

# THE EDITOR & PUBLISHER

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*Established 1884—The Oldest Publishers' and Advertisers' Journal in America.*

\$3.00 a Year

NEW YORK, SATURDAY, MARCH 23, 1918

10 Cents a Copy

## Prosperity Without Congestion

Endless trains of raw material and foods from the farms, forests and mines of the West pouring into the Atlantic ports have produced inexpressible congestion in the East.

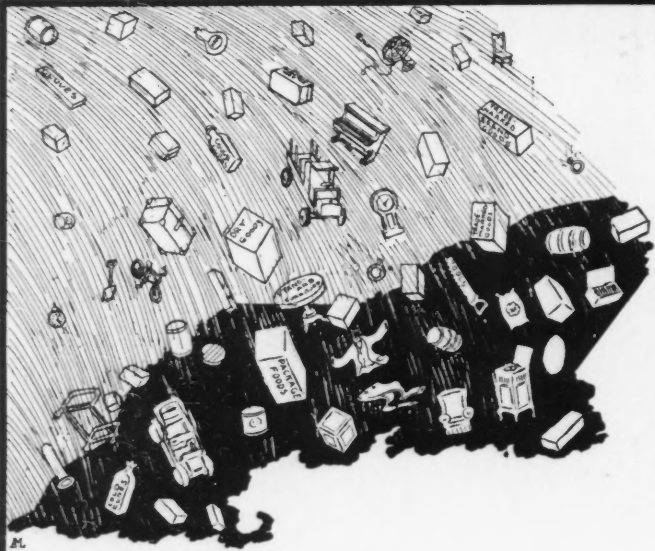
Not only is the Central West prospering from this tremendous production sold at high prices but it is comparatively free from traffic congestion. There have been a thousand embargoes on east-bound traffic to one on west-bound freight.

Focus your sales efforts on the market where sales are most easily and most profitably made and where deliveries are certain. Write for circular entitled "Beating the Embargo."

## The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)



# That Spring Rain

of new trade is setting in strong all over

## NEW ENGLAND

The winter is nearly over and New England is "flush" with the greatest season's industrial earnings it has ever accumulated.

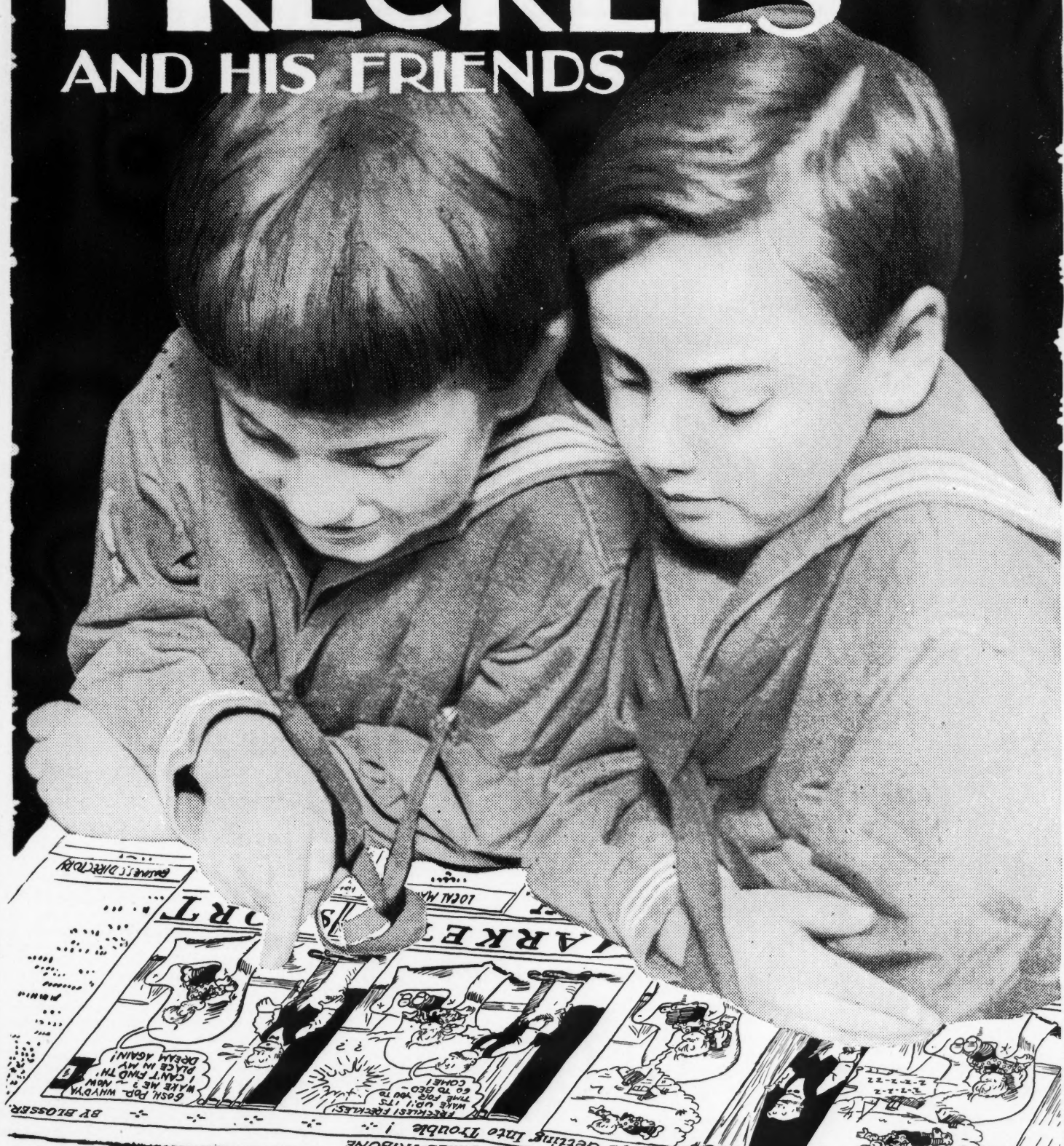
NOW is the time for the flooding of New England with ORDERS for Spring Clothes, Spring groceries and provisions, Spring cold cures, Spring automobiles, Spring seeds, Spring shoes—SPRING EVERYTHING that has merit and a trade mark.

So turn on that trade spiggot NOW and let'er go—via the tried and proved channel employed by successful national advertisers—That is an advertising campaign in these

**STANDARD  
NEW ENGLAND  
DAILY NEWSPAPERS**

	Net Paid *	2,500 Circulation lines	10,000 lines
<b>MASSACHUSETTS.</b>			
Boston American	(E) 380,291	.40	.40
Boston Advertiser and American	(S) 321,483	.35	.35
Boston Globe	(ME) 270,191	.30	.30
	(S) 300,072	.35	.35
Boston Herald-Journal	(M) 250,000	.30	.30
Boston Traveler	(E) 521,499	.45	.45
Boston Post	(S) 352,871	.35	.35
Boston Record	(E) 48,163	.12	.12
Boston Transcript	(E) 46,907	.18	.18
Fitchburg Sentinel	(E) 5,281	.0215	.0172
Lynn Item	(E) 13,227	.054	.0357
Lynn News	(E) 8,900	.0357	.0207
Lowell Courier-Citizen	(ME) 17,400	.035	.035
Salem News	(E) 18,908	.005	.035
Springfield Union	(MES) 35,404	.08	.06
Worcester Gazette	(E) 30,189	.06	.045
Massachusetts totals Population, 3,605,522.	2,630,186	3.1362	3.0286
<b>RHODE ISLAND.</b>			
Pawtucket Times	(E) 23,209	.05	.04
Providence Bulletin	(E) 52,325	.10	.10
Providence Journal	(M*S) 30,325	.075*09.	.075*09
Providence Tribune	(E) 27,500	.06	.06
Woonsocket Call-Reporter	(E) 9,470	.0356	.0215
Rhode Island totals. Population, 591,215.	142,829	.3206	.2965
<b>MAINE.</b>			
Portland Express	(E) 22,737	.06	.045
Portland Telegram	(S) 17,455	.045	.035
Population, 762,787.	40,192	.105	.080
<b>VERMONT.</b>			
Barre Times	(E) 6,972	.017	.0143
Burlington Free Press	(M) 10,714	.025	.0179
Population, 361,205.	17,686	.042	.0322
<b>CONNECTICUT.</b>			
Bridgeport Post-Telegram	(MES) 35,064	.0850	.06
Hartford Courant	(MS) 21,256	.06	.04
Hartford Times	(E) 20,419	.06	.06
Meriden Journal	(E) 4,897	.025	.0143
New Haven Times-Leader	(E) 17,695	.045	.035
New London Day	(E) 9,754	.0285	.02
Norwich Bulletin	(M) 9,286	.04	.02
Waterbury Democrat	(E) 6,532	.017	.017
Connecticut totals. Population, 1,114,756.	133,903	.3605	.2663

# FRECKLES AND HIS FRIENDS



Blosser's comic for  
 your child readers  
 every day in the service of



The NEWSPAPER ENTERPRISE ASSOCIATION, CLEVELAND, O.  
 A SERVICE NOT A SYNDICATE

IF you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

“Put it in  
The Bulletin”

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

*Net paid daily average circulation for February:*

401,039 copies

NEW YORK OFFICE  
Dan A. Carroll  
Tribune Bldg.

CHICAGO OFFICE  
J. E. Verree  
Steger Bldg.

DETROIT OFFICE  
C. L. Weaver  
11 Lafayette Bldg.

# THE EDITOR & PUBLISHER

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Entered at the New York Post Office as second-class matter.

Vol. 50

NEW YORK, SATURDAY, MARCH 23, 1918

No. 41

## PUBLISHERS CONTEND THAT NO VITAL WAR TASK SHOULD BE FINANCED THROUGH DONATIONS

### Newspaper Makers, Convinced of the Urgent Need for a Policy of Direct, Paid Advertising by the Government, Point Out Weakness and Unfairness of Present Plan—Believe That All of Nation's Business, Including That of Its Advertising, Should Be Transacted in a Business Way

THE EDITOR AND PUBLISHER has received within a fortnight scores of letters from publishers of American newspapers strongly supporting the advocacy by this journal of a policy of paid advertising for the Government. These letters refute the absurd notion that the Government cannot deal with publishers on a business basis. They refute the contention that the newspapers would extend less generous support to the Liberty Loan and other Government campaigns through the news and editorial columns in the event that the plan of direct advertising should be adopted.

The newspaper makers of America are united, as they were never before united in any other cause, in the task of winning the war. They place that consideration above all considerations of policies, plans, and methods. But they deplore official persistence in an advertising policy which yields but a minimum of results for a maximum of effort and expense. They see in the present method a roundabout and cumbersome way of "selling the war" to the American people, and they protest against the policy of relying upon donations by citizens for money with which to conduct a vital part of the Government's business.

Here is a further instalment of these letters from American publishers:

**E. A. Westfall, Boston Daily Advertiser:**

"I am most emphatically in favor of the Government adopting a policy of paid advertising for the Liberty Loan. It is altogether unreasonable to expect that the newspapers should devote space without charge for this purpose. No manufacturing concern that is working for the Government is asked or expected to turn over its production gratis, and there is no more reason why the newspapers should contribute their space, which is their production and which has a recognized standard value, without charge, than that any factory should furnish raw material, labor, and a finished product, without compensation.

"As to the rate for this advertising, I believe that the regular commercial rate should apply. The newspapers are not realizing more than a fair profit, and in most cases not even a fair profit, under existing conditions, and there is no reason why they should carry the advertising at a loss. So long as there is no excess profit, the newspaper should be in exactly the same position as the manufacturer of food, clothing,

or any other commodity used by the Government.

"The newspapers, of course, will devote a vast amount of space in the regular reading columns to putting over the next Liberty Loan, just as they did in connection with the others, and this will undoubtedly be equally effective as it was before. But the best way to promote the Liberty Loan is to advertise it and to have the advertising contain pertinent facts and arguments, prepared by those who are most familiar with its details, which will sell it to the readers of this advertising."

**David E. Town, general manager, Chicago Evening Post:**

"My belief that the Government should pay for its advertising is so strong that I refuse to admit that it is even a debatable question. The people who insist that the newspapers should donate their space for the exploitation of Liberty bonds and for other service to the country would not have the nerve to do so if conditions at this time did not permit them to hide behind the cloak of so-called patriotism.

"The publishers of this country have, as a class, demonstrated their loyalty and exhibited a spirit of self-sacrifice which will compare favorably with that of any other class of citizens. I am sure, however, that many of them are in harmony with my feelings that they do not care to be whipped into line by a charge of lack of patriotism by those who take the position that a newspaper has no right to expect pay for advertising it may do for the Government."

**J. W. Brown, business manager, Cincinnati Commercial Tribune:**

"Yes, the Government should pay for its advertising.

"The method pursued in this city has yielded only the minimum result with a maximum amount of energy expended by all of the newspapers.

"There have been many discussions by large manufacturers and retailers who have been approached to contribute to funds to exploit the Government's various enterprises.

"The common argument advanced by nearly every one is that, if the Government desires to move troops by railway, there is no wasted energy, but they promptly order their train and pay so much per man for transportation.

"A large clothing manufacturer thought it was undignified for our Government to use the method now employed to raise funds for advertising.

He stated that, if the Government wants uniforms, they pay cash for them, and he does not understand why they do not provide for their advertising in the same way.

"We firmly believe that, if the Government were to make an appropriation with which to buy their advertising space, that many publishers, if not all, would feel inclined to give the Government the best of it in the way of rates, etc. This would save a tremendous amount of lost motion in newspaper offices, and it would have only one effect, that of creating a thorough, patriotic, coöperative feeling, and give the advertising that touch of nationalism that now seems to be lacking.

"Publishers' troubles and what they have to contend with do not enter into the argument at all. The big thing now is, 'WIN THE WAR.'

"Nearly every war story that the Press has of a news nature carries two words, namely: 'Speed up.' Yet the campaigns for the slowness to conduct this 'speed-up programme' is given over to sort of a happy-go-lucky arrangement."

"Finally, the Government should buy its advertising from an appropriation legally provided for it, and this advertising campaign should be handled by our Government in a vigorous manner. The rate for this advertising should be on the same basis that the Government would be willing to buy any other need of the army or navy."

**J. D. Barnum, publisher, Syracuse Post-Standard:**

"I am of the opinion that at the present time the United States Government is purchasing advertising, and in very large quantities. My opinion is based upon the thousands of posters and printed matter of all kinds which I, personally, have handled in connection with the Liberty Loans in this district.

"Do I understand that all of these posters are given to the Government free? If not, if poster advertising is paid for, then why should not newspaper advertising be paid for by the Government?"

"The interest that has been created in Government activities, such as Liberty Loan and Red Cross, by advertising now has resulted in such a reading influence for patriotic advertising that in my opinion the Government will be greatly benefited by a consistent advertising campaign in the newspapers upon

the presentation of the next Liberty Loan.

"The only difference now in the present policy and the newspaper policy that I should like to see adopted in which the Government pays for the space is that at the present time the loans are made an advertising success through the contributions of patriotic individuals in all parts of this country.

