishers grant the contention that these men should receive at least, as high pay as printers, and it must be admitted that as a class, under present conditions, they do not. The remedy for the whole matter must be found in a policy of charging for the newspaper product a price which will meet manufacturing costs. Business men in all other lines find this policy fundamental.

GENERAL PERSHING is often referred to as "a man's man." It may be proper to add that he is, too, "a newspaperman's man." For, under the greatest stress to which an American soldier of our time has been placed, he never lost his poise, never ceased to be simple and human, never underestimated the functions of the press.

THE Des Moines Capital has recently printed four pages of ads by coal dealers. Is this a presage of the time when manufacturers of news print shall once more resort to advertising? EDITOR & PUBLISHER can guarantee a maximum of reader-interest in such advertising.



## SIGNS AND PORTENTS

FRIENDS of organized labor have natural misgivings when they consider such a situation as that which developed a few days ago in Tacoma. Here the union printers employed by the newspapers demanded a wage higher than any existing scale and, without the authority of the I. T. U., called a strike, tying up the publication of the newspapers.

Ordered to return to work, on penalty of expulsion from the union, the Tacoma printers refused to respond. This action is, from the standpoint of unionism, a form of mutiny. It strikes at the vitals of the organized labor movement.

It has not often happened in the printing industry that local chapters of the I. T. U. have elected to defy the central authority. When such instances have occurred it has usually happened that a sharp order from headquarters served to bring the insurrectionists to their senses quickly.

Publishers of the country have reason to feel great confidence in the integrity and intelligent leadership of the I. T. U. officials. They have found it possible to deal with them frankly and in good faith, assured that contracts would always be respected and that their authority over the radical elements among the members would be salutary. When it comes to pass that local chapters openly defy their leaders and their governing organization, and no effectual remedy is found, the confidence of employers in the integrity of collective bargaining is naturally shaken.

The disposition to flout the orders and policies of their leaders is not, of course, widespread among printers. It may be assumed that the Tacoma instance is a sporadic outburst of radicalism, sometimes called Bolshevism, and that the sober common sense of union printers generally will be found to be proof against a spread of this menace.

Is it not reasonable to expect that publishers who deal in good faith with the unions should be able to rely upon the officials of such unions to prevent arbitrary "direct action" by the men when new wage demands are in question? Men who are anxious to earn more should understand that the poorest possible method by which to win is that involving the injury or destruction of the business in which they are employees.

"THE weekly and the daily minister to different needs of the reading public and in no sense are competitors," says John Z. Demarest, editor of the Tenafly (N. J.) Record. This is equally true as to the small-city daily, covering its local field, and the big-city daily which reaches that field. They are not competitors.

THE New York State Press Association favors charging advertising rates for all political matter. As a good deal of such matter is, in reality, advertising this action of the New York newspaper makers seems merely consistent.

September 18, 1919. Volume 52, No. 16.  
**EDITOR & PUBLISHER**  
 Published weekly by  
 THE EDITOR & PUBLISHER CO.  
 1117 World Building, 63 Park Row, New York.  
 W. D. Showalter, editor; John F. Redmond, managing editor; Don F. Miller, News; Ben Mellon, Features.  
 James Wright Brown, publisher.  
 J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.  
 Paris: F. B. Grundy.  
 Toronto: W. A. Croick.  
 Chicago: D. F. Cass.  
 San Francisco: H. C. Bernstein.  
 Boston: M. J. Staples.  
 Washington: Robert T. Barry.  
 10 cents a copy; \$3 a year; foreign postage, \$1.00;  
 Canadian, 50c.

## AGAIN THE CIRCULATORS MAY HELP

IN putting into effect the notable war-time paper economies the circulation managers of our newspapers rendered unforgettable services to their employers and to the public. They stopped waste at every point. They merchandised the press run, day by day, with energy and watchfulness. They cut off returns, free copies; they utilized press waste, after reducing it to a minimum. They helped greatly in "saving the situation" for their papers in a great crisis.

Since the signing of the armistice the disposition has been in evidence in some quarters to revive the old circulation fights, to wink at returns and to stimulate by every possible method the volume of distribution. No great harm could result from these practices, perhaps, if newsprint were both cheap and plentiful. But that is not the case.

If the fall advertising is to be cared for it is necessary that war-time measures for the saving of paper should be followed again. The papers of the country are in a prosperous condition. Advertising is developing in unprecedented volume. True, advertising rates have not advanced in proportion to publishing costs—for a new advertising rate card cannot be put in force overnight. The process of establishing new rates often requires months of time. So that, even with a great volume of advertising offered to them, the newspapers cannot afford to buy excess newsprint tonnage at fancy prices. The problem must be solved mainly through conservation.

This conservation cannot be made wholly at the expense of the news and feature matter of a newspaper. There is a line of danger plainly marked, beyond which the curtailment of reading matter becomes suicidal. The newspapers must retain their vitality, their broad appeal, their service features—or they will lose their prestige and their value as advertising mediums.

The circulators must again come to the rescue, as in the war years. Happily, if we rightly interpret the spirit shown at the Scranton convention of last week, they realize this and mean to hew to the line. More power to them!

OUR friends of the British press are showing admirable initiative in the matter of carrying out the suggestion for an interchange of staff men between English and American newspapers. According to a cable dispatch to EDITOR & PUBLISHER individual publishers of London are proceeding to negotiate exchange arrangements with American publishers. Thus the broad-voiced plan of Ralph D. Blumenfeld, first outlined in EDITOR & PUBLISHER, has passed the stage of debate. All friends of Anglo-American unity will be glad.

THE editor of a small-city daily, the Hollister (Cal.) Free Lance, found twenty-one columns of press agent copy in one mail. He says this is a fair average, and that "most of this stuff is camouflaged advertising or propaganda." He finds an occasional legitimate item of news or information in the mass of matter proffered and urged for publication, but argues that the use of a major part of it would soon lead to bankruptcy.

PUBLISHERS who are inclined to pessimism foresee in the trend toward organization among news writers the gradual passing of control of newspapers—so far as the presentation of news is concerned—from the owners to men who, as they visualize, it, will always be spokesmen for labor unionism. Class control of our newspapers, even in this manner, would of course be disastrous. It will not come to pass.

LOTS of talk about profiteering nowadays and rather a good thing is presented in humorous style in a recent Mutt and Jeff cartoon. Because the price of salt goes up 15 cents a barrel, the little fellow declares he must get 10 cents instead of 5 cents for a tiny package of salted buttered-popcorn.



**PERSONALS**

**D**AVID R. FRANCIS, owner of the Republic, when he returns to St. Louis for the first time since he went to Russia as American Ambassador, will be the guest of honor at a dinner to be given September 26 at the Missouri Athletic Association. He is now in this country on a leave of absence.

M. E. Foster, president of the Houston Chronicle, was honored September 9, by the Mitchell Transportation Company, which christened a new 2,000-ton barge the M. E. Foster of Houston.

V. S. McClatchy, publisher of The Sacramento Bee, after spending several months at his summer home overlooking Lake Tahoe, is back at his desk.

**IN THE EDITORIAL ROOM**

Alfred O. Elden, associate editor of the Portland (Me.) Express-Advertiser, and writer of magazine articles, especially on marine subjects, is passing his vacation in automobile trips about the state.

John Thompson, late of the Sioux City (Iowa) Journal, and Glen Townsend from North Dakota are doing general assignments for the St. Paul Pioneer Press.

Miss Katherine Ann Porter, who got her start on the Houston Chronicle, is in Houston on a visit before leaving for New York, where she will take up magazine writing. She has resigned as dramatic critic on the Denver Rocky Mountain News.

Edgar Thomas, for several years reporter on the Seattle Times, has become publicity director for a big mining firm with headquarters in New York City.

E. J. Dies, formerly chief of the Twin City Legislative bureau and connected with Des Moines papers, has left the central division mail department of the Associated Press in Chicago to take up advertising work.

Woodbury F. Howe has completed his duties as assistant sporting editor of the Portland (Me.) Express-Advertiser, and has taken up his new work as assistant athletic director of New Hampshire State College at Durham.

Henry A. Farnham of the New York Sun is visiting his old home at Bangor, Me., where he formerly was identified with the Commercial.

George C. Schnetzer, day telegraph editor of the Houston Post, is busy getting material for the annual trades edition of that publication. It will be known as the "Intercoastal Number" and it is expected to be issued about September 24.

E. J. Walthall, night telegraph man on the Houston Post, has taken a position with the Austin Statesman.

Fred T. Harris, telegraph editor of the Rochester (N. Y.) Post-Express, has been granted a leave of absence to take up publicity work for the Rochester Patriotic and Community Fund, Inc., official organization of the Community Chest.

Luther W. Mendenhall of Pittsburgh, who edited the Daily Orange at Syracuse University two years ago, and Miss Edith F. Valley of Binghamton, N. Y., were married at Binghamton, September 8.

John Morgan of the Spokane Chronicle has been appointed head of the Washington State Health Department's new publicity department.

Alfred Prather, Seattle newspaper man, has been appointed associate editor of the Mississippi Valley Magazine, with offices at Chicago. Mr. Prather was formerly on the editorial staff of

the Railway and Marine News.

Edgar Markham, former Kansas City Star reporter and now of the St. Paul Pioneer-Press, recently married Miss Frances Hart of Washington, D. C. Mr. Markham is Washington correspondent of his paper.

Harold Hutchison, of the St. Louis Post-Dispatch editorial staff, was recently married to Miss Nora Billingsley of St. Joseph.

Frederick J. Nash, managing editor of the Charlotetown (P. E. I.), Patriot who was elected to the Legislature at the recent Prince Edward Island provincial elections, has joined the new liberal government as minister without portfolio.

**IN THE BUSINESS OFFICE**

S. J. Russell of Chicago, recently a manufacturers' representative in Minneapolis, has been appointed manager of the St. Paul Daily News service department.

A. V. ("Verd") Napier, former publisher of the Blue Mound (Kan.) Sun, and later business manager of the Iowa Register, has been made business manager of the Santa Ana (Cal.) Register.

Charles H. Shattuck has been appointed western manager of the Illustrated Review, with headquarters in Chicago, to succeed James A. Young, resigned.

M. J. Hutchinson, business manager of the Edmonton (Alta.) Bulletin, has been attending organization meetings in Toronto in connection with the approaching Victory Loan campaign.

J. F. MacNamara has been appointed classified advertising manager of La Prensa, New York, succeeding M. J. Klein, who will enter the export advertising business for himself.

Charles H. Rogers has left the Grand Rapids News to succeed P. S. Johnson as advertising manager of the Periodical Publishing Company, that city. The latter takes charge of advertising for the Concrete Publishing Company, Detroit.

John D. Dewild has resigned as assistant advertising manager of the Minneapolis Tribune to take charge of service bureau for the Northwest Commercial Bulletin of Minneapolis and St. Paul.

John H. Treuper, formerly in charge of the advertising-contract department, has been made assistant advertising manager of the New York Times to succeed the late Ezra M. Wilkins.

**WITH THE AD FOLKS**

H. W. Thomas has left the Hamman Advertising Agency, Oakland, to become connected with the San Francisco office of the H. K. McCann Company.

Sergt. J. E. Hasty of the Marine Corps has been appointed to the advertising staff of the B. F. Goodrich Company in San Francisco.

A. Allen Walker of Los Angeles is now in charge of advertising for the Kahn Department Store, Oakland, Cal.

D. B. S. Stannard, formerly of the Los Angeles Express, is now with the Crank-Paris Advertising Company, Los Angeles.

Charles Proner, Robert L. Lloyd and Miss Delia Wells have returned to the Wales Advertising Company, New York, after war service.

O. C. Leiter, former Portland newspaper man, has become advertising manager of the Brownsville Woolen Mills, Portland.

Robert E. Coffee has opened an advertising service office in the Berry Building, Richmond, Cal.

Capt. Carroll J. Swan, of the famous Yankee Division, and one of the best known advertising men in New Eng-

**WAR PAPER CHIEF GETS HIS \$1 CHECK**

**G.** J. PALMER, vice-president of the Houston Printing Company and formerly with the Houston Post, received his pay check for war services



G. J. PALMER.

from the Government September 9, and is believed to be the first of the \$1 per year men in Houston to have his account settled.