"Newspaper news columns will bristle with news of the Liberty Loan, and all through Government activities, whether they advertise or not. Sooner or later we must convince ourselves, as well as the Government, that there is an entirely different influence from the publication of an announcement in the news columns and one presented in advertising type.

"Yes, let the Government adopt a straightforward advertising policy and charge the small cost per dollar that will be necessary to the legitimate place in business; namely, advertising account."

**E. R. Davenport, manager, Rochester Times-Union:**

"I have never yet been able to figure out why the Government is willing to buy everything it needs for carrying on the war except advertising. The Times-Union is, of course, anxious to do everything it can to promote the Liberty Loan, and various other undertakings of a similar nature, and will in the future, as in the past, devote a large amount of free space with that object in mind. When it comes, however, to display matter, we can see no reason why the Government should not adopt the policy of paid advertising."

**John F. Steinman, publisher, Lancaster (Pa.) Intelligencer:**

"We believe that, owing to the high cost of everything pertaining to the publishing of a newspaper, the Government should pay for its advertising.

"Newspapers have carried and are willing to carry the burden of publicity which is so essential, but we believe that the Government should buy advertising on the same business basis as other commodities are bought, and should pay the regular rate.

"We understand that the Government is compelling manufacturing concerns that do national advertising to figure this advertising as a cost in bidding, and that the national advertisers are there-

fore reducing their advertising. We are finding that our income is being reduced and our expenses increased."

**O. P. Bassett, president, Elkhart (Ind.) Review:**

"I am most emphatically of the opinion that the Government should buy its advertising on the same business basis as it buys every other commodity. I cannot see any reason for offering to the Government a rate any lower than the best rate we give to any other advertiser."

**A. McNeil, jr., president, Bridgeport Post:**

"I believe that the Government should buy advertising on the same basis as other commodities. The various departments concerned in the successful prosecution of the war are purchasing material and supplies from all lines of business. To my mind the purchase of advertising space should be just as much a business as any other. Publishers of the country are giving more, comparatively speaking, to the Government and its departments, than any other line of business and they should receive a just compensation for their space."

**E. P. Adler, publisher, Davenport (Iowa) Times:**

"As a strict business proposition, there is, of course, no question that the Government should pay the newspapers for display space used, the same as it pays every manufacturer for his commodity."

"As a patriotic proposition, it, of course, is a very fine idealistic sentiment for publishers to be willing to give their space free to their Government in time of war, and I would, personally feel much more like doing this if our Government had a little bit higher consideration for our profession."

"The last Congress succeeded in fastening on the newspapers an increased postage bill which practically places the newspapers as the only other line of business except munition making which is compelled to pay an extra war tax over and above the regular taxes assessed in the regular way. We are politely told by Congress that we are the beneficiaries of a subsidy—which is not true. The Government makes a good profit on carrying second-class mail for newspapers, as the average haul of all newspapers of every kind is less than 250 miles."

"It is true that the Government loses money on hauling magazines and periodicals, but the magazines do not get the subsidy. If there is any subsidy, it is given to the people by enabling them to purchase these periodicals at low prices, which they will not be able to do when this new and increased second-class postage rate goes into effect."

"In my judgment, if the Government should adopt a paid advertising policy, they should pay the lowest commercial rates only. In fact, I believe that every publisher will be very glad to extend to the Government his very lowest commercial rate, regardless of amount of space used. This we have done here for our local organizations on Liberty Loan and Red Cross campaigns, for display space which they have purchased in *The Times*, and have paid for by taking up a collection among the business men."

**Geo. B. Utter, publisher, Westerly (R. I.) Sun:**

"In our opinion there is only one fair way and that is for the Government to handle newspaper advertising as they do all other forms of advertising in which they are spending thousands of dollars. There is no more reason why the Government should ask the newspapers to give them space than it is that

they should ask the printers of the land to turn out millions of artistic posters."

"In our own case, the charge for advertising barely covers our cost of manufacture, and we do not think we should give any special price to the Government. However, we would be willing to give absolutely our lowest advertising rate."

"The plan of asking local manufacturers and individuals to pay for full-page or portion of page ads. seems to us very belittling to the publisher. It means asking some one else to give to the Government that which we ourselves refuse to give. There is no reason why the Government should not buy their advertising as they buy everything else."

**Milo W. Whittaker, Jackson (Mich.) Patriot:**

"I am frankly of the opinion that the Government should adopt a policy of paid advertising. I am also of the opinion that the commercial rate should be charged. With the present conditions, with many newspapers, a lower rate means a loss."

**Owen Moon, jr., manager, Trenton Times:**

"We are absolutely committed to the proposition that the Government should pay a fair rate, and a fair rate only, for services received, and we strongly support the doctrine that the Government should pay the usual commercial rates for any and all its advertising. The Government, of course, pays for public printing, or pays for the cost of it in its own plant, and the various departments pay for their printing costs; but why, in such matter appears upon a newspaper sheet, it should be suggested that it be contributed is beyond our point of view."

"We believe that under the voluntary contributions of space by individuals and newspapers on previous Liberty Loans much waste has resulted. If the Government would set aside a certain per cent. and have it handled by expert agencies undoubtedly the results would be greater and the waste less."

**David B. Plum, general manager, the Troy Record:**

"I certainly do believe the Government should adopt a policy of paid advertising for the third Liberty Loan or for any other project or idea that the Government wishes to sell to the public, and I also believe the rate should be the regular commercial rate. It costs a publisher just as much to produce a column of space that is used by the United States Government as it does to produce it for the use of a department store. This 'holler-than-thou' position that has been taken by Governor Cox, Senator Hitchcock, and a few other publishers I have no patience with and it seems to me that this position tends to lessen greatly the real worth and value of advertising space."

**W. F. Metten, publisher, Wilmington (Del.) Every Evening:**

"I have always felt the Government should buy advertising space on the same business basis it buys other commodities. The present policy of relying upon private donations for paying Uncle Sam's advertising bills is unjust and unbusinesslike. I do not believe in special advertising rates to the Government or to any one else. The daily newspapers of America have shown their patriotism to a marked degree since our country became involved in this world war. They have given millions of dollars' worth of advertising space to the Government, which the Government should have paid for by

the same reasoning through which it pays for other commodities."

**Prentiss Bailey, president, Utica Observer:**

"The question as to whether the Government should buy or graft its advertising has been so thoroughly discussed that I think I can add nothing new. Practically all the newspapers want to be patriotic, and they are doing all and more than might reasonably be expected of them, but I see no reason why the Government should not profit by the experience of space grafters in the past, and learn that straight paid advertising is most efficient, from a purely business standpoint."

"Probably the principal reason why the Government has not adopted the policy of paying for its advertising is because it feels it does not want to buy every form of publicity, and no one wishes to take the responsibility of deciding which forms might be used, and thereby antagonizing those who are apparently ignored."

"Our one big job is to lick the Huns, and we are willing to contribute anything that will help that job along. They have a diabolical combination of barbarism and efficiency, but we need not go to them to learn efficiency, as in the matter of advertising we have had excellent examples of advertising efficiency just across the Canadian border. Why does not the Government profit by the results of that experience, where conditions are so much like our own?"

**William H. Dow, business manager, Portland (Me.) Express:**

"I believe the Government should pay for display advertising of such things as the Liberty Loan. The newspaper, however, should do its part, and it can do so by giving more or less space in its news columns to the progress of the campaign."

"In previous campaigns, such as the Liberty Loan, Red Cross, etc., we have adopted the general plan of treating the campaign as a news assignment, and reporting each day the events of the campaign. Some days we have given considerable space, according to what was being done that day. We give more space than we would probably give in normal times."

"We have found this method of handling these campaigns has been much more satisfactory to the paper and to the committees than when, as we did at first, we allowed the publicity committees to prepare the matter that we published. Such committees, as a rule, do not understand news values, and their tendency is to furnish matter of a general nature, overlooking features that can be played up locally."

"We have in some cases given more or less display reading on the front page, in connection with the campaign. I think all the Portland papers treated these campaigns from the news standpoint. The newspaper can and should make its contribution, and can do it in the way I have described. It should not be asked to contribute its display space."

"The newspaper gets quite an amount of paid advertising from committees and business houses, often pages or half-some of this advertising may be taken pages, in aid of these campaigns. While out of the advertisers' regular space, I believe that on the whole the newspaper gains by such advertising."

"In these times, when the Federal Trade Commission is urging newspapers to economize in the use of print paper, in order to conserve the supply, it is even more inconsistent to ask that space be given without compensation."

**William H. Reed, Taunton (Mass.) Gazette:**

"Every editor in the country who is patriotic and earnest about winning this war, is ready to give his last dollar, if need be, to winning it. And this is no more, and no less than the patriotic manufacturer or retailer is willing to do. But the newspaper is asked not only to contribute from its cash, but also from its principal stock-in-trade, its advertising space; while the double assessment falls also upon the patriotic manufacturer or retailer who is asked not only to subscribe, but also to contribute to a fund to pay the newspaper for its goods."

"Regardless of the willingness of some generous people to do this, it doesn't seem that it is quite the proper arrangement. Give of his advertising space? Yes, readily and willingly, without hope of recompense, if the Government stands in need! Yet it hardly seems equitable for him to be called upon for his stock-in-trade by the Government when the steel man, the mill man, etc., is paid for his commodities."

"So long as the newspaper is assessed a tax upon its income; so long as it is under an excess-profits ruling, just so long will it seem inequitable to call upon it for contributions of its stock-in-trade without recompense, or by recompense through the contributions of the few. It would undoubtedly be distinctly more equitable if the business were done direct with the Government, at least on a basis of cost of production to the newspaper."

"The press will undoubtedly continue to do its utmost towards winning the war by editorial work, by generous gifts from its cash funds, by cheerfully paying its war taxes, and, if the Government sees fit to continue the present system, by giving of its advertising space, fully and freely to promoting everything worth while to the whole country. The war is too big an issue to haggle over. We cannot do it. We must give and give until it hurts, no matter in what manner, and that we are all ready and willing to do. It would seem, however, as if the policy followed by the British and Canadian Governments was more equitable in the long run, and ought to produce a larger measure of success."

**F. A. Merriam, Mt. Vernon (N. Y.) Argus:**

"This subject is one that I cannot discuss with very much patience. It is one of those questions, it seems to me, that has only one side to it. Needless to say, I am in thorough accord with the position taken by *THE EDITOR AND PUBLISHER*. I thoroughly believe that the Government should buy advertising on the same basis on which other commodities are bought."

"Just how the various liberty loan committees can expect the newspapers to publish the matter which they are sending out, either in the form of plate, matrices, or patent-inside matter, and ask the publishers to print this without any compensation is beyond my comprehension, while at the same time they are paying the various plate companies for the preparation and manufacturing of the plates and matrices. That this is a fact was acknowledged to me by a representative of one of the principal plate concerns only last week, but he was eager to state that they are only making a small profit on it."

"I trust the Government, at an early day, will take the position you advo-

(Concluded on page 26)

# GOVERNMENT'S PUBLICITY SERVICE FAILS TO MEET REQUIREMENTS OF NEWSPAPERS

Editors Anxious to Co-operate by Using All Stories Which Have Real News Value, But Bulk of Material Offered Does Not Measure Up to Editorial Standards—Human Interest Element Missing—Present System Represents Enormous Waste of Effort and Money—Official Bulletin Valuable

THE editors of newspapers throughout the country, who receive every day a great volume of press-agency copy from the various departments and bureaus of the Government, are in substantial agreement as to the merits and the faults of this material.

These editors, asked by THE EDITOR AND PUBLISHER to express their views as to the value of this copy, and as to how it might be improved, offer many constructive suggestions. Some of these are found in the letters which follow:

Charles McD. Puckette, managing editor, New York Evening Post:

"We receive, of course, a vast amount of this publicity matter—rather more than is good either for the Government's pocketbook or for our economy of time. Much of it I find of some value. Were the publicity agents in Washington to confine themselves more to simple, authoritative, statistical information, kept accurately up to date, they would be doing themselves, the Government, and the newspapers a service. A large part of the educative publicity in Washington, in the Department of Agriculture in particular, is helpful—more, of course, to the newspapers of smaller towns than to the metropolitan papers.

"In general, I find a regrettable lack of simplicity and brevity in the publicity matter from Washington. Some happy day we shall have all persons who send matter to the newspapers educated to the point where they will put in clear print at the top the plain facts of the story they send in—such simple bits of information as who, where, whence, and why, and, most important of all, when.

"The Official Bulletin of the Committee on Public Information is, of course, an excellent thing for our information. The editor who is not keeping this on file for the record it contains is very shortsighted indeed."

John E. Cullen, managing editor, New York Evening Mail:

"The policy of the agencies which send out publicity for the Government seems to be based on the theory that the newspapers are unable to fill their columns, and are anxious to get any kind and any length articles to enable them to go to press.

"Of course, this ancient theory has long ago been disproved. As a matter of fact, the publicity sent out by some of the Government agencies makes it difficult for the papers to cooperate with some of the activities of governmental bureaus. I am inclined to think that there is no one agency in Washington which attempts to organize all of the Government publicity and send it out in some form that will meet the ordinary requirements of newspaper-making.

"The stuff is usually very lengthy,

and more or less uninteresting and lacking in news value.

"We find that the best way to get into the paper enthusiastic and intelligent stuff on the Government's activities is to assign a man on our staff to work the story and put in what he writes."

Edgar B. Piper, managing editor, Portland Oregonian:

"The Oregonian does not use a great deal of the frank publicity matter sent out by the various bureaus and committees at Washington in comparison with the amount received. We find an occasional article by the Committee on Public Information available, and that Committee's official bulletin is found serviceable as reference material. I have noticed occasional duplications. One that particularly attracted my notice was an article sent out by the Food Administration and received by the Oregonian a week or ten days after we had commented editorially on the facts therein contained, which we found in the Official bulletin.

"The name of the Oregonian also seems to be duplicated on the list of two or three bureaus, with the result that we get more than one copy of the same article. The unavailability of much of the Government's publicity material in the Oregonian's case is, of course, due to the fact that we maintain a correspondent in Washington who is informed of all our particular needs and frequently sends us original articles on matters covered by public press agents."

From Editorial Department, Detroit News:

"The Detroit News publishes as a part of its Sunday edition a three page section carrying a departmental heading, 'The World at War,' which indicates its contents. In addition it has another page headed, 'In the Training Camps.' These parts of the paper use some thirty-two columns of war material weekly, not usually breaking news, but feature and time stories, which for lack of space cannot be carried in the daily. The material for these pages comprises articles released for Sunday publication by the Associated Press, United Press, International News Service, Chicago Daily News cable service, offerings of various syndicates, suitable matter which can be reprinted with credit from foreign and domestic newspapers and magazines and material sent out by the publicity divisions of the numerous bureaus, etc., in Washington.

"The mails bring in enough government publicity to make up the section easily if all of it were up to the standard we try to maintain. The fact that it is not up to this standard probably is not in the method of handling so much as in subject matter. Our selection must be on a comparative basis, and the government offerings frequently suffer in competition with available

material from so many other well organized sources.

"Numerous brief treatises reach us under such titles as 'Why We Went to War,' 'The Citizens' Duty,' etc., and are promptly consigned to the waste basket under the impression that the time for academic discussions is past. CREEL COMMITTEE'S MATERIAL BEST.