Mr. Palmer served the government as chief of the newspaper section of the pulp and paper division of the industries board. His division was also authorized to oversee the distribution of print paper to all the daily and weekly newspapers in the United States. Mr. Palmer spent three months in Washington on this war work.

land, has returned to his home near Boston from an automobile trip to Bar Harbor, Me. He recently published a book dealing with the history of his regiment.

W. T. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, returned Monday from a two weeks' vacation spent in the Maine woods.

George H. Thornley, formerly of the

sales force, has been promoted to have charge of sales in the N. W. Ayer & Son organization, Philadelphia.

John E. Cosgriff, for the past five years art director of Hoyt's Service, Inc., and recently in charge of art production for Meyer-Both Company's New York office, has joined the Wildman Magazine & News Service, Inc., New York, as director of the advertising art department.

Alan R. Wile has returned to the Knill-Burke organization in New York, after two years' service with the 33d division overseas.

Frederick C. Gilbert has resigned as vice-president and director of sales and publicity of the Timken-Detroit Axle Company. He has not announced his future plans.

Karl Kilby, former head of the Kilby Advertising Agency, has returned to Wichita, Kan., after fifteen months' service overseas as a Y. M. C. A. secretary.

James W. Booth has resigned as a member of the advertising department of the Roberts, Johnson & Rand branch of the International Shoe Company, St. Louis, to devote his time to the candy and confectionery business which he and his associates opened in April. Before the war he was advertising manager of the Missouri Pacific Railroad and is a former president of the Advertising Club of St. Louis.

David M. Botsford, vice-president of Botsford, Constantine & Tyler, of Portland and Seattle, has been visiting New York and other Eastern cities to complete arrangements with several new men to become associated with his advertising agency.

M. D. Salisbury has succeeded R. C. Coffin as advertising manager of the Edison Storage Battery Company, Orange, N. J.

Miss Sophie Alexander has succeeded Mrs. Bertha L. Darling as advertising manager of Flint & Kent, Buffalo, N. Y.

L. D. Gibbs, superintendent of the advertising department of the Edison Electric & Illuminating Company, at Boston, and chairman of the advertising and publicity service bureau of the commercial section of the National Electric Light Association, will be in charge of the evening classes in advertising at the Boston Young Men's Christian Association, announced to begin on November 7.

**The Flint Daily Journal, The Cedar Rapids Gazette, and The Janesville Daily Gazette have each signed a contract for the Haskin Service for one year.**

## "ST. LOUIS PLAN" MAY BE SOLUTION OF WRITERS' DISCONTENT

Association of Journalists, Unaffiliated, Attains Objects and Is Approved of by Publishers—Scranton Plan Also Satisfactory—Their Organizations

**I**N the organization idea adopted by news writers of St. Louis, termed "The St. Louis Plan," both newspaper executives and the workers of that city see the possible solution of the unrest problem now prevailing throughout the country in relations between these classes of capital and labor.

As represented to EDITOR & PUBLISHER, it is especially significant to note that with perhaps one exception, every newspaper publisher in St. Louis has given the plan his whole-hearted endorsement, albeit he realizes that the plan means higher wages for his editorial staff.

### Not Affiliated with the A. F. of L.

Instead of forming a union and affiliating with the American Federation of Labor, the news writers of St. Louis, to the number of nearly 150, formed "The Association of Journalists."



RICHARD STOKES,  
President of St. Louis  
Ass'n of Journalists.

It is the plan of this organization to operate under a dignified manner and to, in time, achieve the same distinction which is accorded the association of physicians, lawyers or other professional clients.

The association has by no means overlooked the economic problems. As one of the first results, "memorials" were presented by the members of the Post-Dispatch "chapter" and those of the St. Louis Times "chapter," asking that the publishers note the discrepancy in the advance of prices for living and the advance in salaries.

As a direct result of that came a 20 per cent bonus, retroactive in its effects for the Post-Dispatch with an average raise in addition of ten per cent for each man and a substantial raise for the Times men.

The Star and Republic are to follow suit while the Globe-Democrat men, although they have a chapter, are as yet a bit wary lest they spring their bolt before the individual chapter is strong enough to have weight. The Globe-Democrat is the only English-speaking daily which has more or less officially recognized the association.

The city of St. Louis is apparently in sympathy with the plan since Mayor Kiel and other officials generously donated the use of a room in the city hall for the meetings of the association, some of which have also been held in one of the assembly rooms of the Public Library.

The avowed purpose of the "association" is to "better the condition of newspaper writers and to raise the standard of all men employed in the editorial offices or on the street."

### Method of Procedure

There was nothing secret about its organization, nothing that could be construed as a threat and yet the publishers were diplomatically and courteously made to understand that hereafter the news writers of St. Louis would deal as a body not as individuals, although it is expressly stated in the by-laws of the new association that there shall be no restriction placed upon the dealing of an individual with his employers provided he wishes to deal in that way.

Richard Stokes, dramatic critic of the Post-Dispatch, is president and William R. Hoskins of the Star is secretary.

Women as well as men are admitted to membership in the association. Copies of "The St. Louis Plan" have been printed for the men to be sent to every metropolitan city in the country.

### Contemplate Convention in 1920

Already the organizers are contemplating calling a National Convention of the National Association of Journalists in 1920.

Sam Heilman, managing editor of the St. Louis Republic, gave EDITOR & PUBLISHER his opinion of the "St. Louis Plan" as follows:

"The association of journalists here is

an excellent organization of a vast majority of working newspaper men. It has cordial support of the publishers and is not affiliated with the A. F. of L."

The association is divided into chapels, each chapel dealing independently with affairs in its newspaper office—except in matters affecting general welfare of all newspaper men.

"The object of the association is the betterment of journalism and improved conditions for newspaper workers. St. Louis newspapers recognize the right of the men to organize and bargain collectively. The organization here is well handled, sane, fair and conservative."

### Scranton Plan Also Succeeds

Scranton, Pa., is another city where the newspaper writers have been unionized for years and yet have no trouble with their employers. A description of conditions there, too, may be of interest to other cities faced by organization."

While Newswriters Union No. 3 of Scranton is not the oldest one in the country in point of age, it has enjoyed fourteen years' existence.

In 1905 it became a branch of the International Typographical Union, and embraced every active news writer employed on the four daily and one Sunday newspaper in existence in the city at that time. Within a week after organization a scale had been adopted and shortly afterwards negotiations were opened with the publishers.

As a result agreements were signed with all offices, in which the men benefited to a considerable extent. The first agreement covered a three-year period and at its expiration another was negotiated. This has been the history of the intervening years, the publishers and the scale committee of the union meeting in amicable conference and agreeing on the expiration of each agreement.

### Raised Quality of Work

During all the time the union has been in existence there has not been the least trouble and publishers are authority for the statement that the organization has been responsible for bringing newspaper work in Scranton to a higher level than it was formerly.

At the present time the scale of wages paid in Scranton is identically the same as the one recently granted the newly organized union in Boston, reporters receiving \$36 per week for day work and \$38 per week for night work, with copy readers receiving \$38 and \$40 respectively and city editors \$43 and \$45 respectively.

None but men in the news departments

are members of the union, editorial writers and advertising men not being included.

Under the organization plan of the Scranton union, a man entering the newspaper business is regarded as an apprentice the first two years he works, as a reporter the next two years, being ranked as a journeyman reporter at the completion of four years' service. His pay meanwhile is based accordingly.

For the first year an apprentice on an afternoon paper is paid \$11, on a morning paper \$12. The second year he is paid \$16 afternoons and \$17 mornings; the third year \$22 afternoons and \$23 mornings; the fourth year \$27 afternoons, \$29 mornings; thereafter \$37 afternoons and \$38 mornings.

### Some Paid Over Scale

There is nothing in the agreement to prevent a publisher paying more than the scale if a man in any class shows ability enough to earn more, and quite a number of men in Scranton city are being so paid.

EDITOR & PUBLISHER is informed that newspapers in Baltimore, Md., and Waterbury, Conn., have recently written to Scranton for copies of the Scranton scale and probably other cities will be equally interested.

### DEADLOCKED IN NEW HAVEN

Publishers and Striking Writers Say They Will Fight to Finish

NEW HAVEN, Sept. 17.—The strike of the New Haven reporters over their wage scale, which started Saturday, continued today. Their daily newspaper, the Reporter, appeared and the three afternoon papers were also published.

No prospect of early reconciliation is in sight. Local labor organizations have issued an appeal for the striking reporters, who deny they are affiliated with any other organization.

The publishers say they will fight the strikers to a finish and denied emphatically to EDITOR & PUBLISHER a rumor that they had offered to arbitrate.

### Little Progress by Chicago Union

CHICAGO, Sept. 17.—Comparatively small progress has been made with the organization of Chicago reporters and desk men in Local 5 of the International Typographical Union, which—as previously reported—was chartered with eight signers about a month ago. Organization meetings continue to be held at about fortnightly intervals and propaganda work, it is said, is being actively carried on among the newsmen.

## LIST OF ADVERTISING AGENCIES RECOGNIZED BY THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION

(Continued from Page 68.)

Stockman, A. M., Adv. Agency, 271 Broadway, N. Y. City.  
Storm, J. P., 35 W. 39th St., N. Y. City.  
Strang & Prosser Adv. Agency, Empire Bldg., Seattle, Wash.  
Street & Finney (Inc.), 171 Madison Ave., N. Y. City.  
Sweyd, A. M., Co. (Inc.), 347 Fifth Ave., N. Y. City.  
Swisher Adv. Service, Mears Bldg., Scranton, Pa.  
Thielecke Adv. Co. (Inc.), 327 S. La Salle St., Chicago, Ill.  
Thomas Adv. Service (Inc.), Heard Bldg., Jacksonville, Fla.  
Thompson, J. Walter Co. (Inc.), 242 Madison Ave., N. Y. City; Lytton Bldg., Chicago, Ill.; 201 Devonshire St., Boston, Mass.  
Touzalin, Chas. H., Agency (Inc.), Kesner Bldg., Chicago, Ill.  
Tracy-Parry Co. (Inc.), Lafayette Bldg., Philadelphia, Pa.

Trades Adv. Agency, 13 Astor Pl., N. Y. City.  
Tuthill Adv. Agency (Inc.), 1133 Broadway, N. Y. City.  
Urmy, Louis V., 41 Park Row, N. Y. City.  
Vanderhoof & Co. (Inc.), 140 So. Dearborn St., Chicago, Ill.  
Van Haagen Adv. Agency, 1420 Chestnut St., Philadelphia, Pa.  
Van Patten (Inc.), 50 East 42d St., N. Y. City.  
Volkman, M., Adv. Agency, World Bldg., N. Y. City.  
von Poettgen, Carl S., Kresge Bldg., Detroit, Mich.  
Vreeland, E. E. (Inc.), 344 West 38th St., N. Y. City.  
Wade Adv. Agency, Old Colony Bldg., Chicago, Ill.  
Wales Adv. Co., 110 W. 40th St., N. Y. City.  
Walker Adv. Agency, 165 Kearny St., San Francisco, Cal.  
Walker, Dudley, & Co., Peoples Gas Bldg., Chicago, Ill.

Walton Adv. & Ptg. Co., 141 Milk St., Boston, Mass.  
Weil, Joseph, Co., Jenkins Arcade Bldg., Pittsburgh, Pa.  
Weil-Biow-Weill (Inc.), 116 W. 32d St., N. Y. City.  
Wertheim, J. L., 14 Avenue A, N. Y. City.  
Western Adv. Agency (Inc.), 523 Main St., Racine, Wis.  
Wetherald, Jas. T., Adv. Agency, Inc., 142 Berkeley St., Boston, Mass.  
Williams, Fred C., 108 Fulton St., N. Y. City.  
Williams & Cunyngnam (Inc.), 6 No. Michigan Ave., Chicago, Ill.  
Wilson, Edwin Bird (Inc.), 68 William St., N. Y. City.  
Winburn, M., 576 Fifth Ave., N. Y. City.  
Winningham, C. C., Book Bldg., Detroit, Mich.  
Wood, Putnam & Wood Co. (Inc.), 178 Tremont St., Boston, Mass.  
Woodwards Incorporated, 900 So. Michigan Ave., Chicago, Ill.