In general, material from the Creel committee has the best luck with us because it deals with subjects in which we believe the public is most interested. This week we have featured a story from this committee on the training of soldiers in the use of gas masks. The story was timely, coming when the daily dispatches were reporting deaths from German gas attacks. It seldom is found necessary to rewrite this material but judicious trimming frequently adds snap. The suggestion is ventured that photographs from this committee would be more valuable if descriptive lines were carried on the back of each print or attached thereto after the fashion of the other pictorial services.

"Summing up: Little of the Washington publicity other than that of the Committee on Public Information is used; much that it offers is not used because it is simple propaganda without an especial point of interest to our readers. We are not prejudiced against propaganda if it carries what might be termed 'the germ of a story,' but mere propaganda cannot be expected to compete successfully with good material the news associations are supplying.

"We would like to have something more gripping than 'booster' articles. There should be the best incidental boosting stuff in the world in actual accounts of what the army and navy are doing, and this type of stories has been noticeably lacking.

"It is taken for granted that the various bureaus are doing heroic and very necessary work, but the public, the relatives, friends, and acquaintances of the men in land and sea service are interested more vitally in what is happening to the men and what conditions are surrounding them."

Scott C. Bone, editor, Seattle Post-Intelligencer:

"It is the policy of the Seattle Post-Intelligencer to do, not merely its bit, but its very best to help Uncle Sam in his successful prosecution of the war. It gives space in its news and editorial columns freely toward that end. It cannot, however, undertake to handle or even give attention to all the publicity matter received through governmental channels. This newspaper office, in common with every other newspaper office in the land, is swamped with war material coming through governmental or semi-governmental channels.

"There certainly should be greater coordination in handling and printing of

such matter. An editor-in-chief at headquarters, with paramount authority, should be able to curtail this output and put it in more available order for use, thus insuring its greater general use and enhancing the value of the publicity service. The waste of paper incident to the many propagandas now going on, and in instances duplicating each other and overlapping, is something appalling.

"Every American newspaper wants to help the Government and is helping with all its might, but could undoubtedly help more effectively with an improved publicity system at Washington."

Grove Patterson, managing editor, the Toledo Blade:

"While the Blade, in common with all other newspapers, receives an enormous quantity of publicity from various departments in Washington, we use very little, except that which relates to the conservation of food. We do use considerable of the conservation stuff, and have in the past, especially menus and short articles about food.

"The long articles relating to shipbuilding and other Government work are usually released for morning papers, or are more suitable for Sunday publications. As we have neither a morning or Sunday, we do not use them.

"We find the material of the Department of Agriculture on gardens also of value, and use perhaps half that is sent out."

E. R. Collins, managing editor, Los Angeles Herald:

"The publicity sent us from Government sources is not of the kind that can be handled in the form in which it reaches us—in the majority of cases. We find it to be dryly and uninterestingly handled, and in nearly every instance it must be rewritten before it can be placed in our columns. The Government would achieve far greater results from its publicity efforts if practical newspaper men were placed in charge and if the information which it is desired to purvey could be sent to the newspapers in a humanized form which would make it of interest—which would make people want to read it instead of merely doing so from a sense of duty.

"I find, through long newspaper experience, that the public will not read dry facts uninterestingly stated. Even a sense of duty will not compel them to. Yet there is hardly any matter which the Government could wish to present that could not be put in a form which would make it attractive—if practical newspaper people had it in charge. Directing a publicity campaign requires a specialized intelligence, just as directing an army or managing a Liberty Loan drive. The Government's idea—in my humble opinion—ought not to be 'give the press what we want it to

(Concluded on page 35)

## MORE PAPER CONSUMED THAN PRODUCED

Federal Trade Commission Makes Patriotic Appeal to Publishers to Eliminate All Waste and to Reduce Size of Their Publications.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, March 21.—The Federal Trade Commission to-day issued tables showing the circulation and advertising statistics of publishers using news print and book paper for the month of February.

The figures indicate a slight increase in the returns and free copies of newspaper publishers over the preceding month. There was also a noticeable increase in the returns of weekly periodicals, which is partly accounted for by the fact that the religious weeklies have been separated from the others for the first time in this report. Daily newspapers showed a slight reduction in the average number of printed pages, while Sunday newspapers showed some increase. The magazines and periodicals showed a considerable increase in size over the preceding month.

The largest percentage of returns noted among the daily newspapers was about 26 per cent., and the largest per cent. of free copies was about 3.5 per cent. One monthly magazine showed returns of 46 per cent., two showed returns of 24 per cent., and several showed returns of about 15 per cent. One weekly publication showed returns of over 20 per cent., and two others showed returns of about 15 per cent. One weekly farm publication showed free copies amounting to 16 per cent. of the total number printed, and one monthly magazine showed free copies amounting to about 10 per cent.

The statistics published by the Commission show that the consumption of news print and book paper has exceeded the production for some weeks.

"This, coupled with the necessity of relieving the railroads of all unnecessary traffic and conserving coal wherever possible, makes it the patriotic duty of all publishers to eliminate wastes and reduce the size of their publication," concludes the comment on the statistics.

The report covers statistics from 565 daily publications with a combined circulation of 20,453,739. Of this total number 1.5 per cent. total copies returned were reported; total unpaid and service copies, 2 per cent.; total "overs," .8 per cent.; total copies to subscribers in arrears three months or over, .9 per cent. The average number of pages in each publication was 11.71. The figures showed that 56.3 per cent. space was given to news—classified as "reading matter"—and 48.7 to advertising.

The average number of pages of the Sunday publications reporting was 34.23. The Sunday papers devoted 60.9 per cent. to news and 39.1 to advertising.

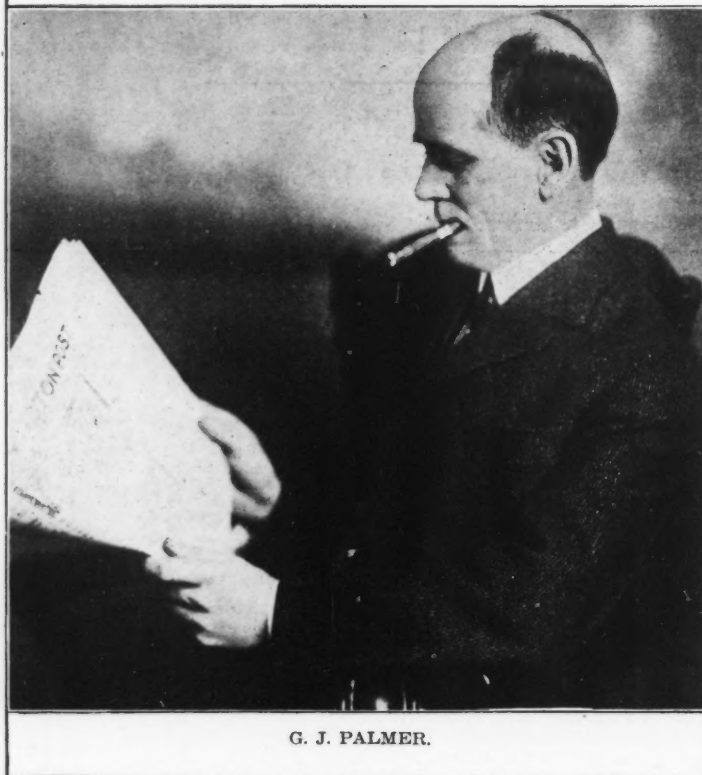
The publishers reporting represent consumers of about 89,218 tons of news print.

### OTIS MILLS SHUT DOWN

Only Temporary—Will Resume Soon, Says Pres. Dodge, of International.

The Otis Mills, a part of the International Paper Company's system, located at Chisholm, Me., have been entirely shut down. President Dodge says the closure is for a brief period only, and was brought about by reasons which he did not care to discuss.

## NEWSPAPER MAKERS AT WORK



G. J. PALMER.

IN August of this year G. J. Palmer, vice-president and general manager of the Houston Post, will round out his thirtieth year as a newspaper maker. In the three decades, during which Mr. Palmer has been a real factor in Texas journalism and civic life, he has been continuously connected with the Houston Post.

He joined the Post in 1888, three years after the founding of the paper by J. L. Watson, a pioneer of modern and progressive newspaper making in Texas. When Mr. Palmer was twenty-five years old Mr. Watson appointed him business manager. Mr. Watson died in 1897, leaving the controlling ownership of the Post in trust to his son, Roy G. Watson, and making Mr. Palmer a trustee of the estate.

The death of J. L. Watson placed the burden of management of the paper upon Mr. Palmer, and the steady progress made year after year fully attested the wisdom of his choice. When, at the expiration of the trust—a little more than a year ago—the property was turned over to Roy G. Watson, Mr. Palmer was retained with the same authority as before.

G. J. Palmer is "a born business man," and would have won his laurels in any other line of business through the same qualities of sanity and energy which have carried him to his goal in newspaper making. He has always conceived the newspaper as a high-class business enterprise, serving the whole public impartially, and as fully subject to sound business policies and methods as a bank or commercial house. He has developed the Post, and sold its advertising space on that basis. He has always been conservative—but his conservatism has not meant stand-patism. He is aggressive, a hard worker, and always faces forward.

Mr. Palmer has long been active in the affairs of the A. N. P. A. and is a member of the committee which negotiates arbitration agreements with the printing trades. He has been a member of the executive committee of the S. N. P. A. almost continuously since its organization. Having covered the national advertising field for more than twenty years he is personally known to about every advertiser and agency man in the country.

For several years he has been vice-president and treasurer of the Interstate Inland Waterway League of Texas and Louisiana, an organization working to secure a land-locked canal along the coast of these two States from the Mississippi to the Rio Grande—a large part of which project has already been realized. He is for Houston and Texas, first and last—for the commercial, industrial, and social progress of the great State in which he lives.

### May Abolish Daily Casualty Lists

WASHINGTON, March 15.—The American casualty list soon will be issued only once or twice a month, and then with addresses of the men. Acting Secretary of War Crowell is known to favor that plan. He and Gen. March will consult soon over President Wilson's suggestions as to changing the daily system of names without addresses.

### Ad Clubs Invite Wilson

WASHINGTON, March 20.—President Wilson to-day received from Senator Phelan, of California, an engrossed invitation to attend the convention of the A. A. C. W. in San Francisco July 7 to 11.

### News Print Mill Closes

LIVERMORE FALLS, Me., March 17.—On account of lack of oil for fuel, part of the plant of the International Paper Company here was closed to-day for an indefinite period, throwing 300 employees out of work. Ten machines of the news print department and the sulphite plant were shut down. The ground-wood plants, run by water-power, are not affected.

### Asks Press to Help

WASHINGTON, March 21.—Secretary of Labor Wilson to-day asked 736 daily newspapers to aid the farm labor mobilization by acting as branch offices. The papers are in all parts of the country.

## PAPER PRODUCTION SHOWS DECLINE

During First Half of February Loss in News Print Manufacture Totalled Nearly 1,000 Tons a Year—Mill Stocks Show Decline.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, March 19.—Reports to the Federal Trade Commission from thirty-five domestic companies operating fifty-eight news print mills show that during the first half of February there was a loss of production of about 1,000 tons a day, but during the last half of the month a noticeable improvement occurred. Mill stocks showed a considerable decline during the month. Stocks on hand at delivery points at the end of the end of the month amounted to 2,579 tons, as compared with 3,056 tons at the end of January.

The production of news print was considerably curtailed during February by lack of fuel, order of Fuel Administration, car shortage, etc. Several mills at Niagara Falls have ceased operations so that the Government can use the power for other purposes.

The production figures from January 1 to March 3, 1918, compared with the corresponding period last year, indicate a loss of production in the first two months of 1918 of 29,841 tons, as compared with the production for the corresponding period of 1917.

Reports from 262 jobbers showed a small decline in stocks of both roll and sheet news during the month.

Monthly reports from 590 newspaper publishing concerns show a considerable decline in publishers' stocks, but a large tonnage in transit.

Imports of news print from Canada were 6,500 tons less in January of 1918 than in January, 1917. This shrinkage was partly offset by imports from Newfoundland. Exports of news print paper in January were considerably less than for the four months preceding, but still in excess of the exports for January, 1917. Imports of ground wood pulp from Canada for January were less than half the normal.

Only a few small contracts for news print paper were made during the month of February, and most of these were on the Pacific Coast. Prices ranged from \$3 or less to \$3.50 per 100 pounds f. o. b. mill. Current prices for roll news in car lots ranged from \$2.90 to \$3.50 per 100 pounds at the mill, and current prices for sheet news in car lots ranged from \$3.25 to \$3.75 per 100 pounds.

### DEMAND HIGHER WAGES

International Paper Makers Want More Money and Shorter Hours.

The International Paper Company as well as other paper manufacturing companies will soon have to contend with increased wage demands from their employees. Wage increases ranging from 16 to 22 per cent. and a reduction in the working day to eight hours are being asked by International Paper employees. A two-year agreement, signed May 1, 1916, between the employees and the company terminates May 1 next.

The International Paper Company objects particularly to a demand by the union to control plant foremen. Union officials seek to force the company to augment their staff of foremen 200 per cent.

Do your all to help win the war.



# DRASTIC MEASURES PROPOSED BY A. N. P. A. DIRECTORS TO CUT PAPER CONSUMPTION

Would Abolish Returns, Free Exchanges, Copies to Advertisers, Samples, Buying Back From Agents, Wipe Out One-cent Newspapers and Possibly Regulate Advertising and News Volume—May Agitate to Lessen Size of Sunday Issues—Fear Action by Fuel Administration Unless Publishers Stop Wastage

**W**HAT is probably the most important action ever taken by the American Newspaper Publishers' Association is to-day being suggested by the board of directors of that body.

It will affect every newspaper in the country, and should result in a saving of news print paper variously estimated at from 5 to 20 per cent., which, computed on an estimated total annual consumption in the United States of 1,800,000 tons, would amount to from 90,000 to 360,000 tons per year.

At a called meeting of the board of directors of the A. N. P. A., held in the Hotel Raleigh, Washington, last Wednesday, the following resolutions were adopted unanimously, after more than five hours of debate:

#### DISCONTINUE WASTEFUL PRACTICES.

Whereas, at a meeting of the board of directors of the American Newspaper Publishers Association, evidence was presented to show that there is an immediate and pressing need for the further conservation of print paper, both in the present and future interest of the publishers and of the Government with its increasing demands for coal and transportation facilities during the continuance of the war.

Therefore, the board calls to the attention of the members of the Association the necessity of extending the economies that have been repeatedly urged.

Under war conditions the board regards the practices referred to below as particularly wasteful.

#### RETURNS OF FREE COPIES.

The board recommends to members of the Association the complete abolition of the acceptance of the return of unsold copies; of the use of all samples or free promotion copies; of free copies to anybody except for office-working copies, or where required by statute law in the case of official advertising; of free copies to advertisers, except not more than one copy for checking purposes; of the arbitrary forcing of copies on news dealers (i. e., compelling them to buy more copies than they can legitimately sell in order to hold certain territory); of the buying back of papers at either wholesale or retail selling price from dealers or agents, in order to secure preferential representation; of the payment of salaries or commission to agents or dealers for the purpose of securing the equivalent of return privileges, and we recommend the complete elimination of all free exchanges.

#### FREE PUBLICITY.

The board of directors calls the attention of members to the Post Office law, which in effect provides that no free reading matter shall be printed which would not be used if no advertising were involved.

The board regards the sale of newspapers at a retail price of one cent as unwarranted under present war conditions.

The board calls attention to the Post Office Department regulations regard-

ing the continuance of subscriptions beyond the period for which payment has been made, and regards this condition as tending to a waste of print paper.

Voted that this unanimous expression of the board's views be mailed to the members of the Association without delay, and that they be urged to take immediate action.

#### MR. GLASS CALLS DIRECTORS TOGETHER.

Last week a well-defined report that the Fuel Administration was about to issue a drastic order limiting the size of newspapers and their consumption of news print came to the attention of Frank P. Glass, chairman of the Paper Committee of the A. N. P. A., who was then in Washington. The report also intimated that the Fuel Administration would arbitrarily curtail the volume of news print produced by the various mills in this country. Mr. Glass at once got into touch with other members of the board of directors and called a meeting of that body for the Raleigh Hotel, Washington, to be held at two o'clock Wednesday afternoon last.

Meantime, feeling that there should be something concrete in hand to lay before the meeting, Mr. Glass, accompanied by Emil M. Scholz, publisher of the New York Evening Post, a member of the Paper Committee of the A. N. P. A., and A. G. McIntyre, special representative of the Paper Committee, on Tuesday visited P. B. Noyes, Chairman of the Conservation Committee of the Fuel Administration. Mr. Noyes told them frankly there might be a need for conserving news print and for limiting the supply from the mills, but that the Fuel Administration preferred that the publishers should take the initiative by evolving a plan by which less paper should be used by the newspapers.

The subject had been discussed frequently by the Paper Committee, and so Mr. Glass and his associates were able to lay before Mr. Noyes tentative suggestions which, if followed, would result in a material lessening of the news print consumption. Substantially, the suggestions were the same as those adopted by the board of directors in their meeting Wednesday.

#### THOSE PRESENT.

When the meeting convened there were present Hopewell L. Rogers, of the Chicago Daily News, president of the A. N. P. A.; Frank P. Glass, publisher of the Birmingham News; Edward Payson Call, of the New York Journal of Commerce; Elbert H. Baker, Cleveland Plain Dealer; Hilton U. Brown, Indianapolis News; Jason Rogers, New York Globe, and Charles H. Taylor, jr., Boston Globe, all members of the board of directors. In addition, there were George McAneny, New York Times; Frank B. Noyes, Washington Star; A. G. McIntyre, and L. B. Palmer, secretary of the A. N. P. A.

The sense of the meeting having been expressed in a debate that lasted for five hours, the following were appointed a committee to place the decision in concrete form: Messrs. Brown, Taylor,

and Jason Rogers. The suggestions were then sent on to New York, where they were set up in type, and are now being sent to every member of the A. N. P. A., with the recommendation of the board of directors that they be adopted by every publisher.

Beyond that, it was pointed out that conservation of paper other than news print should be practiced. The paper committee, therefore, was instructed to agitate for saving by either cutting down or entirely abolishing the use of paper drinking cups and napkins, and by a diminished use of paper for wrapping parcels.

#### WOULD BAN RETURN PRIVILEGES.

It is contended that absolute stoppage of the return privilege will go a long way in limiting the consumption of news print. While many newspapers have, at least theoretically, ceased this practice, it is well known that returns are still arranged for by indirection. Since simple dealers may not make returns, not a few papers have placed a large number of them upon regular payment, 50 cents a week, for example, as representatives of the publishing company. The sum is nominal and rarely calls for cash payment, since the returns eats it up, but it is a means for evading the provision agreed upon in communities that no returns shall be accepted from dealers. Under the new recommendations, there would be no returns upon a pretext, thus limiting the use of news print to actual and bona-fide sales.

At the meeting of the board of directors the opinion was practically unanimous that it would not be possible to eliminate entirely the sending of free copies to advertisers, but it was also agreed that a very large number were now being sent out where comparatively few would be sufficient to serve the purpose.

The elimination of the one-cent newspaper occupied a considerable part of the time of the meeting. The time has passed, it was argued, when papers should practically be given away, as they are when but one cent is charged for them, and that war conditions demand that the two-cent price prevail. This is not only because of the increased cost of producing a newspaper, but also, and primarily in the minds of the officials of the Fuel Administration, because the manufacturing conditions of the country demand that supplies be limited to the actual cash demand for commodities.

#### WOULD LIMIT SUNDAY PAPERS.

While the meeting did not take any official action towards limiting the size of Sunday newspapers, the board of directors will urge local associations to get together and devise plans to that end. In some cases, it is urged, the comic supplements could be omitted altogether, while in others the magazine supplements could be dropped. Besides

this, basing the size of the Sunday papers upon the quantity of advertising carried, many pages could be cut off, with a consequent saving of news print paper.

This matter of interregulating news and advertising on a proportionate basis, in the case of dailies and weeklies, as well as of Sundays, was given long consideration. Various suggestions were made, but there were so many objections raised to each one that the question was left for further consideration. It will probably be taken up at the national convention, when the whole subject will be discussed in full conference.

Furnished with the findings of the board of directors, Messrs. Call, Hopewell L. Rogers, Brown, Glass, and Baker called upon P. B. Noyes Thursday morning and laid them before him. Mr. Noyes expressed himself as gratified by the prompt action of the publishers, and their apparent willingness to cooperate with the Administration in its desire to limit the news print output. The committee left the Fuel Administration building satisfied that if the publishers of the country did not themselves see the necessity for following the suggestions, and even adding to them whenever possible, the Fuel Administration would issue a positive order compelling them to conform to these or even to more drastic conditions. The whole matter will be taken under advisement, and the Fuel Administration will communicate with the A. N. P. A. upon it.

#### OBJECT LESSON GIVEN MR. NOYES.

Prior to the meeting of the board of directors, Jason Rogers, with the thought in mind to convince Mr. Noyes that the suggestions made to him on Tuesday would really be effective in stopping news print wastage, called at the Fuel Administration and showed him that the New York Globe, by practicing rigid economy, had used only 7,900 tons of paper during 1917, as against 9,800 tons in 1916, and at the same time had sold 11,000 copies more a day. And in addition to the plan already submitted, Mr. Rogers urged upon Mr. Noyes the following for his consideration:

For one-cent newspapers: 6 pages reading, 2 pages advertising.

For two-cent newspapers: 8 pages reading, 2 pages advertising.

For three-cent newspapers: 10 pages reading, 2 pages advertising.

For five-cent newspapers: 12 pages reading, 4 pages advertising, with understanding that as many pages may be added to the standard base as may be represented by but a single column of reading matter on each.

In an interview in Washington on Wednesday in his office in the Fuel Administration Building, P. B. Noyes said to THE EDITOR AND PUBLISHER:

"I do not know how the report got out

(Concluded on page 26)

## SEITZ CONGRATULATED ON ANNIVERSARY

Friends of Business Manager of the New York World Remind Him That He Has Been with That Newspaper for Twenty-five Years.

When Don C. Seitz, business manager of the New York World, walked into his office Wednesday morning he could hardly find his desk because of flowers. He thought a moment and then realized that twenty-five years ago to that day he joined the staff of the New York World. All day long friends dropped in to congratulate him. A mammoth bouquet of American beauty roses expressed the good wishes of the executive officers of the newspaper.

Mr. Seitz was Albany correspondent for the Brooklyn Eagle from 1887 to 1889. From 1889 to 1891 he served the Eagle as city editor. From 1892 to 1893 he was assistant publisher of the old New York Recorder. March 20, 1893, he joined the staff of the New York World, first acting as managing editor of the Brooklyn edition of the World from 1893 to 1894. In 1895 he was made advertising manager of the New York World. He continued in that capacity until 1897, when he was made business manager, which is the position he holds to-day.

Mr. Seitz, in outlining hurriedly his newspaper career to a representative of THE EDITOR AND PUBLISHER, remarked:

"I have never resigned from a newspaper job. I have always been fired."

Mr. Seitz has been enrolled as a member of the World's famous Quarterly Century Association.

Don C. Seitz is one of the best-known and one of the most able newspaper makers in America. He is known almost as well as a writer as he is as a newspaper executive. He is thoroughly human, and is one of the most likeable men in the world.

THE EDITOR AND PUBLISHER wishes to join with those other friends of Mr. Seitz in extending heartiest congratulations and every good wish.

### OCCUPY NEW NEWSPAPER HOME

The Des Moines Register and Tribune has moved into its handsome new fifteen-story building—the tallest building in Iowa. The removal from the old quarters, which had been a landmark in Des Moines for a great many years, was accomplished between the hours of the publication of the Evening Tribune Saturday afternoon and the morning Register Monday morning, so that not a single issue was missed. The Sunday morning Register, which was published in the interim, was "set up" in the old building and published on the presses in the new building.

### Seattle After N. E. A. Convention

Seattle newspaper men have launched a vigorous campaign to land the 1919 convention of the National Editorial Association. At a recent meeting of the board of managers, of the Seattle Press Club the members appointed a committee, composed of Frank P. Goss, city editor of the Post-Intelligencer; Richard W. Buchanan, city editor of the Seattle Times, and E. H. Thomas, editor of the Northeast Electrical Journal, to devise ways and means of carrying the campaign to a successful conclusion. The Seattle Chamber of Commerce and Commercial Club has pledged its active support.

## LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



### JOHN FRANCIS CASEY DOESN'T THINK MUCH OF HIMSELF AS CARTOONIST, BUT WE DO

REAL name Casey. Known to pals as Jack. Signs all magazine stories John Francis Casey, but sells few. Single because he never found a woman brave enough to want to become "a Missus Casey." He once thought he had one hooked, and while in Florida sent her two shipments of orange blossoms, a crate of oranges, and a Palm Beach suit, and then some guy married her who hadn't even bought her an orangeade. He never uses the personal pronoun "I" in his stories, because he believes a certain gentleman in Oyster Bay needs all the spare ones there are.

Now says Casey:

"We know of no more fitting place to put us than under the title 'tragedies.' As a cartoonist we are about the most tragic thing in the world. For months we have been riding on Pittsburgh street-cars, which is like doing penance, fervently hoping to find somebody laughing at something we have drawn. We are still paying car fare.

"We have but one reason for taking up space here to tell the world about ourself; it is the first opportunity we have ever had to satisfy our vanity. You have no idea how much joy we will get out of seeing our picture in print and knowing that somebody else

will see it too. We bought the glasses because they're like Windsor neckties; they make people think you're something you ain't. Then again, the tailor will never know us with the glasses on.

"Ten years ago we published the worst comic in America in the Evening World in New York. Our work has been deteriorating annually ever since. The only success to that comic was the fact that it took Mr. Tennant, the mgr. ed., six months to find out how bad it was. Just as we thought we had slipped it over on him for life and just as father, back in the old home town, was drilling the village band to greet the boy artist from the City Hall steps, Mr. Tennant breezed in one morning and fired us. We have never survived that shock to our vanity, although we have collected enough blue envelopes since, which if packed with a sprig of holly would make up the nicest box of Christmas stationery one would care to look at.

"We were born down in Fall River, Mass., in '89. Mother was probably cleaning house at the time, because we've always had a fondness for doing dishes and things culinary ever since. Fall River is a mill town, where there is always plenty of work. This is one of the reasons we left it. When we were nine years old and were drawing pictures for the prettiest girl in the school who did our arithmetic, we decided we would like to become a newspaper cartoonist. We still possess the desire. Since being asked to leave high school we graduated from a newsboy and bundle boy, in a shoe store into a hardware salesman, a shoe salesman (always in the ladies' department), food checker, dining-room cashier, bell hop, dish washer, magazine solicitor, theatre usher, canvasser, and newspaper work. We have done about everything on newspapers



JACK CASEY.

## SAYS AMERICAN PRESS NEEDS REMAKING

Oswald Garrison Villard, of New York Evening Post, in Address in California, Says Few of Professions Are Rising to Needs of Hour.

(Special to THE EDITOR AND PUBLISHER.)

BERKELEY, Cal., March 20.—Oswald Garrison Villard, president of the New York Evening Post, spoke here to-day at the centennial celebration at the University of California. His topic was, "The Press and International Relations."

Mr. Villard began by observing that "to-day international problems and duties overwhelm us," domestic issues are completely overshadowed for the moment, and upon all leaders of public opinion is thrust the necessity of thinking internationally in terms to which Americans are almost wholly unaccustomed.

"Few of the profession," said Mr. Villard, "are rising to the duties of the hour. The hours are too fleeting, too full of the making of history to allow time for constructive policy or suggestion. One may survey the whole field of American journalism and find only an editor here and there emerging long enough from the hurly-burly to do else than to echo the latest public man's speech. Making every possible excuse for the enormous difficulty of gathering news from overseas in a time of chaos, the refusal of a large part of the sober press to analyze, to study, to test events and public utterances by the light of past national policies and human experience constitutes a phenomenon to alarm those who believe that a sound and intelligent public opinion is far more necessary in time of national crisis than at any other period."

Mr. Villard pointed out the danger to international relations from a press which is neither irresponsible and unscrupulous or so servile that it may be made the tool of designing diplomats. The task, he said, is to bring about moral responsibility in the moulders of our public opinion and keep them free from Governmental domination." As proof of what can be done he instanced the fact that within thirty years the bulk of our press has become free from party bondage."

### Fewer Commercial Failures

According to reports of R. G. Dun & Co., the number of commercial failures in February, 1918, was 980, covering indebtedness of \$12,829,182, compared with 1,165 and \$16,617,883, in February of last year; 1,688 and \$18,744,165 in 1916, and 2,278 and \$32,404,630 in 1915.

but all the presses and sweep up. Our experiences in cubbing, police reporting, doing rewrite, doing features, drawing and writing, taking photographs, soliciting advertisements, and boosting circulation, have carried us through the following sheets: Fall River Globe, Fall River Herald, New York Evening World, Albany Times-Union, Albany Knickerbocker Press, Newburg Evening Union, New York Evening Journal, New York Evening Telegram, New York Tribune, Buffalo Courier, Cleveland News, Leader, and Plain Dealer, Chicago Evening Post, Boston Traveler, Boston Journal, and Pittsburgh Chronicle-Telegraph, where we are at present the office tragedy.

"If the present white paper shortage gets any shorter we will be back hopping bells shortly."

## DETROIT NOW MECCA FOR PUBLISHERS

Splendid Home of Detroit News Attracts Editors and Publishers from Everywhere to See Last Word in Newspaper Plants.

Editors and publishers everywhere are beginning to realize more and more that a trip to Detroit to inspect the wonderful new home of the Detroit News is in itself a splendid course in journalism. Recently Lafayette Young, jr., general manager, secretary and treasurer of the Des Moines (Ia.) Capital and Henry Doorly, business manager of the Omaha World-Herald, went to Detroit, inspect the News plant and were greatly impressed. When Mr. Young returned home he sent the following letter to H. S. Scott, treasurer and general manager of the Detroit News:

"Our visit to the Detroit News' plant was a splendid climax to a fine week of newspaper study.