## LONDON SPECULATES ON TWO EVENTS

**Editor Gardiner's Resignation from Daily News and Appearance of "The Future" Furnish Food for Thought**  
—Political Significance Seen

LONDON, Sept. 17.—Two newspaper field happenings here this week have caused excited speculation as to their political significance. One is the resignation of A. G. Gardiner of the Daily News and the other is the appearance of a publication called "The Future," which is described as "a national publication issued with Premier Lloyd-George's authority."

Mr. Gardiner, editor of the Daily News for seventeen years, resigned September 10. Although Mr. Gardiner leaves the editorial chair, he will still be connected with the Daily News as a member of the board of directors and will continue his contributions to the Saturday issue.

Mr. Gardiner will go to America next month. It will be his first visit. Throughout the war Mr. Gardiner was one of the staunchest supporters of President Wilson and his elucidation to the British public of the President's policies early attracted Mr. Wilson's attention. He is well known to Col. House and other friends and associates of President Wilson. Mr. Gardiner has no definite plans other than that he contemplates visiting New York and several other big cities.

Mr. Gardiner's change is regarded as a journalistic event of the first moment, and excites the liveliest speculation respecting its cause. It is understood that friction has existed for some time owing to his attitude toward the peace treaty, and that his article Saturday in which he asked what would England say if Germany imposed such a peace on her, brought things to a head.

However, as he remains on the board of directors, and will continue contributing his Saturday article, his resignation does not indicate a change of policy.

### New Paper Is a Sensation

The Future is something quite new in political literature and especial importance is attached to it since Premier David Lloyd-George presented, through its first issue on Monday, his appeal to the nation, in which he pleads for the building up of a new world. It was distributed gratis to more than 4,000,000 of the electorate.

The Future also contains statements on national needs, specially contributed by members of the government. The advent of this publication and its precise significance excite intense curiosity. It is generally supposed that light may be thrown upon it in the premier's international brotherhood speech Wednesday.

### See Lloyd-George in Daily News

"The Future" is dated September 13. It has the appearance of a newspaper, but is not marked No. 1, and there is no indication that there will be an issue No. 2. Immediately under the title is the following: "A government statement of national needs and of national policy."

It is published in the same office as the Evening Standard and the Sketch. Its editorial office is 50 Parliament street, where a government propaganda department was recently installed. Its editor is Walls Meyers, hitherto known as a lawn tennis reporter. Meyers refuses to disclose the financial backing of "The Future," but says that no government or party funds are being employed.

The contributors to the edition are Mr. Lloyd-George, Sir Auckland C. Geddes, minister for national service and reconstruction; Sir Eric Geddes, minister without portfolio; Dr. Christopher Addison, president of the local government board; Viscount Milner, secretary for the colonies; Sir Worthington Evans, home minister for pensions; George Nicoll Barnes, minister without portfolio, and others.

Political wiseacres interpret the issue of the future as confirmation of the gossip that Lloyd-George, realizing the weakness of his present position and of the Coalition Government, is preparing to play for his own hand in the general election which, it is expected by his opponents, will come within twelve months.

In this connection it may be remarked that in newspaper circles the report is current that recent changes in the editorship of the Daily News are due to the fact that Mr. Lloyd George has acquired an interest in the paper.

## WIRE TOLLS UP 150% IN GERMANY

**Correspondents Will Be Forced to Reduce Volume of Information Sent Out of That Country to Rest of World**

BERLIN, Sept. 15.—Today foreign telegraph rates were advanced 150 per cent. This is in spite of the fact that the service has been very bad and that it has been necessary usually to pay three times the ordinary tolls for urgent service, which has even then been slow and unreliable.

The decision chiefly concerns foreign correspondents, who must now pay 25 instead of 10 pfennigs per word to Denmark and Switzerland, 35 to France and Sweden, 40 to Norway, 45 to Italy, 50 to Finland, 110 to Spain, and 100 to Portugal. With this increase telegraphing will be costly in spite of the advantage of foreign exchange possessed by the correspondents.

Telegraph service authorities were not warned in advance of the proposed increase in price. They have demanded from all correspondents deposits double their monthly telegraph bills, and have held up dispatches until such deposits have been made.

The Ministry of Posts and Telegraphs, which is responsible for the order, has found that the plan is unpopular with other branches of the Government, which realize that correspondents will be forced to reduce the volume of information about Germany which they telegraph to the world's newspapers.

### Capt. Davis Returns to Agency

MINNEAPOLIS, Minn., Sept. 17.—S. L. Sholley has resigned from the Davis & Armstrong organization to become advertising manager of the Babson Statistical Service, Wellesley Hills, Mass. He will be succeeded by Capt. H. G. Davis, who was with the Davis & Armstrong Agency before going overseas as an artillery officer.

### Sues for Advertising Debt

BRIDGEPORT, Conn., Sept. 15.—The Bridgeport Life Publishing Company has started a civil action in the Common Pleas Court against J. Framson asking \$250 damages for alleged indebtedness for advertising to the amount of \$150.

William H. Dow, business manager of the Portland (Me.) Express-Advertiser, has returned to his duties after a vacation passed at Kearsarge, N. H.

# It's This Way About ILLINOIS

Illinois is the home of six percent of the population of the United States.

76.7% of these people are native born whites.

74.4% of the population of the United States are native born whites, making Illinois 2.3% above the average on that score.

21.4% of the people of Illinois are foreign born.

14.9% of the people of the United States are foreign born, making Illinois 6.5% above the average on that score.

1.9% of the people of Illinois are negroes.

10.7% of the people of the United States are negroes, making Illinois 9.8% below the average on that score.

The total population of the cities in which this list of daily newspapers are published is 2,832,515, which is a fraction over 46% of the population of the state of Illinois.

The total circulation of this list of daily newspapers is 1,892,793, about 67% of the population of the cities represented.

This is divided into 306,307 morning, 989,635 evening and 596,851 Sunday.

The combined rate for all these daily newspapers is \$2.3304 per agate line.

Here is a market and a means of reaching it.

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M) .....	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E) .....	326,998	.40	.40
*Chicago Herald-Examiner (M) .....	289,094	.38	.31
*Chicago Herald-Examiner (S).....	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E) .....	116,807	.22	.18
Chicago Post (E) .....	55,477	.25	.12
Danville Commercial News (E).....	15,086	.03	.03
*Elgin Courier (E) .....	8,173	.02	.02
Moline Dispatch (E) .....	10,113	.03	.03
Peoria Star (E) .....	22,738	.045	.04
Quincy Journal (E) .....	*8,591	.025	.025
Rockford Register-Gazette (E).....	13,477	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, \$2.3304.

Government Statement, April 1st, 1919.

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

## CHICAGO TRIBUNE PLANS NEW BUILDING

Construction Corporation Organized with Capital of \$500,000—For Time Being Will Act as Overflow Location for Stereo and Press Rooms

CHICAGO, Sept. 17.—The Tribune Building Corporation was incorporated September 8 at Springfield under the laws of Illinois and capitalized at \$500,000, to specifically undertake the erection of the new quarters for the Chicago Tribune. The incorporators named are Joseph Medill Patterson, Jarvis Hunt and Joseph B. Fleming.

Plans for the building, says Col. R. R. McCormick, co-editor of the Tribune, will not be ready before October 15, they having been delayed by labor conditions and other exigencies.

The new building is, for the time at least, intended as merely an overflow location for half of the stereotyping plant and press rooms, the other half of which will remain, with the entire executive and business department in their present quarters in the Tribune building at Madison and Dearborn streets. It is intended to remove the editorial department to the new building, although not for another twelve month at least.

The Tribune now operates its entire colortyping department in still another outside building.

## Creating "Buy-at-Home Ads" for Community Welfare

Lewiston (Me.) Sun Starts Series of Civic Pride Advertisements That Promises Fine Results

LEWISTON, Me., Sept. 16.—"Buy in Lewiston-Auburn" is the slogan of a series of advertisements which are being published by the advertising department of the Lewiston Sun.

This civic advertising campaign was launched, the Sun explains, with the hope of bringing to the citizens of these two cities and of the adjacent trading territory a realization of their community obligations to the end that the entire community will profit.

These advertisements were very carefully planned, the Sun explains, and with a view of full realization of the responsibility which such a campaign involves. They will bring out the advantages of trading in Lewiston and Auburn and of patronizing home merchants.

An attempt will be made to point out the fallacy of sending money away from the two cities and to awaken a feeling of community obligation. The theme of all advertisements is "A community can prosper only by the support of its people."

The advertisements are not sentimental pleas, the Sun says, but it is the purpose to show wherein it is more advantageous to spend money made in Lewiston and Auburn with local firms.

The campaign is being conducted by the advertising department of the Sun and the copy used is protected for exclusive use in that paper.

The Advertising Men's Bureau of the Lewiston Chamber of Commerce has voted to back the "Buy at Home Campaign" and to make the State Fair Week a "Buy in Lewiston-Auburn" week also.

## NEW BRITISH NEWS AGENCY

Manager and Director Tewson Arrives to Represent Cross-Atlantic Service

W. Orton Tewson has arrived in New York in the interest of the Cross-Atlantic Newspaper Service, Ltd., of London, recently organized as an Anglo-American news service. Mr. Lewis is manager and director and he intends opening a New York office and arranging for the American publication of H. G. Wells' forthcoming book, "An Outline of American History."

His temporary office is with Daniel Mayer, 1148 Aeolian Hall Building, 33 West 42nd street. Associated in the formation of the Cross-Atlantic service are G. H. Mair, Lieut.-Col. A. N. S. Strode-Jackson, D. S. O., and Hannen Swaffer, whose headquarters are at 184 Fleet street, London.

## NEWSPAPER MAKING

(Continued from Page 12.)

of men primarily interested in their own concern than as an organized group of poorly advised men.

In a large city like New York, for instance, organized relations through our publishers' associations with organized labor work both injustice to employer and employee. It is grossly unfair for one of the smaller newspapers to be compelled to pay the same scale as one doing twenty times as much work per working hour as the other.

For instance, in the simple matter of the delivery of newspapers, taking the case of the New York Evening Post with 30,000, as compared with that of the Evening Journal with 700,000. One set of carriers go forth with routes of fifty papers and the other 300 copies, and yet both pay the same scale.

Then, again, labor stands in its own light when it permits one large manufacturer of newspapers engaging in side lines, so to speak, and putting the standard of compensation on the higher plane, beyond the sound economic possibilities of a smaller concern. This works to the disadvantage of all other offices and the men working hardest do not get as much money as if they were paid separately for the delivery of the newspaper and for outside units separately.

### A Basic Wage

Such a policy tends to limit the possibility for growth for the smaller newspapers and thus prevents the creation of many new positions to care

for increased volume of business in many offices.

A basic wage based on possibilities of the smallest manufacturer with increases pro rated for heavier traffic from those enjoying it would be more productive of more jobs and larger earnings to labor. Likewise regarding all other details, the little fellow is compelled to pay flat rate per day with the big fellow utilizing the labor more effectively and to maximum advantage.

All of such matters should be adjusted by the adoption of a sane, honest-to-God profit sharing basis in individual manufacturing units. Our employees and fellow sharers in the profits would not be so intent on seeking to create more situations, but would do an honest day's work confident of deriving a part of the additional profit earned through their greater productivity.

### Increased Efficiency

Instead of having labor ever seeking to cut down the efficiencies of improved labor-saving machinery, we would find them interested in multiplying the increased profits made from the investment of their own labor and money, just as much as that of the employers.

General organization of all workers in similar lines into local and national unions for mutual protection, collection, bargaining, and consideration and decision of underlying principles would be desirable.

Unless we have organized labor keenly and vitally interested in maintaining the validity and sanctity of contract, we will have lost all of the great advantages secured after many years of development toward better relations and sounder business.

American labor concedes that if we remove the inducement of financial reward, the whole structure of civilization falls into chaos, as it has in Russia. If it were otherwise, what inducement is there for constructive effort? If the simple little home representing the savings of a lifetime cannot be passed on to our children, why thrift at all?