"Mr. Doorly and I read the booklets and literature you gave us, on the train returning to Chicago, and it was our unanimous decision that every newspaper man in America would gain something for his profession if he could visit your wonderful institution. It is an inspiration beyond price.

"Please accept my heartiest congratulations on what you have done in the way of advancing the standard of journalism."

Mr. Scott wants it known that the Detroit News at all times welcomes the visits of newspaper editors and publishers.

## PUBLISHING BUSINESS GROWS

### Government Statistics Concerning Printing Industry Shows Big Increases.

Census statistics concerning the printing and publishing industries compiled by the United States Bureau of the Census in 1914, and just published, show that from 1904 to 1914 the number of establishments engaged in printing and publishing newspapers and periodicals increased from 18,033 to 19,317.

During the same ten years the number of persons engaged in the same industries increased from 163,682 to 212,000. The capital invested increased from \$239,505,949 to \$384,744,761; salaries and wages increased from \$106,949,199 to \$179,580,971; rent and taxes (including internal revenue) from \$5,631,676 (exclusive of internal revenue) to \$10,816,276. Cost of materials increased from \$70,354,474 to \$129,082,218, while the value of products increased from \$309,301,854 to \$495,905,948.

### Western Business Editors Organize

The Pacific Coast Business Press Association has been organized in San Francisco, with constitution and by-laws similar to those of the Chicago Trade Press Association and the New York Business Publishers' Association. The officers are Geo. P. Edward, president; W. M. Demming, Arthur Wheeler, and P. H. Nealey, vice-presidents; J. A. Drummond, secretary; John C. Piver, treasurer, and F. A. Weigle, member executive committee.

### Goes to Eight Columns

The Paterson (N. J.) News has gone to the A. N. P. A. standard size of eight columns, 12½ ems wide, 21 inches long.

## PAUL R. KELTY, NEWS EDITOR OF PORTLAND OREGONIAN, BEGAN NEWSPAPER WORK AS A TELEGRAPH EDITOR



PAUL R. KELTY.

PAUL R. KELTY, news editor of the Portland (Ore.) Oregonian, did not put in long years of training as a copy reader or a reporter. He suddenly became telegraph editor of the Portland (Ore.) Telegram, one day back in 1896, despite his lack of experience.

"I did have some troubles the first day or two," Kelty confesses, "but I got by all right."

To-day Kelty is one of the best-known newspaper men on the Pacific Coast. He was born forty-five years ago, in Yamhill County, Ore. When he was twenty-four years old he told his uncle, the late Harvey Scott, publisher and editor of the Oregonian, that he would like to work on a newspaper. Mr. Scott put young Kelty to work on the Telegram, then owned by the Oregonian. Without one day's experience as a reporter or desk-man, Kelty became telegraph editor.

But he made good. A year and a half later he was made city editor, and in 1904 became managing editor. While working for the Telegram, Kelty often would leave his desk and go out on a big story, just to demonstrate that he knew how to handle it. His handling of the chase and killing of the outlaw, Harry Tracy, in 1903, is a newspaper classic in the Pacific Northwest.

### JOINED THE HEARST FORCES.

In 1905 Kelty left the Telegram and went to Los Angeles, where he was city editor of the Examiner. During the three years he spent in the southern California city, he worked at various times as managing editor, city editor, make-up editor, news editor, and even as reporter. He often would leave his desk in charge of an assistant and go out on a story for the pure love of getting it.

He was in Los Angeles during the San Francisco earthquake, working double shifts for two weeks after the disaster. He would be at his desk early in the morning and handle the day's extras, and would be at the city editor's desk again at night. The Examiner issued six extras a day for the two weeks following the disaster, and Kelty broke some Los Angeles newspaper records.

The Oregonian offered Kelty the news editorship in 1908, and he left the Hearst organization to accept it. His hard work and ability have had much to do with the Oregonian's growth since then. High standards in news and head-writing and in make-up were adopted and carefully followed.

Kelty's latest achievement was the beating of all Pacific Coast papers on the German break. The night before a close study of the trend of events convinced Kelty that the break would come early the next morning. The Oregonian is a morning paper, so Kelty had Ned Blythe, then assistant news editor, prepare an entire front page of new stuff for an extra, leaving the first column open. He even wrote a banner line the night before, "Diplomatic Relations with Germany Broken." When the Associated Press wire opened the next morning Kelty was on the job. By the time two bulletins had come—news of the break—Kelty closed up the front page of his extra and a few minutes later the paper was on the street. He beat the coast.

Kelty's ability to get the most work out of his men—and get it cheerfully—is largely responsible for his success. He has a habit of telling a reporter, or copy-reader, or correspondent that a certain piece of work was well done, and the employee buckled down harder than ever to his job.

### HIS CREED.

Kelty's newspaper creed is interesting and valuable. Here it is: "Sense and know the reader's wants and give to the story of the day in which the mass of readers are most interested adequate space and display, even though it be a championship prizefight.

"While placing the emphasis of greatest space and display upon the big story of the day, fail not to cover other news also. Give the reader variety; enough so that when he has read your paper he will know at least a little about everything worth while that has happened that day. Sometimes an episode is as interesting as an event.

"Don't run long stories on ordinary news topics. They weary the reader. Boil them down. In every item aim at brevity consistent with proper telling of the news. Never hesitate to cut or kill a long story to make room for three or more live items.

"Avoid as pestilential the 'policy story' in the news columns. Its use is fatal to the readers' confidence and respect. Give them fair, untrammelled, uncolored news. When they subscribe, they pay for this very thing and are entitled to it. Give them the news as it is, not differently, or as you would like to have it. Have honest news columns." Conduct the campaigns of education and record the editor's views through the editorial columns, and there solely.

"Preserve balance in news. Let not your first page run too much to one class of news at any time. Have considerable representation thereon of at least the half-dozen different branches of news uppermost in public attention for that day. Don't let your first page run altogether to war, altogether to politics and affairs, or altogether to disaster. Have something on the first page—which is the newspaper show-window—to interest every class of reader."

## PREPARE FOR ANNUAL A. N. P. A. DINNER

Attendance to Be Limited to Three Representatives of Each Newspaper Holding Membership—Guest Privilege Discontinued This Year.

The thirty-second annual dinner of the American Newspaper Publishers Association will be held at the Waldorf-Astoria, New York, on Thursday evening, April 25, instead of Friday, April 26, as announced some weeks ago.

The board of directors of the Association having determined that the attendance of the dinner shall be limited to three representatives of each newspaper holding a membership, and that the guest privilege be discontinued, the committee has adopted the following rules:

(1.) Tickets \$10. Each member shall be entitled to purchase not more than three tickets in all, and to purchase tickets for those who are only on the pay-roll of the member and employed at the home office. No tickets shall be sold to any one not a member.

(2.) Privilege to members to purchase tickets is not transferable nor are the tickets transferable.

(3.) No money shall be refunded for tickets unless they are returned to the treasurer before twelve o'clock noon Wednesday, April 24.

(4.) Checks and requests for tickets must come from the home office of each publication, and should be addressed and check made payable to Edward P. Call, treasurer, World Building, New York city.

Prompt acknowledgment will be made and tickets will be mailed when ready for distribution or delivered at the dinner committee room at the Waldorf-Astoria on April 24 and 25.

The committee hopes for the cordial cooperation of the members, and requests them not to ask for any exceptions to the above rules, as the committee has no power to grant exceptions.

George A. McAneny, assistant publisher of the New York Times, will have charge of the dinner programme. George H. Larke, business manager of the New York Evening Mail, will have charge of the seating arrangements.

### Want Editor Interned

Demand that Walter V. Wohlke, editor of Sunset Magazine, or San Francisco, be interned as an alien enemy on the ground that alleged "labor baiting articles" he is writing for that publication are intended to foment industrial strife and to aid the Germans, has been made upon the Government by the Seattle Central Labor Council and by William Short, president of the Washington State Federation of Labor. The Sunset Magazine began printing a series of articles several months ago on "The Bolsheviks of the West," written by Wohlke, directly charging the unions of the shipbuilding trades with encouraging slacking and sabotage among their members in the Pacific Coast shipyards.

### New Home for Lima News

The Lima (O.) Daily News is receiving congratulations upon its splendid new home, which has just been occupied. The entire plant has been newly equipped and is regarded as one of the finest in the central States. The new equipment includes a quadruple Goss perfecting press, capable of printing 30,000 papers an hour.

## FIGURES ROCKET AT NEWS PRINT PROBE

Trying for Altitude Record, Says Mr. Allen, as Experts Testify to Findings—Confuses Some on Methods.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, March 20.—"They're after the altitude record," said William F. Allen, of counsel for the A. N. P. A., speaking of the cost figures produced by the manufacturers' appraisal experts at the news print hearing before the Federal Trade Commission here. "If they break a few altimeters, or whatever you call them, while they're smashing the record, what do they care?"

"Of course, we are objecting to many of the things they are introducing that push the elements of costs towards the sky, and they are admitted over our objections. But we are not without warrant in the assumption that a great deal of it will fail of consideration by the Commission when the latter gets down to studying the whole mass of fact and fable. The case is not being tried before a jury, so impressions don't count."

All through the week the hearing has droned its dreary way through a mass of figures that wearied the listeners, but which still required close attention from both sides of the hearing. L. W. Fricke, secretary of the Canadian Appraisal Company, Ltd., called as an expert, testified that the replacement value of the physical plant of the Laurentide Company, at Grand Mere, P. Q., was \$6,391,018, and the depreciation \$914,606, leaving a net sound value of \$5,476,412. These figures, he explained, did not include bonuses or premiums for early delivery, engineering, or legal and administrative expenses during construction, nor interest, casualties, and contingencies during construction. Neither do they cover the valuation of water rights, power construction, nor woodlands.

COST \$9,512 PER TON.

The proportion of capital invested applicable to news print, he said, is \$5,033,165, which is equivalent to \$25,165 per ton of news print on the basis of a daily production of 160 tons. The working capital, he said, was \$2,717,775, of which \$1,902,443 was applicable to news print, or \$9,512 per ton of production.

William J. Hagenah, of the firm of Hagenah & Erickson, appraisers, of Chicago, testified that the reproduction cost of the physical property of the mills of J. R. Booth, located at Ottawa, Can., was \$3,735,685. The Lake Superior Paper Company, Ltd., he testified, had a working capital as of December 31, 1917, averaging \$2,119,833 a month, making an average of \$10,095 per ton on a basis of 210 tons capacity. The cost of the plant he gave as \$5,472,366, making the per ton cost \$26,059. For the Spanish River Pulp & Paper Company and the Lake Superior Paper Company, combined, he fixed the capital at \$21,787,765, and the working capital at \$6,132,987, a total investment of \$27,920,743. Of this he declared \$21,424,487 was applicable to the manufacture of news print. Taken together with the working capital, he said, this gave a cost per ton of \$62,630.

Of the Hudson River Company, at Palmer, N. Y., Coates & Burchard, of Chicago, appraisal experts, declared the reproductive value was \$5,574,414, the depreciation \$1,008,215, leaving a net sound, or present, value of \$4,566,198, with the usual exceptions as noted in the case of the Laurentide Company.

H. de B. Parsons, a consulting engi-

neer, of New York city, testified as an expert on the value of water rights. He said that the use of water power afforded a saving of \$5 per horsepower over the use of artificial fuel. This amount he capitalized as 20 per cent. or the actual value, making the real value \$25 per horsepower. He said that to harness the water cost on an average \$75 per horsepower. To get the value of the water in the stream he multiplied the volume of water by \$25, multiplied it again by \$75, and added the total. Even the Commissioners smiled when Mr. Allen asked him what, figuring thus, was the value of the water power at Niagara Falls, and if there were enough money in all the world to pay for it. Henry A. Wise, chief counsel for the manufacturers, also smiled—but, then, he is always smiling.

E. W. Erickson, of Hagenah & Erickson, was called to tell how he would appraise the "going value" of a company. He said the "going value" included the cost of developing a business. That, he explained, meant all the money lost from the time the business was started until it reached its normal capacity. He conceived a hypothetical mill on the basis of 150 tons of daily output, and which should cost \$7,380,000. It should attain 50 per cent. of its capacity in the first year, 75 per cent. in the second year, and 90 per cent. in the third year, when it should produce at the rate of \$74,000 a ton.

Mr. Erickson's idea, stripped of technicalities, was that all the money lost in establishing a business should be charged up as invested capital. His hypothetical mill, he said, would lose \$700,000 the first year, \$416,000 the second year, and \$144,900 the third year, making a total loss of \$1,260,900, which should be added to the capital and charged up as investment.

### LOSSES MAKE CAPITAL.

In the cross-examination Mr. Allen asked him what would happen if this hypothetical mill should make money the first year, the second year, and the third year. He had no answer ready, and Mr. Allen declared that, figuring on the same basis as Mr. Erickson, if a mill made money from the start the going value would be nothing. "The greater your loss," said Mr. Allen, "the greater your going value. Why not, then, the greater your gain the less your going values?"

Mr. Hagenah, recalled, told how he made his quantitative analysis to arrive at plant values. He estimates the cost of reproducing the mill at the present day, makes a deduction based on his judgment of depreciation and calls the remainder the present, or sound, value. In the properties he had examined and appraised, he admitted, he had no idea of the date or cost of construction, nor the quality of the work done upon it, and estimated the deterioration arbitrarily. Of the Minnesota & Ontario properties, at Fort Francis, he said the reproduction cost of the plant on the American side was \$4,292,342, and that on the Canadian side \$2,825,967. The sound value on the American side was \$3,933,591, and on the Canadian side \$2,651,994. The water rights he placed at \$1,500,000. The appraisal did not include working capital, the going value of woodlands.

The examination of experts on values will continue next week.

### Represent Richmond Palladium

Bryant, Griffith, and Brunson, 225 Fifth Avenue, New York, newspaper representatives, have been appointed representatives of the Richmond (Ind.) Palladium.

## AGAIN CHANGE DATE OF PAPER HEARING

Canadian News Print Investigation Again Postponed, This Time Until April 8 —Believed Canada Awaits Results of American Inquiry.

(Special to THE EDITOR AND PUBLISHER.)

OTTAWA, March 20.—The inquiry into the Canadian news print situation has again been postponed, this time until Monday, April 8. The postponement is to meet the convenience of the paper manufacturers, whose counsel are in Washington attending the American inquiry.

The present outlook here is that the Canadian inquiry may not be seriously continued until the American report is made.

In the meantime the differences between the Canadian publishers and manufacturers have been adjusted, and the newspapers are being supplied regularly with news print at the rate of \$2.50 plus 35 cents per hundred. The difference between the present and the old rate of \$2.50 is being paid over in trust to designated Government banks until the final report is made.

### PHOTO-ENGRAVERS ACCUSED

Chicago Firms Charged with Price-Fixing—Hearing Set for April 29.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, March 18.—The Federal Trade Commission to-day issued a complaint against the Photo-Engravers' Club of Chicago, charging it and the firms which are members of it with violation of Section 5 of the Federal Trade Commission act. The usual thirty days for an answer to the complaint is allowed, and hearings before the Commission have been fixed for April 29 in Washington.

It is charged that officers, and firms, partnerships, persons, and corporations who are members of the Club for more than a year past have maintained a standard scale or uniform price for their products, and have entered into an agreement with the Chicago Photo-Engravers' Union No. 5, I. P. E. U., by the terms of which the members of the Club employ only union labor, and the members of the union named will not work for any manufacturing photo-engraver not a member of the Photo-Engravers' Club. The union has adopted a by-law, in furtherance of the agreement, compelling union workmen to quit in plants failing to maintain the standard price scale, it is complained.

It is charged in the complaint that the respondent firms, with the intent and effect of stifling competition, by fines and actual or threatened withdrawal of labor from plants, have compelled some members of the Photo-Engravers' Club to maintain the standard prices against their will.

### Fills All the Jobs Himself

Parker R. Anderson, Washington correspondent for several Southern newspapers, occupies a unique position among newspaper men. He is the owner, editor, and Washington correspondent, and often when the emergency demands it, operates the telegraph key of his leased wire to his paper, the High Point (N. C.) Enterprise. Mr. Anderson has long been a large stockholder in the Enterprise, but just a few days ago acquired all the stock of the paper, and is now its sole owner.

## CANADIAN PUBLISHERS RESENT ATTACK

Hold That News Print Commissioner Pringle's Arraignment Was Entirely Unjustified — Manufacturers Too, Seem Dissatisfied.

(Special to THE EDITOR AND PUBLISHER.)

TORONTO, March 18. — "Nothing for publication," is the word from the Canadian Press Association office here on the news print situation. It is known, however, that developments are being watched very closely by those officials of the Association, who have the matter in hand, and, if nothing is being said, it is because a policy of silence is deemed advisable.

There is a good deal of feeling among the publishers over Commissioner Pringle's attack of last Tuesday, when he criticised their attitude in the news print inquiry very severely. They hold that he was unjustified in making this arraignment when the position he holds is one of an arbiter and not an advocate. Indeed, it appears that the manufacturers themselves are not over-pleased with the show of one-sidedness in his attitude.

The publishers' objection to having the final decision of the Commissioner referred to a judicial tribunal such as the Supreme Court is that the question at issue is one of fact and not of law, and they contend that a court of law is not competent to deal with it on its merits. What they want is a decision from business men. If the matter went into the courts there is no telling but that the competency of the Commissioner to fix prices might be called into question and a long and costly fight have to be waged over that point.

It is now not thought that the Commissioner can possibly get through and give his final order before the 1st of May. The question of the appointment of an expert or experts has not yet been settled, and that is a necessary step before the inquiry can proceed much further.

### A. B. C. Reports Mailed

The Audit Bureau of Circulations has just mailed audit reports for the following newspapers; Bartlesville (Okla.) Morning Examiner, Kewanee (Ill.) Daily Star-Courier; Lafayette (Ind.) Courier and Journal, Macon (Ga.) News and Daily Telegraph, Northampton (Mass.) Daily Hampshire Gazette, Canton (O.) Evening and Sunday Repository, Duluth (Minn.) Herald, Galesburg (Ill.) Evening Mail and Republican Register, Portland (Ore.) News, Spokane (Wash.) Daily Chronicle, Press, and Spokesman-Review.

### Disloyal Editor Expelled

Albert Steinhauser, publisher of the New Ulm (Minn.) Review and New Ulm Post, has been expelled from the Minnesota State Editorial Association and his membership cancelled. He is charged with disloyalty to the United States. Six other Minnesota editors, whose names have been withheld by the executive committee of the association, have been listed for investigation.

### Hold Annual Dinner-Dance

Two hundred and fifty men and women attended the annual dinner-dance of the League of Advertising Women of New York at Delmonico's Tuesday night. Included among the speakers were Bruce Barton, editor of Every Week, and Bruce Bliven, of Printers' Ink.



# Advertising Service Based on Knowledge that Benefits the Consumer

**Are you getting a Sales and Advertising Service  
that fits your individual requirements?**

Here is what we offer you:—The experience and ability of men whose duties call them to the principal cities from coast to coast —national rather than local service

- professional advertising service in organized departments in New York and Chicago.
- broad, aggressive, seasoned executive advertising and sales ability, applied to your own individual problems
- men who will help you handle your big or small problems down to the last detail
- a wealth of accumulated experience that will prevent you from adopting wasteful plans or methods
- knowledge how to best “cash in” on every dollar you spend for sales and advertising
- men who have the courage to tell you if you are in a rut and who will show you the way out
- advertising service based on knowledge that benefits the consumer.

## You can test Rankin Service

If you are a manufacturer who has not as yet decided upon his selling price, plan of distribution, sales or advertising policy

- a manufacturer with a small advertising appropriation to whom the slightest error in judgment would be serious
- a manufacturer with a large advertising appropriation demanding ability, experience and genius of maximum quality to master his advertising problems
- a concern just starting to grow and in need of help that is really more of a sales than an advertising service, and do not necessarily require the immediate use of advertising space
- at least investigate the RANKIN SERVICE.

Think this over. No matter what kind of a service fitted to your individual needs you may require, we have placed ourselves in your position and offer to do for you just the kind of work we would require if our positions were reversed.

Whether or not we can furnish you with this service fitted to your particular needs is for you to decide—but until you investigate you will never KNOW.

## No obligation on your part

We will send you copies of a series of “friendly letters” from our customers and advertisers who are not our customers which will prove to you the statements we have made in this advertisement. Also a list of our present customers to whom we ask that you write about the service this Company is now rendering.

We believe many advertisers whose sales force has been reduced because of the war, may make it possible for a smaller number of salesmen to do the work of twice the number because of the intelligent use of advertising. We can cite you many instances where salesmen have increased their sales thru working in a co-operative way with advertising.

# Wm. H. Rankin Company

“Advertising based on knowledge  
that benefits the consumer”



WILLIAM H. RANKIN  
President  
H. A. GROTH  
Secretary-Treasurer

WILBUR D. NESBIT  
1st. Vice-President  
ROBT. E. RINEHART  
2nd. Vice-President



104 So. Michigan Ave., Chicago  
Randolph 6600

—Phones—

50 Madison Ave., New York  
Madison Square 1815



## PRESIDENT WILSON URGES AD MEN NOT TO POSTPONE CONVENTION

Failure to Hold Annual A. A. C. W. Meeting in San Francisco Would Be Business Mistake in His Opinion—President D'Arcy and C. J. Sullivan Address N. Y. Ad Men



WILLIAM C. D'ARCY,

President, Associated Advertising Clubs of the World.

THE much mooted question whether the convention of the Associated Advertising Clubs of the World should be held this year, and in San Francisco, was decided in the affirmative Thursday night, so far as a non-deliberative body of representative men of that organization could decide it. The messages given by the speakers at the dinner in honor of W. C. D'Arcy, president of the Association, and Celestin J. Sullivan, the ambassador to New York from the San Francisco unit, not only told of the strong sentiment against foregoing the convention because of war conditions, but also brought decided expressions from President Wilson to the effect that it would be a high error not to hold it.

The dinner was marred by one regrettable incident. Mr. D'Arcy had been indisposed all the evening; so much so that doubtless if the meeting had been of less importance he should have felt obliged to absent himself. He made a plucky effort to speak when G. B. Sharpe, president of the Advertising Club, finally called upon him, but was unable to proceed. Later, aided by a sweep of fresh air from the opened windows which cleared the close atmosphere, he insisted upon making another attempt, and this time cleared the hurdle of illness.

### WILSON FAVORS CONVENTION.

Mr. D'Arcy told the meeting that President Wilson believed it would be

a business mistake to cancel the convention. The business of the country needed stimulating, and this convention would be a power towards that end. Moreover, President Wilson shared the general conviction that to omit it would give aid and comfort to the enemy.

Nothing worse could happen to the country, in President Wilson's view, than that business should be curtailed, except that the Germans should get the idea that the United States was demoralized because of the war; and if conventions and other similar gatherings, the province of which was to encourage business should cease, Germany would reach no other conclusion.

San Francisco sent an able advocate when it delegated Mr. Sullivan to tour the country, visiting the various advertising clubs and urging enthusiasm for the convention next July in his city. In language that took its tinge from the gate of gold for which his city is famous, in discourse rich in trope and apt illustrations, filled with humor and sprinkled with fitting quotations from the poets of the Western land, he urged the beauties of his city and the glories of his State, told of the great preparation that had already been made by the Mayor and other officials of San Francisco, and convinced his hearers, if they needed convincing, that a Western welcome, warm as the sunset colors that tinge the bay of San Francisco, awaited them.

In the course of his remarks, Mr. Sullivan said:

### CARRIES GOVERNMENT MESSAGE.

"There was never a time in the history of advertising when advertising men could be so proud of their business as they can be to-day. Advertising is carrying the messages of this Government at war into the homes of the loyal and the disloyal alike, and is stirring up the patriotism of the people as nothing else could. It is the power behind the gun, waking the nation to support the Government in the war, and arousing every man, woman, and child in the land to battle for democracy on land and sea, to fight till the victory we must win has been made safely ours.

"I have grown prouder and prouder as I have traversed the country, to know that I am identified with the advertising business. It is meeting the problems of the war and solving them with the same efficiency with which it resolves the normal problems of peace. It is dynamic in its force, coördinating, congealing, solidifying every part of the nation's work in winning this war.

"Men of New York, the largest and the greatest city in the Union, I am here to tell you that San Francisco is not indifferent to the fate of your convention. We need you out there to teach us to become great, as you have become great. We need you to teach us, not to make two blades of grass grow where one grew before, we have

done that ourselves, but to show us the way to satisfy the advertising needs of our rich and prosperous State.

### MAYOR HEADS LIST.

"We are the same people who rebuilt our city from ashes, establishing it firmly upon its thrice seven hills. With the same energy that inspired us then, we have worked since last year to assure you of a visit that will combine pleasure with business and both with patriotism. The advertising exhibits will be displayed in our City Hall, a structure costing \$4,000,000, and more beautiful than the Capitol at Washington, which has been turned over to us for this purpose. Our Mayor's name heads the list in the invitation I bring to your club to-night.

"Don't forget that idle hands and idle moments in this war crisis will be the more damaging to our national cause than the greatest Hindenburg drive that the Germans could ever make, and believe with me that this convention will equip you better than ever before to fight the fight of business for the confounding of the enemy. You will be better prepared when you return to tell the story of democracy and to battle for the success of its principles.

"President Wilson, when he did me the honor to receive me—not me, but an advertising man—expressed warmly his

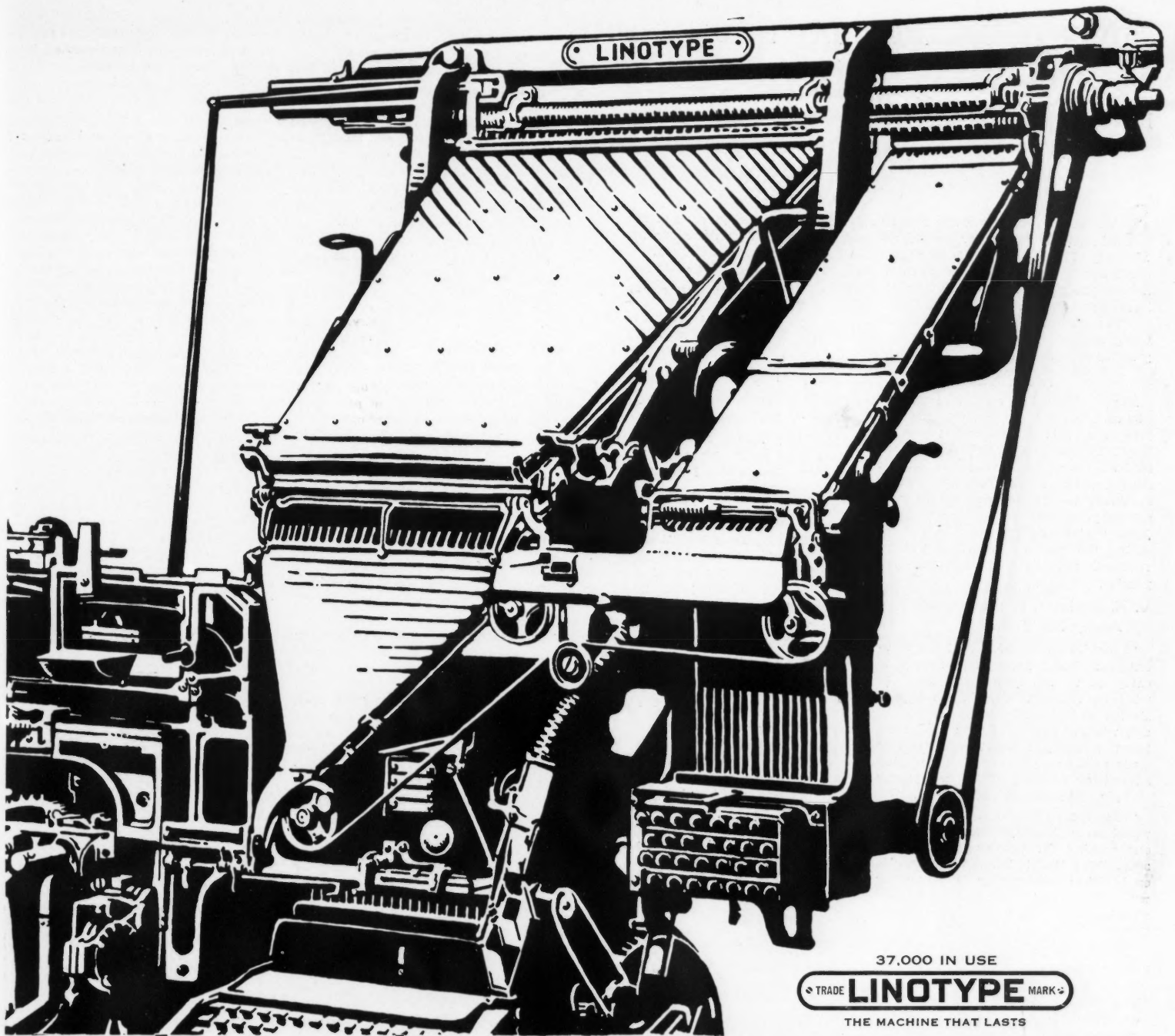
(Concluded on page 29)

Time was when a one cent newspaper was not considered in the "quality" class.

Well, at two cents, the Brooklyn Standard Union net sales in February were: Daily, 62,293; Sunday, 77,100.

Showing that the price has nothing to do with the quantity or the quality.

A. B. C., of course.



37,000 IN USE

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

**THE LINOTYPE** has proved best by test in thousands of newspaper composing rooms, large and small. Everywhere you will find it used on Heads, Text, Markets, Classified, and Ads. *Convince yourself* by letting us demonstrate just what it can do for **YOU**.

**MERGENTHALER LINOTYPE CO., Tribune Bldg., NEW YORK**

CHICAGO: 1100 So. Wabash Ave.

SAN FRANCISCO: 646 Sacramento St.

NEW ORLEANS: 549 Baronne St.

TORONTO: Canadian Linotype, Ltd.