From my observations, unless labor recognize the danger of unjustified demands killing the goose that lays the golden eggs by becoming interested and associated in responsibilities of management, there will continually be

vastly more of them out of work than would be produced by some constructive programme which I have indicated.

I sincerely believe that a limit may eventually be placed on the total annual profits that can be made by a corporation or an individual, and that excess profits beyond this limit shall revert to the workers, or to the state, in lieu of other taxation.

### Limit on Profits

Labor in our country concedes the necessity and usefulness of management and direction. While probably our best managers have undoubtedly been recruited from the ranks of practical workers, the workers in any organization seldom have in their ranks men with sufficient experience to jump in over night to finance and manage the affairs of any considerable industrial plant. This has been conceded in Russia after disastrous experimentation.

If what I have written is out of line with either side, employee or employer, I can only apologize for thinking out loud, so to speak, with sole intent to produce something which may have in it the germ of constructive result.

### Signs of the Times

A large store located on Chambers street, New York City, not far from Park row, is featuring cider presses in their window display, and advertise the fact that they carry a complete line in stock.

### Elected to A. N. P. A. Membership

The Wichita Falls (Tex.) Daily Times has been elected to active membership in the American Newspaper Publishers' Association.

## supremacy

The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.

THE INDIANAPOLIS

NEWS

for 50 years a Newspaper.

During the seven months ending July 31

614,922 agate lines

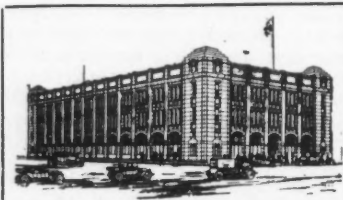
of national advertising were published in

The Clarksburg Telegram

a gain over the same period of 1918 of

74.5%

It pays to advertise in "West Virginia's Leading Newspaper."



Advertisers guided by A. B. C. reports, know that in Detroit, the News has more circulation than all competitors combined weekdays, and on Sundays a 48% lead over its only competitor.

## The Congregationalist

is not read for fun; it is read *seriously*; therefore it is *well* read.

Broad-minded advertisers *know*

THE CONGREGATIONALIST, 14 Beacon St. BOSTON, MASS.

## 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.

The Pittsburgh Post has the second largest morning and Sunday circulation in Pittsburgh.



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.



### Chicago Backs Mrs. Stroh for A. A. C. W. Office

#### Delegation 100 Strong Will Also Aid Indianapolis in Winning the 1920 Convention

CHICAGO, Sept. 17.—Mrs. Olivia B. Stroh, vocational director of the Chicago Women's Advertising Club, will be a candidate for vice-president of the A. A. C. W. The Chicago delegation is solidly behind Mrs. Stroh. If elected, she will be the first woman ever to win an executive place on the board of the international organization. Mrs. Stroh's work on the Liberty Loan campaigns won her national recognition.

Clinton P. Lampman, president of the Chicago Advertising Association, says he anticipates an attendance of more than 100 members at the convention. At least two special cars will be provided for the Chicago delegation, which will leave Saturday night so as to arrive in New Orleans in time for the first special meeting Sunday afternoon.

The Chicagoans are going South with the fixed idea of securing the next annual convention for Indianapolis.

### AD MEN AIM TO HELP BRING LABOR PEACE

(Continued from page 9.)

Then in the evening the seep of time will bear those admen in to the present and future.

Wednesday evening, September 24, at the New Orleans conclave, the New Orleans of today and tomorrow will be shown in a graceful, dignified pageant.

Modern lighting will shed its clear glow about the grounds. Wireless telegraph and telephones will send and receive messages from all parts of the world. Brilliantly lighted aircraft will circle and swoop above the scene, before specially painted background on a huge stage, the pageant of modern commercial and industrial New Orleans will pass.

And with this setting of past and future with dance and banquet staged in formal fashion, Mayor Martin Behrman in an address to the delegates will outline the work New Orleans has done in the past two decades, the work she is doing today and the work she plans for the future to achieve the city's destiny.

#### Record Attendance Expected

Officials who have been receiving last minute reports from all the clubs that compose its membership, predict that the attendance at New Orleans will be record-breaking.

Little cities as well as big ones will be represented, they all say, by delegations of which they will be proud numerically as well as personally. Also, officials of the organization report, the convention will be more of an international affair than it ever has been before.

In fact, quite a few advertising men

will travel half way around the world to attend it, as, for instance, the delegation from the Advertising Men's Institute of Brisbane, Australia.

A late announcement of particular interest to Latin-Americans is that the officials of the organization have, on the recommendation of Director-General John Barrett of the Pan-American Union, decided to hold two special Pan-American sessions.

#### A Pan-American Session

These will take place on Tuesday and Wednesday afternoons and will be featured by addresses of noted Latin-American publishers and discussions by representative newspaper men of North America interested in Pan-American trade relations.

Invitations in Spanish and Portuguese, accompanied by copies of correspondence between Lewellyn Pratt, first vice-president of the Associated Advertising Clubs, and Director General John Barrett, were sent out over a month ago to nearly all of the directors of newspapers in Latin-America to be present or send representatives, and many of these have sent acceptances.

The program for the two Pan-American sessions, which has not been completed, is in charge of a special committee, consisting of Herbert S. Houston, of Doubleday, Page & Co., Lewellyn Pratt, and P. S. Florea, executive manager of the Associated Advertising Clubs, with the co-operation of Mr. Barrett.

#### Newspapers and Ad Agents

Newspaper advertising will be discussed from many angles, the program of the daily newspaper department, as now perfected, indicates.

Jason Rogers, publisher of the New York Globe, will discuss "Necessity for a Greater Standardization of Newspaper Advertising"; Frank D. Webb, advertising manager of the Baltimore News, will talk on "Selling the Local Representative for Nationally Advertised Goods on His Use of the Newspapers in His District," and James W. Brown, publisher of **EDITOR & PUBLISHER**, will have as his subject, "Proper Advertising Rates."

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, will talk on "The Relation of the Advertising Agency to the Newspaper and Advertiser"; Fred Millis, assistant advertising manager of the Indianapolis News, on "Building Steady Business," and Herman Phillipson, of the Dallas Times-Herald, on "Converting National Advertisers to the Use of Daily Newspapers."

A number of other pertinent topics will be discussed by men who have made a study of them.

### PREMIUMS

That Are Real Subscription Producers  
**S. BLAKE WILLSDEN**  
Manufacturers and Publishers Representative,  
1606 Heyworth Building  
29 E. Madison St. CHICAGO

### 110 NEW YORKERS TO GO

#### Delegation to New Orleans Will Include Ten Ad Women

The New York City delegation will number 110. There will be a two-section train for them, leaving Friday afternoon. At Baltimore fourteen delegates from that city will board the train, and ten from Philadelphia will be fellow passengers. Ten members of the League of Advertising Women of New York City will make the trip. Some members of the New York City delegation sailed by the Southern Pacific steamer "Morus," Wednesday noon.

Coming back, forty members of the New York City delegation will take a Southern Pacific steamer on Saturday, September 27. Many will travel back home by way of St. Louis and Chicago, or will make various other stops on their way home.

#### For General Discussion

The Daily Newspaper Department also has prepared a list of the following topics for general discussion at its sessions:

The value of co-operation with national advertisers, and to what extent should it go?

Should newspapers sell merchandise in order to obtain advertising?

Flat rate versus sliding scale.

Should the local and foreign rates be equalized?

Uniform rate card.

The movie and vaudeville rates.

The best plan for notification of local and foreign raise in rates.

Should the newspaper or the advertiser pay the agency commission?

Amusement publicity.

Automobile publicity.

Why questionable advertising of all kinds should be eliminated—and what is considered questionable?

How best to regulate compensation of advertising solicitors, in view of increased cost of living. Bonus versus salary increase. (A very definite plan

which has been in successful operation for more than a year, and which has resulted in 1,500,000 lines local gain, will be disclosed.)

Should newspapers furnish free art work and cuts?

Should there be a free or paid exchange of mats and cuts?

The use of news style heads on advertisements.

Should newspaper contracts be made for one year or more?

Uniform style of makeup.

The value, if any, of special editions.

Do scheme pages lower the standing of a newspaper?

Best methods to build up classified advertising.

#### Truth and Fair Deal

Every other branch of advertising will also have its own sessions and will take a part in the general proceedings.

One whole general session will be devoted to truthful advertising, and running through every session of every departmental meeting will be evidence of the power of truth and square deal to build good will, as has been clearly indicated in the programs for each that have been printed in past issues of **EDITOR & PUBLISHER**.

The conventions of the Associated Advertising Clubs of the World are about as far from a Roman holiday as anything which a business man or woman could imagine, yet there will be entertainment features at the New Orleans convention, and they will be of a character not soon to be forgotten. Mornings and afternoons will be for business.

The entire South, which has made such marvelous strides within the last

(Continued on Page 81.)

## New Era Features

30 East 42nd St., New York City

Forty Leading Papers  
Print Our Service.

Send for our Headline History of the World War

## PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write or wire for rates.

The Associated Newspapers  
170 Broadway New York

## THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

## The True News

## FIRST

Always—Accurately

International News Service  
World Bldg. New York

# NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE

Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
241 WEST 5TH ST. NEW YORK

## D. O. McCARTHY DEAD IN LOS ANGELES

His Morning Paper, The American Flag, Was Factor in California's Refusal to Secede from Union in Civil War—Noted Fighter

LOS ANGELES, Cal., Sept. 15.—The recent death of Daniel O'Connell McCarthy in this city marked the passing of one of the most picturesque figures in American journalism and particularly on the Pacific coast, where most of his activities had been confined in the last half century. It has been said that he never missed voting in California since the state was admitted to the Union.

He was long editor of the American Flag, which was established in Sonora, Tuolumne County, in 1860, as not only the first morning newspaper in the state but the first radical Union newspaper in California, and during the Civil War it was considered a deciding factor in the refusal of California to secede with the Southern states.

Due to the influence of the then Senator Leland Stanford, Mr. McCarthy was induced to remove from Tuolumne County and re-establish his paper in San Francisco. It was during the publication of the American Flag in San Francisco that the owner started one of the first newspaper agitations in the United States.

It was at the time that an attempt was being made to pass the Pacific contract law. Corruption was charged against the state legislature. This resulted in the arrest of Mr. McCarthy. He was later released and was feted by hundreds of supporters. It was the American Flag that first published the news of the assassination of Lincoln in California.

Mr. McCarthy was on the personal staff of General Barstow during the Mexican war, and following his release of control in the American Flag went to San Diego, where he established the Vidette in 1892, this paper later being absorbed by the San Diego Union.

He also established what is now the San Diego Water Company. In 1901 he came to Los Angeles, and until a short time ago was engaged in the real estate business. He is survived by his son, J. Harvey McCarthy, and a daughter, Mary B. McCarthy.

### Obituary

BENJAMIN LINGLE, 74, postmaster of Warsaw, Mo., and editor of the Henry County Democrat, died recently in Kansas City. A widow and four daughters survive.

CHARLES P. DOWNS, telegraph editor of the El Paso Times, is dead from a fractured skull, the result of being struck by a street car.

W. E. KING, editor of a Dallas (Tex.) negro publication, was killed by a negro

woman August 21. He was shot in the heart.

MRS. GEORGE L. WILLSON, mother of Mrs. William Randolph Hearst, died at Seagate, N. Y., Sunday after a long illness.

LEONID ANDREYEFF, Russian author and contributor to newspapers, died September 12 at Mustamaeki, Finland.

GEORGE ANCEL CLEMENT, who in 1873-4 was editor of the Port Jervis (N. Y.) Gazette and recent years was noted lawyer and author of legal works, died in New York, September 13, aged 69 years. He was editor of "Court Rules" and author of "The Fire Insurance Digest."

JAMES MELBOURNE PATTERSON, 83, died at Marshall, Mo., August 26. Born in 1836 in Virginia, he went to Missouri in 1848 with his father, who founded the Lexington Express. He entered the shop as an apprentice printer in 1848. In 1879, he moved to Marshall and with his son, the late John C. Patterson, founded the Democrat-News. He remained with this paper until a few months before his death. Two sons and a widow survive.

MOCY BERNSTEIN, for 36 years the idol of Omaha newsboys, died recently from a bullet wound in his head, which the police declare gave evidence of self-destruction. He conducted a store and restaurant frequented by newsboys. His family declares he was killed.

CARL JULIUS BRAUN, father of Arthur E. Braun, president of the Pittsburgh Post and Sun Publishing Company, died a few days ago in Pittsburgh, aged 72 years. He was born in Germany, served an apprenticeship in the printing trade and was foreman of a small newspaper at the age of 15. He served in the American civil war and later was prominent as a wholesale leather dealer.

GEORGE F. SCHUTT, at one time connected with the Fort Wayne (Ind.) Journal-Gazette, died recently at Providence Lake, N. H. For nine years he had been proprietor of the New Ebbett Hotel in Washington, D. C.

JOHN T. CALHOUN, aged 53, city editor of the Bradford (Pa.) Morning Era, died September 4. He was a native of Forestville, N. Y., and previous to entering the newspaper profession was a druggist. For a time, beginning in January, 1918, Mr. Calhoun served as a deputy revenue collector with headquarters in Connellsville, Pa.

### "I. E. A." WANTS SUBSCRIPTIONS

Solicitor in New York Looking for \$500 Contributions for Home

A solicitor for the International Editorial Association, Bedford, Va., has made his appearance in New York and is endeavoring to obtain \$500 subscriptions for "associate life membership" in support of a home for newspaper workers which the I. E. A. is represented to be opening in Bedford.

The solicitor is giving the name of Davey O'Connor. A number of people approached by him have turned the matter over to commercial agencies for investigation. Clyde P. Steen, who, as former president of the National Association of City Editors, attempted to raise a fund of \$1,000,000 several months ago to fight Bolshevism and was stopped by the New York District Attorney, is listed on the subscription blank as superintendent of the "national home."

### "WE HAVE WITH US TO-DAY"

New Feature by Grantland Rice and "Ding" Attracts Wide Attention

The new illustrated topical page of Grantland Rice and J. N. Darling ("Ding") which is appearing as a regular Sunday feature of the Colorgraphic Section of the New York Tribune, and is being syndicated by that newspaper, is a new departure in Sunday laugh producers and really belongs to the class of comics de luxe.

The pages are being released both in colors and in black and white. "Golf" and "The High Cost of Living" have already been released. Others announced are "The Servant Problem," "President Wilson," "The Movies," "Poker" and "Bolshevism." The pages are non-political, being a humorous review in the best vein of the author and the artist.

### Italy Shuts Down on News

ROME, Italy, Sept. 15.—The Government has prohibited publication of any news concerning the military events at Fiume. A special official has been appointed to supervise this censorship. He is armed with authority to sequester all editions of newspapers contravening the Government's order.

### WHAT OUR READERS SAY

#### Relative to H. N. Moore

Editor & Publisher:

Your paragraph on page 37 of the Editor & Publisher of September 4, in which you try to enlighten your subscribers on the fact that one H. N. Moore, the Washington Correspondent of the Montreal Star, was being transferred to the London Office of that publication has failed miserably to fully enlighten some of us who have not seen H. N. Moore, better known among us who knew him well as "Mike" Moore—just because he claimed Irish ancestors—since he went away to war some three years or so ago with a McGill College contingent.

My use of the word "enlightenment" is well used. If it is H. N. "Mike" Moore, he has the proverbial red hair, combed in a pompadour and wears a congenial smile all over his face when not engaged in serious details of a news story. Now let us know after investigation whether it is dignified H. N. or just plain (H. N.) "Mike" Moore who is again going across the big pond.

A SUBSCRIBER.

[It was just plain "Mike" Moore who went to England. He served three years with the C. E. F. Covered the opening of the Peace Conference for the Montreal Star, then returned to Canada about three months ago, and was appointed Washington correspondent. He sailed for London, from Montreal, on September 16.—EDITOR.]

#### J. H. Moore Wins Nomination

PHILADELPHIA, Sept. 16.—Representative J. Hampton Moore, former newspaper man, today was nominated by the Republican party as its candidate for Mayor by a majority of 1,736 out of a total polled vote of 296,326. Mr. Moore was supported by Senator Penrose. Mr. Moore was supported by all the newspapers and had the indorsement of many civic organizations. Against them the administration pitted officeholders.

#### The Mount Vernon, N. Y.

### DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.

Foreign Representative  
171 Madison Ave. NEW YORK

### The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.  
Sunday Edition, 5c.

### You can reach

Albany, Troy and  
Schenectady with  
one paper

The Sunday Telegram  
Albany, N. Y.  
Circulation, 28,000

### The Pittsburg Dispatch

has been a potent factor in the success of Pittsburg's big stores.

WALLACE G. BROOKS  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK  
Real Estate Trust Building, Philadelphia

### The Test Town of the Country for the National Advertiser

## Beloit, Wisconsin

It's one paper—the Daily News—has the finest plant in any city of 22,000 in the United States and prints one of the ablest and handsomest newspapers in the middle West. Why?

Beloit is rich in factories and agriculture, is highly educated; has \$7,000,000 in local banks. Workmen own their homes. City is 100% American.

The Daily News alone serves this splendid population. Circulation over 7,000. Rate, 2½ cents per agate line.

### When the East Reaches the West

## LOS ANGELES EVENING HERALD

The greatest week-day  
advertising medium on  
the Pacific coast

DAILY CIRCULATION  
127,773

### The McClURE Newspaper Syndicate

supplies continuous daily and  
weekly services that make and  
hold home circulation

ALSO

Big Special Features on Timely Topics  
by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Ave., New York

### 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 largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.  
The S. C. Beckwith Special Agency.  
Sole Foreign Representatives  
New York Chicago St. Louis



**TIPS FOR AD MANAGERS**

N. W. AYER & SON, 300 Chestnut street, Philadelphia. Placing orders with newspapers for Warner Brothers. GEORGE BATTEN COMPANY, Fourth Avenue Bldg., New York. Placing orders with newspapers for B. F. Sturtevant Company; making 5,000-line contracts with newspapers for U. S. Cartridge Company; placing 180-line 2-time orders with newspapers for E. A. Mallory & Sons. NELSON CHESMAN & Co., 1127 Pine street, St. Louis. Making 10,000-line contracts with newspapers for Easyhold Company.

CRITCHFIELD & Co., Brooks Bldg., Chicago. Again placing orders with Western newspapers for Black Silk Stove Works.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Again placing schedules with newspapers for Remington Arms-Union Metallic Cartridge Company.

FEDERAL AGENCY, 6 East 39th street, New York. Placing orders with New York City newspapers for "Duke of York Cigarettes."

RICHARD A. FOLEY AGENCY, Terminal Bldg., Philadelphia. Again placing copy with newspapers for W. H. Luden; placing orders with Pennsylvania newspapers for University of Pennsylvania.

GUENTHER-BRADFORD & Co., 64 W. Randolph street, Chicago. Again placing orders with newspapers for Dr. R. Newman.

HOYT'S SERVICE, 116 West 32d street, New York. Usually make up list during October, using newspapers, for Billings-Chapin Company.

H. W. KASTOR & SONS AGENCY, Lytton Bldg., Chicago. Again placing orders with large city newspapers for "Q. R. S. Company."

OTTO J. KOCH AGENCY, University Bldg., Milwaukee. Again placing orders with newspapers for Phoenix Knitting Work; placing 420-line, 3-time orders with newspapers for Mueller Furnace Company.

MALLORY, MITCHELL & FAUST Security Bldg., Chicago. Placing orders with newspapers in cities where Lin-a-Time Manufacturing Company has branches.

MORSE INTERNATIONAL AGENCY, 449 Fourth avenue, New York. Again placing orders with newspapers for Hall & Ruckel.

MOSS-CHASE COMPANY, 170 Franklin street, Buffalo. Placing orders with a few newspapers on Pacific Coast for Buffalo Specialty Company.

OSTENRIEDER ADVERTISING CORP., 25 East Jackson Blvd., Chicago. Making 2,000-line contracts with Middle West newspapers for Schoenhofen Company.

W. HANCOCK PAYNE AGENCY, Drexel Bldg., Philadelphia. Placing orders with Pennsylvania newspapers for Pennsylvania Tire Stores.

PHILIP RITTER COMPANY, World Bldg., New York. Placing orders with news-

papers for Young & Griffin Coffee Company.

SHECK AGENCY, 9 Clinton street, Newark. Placing orders with New York City newspapers for Hudson County Tobacco Company.

STAVRUM, THOMPSON & BENNETT, 14 East Jackson Bldg., Chicago. Will handle advertising for Kellogg Products, Inc.

STREET & FINNEY, 171 Madison avenue, New York. Placing orders with newspapers in New York City and vicinity for Sweet, Orr & Co.

THIELECKE ADVERTISING COMPANY, 327 South La Salle street, Chicago. Placing orders with newspapers for Dodge Sales & Engineering Company.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Again placing copy with newspapers for the Andrew Jergens Company.

**HARVEY FREED BY COURT**

**Judge Rules Evidence of Parole Violation Has Been Outlawed**

David M. Harvey, promoter of a reception scheduled to have been given to General Pershing in New York last week and who was arrested on its eve on a warrant charging him with violation of a parole, was discharged from custody by Judge Rosalsky in General Sessions on the ground that the evidence against him was outlawed by the statute of limitations. The promoter had been arrested in 1909 charged with passing worthless checks, but escaped with a suspended sentence. In 1912 a warrant was issued charging him with breaking his parole.

The aims of the George Washington Memorial Association, in behalf of which the reception was planned, were approved by Assistant District Attorney Talley, after he had questioned Mrs. Henry L. Dimock, the head of the association. She said she had an agreement with Harvey by which he was to receive for his services "not exceeding 5 per cent" of the money raised. As the campaign was for \$10,000,000, Harvey would have received \$500,000, if the amount had been raised.

**BISHOP SUCCEEDS DEVINE**

**Will Be Business Manager and Treasurer of Clarksburg Telegram**

CLARKSBURG, W. Va., Sept. 12.—Albert J. Bishop has been appointed to succeed James J. Devine, former general manager and treasurer of the Telegram, who has purchased the Fitchburg (Mass.) Daily News. Mr. Bishop will act in the capacity of business manager and treasurer.

**Frash Made Copy Chief**

CHICAGO, Sept. 16.—Poole Brothers have appointed O. T. Frash as copy chief of their service department. Mr. Frash comes from the Klauvan Pieter-son-Dunlap Agency, Milwaukee, and was formerly connected with the Indianapolis Star and Chicago newspapers.

**Reorganization Is Effected by Brotherton-Knoble Co.**

**Takes Over Tremaine Advertising Service and Its Accounts—Burnett Vice-President, Tremaine Treasurer**

DETROIT, Mich., Sept. 16.—In a recent meeting of the Brotherton-Knoble Company several new officers were elected and changes made in the organization. Norton T. Brotherton was re-elected president and will continue the active direction of the agency. C. V. Burnett, who returned from France in the spring, was elected vice-president. Mr. Burnett held a commission as lieutenant in the aviation section of the Marine Corps.

Wallace B. Blood has sold out his interests in Blood & Wright to become secretary of the Brotherton-Knoble company.

The G. C. Tremaine Advertising Service has also been combined with the Brotherton-Knoble Company. Mr. Tremaine is now treasurer of the Brotherton-Knoble Company and will specialize on analytical and research work.

**PAPER CAME OUT ANYWAY**

**Trouble in Plant Cannot Stop Laredo (Tex.) Record's Editor**

When trouble broke in the composing room of the Laredo (Tex.) Record, August 29, J. Guy Burr, the editor, was not to be feazed by misfortune. He just put all the type he had set and miscellaneous cuts in the shop into the forms, blocked out the holes, and went to press.

The result was a most unusual American newspaper reminding one of a Russian paper after the censor has gone over it. The only explanation Mr. Burr makes to his readers is "Most of telegrams omitted on account of breakdown."

**Tulsa Advertising Increasing**

KANSAS CITY, Mo., Sept. 17.—Shelby Tracy of the Southwestern Advertising Agency has made preliminary plans for the establishment of a branch office in Tulsa, Okla., to handle the increasing volume of business coming from that city.