## ADVERTISING MEN DO NOT FAVOR THE GOVERNMENT'S POLICY

Believe Display Space Should Be Bought Directly, Even Though  
Expense Might Be Great—Will Support Present  
Plan Loyally, However

REPRESENTATIVE advertising men of New York, who have been interviewed by THE EDITOR AND PUBLISHER this week on the question of a policy of paid advertising for the Government, are practically unanimous in their advocacy of such a policy. Some of them share the apprehensions of Government officials as to the difficulty of conducting a direct campaign without offending publishers who might receive less than they might conceive to be their share of a local appropriation.

The general feeling seems to be that, while the Governments present advertising methods is unsound, and a mere expedient, so long as it is the official programme it must be followed loyally.

### We Should Profit By Experience of Allies

Many advertising men who do not wish to be quoted, consider that the success of a paid advertising policy in Great Britain and Canada should afford all the evidence necessary on the matter, and that if our own Government continues to ignore these examples of efficiency on the part of our allies in dealing with this problem the task of selling the nation's securities will be rendered needlessly difficult and expensive.

O. H. Blackman, of the Blackman-Ross Agency, New York:

"There is no question that the Government should appropriate money to carry on an advertising campaign for whatever it needs. Canada has demonstrated that no matter what these needs are, whether connected with food, men, taxes or money, a direct appeal can be made to the people through the display advertising columns of the newspapers cheaply, quickly and successfully.

"The contention that Congressmen would make difficulty because of strenuous seeking for patronage is such a small thing that it is not to be considered, either seriously or in any other way. That some of our lawmakers would stoop to this is unquestioned. Let them.

"The big thing now is time; we must make all the haste we can. Delay just now is the equivalent to blood and misery, and we want to avoid all of that we can, naturally.

"The quickest way, and the most effective, is for the Government to advertise on its own responsibility. Mr. Emerson says it would need a vast amount of money. Well, assume for a moment that he is right. What of it? We have no right to consider money now. Spend it—spend it like water if it will save the lives of our men and hasten the victory this country must and will have in the war.

"The Division of Advertising is doing splendid work, but it is laboring under stunted and difficult circumstances, heavily handicapped by the conditions imposed by the Government. If it had a fund for advertising it could operate much more effectively and much more quickly.

"There is but one man in the country, in my opinion, who can bring about an advertising appropriation—President Wilson. The people and Congress both have confidence in him, and if he can be brought to look at the matter in a right light and express himself in favor of it. I have no doubt that an appropriation will be made that will benefit the war preparation more than even we who are familiar with the potency of the direct advertising appeal realize."

Edward Hungerford, advertising manager, Wells, Fargo Co.

"In theory I believe the Government should buy space for advertising its activities. In practice I doubt whether it can be done at the present time. Political interference at Washington and elsewhere would render it extremely difficult to place advertising upon a scientific basis. It has been suggested that the Division of Advertising of the Committee on Public Information, or some similar body, be given supreme power which would render it immune from such political interference. I should like to see this done, but I very much doubt if it can be brought about—at this time, at any rate.

"When I see what political interference is trying to do to-day with the second-class mail rates in this country, seeking to protect the country newspapers at the expense of the national publications, for the preëminent reason that the average Congressman stands in fear and trembling of the country newspaper, I have grave doubts of the efficacy of a government paid advertising plan.

"There can be no doubt as to its righteousness. The Government should no more expect free space than free shoes, or free uniforms or army rations or guns or ships. These, however, are produced in comparatively few localities. The newspaper is, and quite properly is, the product of many localities.

"I believe that the average newspaper, no matter how intensely localized it may have been in the past, to-day is intensely desirous of serving the nation as a whole. There are few newspapers in the country which have not been compelled already to make their sacrifices because of this war. No reasonable government advertising appropriation is likely to repay them for these sacrifices, but the problem remains, nevertheless, one of practice rather than of theory.

"In practice, even if we had an advertising committee with supreme power, it would be very difficult, in any given community, to select one newspaper—seemingly the best medium in the town—and perhaps pass by one or two others whose individual loyalty and devotion and sacrifice had probably been just as great if not greater. Not that I would have government advertising given as a reward of merit; the political dangers of this alone are obvious.

"Because of these things I am of the belief that the solution at this time at least, is going to be an extremely difficult matter, although I should personally welcome a key which will unlock the problem.

J. D. Ellsworth, advertising manager, American Bell Telephone & Telegraph Company, 165 Broadway:

"Whatever may be my personal convictions in the matter of a paid advertising campaign for Government needs, all I care to say is that the present plan is now in operation. It is our business, as patriotic Americans, to push this plan, and push it hard. We are doing so here. This company has given one-twelfth of its advertising space for the current year to the Government."

George M. Prentiss, advertising manager, Standard Oil Cloth Company, 320 Broadway, New York:

"Speaking from a business standpoint, that the Government should buy the advertising space it needs for its various drives is, I should say, unquestionable.

It is certain, however, that if the Government used one medium in a town or city to the exclusion of others there would be trouble. How this could be handled without injury to the Administration I cannot tell, but it is possible that some method can be found. I like the idea which I have seen published in THE EDITOR AND PUBLISHER, to the effect that somebody, like the Division of Advertising, might be placed in charge of an advertising appropriation by the Government. Perhaps the members could work out a scheme that would accomplish the end, and without undue friction.

"As matters stand now, I believe the Government should have copy prepared and send it to every publication, daily, weekly, and monthly, in the United States, with a request that it be used in the display advertising columns. The publishers of the country have shown a willingness to help win the war, and I believe they would be willing to carry display advertising as their 'bit.' At any rate, if the Government would do as I suggest, the matter would be placed before them.

"Space in the news columns is not enough. We got 150,000 lines of news space one time on a movement by our

company. I asked 150 firms with which we deal if they had seen it, and only one man had. But they would all have seen a display advertisement. Every paper, therefore, should carry every day, first page, left-hand column, a display advertisement selling the war.

"Whether there will come a time when individuals or firms will refuse, for business reasons or for any other reasons, to give their money to the Government for advertising, I cannot tell. But I do know, that in this democratic Government the whole people should bear whatever burdens there are to bear, and that no class should be called upon to carry an extra load. I say this with the full knowledge that the members of our concern are more than willing to do all they can, and that so far we have given a larger percentage of our advertising space for the next year than anybody else whose report I have seen."

### Stock Exchange Advertises

(Special to THE EDITOR AND PUBLISHER.)

MONTREAL, March 18.—Coöperative advertising by the Government and various war organizations has proved so profitable that business institutions are following suit. Members of the Montreal Stock Exchange have banded themselves together and are advertising the functions and the special facilities offered by the Montreal Exchange for the transaction of business. The campaign is running in more than forty papers and has been productive of very satisfactory results.

### Prepare for Loan Campaign

The Liberty Loan organization of the eighth Federal reserve district, which has headquarters at St. Louis, has called a series of meetings of editors and publishers of newspapers in the district. The schedule follows: Missouri, March 23, in St. Louis; Illinois, March 25, St. Louis; Arkansas, March 29, Little Rock; Tennessee and Mississippi, March 30, Memphis, Tenn.; Kentucky and Indiana, April 1, Louisville.

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

Permanent weekly industrial pages among non-regular advertisers.

Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint. —Entire supervision of news and mechanical ends given when requested.

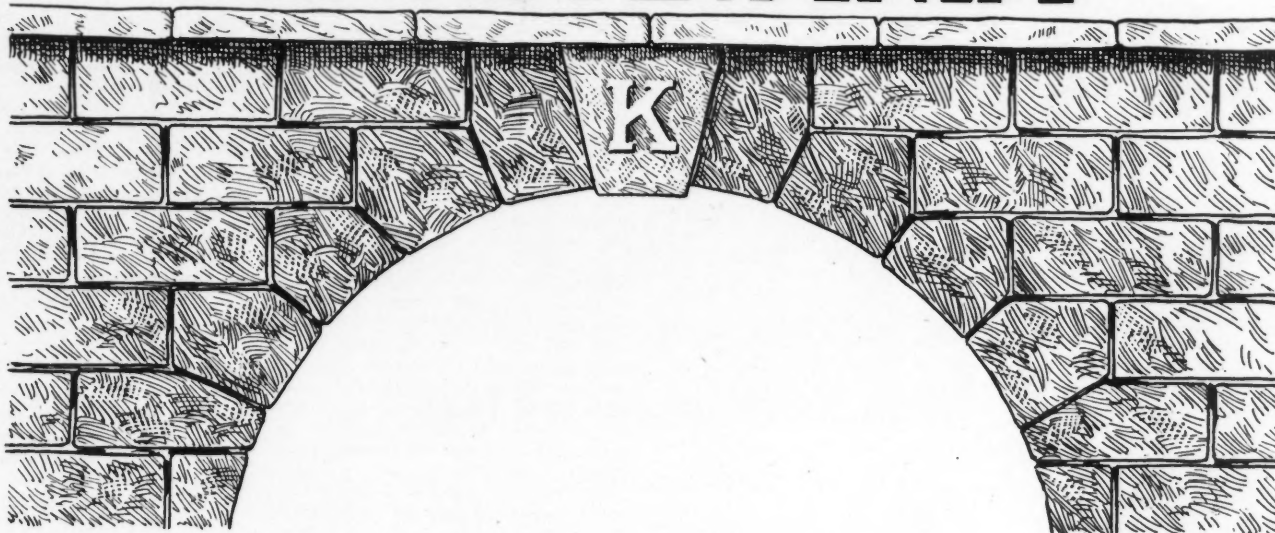
All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

## JOHN B. GALLAGHER COMPANY

Main Office, Ninth Floor, Dexter Building, Boston, Mass.  
Branch Offices,—Room 403, United States Express Building, 2 Rector St., New York;—North American Building, Philadelphia;—Plain Dealer Building, Cleveland;—Courier Journal Office Building, Louisville;—Constitution Building, Atlanta;—Herald and Traveler Building, Boston;—Gazette Building, Worcester, Mass.;—Tribune Building, Providence, R. I.



# PENNSYLVANIA



Advertising is the Keystone that holds the Arch of Business permanently in place.

In no other way than by the conservation of strength can a substantial business structure be assured.

In no other way can new business of any worth-while volume be had than by advertising.

National Advertisers must spread out, reach out into new localities and into new homes.

One advertising Step suggests and simplifies another.

Every Advertiser can afford whatever adds speed to method and contributes to its greater efficiency.

The Spring and Summer Campaign is waiting for the Big Drive.

*To lag now is to fail!*

To leave out the Keystone State is to deprive the Arch of Business of its fundamental support.

Pennsylvania Newspapers are great builders of business.

They exert tremendous influence among Pennsylvania's 8,000,000 thrifty inhabitants, who, last year paid an individual income tax of

## \$17,860,341.18

	Net Paid	2,500	10,000.		Net Paid	2,500	10,000.
	Circulation.	lines.	lines.		Circulation.	lines.	lines.
Allentown Call (M) .....	19,928	.025	.025	Philadelphia Press (M).....	32,053	.12	.12
Altoona Mirror (E).....	18,781	.04	.04	Philadelphia Press (S).....	78,527	.20	.20
Altoona Times (M) .....	14,632	.025	.02	Philadelphia Record (M) .....	123,249	.25	.25
Altoona Tribune (M).....	7,725	.02	.02	Philadelphia Record (S) .....	123,249	.25	.25
Chester Times & Republican (M&E)	12,942	.0357	.025	Pittsburgh Dispatch (M) .....	59,764	.12	.08
Connellsville Courier (E) .....	5,845	.015	.015	Pittsburgh Dispatch (S) .....	59,764	.19	.14
Easton Free Press (E) .....	15,439	.025	.025	Pottsville Republican (E) .....	*11,533	.0329	.0329
Erie Herald (E) .....	8,683	.02	.02	Scranton Republican (M) .....	28,011	.07	.06
Erie Herald (S) .....	8,683	.02	.02	Scranton Times (E) .....	32,059	.07	.06
Harrisburg Telegraph (E) .....	22,443	.045	.045	West Chester Local News (E) .....	12,200	.03	.03
Johnstown Democrat (M) .....	10,201	.03	.025	Wilkes Barre Times-Leader (E)....	18,054	.035	.03
Johnstown Leader (E) .....	6,718	.015	.015	York Gazette (M) .....	7,465	.0215	.0129
Lancaster Intelligencer and News-Journal (M & E) .....	17,212	.04	.04	* A. B. C.			
New Castle News (E) .....	11,080	.018	.018	All other Government statements Oct. 1, 1917.			
Oil City Derrick (M).....	5,703	.0215	.0165	Total circulation, 771,943.			
				2,500 line rate, \$1.5146; 10,000 rate, \$1.6353.			

## HAS WATCHED THE BIG DRAMA IN RUSSIA

A. E. Sproul, New York Advertising Man, Returns from a Year's Sojourn in Unhappy Country, Convinced that Better Days Are Near.

Arthur Elliot Sproul, of this city, has lately sprung into international prominence because of his advocacy, in London recently, of the appointment of a joint commission of the Allies to go to Russia and help that vast country to establish for its people a stable government.

Mr. Sproul has just returned to New York from a year spent in Russia, and while in London advanced the views above indicated. Interviews with him



ARTHUR ELLIOT SPROUL

From an official passport photograph taken in Petrograd.

were published by the London newspapers, and the correspondents of the New York Herald, Times, and World also cabled lengthy statements which attracted wide editorial comment.

Wednesday's New York Herald published a long special cable from Paris giving an interview by the Herald correspondent in that city with Stephen Pichon, French Foreign Minister, in which he expressed his views on the recent interview with Sproul as follows:

"The alarm raised by Mr. Sproul deserves a general hearing, and the press will do well to echo it throughout Allied and neutral countries, for everybody is hit or threatened by the dangers arising from the Russian collapse.

"If Germany succeeds in her work of conquest and domination in the Far East, it is evident that the political, military and economic equilibrium of Europe will be upset.

"It would mean an enlarged Mittel Europa, overlapping Europe and extending into Asia. Any such dream of bossing the world is doomed by the very hugeness of its proportions, and its danger to the whole globe. It is only at the final settlement that the numberless questions it suggests can be solved."

Mr. Sproul, formerly well known in newspaper and advertising circles, but now vice-president of a large New York dyestuff and chemical manufacturing corporation, arrived in Russia while the Romanoff dynasty was still in power. He has witnessed the overthrow of its autocratic sway and the successive events that have brought—and kept—Russia upon the front pages of the newspapers of the world, with all that that implies.

HAS EXPERIENCED ALL THE WAR THRILLS. He good-naturedly told a representative of THE EDITOR AND PUBLISHER, yes-

terday, that he has experienced what it is to be cold without knowing any way to get warm, has been hungry without means of obtaining food, was under fire for five days in the great Hotel Metro-pole siege in Moscow at the time of the Bolshevik uprising—in short, has encountered all the "thrills," even to London air raids, with the single exception of sighting a periscope. Yet he has retained excellent health through it all, and comes home to his native soil an earnest friend of Russia and a believer in its wonderful future.

Newspaper conditions in Russia, though always difficult, were never more unhappy than now, he says. One of the first things done by the Bolsheviks, after their recent seizure of the Government, was to compel all newspapers, except those in open and avowed sympathy with them, to throw out all advertising. This decree applied not only to Russian newspapers, but to the only newspaper in Russia printed in the English language—the Russian Daily News of Petrograd.