**Low Tide**

When the tide runs out Strange things come into view: The flotsam and the jetsam of the sea— Drift timber riven from a long lost ship And rootless blooms that gained their growth

In far Sargasso. The prickly urchins and the dum molluscs

Amid the pebbles and the pearly sands, Wrinkled to fit the waves, Lie waiting for the turn, While now and then, Contemptuous, The vast breaker Tosses to the shore A sodden, shapeless something That was once A man!

DON C. SEITZ, in the New York Sun.

**Sale of Southern Magazine**

NASHVILLE, Tenn., Sept. 17.—The Southern Woman's Magazine of this city and St. Louis, has been sold to Russell Raymond Voorhees of New York, who has moved the offices to New York. The magazine will be representative of the women of the Southland, as heretofore. The sale was negotiated through the newspaper brokerage agency of H. F. Henrichs, Litchfield, Ill.

**The Tidings Becomes a Daily**

ASHLAND, Ore., Sept. 16.—The Tidings, established in 1876 and for several years past printed semi-weekly, has entered the daily field. It will issue evenings. B. R. Greer is editor.

Rev. James C. Reid has been named publicity chairman of the Interbay Church Federation, Oakland, Cal.

**THE NORTH JERSEY SHORE** offers a widely diversified market for all products of general demand. The territory is responsive and sales efforts there secure big returns. This field is thoroughly covered and dominated by the

**ASBURY PARK EVENING PRESS**  
and  
**THE SHORE PRESS**  
Sunday

These are strictly high-class papers that go into the homes of both the resorts and the country districts.

Standard Rate Card. Member A. B. C. Frank R. Northrup, Special Representative, 303 Fifth Avenue, New York City. Association Building, Chicago. J. Lyle Kinnmonth, Publisher, Asbury Park, N. J.

**The Dominating Force**

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

**The Bridgeport Post Standard-Telegram**

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

**FOREIGN REPRESENTATIVES**

I. A. Klein, Metropolitan Bldg., New York. John Glass, Peoples' Gas Bldg., Chicago, Ill.

**Perth Amboy, N. J.**

More than 50,000 and going strong.

Thoroughly Covered by

**Evening News**

Member A. N. P. A., A. B. C., A. P. Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue New York City

**Summer In New London, Conn.**

is the season of social activities and big business that assure success for the advertiser who uses

**The New London Telegraph**

Advertise your goods at dawn and sell them before dark.

JULIAN D. MORAN, Pres. and Mgr. Representatives Payne-Burns & Smith, New York—Boston J. Logan Payne Co. Chicago—Detroit

**The Shortest Route From Dealers' Shelves to Consumers' Homes.**

Is Via



301,270

Govt. Statement For Six Months Ending April 1st.

This is the LARGEST home-going circulation in New England—a vast market with limitless possibilities.

**1,193,243 Lines Lead**

over the second paper is the standing of THE PLAIN DEALER for the first seven months of 1919.

A steadily increasing monthly gain keeps THE PLAIN DEALER well ahead of the other Cleveland paper and clearly indicates that continued use makes advertisers even more appreciative of

**The Plain Dealer**

Largest Morning Circulation Between New York and Chicago.

# SUPPLIES & EQUIPMENT

For Newspaper Making

**WANTED AND FOR SALE**

## NEW ORLEANS ITEM PLANS TO ERECT HIGHEST BUILDING IN THE CITY



“THE Item's management has such confidence in the future growth of New Orleans that we desire to make adequate provision for the increasing growth of the paper in the years ahead,” said James M. Thomson, publisher, in speaking to EDITOR & PUBLISHER of his intentions of creating one of the finest mechanical plants in the country and the highest office building in the city for his newspaper. It will cover from Perdido street, clean through the block, to Union street, right in the heart of the financial and shopping districts, where New Orleans is at its commercial busiest.

The rear building in the foreground of this drawing is now being erected. The office building will probably be put up a year or two later. The mechanical department will be housed immediately in the new structure, and the business office and editorial departments will occupy a first-rate building now located on the sites of the proposed office “sky-scraper.”

Mechanically the Item in its new plant will have two octuple presses, a most modern and complete Linotype and composing room outfit, and an entire and new stereotype equipment, including auto-plate machinery of the very newest and latest character.

The pressroom will be on the first floor, the mailing room and circulation department on the second; the composing room, the stereotyping and photo-engraving plant on the third floor. The entire ground floor space to be occupied by the Item is in excess of 14,000 square feet.

The new equipment, facilities and extra space in the new fire-proof, ferro-concrete plant structure will for the first time in years permit the Item to be issued without the crowded sensation that comes to a husky youngster of 21 wearing his 14-year old clothes.

While the plant is being erected, the architect and newspaper management will work out plans for remodeling the building now on the Union street side of the site, which the Item will occupy for business and editorial office purposes until its new “sky-scraper” home is completed.

The latter will have every business convenience for working and comfort, including baths, rest-rooms and a library. The site was selected with the idea of obviating the necessity of establishing a downtown office for the paper's business.

### Will Counsel on Art and Type

CHICAGO, Sept. 15.—The firm of Perley, Bertsch & Cooper has been established as an art and typographic service by C. Perley, Fred S. Bertsch and Oswald Cooper. For the past three years Mr. Perley has been art director for the Erwin & Wasey Advertising Agency.

### New Home and Owner

SHAWNEE, Okla., Sept. 17.—The Morning News is being published from its new home. H. G. Spaulding is now publisher, succeeding O. B. Weaver.

Miss Edith Gennett has joined the staff of the Albany (N. Y.) Times-Union.

### EQUIPMENT FOR SALE

Advertisements under this classification, thirty cents per line. Count six words to the line.

### World's Series

Only 2 Base Ball Player Boards unsold. (Sept. 13, 1919.) \$300. Sale outright \$100 a year for lease for size 6 x 8.

\$450. NEW board—8 x 12—or leased for \$125 a year. Guaranteed best made. Wire at once as next year's prices will be double. Standard Ball Player Corp., New Bedford, Mass.

### Hoe Sextuple Press

Will sell a Hoe right angle sextuple press, which was dismantled some time ago but not re-erected. Has two folders; will print 7 or 8 column papers of 22" column length; 15" diameter cylinders; will print per hour 24,000, 4-6-8-10-12-14-16-18-20-22 or 24 page papers; in excellent condition and can be purchased at a bargain. Address: Mechanical Sup't., The Courier-Journal, Louisville, Ky.

### For Sale

Three platen or triple Goss steam table with apron and gas heated steam generator, in first class condition, for sale, \$225. F. O. B. Scranton. Times, Scranton, Pa.

### EQUIPMENT WANTED

Advertisements under this classification, thirty cents per line. Count six words to the line.

### Magazine Press Wanted

We are in the market for a magazine press which will print up to 48 pages, size 10 1/2 x 14 1/2 or larger. Press must have capacity of 10,000 to 12,000 or more papers per hour and be equipped with paster or sticher. Color attachment for 3 colors on cover pages and one or two colors on several inside pages is desirable. If you have such a press communicate with: Mechanical Sup't., Courier-Journal, Louisville, Ky.

### Wanted

Will pay cash for Model 1 Linotype or Model A Intertype if machine is in good condition, and price right. Address H. W. A., care of Editor and Publisher, World Building, New York City.

### INCORPORATIONS

Herbert S. Wetzler; advertising; \$5,000; W. S. Bowker, J. S. Murphy, H. S. Wetzler, 1820 75th street, Brooklyn.

George D. R. Hubbard Company; printing, engraving, lithographing; \$25,000; G. D. R. Hubbard, F. E. Webb, E. F. Hills, 154 Nassau street.

Klopper-Circkus, Inc., printing; \$5,000; E. and R. Klopper, S. Circkus, 280 Bradford street, Brooklyn.

Thompson Feature Service; printers and publishers; \$20,000; R. S. Thompson, A. L. Fowle, W. P. McLean, 45 West 111th street.

NEW HAVEN, Conn. Veterans Publishing Company; \$75,000; W. H. Avis, Michael J. Quinn, Bernard Cutler, Paul Barnett.

### Issued an "Anti-Bolshevik Edition"

SEATTLE, Wash., Sept. 16.—A special number of the Times, called the “Anti-Bolshevik” Edition, was recently issued with 138 pages. Stories detailing the trend of the movement and designed to stamp out the fangs of extreme radicalism were featured. It carried an abundance of advertising.

### FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & COMPANY  
Plainfield New Jersey

### 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

### 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      |

### 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

### Makes Vicious Paper Quit

ASTORIA, Ore., Sept. 16.—The News, published by the Central Labor Council, has suspended publication as a result of the campaign made against its radical utterances by the Astoria branch of the American Legion.

### Start a Comic in Butte

BUTTE, Mont., Sept. 15.—The Saturday Pink has been started here as a humorous publication by Leo F. Reardon, late of the Butte Miner, who is editor, and George Weatherhead of the Anaconda Standard, business manager.



**CLASSIFIED ADVERTISING COLUMNS**

Through the classified columns of EDITOR & PUBLISHER you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**Advertising Salesman**

Seasoned, capable and reliable producer available for well rated publication. Experienced in general, class, trade and export fields; has successfully managed department, also branch office. Large acquaintance New York and Eastern territory; best credentials. Details to replies; letters confidential. Address A-877, care of Editor and Publisher.

**Mr. Publisher or Business Manager**

Are you satisfied with your present circulation? Do you contemplate a campaign for increased business this fall? This is your opportunity to engage the services of an expert to direct the energies of your circulation department. Over fifteen years as circulator on morning and evening and Sunday papers east and west. Experienced in every form of circulation development among newsboys, carriers, and city and country dealers. Wide experience in E. F. D. work and contests of every description. Am seeking permanent connection as circulation director, but would consider proposition for special work in any department. Address A-828, care of Editor and Publisher.

**Editor-Manager**

will consider position on independent or Republican daily. Now publisher of afternoon paper in small middle-west city. In present position since 1914, except 20 months in service as infantry officer, 8 months in France. Result getter and business builder. Will produce figures to prove it. Can handle job printing department. Will go anywhere. Salary \$3,500 to \$4,000, depending on location. Given \$600 increase upon return from France, but prefer to locate elsewhere. Age 29; widower. Go anywhere on 60 days' notice, but prefer 90. Write A-871, care of Editor and Publisher.

**General Reporting**

Energetic Christian young man, 25, one time newsboy, seven years with educational institution, nine months as reporter with aerial publication while in the Army, desires position as reporter on New York City daily. Will deliver the goods any time and all the time, know no hours, can furnish excellent references. Address, Live Wire, care Editor and Publisher.

**Literary Editor**

Wanted—Position as literary editor, or assistant to dramatic or publication editor. Applicant was educated at Harvard, has travelled widely and has deep knowledge of international literature, supplemented with ten years training as newspaper man and politician. He is the author of one book, and numerous articles. Address A-878, care of Editor and Publisher.

**Experienced Copy Editor**

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

**Editor**

Twenty-eight years old; student and special article writer of versatile style; telegraph editor two years; on streets and city desk several years; edited smaller dailies before coming to city; desire post as editorial writer on Southern Democratic paper; salary \$40 a week. Address A-873, care of Editor and Publisher.

**Newspaper Pressman**

wants position as foreman of Pressroom. A-1 reference. Address A-872, care of Editor and Publisher.

**Circulation Manager**

with 12 years' experience desires to make connection with daily in middle west by October 1st. Thoroughly experienced in all kinds of circulation work. Married. Best of references. Address A-865, care of Editor and Publisher.

**Circulation Manager**

A first class circulation manager who now has charge of that department on a well known paper, desires a change for the best of reasons. For further information address A-876, care of Editor and Publisher.

**Webb Pressman**

Wanted position as foreman of press room. Best of references from well known newspapers. Address A-867, care of Editor and Publisher.

**SITUATIONS WANTED**

**Cartoonist**  
Young man wants position with Western daily—highest references—political cartoons and comics. Address A-821, care of Editor and Publisher.

**HELP WANTED**

Advertisements under this classification twenty-five cents per line. Count six words to the line.

**Wanted Advertising Copywriter and Good Salesman**

Must be experienced and willing to work. Communicate at once with Louis Fisher, Advertising Manager, Virginian Pilot, Norfolk, Va.

**Classified Advertising**

Wanted—Man to manage and develop classified advertising for oldest and only evening paper in New York State, city of 100,000 population. Address A-880, care of Editor and Publisher.

**Advertising Solicitors**

and possibly men who can write copy on big evening daily newspaper in large city on Great Lakes. In answering give experience; age; married or single and salary expected to start. Address A-879, care of Editor and Publisher.

**Reporter**

wanted for day work in city of 25,000 population. Experience necessary. Apply immediately. Leader-Republican, Gloversville, N. Y.

**Syndicate Manager**

to join well known fiction writer in new corporation. Address A-874, care of Editor and Publisher.

**Circulation Manager**

At present time circulation manager for only evening daily in city of 25,000 population. Have been with present employer for past 7 years. Desire to make change. Understand promotion work and handling of carriers thoroughly. Address A-875, care Editor and Publisher.

**Circulation Manager Wanted**

First-Class Foreign Language Daily Newspaper, the only one in its field, circulating in the United States and South America, has a splendid opportunity for a first-class experienced circulation manager. This man must be thoroughly capable of handling his department and increase the circulation along sound business lines. The right man can make a most advantageous connection from viewpoint of both present and future. Address in confidence, A-881, care of Editor and Publisher.

**FEATURE SERVICES**

Advertisements under this classification, thirty cents per line. Count six words to the line.

**Pulling Features**

My Government booklet information service for dailies and Vital Washington News for weeklies are pulling features. Rates, \$1.00 month. Ask for free tryout. Raymond Lecraw, 4035 New Hampshire Ave., Washington, D. C.

**AD MEN AIM TO BRING LABOR PEACE**

(Continued from Page 77.)

few years, has joined with New Orleans in extending a welcome to the convention visitor, and many of the delegations will stop en route to or from the meeting to study its markets.

**A. A. C. W. ELECTION UNCERTAIN**

**F. A. Seiberling Favored for Presidency—Indianapolis for 1920**

The election of officers of the A. A. C. W. for the ensuing year is a matter that is exciting much interest. President William C. D'Arcy, of St. Louis, is understood to have declined a renomination and there is no regular slate in the field. F. A. Seiberling, president of the Goodyear Tire & Rubber Company, Akron, Ohio, is being talked of quite

widely as the man for the presidency, but he has not signified up to date whether he would accept the nomination. It looks like Indianapolis for the 1920 convention. It has made the only whole-hearted campaign for the honor, although Minneapolis, it is said, would like to win it, too.

Indianapolis has planned and prepared for a big campaign at the convention to convince delegates that the next annual gathering should be held in their city. C. D. Murta, president of the Indianapolis Advertising Club, is chairman of the committee that is fostering this ambition, and the other members of it are Paul Richey of the Russell M. Seeds Agency; Fred Millis, advertising manager of the Indianapolis News; Merle Sidener, president of the Sidener-Van Riper Advertising Company, and Ernest Cohn, secretary of the Homer McKee Company.

**Dallas Ad Men to Be 100 Strong**

DALLAS, Tex., Sept. 17.—One hundred members of the Dallas Advertising League have signed up to attend the convention of the Associated Ad Clubs of the World in New Orleans. A special train for the Dallas delegation will leave for Houston Friday before the convention meets. At Houston the train will be joined by other delegations from Texas, and one excursion special will be run from Houston to New Orleans.

**Texas Relief Map is Shown**

HOUSTON, Tex., Sept. 17.—Much money was expended in the construction of the Texas relief map, which was designed by the publicity department of the Houston Chamber of Commerce, which is now completed and on its way to New Orleans to be exhibited at next week's convention of the Associated Advertising Clubs. Mayor Behrmann has assigned it a prominent place for its exhibition.

**New School in Journalism**

CLEVELAND, Sept. 17.—Journalism has been added to the course of St. Ignatius' College, this city. Three hours a week will be given to the study, which will be under the direction of Lionel S. Carron, a scholastic in the Society of Jesus and Professor of English. Thirty sophomores will make up the first class and the course will include several general branches of newspaper making.

**Sherman Joins Hartford Times**

HARTFORD, Conn., Sept. 16.—Clifton L. Sherman, who was managing editor of the Courant for about 30 years, has gone to the Times in a similar capacity. Capt. Roland F. Andrews, who has been assistant manager of the Times for the past three years, becomes an editorial writer.

**Porter to Edit Western Recorder**

LOUISVILLE, Ky., Sept. 17.—Dr. J. W. Porter of Lexington has been named as managing editor of the Western Recorder, a Baptist religious publication controlled by 250,000 Kentucky Baptists. Dr. E. B. Hatcher of Louisville becomes news editor.

**Stops His Paper to Rest**

SHERIDAN, Cal., Sept. 8.—Elmer Stoddard, editor of the Advertiser, recently announced that he is planning to suspend publication for two weeks while he takes a vacation.

Ben S. Allen, publisher of the Sacramento Union, recently spoke before the local Ad Club on the subject of gathering news for the Associated Press in London and other foreign cities.

**\$50,000 for investment in a New York state daily newspaper property. Either politics. Proposition T. F.**

**Charles M. Palmer**

Newspaper Properties

225 FIFTH AVE. NEW YORK

**CONSOLIDATION**

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

**HARWELL & CANNON**

Newspaper and Magazine Properties  
Times Building New York

**MEN WANTED**

by  
**Southern Newspapers**

Opportunities are open on southern daily newspapers for competent newspaper men who desire to come south. Men are wanted for positions in all departments.

Address W. C. Johnson, Sec'y, Southern Newspaper Publishers' Association, Chattanooga, Tenn.

**San Antonio's New Ad Club Will Fight Fakery**

**City Needs Cleaning Up in Interests of Honest Advertising, Members Declare in Outlining Purposes**

SAN ANTONIO, Sept. 15.—A systematic effort to stamp out fraudulent newspaper advertising will be made by the San Antonio Advertising Club, recently organized.

At a meeting held to outline the purposes of organization, R. P. Schermerhorn, who was elected president, cited "fake" oil promoters as having reflected not only on local advertising but on the city.

A representative from the Chamber of Commerce, who was present and offered the help and co-operation of that organization, declared that a vigilance committee should be appointed to put frauds out of business here. He declared that San Antonio has not, in the past, made as big a fight on frauds and crooks as other Texas cities.

L. E. Baldwin, advertising manager of the San Wolfson Company, said that honesty should be the watchword of the new organization.

"San Antonio needs a cleaning up in the interests of honest advertising," he said, "and that is going to be one of the duties of our club."

The Greensboro (N. C.) News and the Lancaster (Pa.) New Era have appointed Cone, Lorenson & Woodman as advertising representatives in the United States and Canada.

**PROMOTIONS REWARD SCRIPPS MEN**

**D. H. Canfield Made Managing Director of Newspapers—A. O. Anderssen Elected President and General Manager of the N. E. A.**

(By TELEGRAPH)

CLEVELAND, Ohio, Sept. 17.—Several promotions and changes have been made in the Scripps newspaper and allied organizations.

At the recent Scripps meeting in San Diego, Cal., D. H. Canfield was promoted to be assistant chairman of the board, with the duties of managing director of the Scripps newspaper concerns.

Upon announcement of this promotion the Newspaper Enterprise Association trustees elected as its president and general manager A. O. Anderssen, publisher of the Southwest group of Scripps newspapers. Mr. Anderssen took charge of his office today.

Mr. Canfield will establish offices in Cleveland, in the Union National Bank building, where he will be close to the general offices of the more eastern Scripps newspaper group, the Scripps McRae league. However, it is assumed that his managerial duties will also take him frequently to the Pacific Coast and other points of Scripps newspaper activity.

Clarence M. Cook has resigned as N. E. A. advertising solicitor.

George A. Riley is on a business visit to New York in his capacity as general manager of the Publishers' Auto-caster Service Company, which is also a Scripps organization.

**MOST FARMERS READ DAILY NEWSPAPERS**

(Continued from Page 50.)

- 1916.
- 322 farmers received their mail through the local office, of which
- 308 took the only local paper published here.
- 124 took one farm paper, 68 English, balance German and Scandinavian.
- 103 took two farm papers.
- 91 took three farm papers.
- 44 took four farm papers.
- 39 took five farm papers.
- 1917.
- 328 farmers received mail through local post-office, of which
- 312 took local paper.
- 102 took one farm paper, 72 English, balance foreign language.
- 66 took two farm papers.
- 41 took three farm papers.
- 33 took four farm papers.
- 5 took five farm papers.

Another daily paper, this one published in Ohio, stated that the average number of farmers on the R. F. D. route in that section is from 100 to 150, and that the local deliveries of the semi-weekly paper average from 80 to 125 per route.

An Iowa paper stated that its local postoffice had nine rural routes, with an average of 95 boxes to the route and that 746 papers went out regularly on the nine routes.

A Missouri paper wrote: "There are four rural routes which carry a total of between 400 and 450 mail boxes, and we are putting 284 papers on these routes daily."

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.



Another Iowa paper expressed itself as follows:

"I am just a little surprised at this day and age that a big concern should ask such a question. There are 20 rural routes in \_\_\_\_\_ County, in which we are located, with an average of over 100 boxes to the route; and I will venture to say that on all these routes there are not 20 people who do not take a daily paper."

Nearly every newspaper we heard from (and we heard from a large number) testified to the fact that the farmer does read a daily paper, but we were obliged to regard newspapers as prejudiced witnesses, and I have therefore quoted them only in cases where they give us some definite facts to back up their statements.

In citing these facts about the newspaper and the farmer, I do not want to seem to minimize the influence of the agricultural press. I believe in it heartily and we use it regularly. Where the size of our appropriation permits, we use both daily newspapers and farm papers.

**Daily Newspapers Ranked First**

In the particular instance I have mentioned, we did not have money enough to use both, and we concluded that we could reach the farmer through the daily press.

If we had been interested in the farmer only, the daily press would, of course, have been out of the question. Being interested equally in the city man and the farmer, it appeared ideal for our purpose.

It seems as if there must be somewhere more definite data on this subject than I have been able to secure. If anyone has such information, I know that it would be of great value to us, and I haven't any doubt that it would be of equal value to many other advertisers.

If such data does not exist in definite and tabulated form, perhaps some organization, probably a newspaper association, might see fit to consider making an investigation to secure it.

**Notables at Salesmen's Dinner**

CHICAGO, Sept. 12.—Jack Lait, celebrated playwright and columnist of the Chicago Tribune, together with Sidney Smith, the Tribune's nationally-familiar cartoonist, were speakers and guests of honor at the annual banquet of the Associated Chicago Salesmen of Men's and Boys' Wear, last evening. Wilbur D. Nesbit, of the Rankin Advertising Agency, was toastmaster for the occasion.

William B. Maroney, of the Amsterdam (N. Y.) Recorder, has been placed in nomination for the office of mayor at the election in November.

**R. J. Bidwell Co**

Pacific Coast Representative

**Daily Newspapers**

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES

EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE  
742 Market St. 1382 L. C. Smith Bldg.

**F. E. Noyes Plans to Start a Daily in Michigan**

**Well Known Publisher of Marinette (Wis.) Eagle-Star Sees Bright Future in Town of Ironwood**

IRONWOOD, Mich., Sept. 15.—The Globe Publishing Company has been formally organized to give this city a metropolitan daily newspaper. The company is stocked at \$42,000, the bulk being held by Frank E. Noyes and H. C. Hanson of the Marinette (Wis.) Eagle-Star, and the Eagle Printing Company of that city, with a working interest by Howard A. Quirt, formerly city editor of the Eagle-Star, who will have editorial charge of the new paper.



FRANK E. NOYES

The equipment consists of the 32-page Goss press formerly used by the Milwaukee Free Press, together with four late models of Linotypes and other up-to-date equipment. Ironwood is the metropolis of the Gogebic Iron range, the richest iron district in the world, and has a population of over 18,000, while the population within a radius of thirteen miles is over 45,000. The nearest daily publication is at Ashland, Wis., forty miles away, while the other metropolitan papers do not reach here until late at night for evening and late in the afternoon for morning papers.

The new paper will be served by the Associated Press and will appear about the middle of October.

**Form Bureau to Cover Legislation**

ST. PAUL, Minn., Sept. 17.—The special session of the Minnesota legislature in St. Paul is being covered by the Twin City Legislative bureau for the St. Paul Dispatch-Pioneer Press and Minneapolis Journal and Tribune. The bureau comprises W. T. Bell of the Dispatch-Pioneer Press (in charge), Theodore Lawrence of the Journal and Don Stetson of the Tribune.

**Food Medium**

of

**New Jersey**

**Trenton Times**

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY  
20 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

**Canadian Press Clippings**

The problem of covering the Canadian Field is answered by obtaining the service of

**The Dominion Press**

**Clipping Agency**

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 Church St., Toronto, Can.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

**OREGON IS PLANNING TO ADVERTISE**

**Newspaper Space Throughout Nation Will Be Used in Campaign Now Being Organized Among Counties of State**

PORTLAND, Ore., Sept. 17.—Oregon's agricultural resources probably will be given publicity in a nation-wide newspaper advertising campaign financed through the individual counties of the State. A plan of campaign has been mapped out by the State Chamber of Commerce and has received the approval of Governor Olcott and other state officials. It will be presented at a state meeting of county commissioners, who will refer it to their respective counties for action.

Each county court will be asked to appropriate a minimum of \$1,000 to be placed in a general fund and expended by a central committee. It is expected that at least \$50,000 will be raised.

**Had Mayor at Tea**

ST. PAUL, Minn., Sept. 16.—An editorial dinner, indulged in by the Dispatch-Pioneer Press staff in the Distea room, the speaker was Laurance C. patch tea room, the speaker was Laurance C. Hodgson ("Larry Ho"), mayor of the city and former member of this staff.

**Allen Returns to Oregon**

PORTLAND, Ore., Sept. 15.—Eric W. Allen has resumed his duties as head of the department of journalism of the University of Oregon after filling a similar position at the summer school of the University of California.

**BUFFALO NEWS**

**EDWARD H. BUTLER**

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

**BURRELLE**

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

**Hemstreet's**

**PRESS**

**CLIPPINGS**

Tenth Avenue at 45th Street  
New York



# Win New York State

—and you are Half Through  
with a National Campaign

## Co-operate With Local Dealers

Co-operation is a great word! Expresses a wonderful idea! Visualizes a tremendous thought! Spells great opportunities! Great! Great!! Theoretically.

Co-operation between manufacturers and retailers—theoretically—has been the means of building a number of fortunes for publishers of national media.

Co-operation between manufacturers and retailers—theoretically has been the means of killing a great number of potential advertisers because while it is a most alluring proposition—theoretically it rarely works out practically.

This however is not the fault of the theory. It is rather the fault of the way manufacturers have tried to work it.

The cart has been put before the horse!

A prominent National Advertiser in speaking of the theory of co-operation once said "Co-operation is all right if the retailers would only co-operate with the manufacturers."

He is right—absolutely right. And by the same token "Co-operation is all right if the manufacturers would only co-operate with the retailers." Retailers—home folks—making the final sale to other home folks go to these home folks through the columns of their daily newspaper.

These same retailers can and will co-operate if the National Advertiser will only localize his sales appeal through the local newspaper so that the local

retailer may get the full benefit from advertising. This is practical co-operation.

The accompanying newspapers will properly introduce your goods at the firesides of Home Folks where the buying habit is usually created.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	33,559	.07	.07
Albany Knickerbocker Press (S).....	43,957	.07	.07
*Batavia News (E).....	8,458	.0225	.0225
Binghamton Press-Leader (E).....	26,546	.07	.06
*Brooklyn Daily Eagle (E).....	46,902	.18	.18
*Brooklyn Daily Eagle (S).....	69,046	.18	.18
*Brooklyn Standard-Union (E).....	53,264	.15	.15
*Brooklyn Standard-Union (S).....	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)...	70,626	.15	.12
Buffalo Courier (S).....	115,359	.17	.15
Buffalo Evening News (E).....	103,634	.16	.16
Buffalo Evening Times (E).....	56,861	.10	.10
Buffalo Sunday Times (S).....	71,435	.10	.10
*Corning Evening Leader (E).....	7,077	.03	.025
Elmira Star-Gazette (E).....	25,889	.06	.05
Glens Falls Post-Star (M).....	8,045	.0214	.0214
Gloversville Leader-Republican (E)...	6,275	.02	.02
Gloversville Morning Herald (M).....	6,245	.03	.02
Ithaca Journal (E).....	6,791	.025	.025
*Jamestown Morning Post (M).....	9,131	.025	.02071
*Mount Vernon Daily Argus (E).....	7,193	.02	.02
Newburgh News (E).....	10,613	.04	.03
New York American (M).....	305,241	.50	.41
New York American (S).....	947,270	.75	.65
New York Globe (E).....	179,906	.39	.36
†New York Herald (M).....	{ 107,642	.40	.36
†New York Herald (S).....	{ .50	.45	
New York Evening Journal (E).....	675,118	.75	.75
New York Post (E).....	32,369	.25	.20
New York Sun (E).....	194,695	.39	.36
†New York Sun (M).....	{ 117,414	.39	.36
†New York Sun (S).....	{ .342	.315	
†New York Telegram (E).....	{ 190,681	.246	.225
†New York Telegram (S).....	{ .50	.485	
New York Times (M).....	350,598	.55	.5335
New York Times (S).....	500,000	.55	.5335
New York Tribune (M).....	{ 108,011	.32	.28
New York Tribune (S).....	{ .50	.50	
New York World (E).....	355,069	.50	.50
New York World (M).....	334,513	.50	.50
New York World (S).....	569,762	.40	.40
Niagara Falls Gazette (E).....	12,454	.035	.035
Poughkeepsie Star (E).....	9,920	.03214	.025
*Rochester Times-Union (E).....	67,121	.14	.12
Rochester Herald (M).....	35,826	.06	.06
Rome Sentinel (E).....	5,353	.0179	.0157
Schenectady Union Star (E).....	17,660	.08	.04
Syracuse Journal (E).....	45,030	.08	.08
Troy Record (M&E).....	25,537	.04	.04
Yonkers Daily News (E).....	3,640	.0178	.0178
*A. B. C. Statements April 1st, 1919.			
Government statements April 1st, 1919.			
Total Circulation .....			6,886,236
10,000 Line Rate .....			9,4266
2,500 Line Rate .....			10,1597
†Seven-day average.			

# New York Advertising Situation

A Summary of the Use of Space by the Twenty Leading Retail Shops in the Daily Papers During August.

Evening Newspapers								
	World	Journal	Globe	Mail	Sun	Telegram	Post	Total
Abraham & Straus.....	—	6,680	<b>6,300</b>	—	6,300	—	—	19,280
Altman.....	5,394	5,829	<b>5,418</b>	5,426	5,444	5,371	5,414	38,296
Arnold, Constable.....	—	—	<b>7,200</b>	7,080	7,200	—	7,128	28,608
Best.....	4,041	4,110	<b>3,956</b>	—	3,290	—	—	15,397
Bloomingdale.....	12,260	12,274	<b>8,650</b>	9,265	—	—	—	42,449
Bonwit Teller.....	244	542	<b>540</b>	538	550	—	—	2,414
Gidding.....	—	860	<b>1,635</b>	600	4,152	700	1,402	9,349
Gimbel.....	—	33,404	<b>32,299</b>	—	31,985	—	—	97,688
Hearn.....	18,029	17,871	<b>15,619</b>	14,694	15,629	14,716	—	96,558
Loeser.....	—	7,425	<b>1,770</b>	—	3,292	—	—	12,487
Lord & Taylor.....	16,234	—	<b>13,492</b>	3,570	15,607	—	1,200	50,103
McCreery.....	19,697	—	<b>15,922</b>	16,152	18,054	2,074	2,620	74,519
Macy.....	24,185	23,935	<b>25,101</b>	24,685	—	14,430	9,626	121,962
Oppenheim, Collins.....	6,265	6,320	<b>5,686</b>	—	3,614	—	800	22,685
Franklin Simon.....	570	570	—	—	570	—	—	1,710
Stanley & MacGibbons.....	—	—	<b>3,248</b>	—	3,280	—	—	6,528
Stern.....	9,753	840	<b>9,312</b>	6,993	9,111	—	4,395	40,404
Stewart.....	—	2,480	<b>1,626</b>	—	2,140	—	—	6,246
Worth.....	10,500	10,500	<b>10,530</b>	—	—	—	—	31,530
Wanamaker.....	23,265	19,350	<b>25,139</b>	—	25,425	17,616	—	110,795
Total.....	150,437	152,990	<b>193,443</b>	89,003	155,643	54,907	32,585	829,008

Morning Newspapers—Six Days, Excluding Sundays							
	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus.....	—	—	—	—	—	—	—
Altman.....	1,948	2,286	1,090	2,266	1,105	1,105	9,800
Arnold, Constable.....	—	—	—	—	—	7,080	7,080
Best.....	2,976	—	—	3,088	—	3,012	9,076
Bloomingdale.....	—	—	—	—	—	—	—
Bonwit Teller.....	—	—	—	—	—	—	—
Gidding.....	1,868	1,360	3,560	4,230	—	3,824	14,842
Gimbel.....	1,675	420	—	7,512	—	950	10,557
Hearn.....	—	—	—	—	—	—	—
Loeser.....	—	—	—	—	—	—	—
Lord & Taylor.....	708	—	580	4,862	—	700	6,850
McCreery.....	330	—	300	2,468	1,986	—	5,084
Macy.....	8,733	—	—	—	9,398	8,656	26,787
Oppenheim, Collins.....	—	—	—	—	—	—	—
Franklin Simon.....	1,854	—	1,125	2,563	1,325	1,498	8,365
Stanley & MacGibbons.....	—	—	—	—	—	—	—
Stern.....	5,939	—	—	5,840	—	—	11,779
Stewart.....	—	—	—	—	—	—	—
Worth.....	—	—	—	—	—	—	—
Wanamaker.....	—	—	27,350	—	24,600	24,190	76,140
Total.....	26,031	4,066	34,005	32,829	38,414	51,015	186,360

Sunday Newspapers							
	World	American	Herald	Times	Sun	Tribune	Total
Abraham & Straus.....	3,920	10,080	3,990	6,546	4,080	5,225	33,841
Altman.....	5,600	5,600	5,880	4,920	6,000	5,900	33,900
Arnold, Constable.....	—	6,720	7,056	—	7,200	—	20,976
Best.....	2,752	1,200	—	7,117	—	—	11,069
Bloomingdale.....	3,945	14,111	—	9,872	—	—	27,928
Bonwit Teller.....	—	—	5,596	6,682	4,280	5,730	22,288
Gidding.....	2,080	2,300	3,128	2,574	2,966	2,710	15,758
Gimbel.....	16,623	16,045	—	18,550	—	14,700	65,918
Hearn.....	16,399	16,362	5,985	—	—	10,225	48,971
Loeser.....	3,640	8,680	3,420	7,400	4,000	4,400	31,540
Lord & Taylor.....	10,826	—	10,702	11,671	1,523	3,108	37,830
McCreery.....	13,540	—	10,182	12,514	11,775	—	48,011
Macy.....	10,306	10,430	9,300	—	9,600	9,440	49,076
Oppenheim, Collins.....	5,606	5,647	4,264	4,537	—	—	20,054
Franklin Simon.....	6,785	—	9,724	12,191	1,859	10,669	41,228
Stanley & MacGibbons.....	—	200	—	1,162	—	—	1,362
Stern.....	7,280	4,752	6,350	8,120	4,843	—	31,345
Stewart.....	300	—	940	6,655	1,556	—	9,451
Worth.....	7,500	—	—	—	—	5,000	12,500
Wanamaker.....	—	—	—	—	—	—	—
Total.....	117,102	102,127	86,517	120,511	59,682	77,107	563,046

Member  
A. B. C.

**THE NEW YORK GLOBE**  
JASON ROGERS, Publisher

180,000  
a Day