Eventually, says Mr. Sproul, conditions will become normal in Russia, in respect to newspapers as to all other matters.

Existing newspapers and magazines will then possess all the advantages of publication in a more democratic environment than under the Czar. In future years, when the hundreds of thousands of Russians now unable to read and write shall have overcome that great handicap, through a public-school system, Russia will certainly become one of the greatest newspaper publishing fields in the world.

As a subscriber to THE EDITOR AND PUBLISHER, Mr. Sproul naturally had the right to look for this paper to reach him in Moscow or Petrograd with reasonable regularity, even though delayed. As a matter of fact, however, he tells us that very few copies ever came to hand, and the same applied to other American publications which he had arranged to have sent to him. Great loss of mail matter, however, is one of the usual accompaniments of war, particularly in a country where, as in Russia, conditions are, and have been, particularly disorganized.

Mr. Sproul is devoting his spare time, it is understood, to the preparation of a series of articles regarding Russian conditions as actually seen by him, to appear shortly in an important publication.

### Philadelphia Editors on Trial

The trial of Louis Werner, editor-in-chief, and Dr. Martin Darkow, managing editor, of the Philadelphia Tageblatt, a German-language newspaper, on charges of treason, was in progress in Philadelphia before Judge Dickinson in the United States District Court, as THE EDITOR AND PUBLISHER went to press. Most of Wednesday's session was taken up with the examination of Government agents who testified to making the raid on the Tageblatt office last September.

### Los Angeles Papers Raise Price

Beginning April 1, the combination price for the Los Angeles Evening Express, Morning Tribune, and Sunday Tribune, delivered by carrier in Los Angeles and elsewhere, will be 60 cents a month, instead of 50 cents. The Evening Express and the Sunday Tribune, by carrier, will continue to be sold for 45 cents a month. The Evening Express will continue its price of 30 cents a month. The Daily and Sunday Tribune will be sold for 60 cents a month.

### SUN'S LONDON MAN RETURNS

Pleased with Progress United States Has Made in War Preparations.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, March 18.—"Take it from one who has been away from this country for a year, except for a brief visit last fall, the most impressive thing about returning is the realization of the remarkable strides the United States has made in its war preparations.

"A newcomer sees it here; and the Allies realize it better, perhaps, than those Americans who have been so close. Likewise, there is a striking change of attitude toward the war, a new spirit of determination.

"In England you don't see many flags or many demonstrations. I have heard complaint here that there is not enough enthusiasm in the United States about the war. I am glad there is not. I don't see why there should be enthusiasm about such a horrible business; but there is here the same dogged, persistent resolution to perform an unpleasant task that has made Great Britain so effective."

This was the welcome to his former fellow newspaper men of Washington of Judson C. Welliver, magazine writer, newspaper writer, and for the past year London correspondent of the New York Sun, when he addressed them at the National Press Club yesterday.

Mr. Welliver said his personal belief was that the Germans would not attempt a major offensive on the western front this year. He believes they will be too busy seeking to organize their new-found resources in Russia.

### Boston Press Club Elects

Herbert D. Vittum, advertising manager of Houghton & Dutton Co., has been elected president of the Boston Press Club. The other officers elected are: Frank P. Sibley, Globe, vice-president; Walter J. Ryan, Globe, secretary; Fergus Brown, Hotel & Railroad News Company, treasurer; Herbert E. Ellis, financial secretary; directors: Roy Atkinson, Post; John J. Dowling, North American Wine and Spirit Journal; Thomas W. Greenall, Record; James E. O'Connell; Newton Kirk, Post; Charles O'Hara, Post.

### Newspaper Man Refused Exemption

Stanley W. Prenosil, of West Springfield, Mass., who is with the Associated Press in Paris, has been refused draft exemption on industrial grounds, according to the decision of the district appeal board of Springfield, and must return to this country to train for service. In his questionnaire Prenosil expressed a willingness to return for service if drafted, but based his request for exemption on industrial grounds.

## The Response of St. Louisans to a Bigger Value in a Daily Newspaper

Day after day, week after week, and month after month The St. Louis Star publishes far more columns of News and Features than any other St. Louis daily newspaper.

As a result of this superior service to newspaper readers, The St. Louis Star's circulation has shown a growth unprecedented in St. Louis if not in the entire United States.

Daily Average Net Paid For February, 1918.....	121,671
Daily Average Net Paid For February, 1917.....	90,981

**Net Gain . . . . . 30,690**

Note the Regular, Healthy Growth of The Star's Daily Average Net Paid Circulation for the Past Six Months.

SEPTEMBER  
104,089

OCTOBER  
106,050

NOVEMBER  
107,298

DECEMBER  
112,035

JANUARY  
115,613

FEBRUARY  
**121,671**

## THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.



Foreign Advertising Representatives  
**STORY, BROOKS & FINLEY**  
Chicago Philadelphia New York



Fifth Annual  
**Public Utilities Review**  
and Engineering Supplement

*Next Saturday, March 30th*

The big questions that are agitating the public utility world will be thoroughly discussed in this issue.

The economist, the public utility official, the inventor, the municipal authority—all will present their views.

First, municipal ownership of public utilities. Articles by James B. Wootan and others.

Second, the case of the street railways. Are they entitled to higher fares?—and how shall they meet their increasing burdens? Articles by Harlow C. Clark, of the American Electric Railway Association and others.

Third, water-power development. A picture of what might have happened this winter in place of a fuel famine if the country's water power had been properly developed. By William H. Hodge, of H. M. Byllesby & Co.

Fourth, a forecast of condition of Public Utilities after the war.

There will be other general articles and reviews—all of them with timely information of great value to the investor, the public utility man, the banker and the general business man.

Condition of Public Utilities by sections—East, West, North, South, Canada, and other places where American capital is investing.

Earnings for past year.

Legislation of past year.

The Government and the Utilities.

News of interest to investors.

Position of Public Utilities securities.

Practical questions of engineering and finance and management.

Notable developments of the year.

**Copies**

5 cents each, mailed to any address in the U. S. or Canada. Foreign, 10 cents. Send your lists as soon as possible to the Circulation Dept., and arrange for special mailings. 20 Vesey Street, New York.

**Advertising**

Forms close March 27. For reservations of space, apply to Advertising Manager.

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The combination of the exceptional reader-audience of this number plus editorial content of such vital importance makes a most unusual opportunity for the advertiser.

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**New York Evening Post**

*More Than a Newspaper—A National Institution*

## "COUSIN ELEANOR" IS "PAL" AND MENTOR TO 100,000 "KIDS"

Miss Schorer Tells How the Evening World's "Kiddie Klub" Makes Life Brighter for Vast Army of Children Through Encouraging Self-Expression.

(To win the rapt attention of a hundred thousand children, to make of a department of a newspaper the open forum through which they give and gain inspiration, to tinge the drab of lonesome lives with the gold of sympathy and appreciation—this has been the happy fortune of Miss Eleanor Schorer. In this interview for THE EDITOR AND PUBLISHER she tells how the "Kiddie Klub" has been developed, what it does. The story should answer the question which is in every editorial mind—how to make the newspaper a real factor in the lives of the children.—EDITOR.)

By ADAM C. HAESSELBARTH.

THROUGH the efforts of one little woman on the staff of the New York Evening World 100,000 Kiddies are now members of "Cousin Eleanor's" Kiddie Klub. Her really, truly name is Miss Eleanor Schorer. She joined the World staff several years ago, as an artist and writer, and soon made good in both capacities. In a few years she was widely and favorably known as a newspaper woman.

The most valuable goods sometimes make the smallest packages. Cousin Eleanor is in that class, being not much bigger than Kiddie size herself. But what there is of her is all energy of the dynamic sort, and she takes to her work as a duck takes to water. That's why she accomplishes such results and at the same time finds pleasure in giving happiness to others.

### Reaching the Heart of a Child

It is no easy task to write for children, to entertain children, to instruct children, or to make children love you. Yet all these things Miss Schorer does with apparent ease and with a remarkable degree of success.

The Kiddie Klub, of which Miss Schorer is the head, was founded by the Evening World on May 1, 1916. Its members have buttons and pennants. They have a corner of their own in the Evening World tri-weekly. They are given ten prizes nearly every month for the best stories or drawings, as the contest may call for. These usually alternate. One month there is a drawing contest, the next a story or composition contest, and so on. They are encouraged in every way possible to use the Klub to help them develop their talent along the lines mentioned.

Of the purpose of the club, and of its public entertainments, Miss Schorer says:

"It is my ultimate aim to draw natural talent of every description out of the Klub and to get people who are interested in developing natural talent to take the cousins who fit in their own particular branch of educational development and give such selected kiddies an all-year-round opportunity.

"It is not only necessary to impress these people with the possibilities of my dear cousins, but also to point out to the parents those possibilities.

"Every child has possibilities, and according to surroundings the youngsters are encouraged to develop or forced to suppress inherent praiseworthy tendencies. By surroundings I mean principally the atmosphere and attitude of the grown-ups with whom they live. Is it sympathetic or unsympathetic? Does a child's mentality expand or shrink amid home surroundings? Is there encouragement, or is there open discouragement? Is a kiddie's enthusiasm abated through cynical indifference?

"Do not imagine that it is my aim to develop a genius for every cousin. When genius shows itself, well and good. We will all be delighted and proud and will give it all the encouragement and opportunity in our power. But it is merely sensible to look upon the great mass of 100,000 children as citizens rather than as geniuses.

"It is good citizenship that I am at; to help train citizens who will be un-

afraid of their convictions and ready to test their ideas; citizens happy through genuine causes; through stimulation of self-activity.

"It is with great gratification that I note the growing movement for higher culture of children through public recreation centres of the cities of our country. It is my ambition to some day direct the activities of such an organization. City children get too much artificial stimulation, from the average 'movie' show especially. These shows are the most distinctive form of amusement for children, and many of them are not helpful, to say the least.

"I like to reach out and come into touch with the lonesome kiddies, the world-weary ones to whom a cheerful little letter which will perhaps smooth out their real or imaginary troubles, means much. Of course, I cannot personally reply to all the letters I receive, but many of them simply demand my attention, which I am glad to give.

"In the Kiddie Korner of the Evening World the fact is recognized that personal information is another form of expression which aids children. Kiddies who are busy with useful rather than artistic endeavors have their work noticed in the korner.

"I am just beginning to work to arrange further activities and more branches for my kiddie cousins. Perhaps I am only dreaming, but a lot of other folk have also dreamed before they accomplished much by making their dreams realities. For future entertainments I have in mind Greek games—and some other plans.

"So far it has been only at celebrations that the Kiddie Klub has given the actor, singer, dancer, musician cousin expression through its activities. The writers of verse and prose and also the kiddie artists have their chance for public appearance all the year 'round in the contribution space in the Kiddie Korner, which they are privileged to fill with their literary and artistic efforts. The Korner column shows how well they use this advantage."

Kiddie Klub membership is by no means confined to New York city and vicinity. There are many members in New England and in the Central and Western States. There are also members in England, France, and Japan. The Klub is supporting six of "Papa"



MISS ELEANOR SCHORER.  
("Cousin Eleanor," of the New York Evening World's Kiddie Klub, who has 100,000 Cousins.)  
—Photo, by Clara Petzoldt, N. Y. City.

Joffre's "Orphans of the Marne," and this good work will doubtless be extended. While the girls slightly outnumber the boy members of the Klub, the boys are the more active in drawing and many do highly creditable work.

### PERSONAL CONTACT THE SECRET.

"What is the secret of the Kiddie Klub's phenomenal success," Miss Schorer was asked.

"Personal contact," was her answer. She estimates that she had during the past year what may be called about 50,000 "personal contacts" with members or their parents and other adult friends. She writes on an average ten letters a day to children who she feels need her personal attention, judging by their letters. She passes upon countless contributions a week and upon as many more questions and answers. She awards ten contest prizes a month and passes upon 125 drawings every week. The last named task alone foots up to 6,500 drawings in a year. Add this to the 3,650 letters she has written during the last twelve months to ardent little correspondents who want Cousin Eleanor's opinion, and it is readily seen that her brain has no chance, through, idleness, of becoming the proverbial devil's workshop.

Miss Schorer modestly refuses to credit herself with the success of the Klub. In closing her chat for readers of THE EDITOR AND PUBLISHER, she said:

"Perhaps some of my cousins think of me as a fairy god-mother who plans and does new things for them all the year through. I now want them to know that without the support and assistance of the Evening World's editor-in-chief, John H. Tennant, none of these delightful things could happen at all—not even the Kiddie Klub itself."

### \$ 925,000 Pennies Contributed

Miss Emilie Blackmore Stapp, of the Des Moines Capital who, through her department, "The Happy Tride," is trying to raise a million pennies for the war orphans of France and Belgium, has now passed the 925,000 mark. The total was greatly augmented by the receipt of 137,000 pennies sent in by the children of Texas and contributed through the various newspapers of that State, largely through the Houston Chronicle.

Prepare for the coming Liberty Loan campaign.

# Philadelphia

# Is

# a

# Morning

# Newspaper

# City

# “OHIO FIRST”

## Amazing Figures!

In 1917, the amount of deposits in Ohio's Savings Banks was \$68,397,224.00, an excess over the preceding year of

### \$3,607,262.75!

But the most remarkable feature about Ohio's savings is that, the average amount to each depositor is larger than that of any other of the Middle Western States.

Thus, considering the per capita deposit of Ohio, which is \$599.85, she leads the New England States and the Eastern States, including the great states of New York and Pennsylvania!

Ohio workingmen are now enjoying larger benefits under the law than ever before, and they are earning more money.

All Ohio is experiencing an unprecedented era of prosperity, and everybody has money to spend, and is spending it.

Ohio is always doing something bigger,—quickenning her schedule of production and enlarging her resources, consequently, there's always something bigger to be done by National Advertisers, who can depend upon its being done in the right way by these Ohio Newspapers.

	Circulation.	2,500 lines.	10,000 lines.
Akron Beacon-Journal ... (E)	31,335	.04	.04
Akron Times ..... (E)	20,794	.03	.025
Cincinnati Com.-Tribune.. (M)	60,723	.12	.10
Cincinnati Com.-Tribune. (S)	26,339	.15	.13
Cincinnati Enquirer, 5c. (M&S)	55,314	.14	.12
Cleveland News ..... (E)	130,986	.18	.18
Cleveland Leader ..... (S)	146,968	.19	.19
Cleveland Plain Dealer.. (M)	165,524	.23	.23
Cleveland Plain Dealer . (S)	214,879	.25	.25
Columbus Dispatch ..... (E)	75,402	.11	.10
Columbus Dispatch ..... (S)	71,119	.11	.10
Columbus (O.) State Jour..(M)	55,656	.09	.08
Columbus (O.) State Jour..(S)	28,459	.09	.08
Dayton News ..... (E)	35,241	.055	.055
Dayton News ..... (S)	23,935	.035	.035
Marion Daily Star ..... (E)	8,094	.0129	.0129
Newark American-Tribune (E)	6,287	.0108	.0108
Piqua Daily Call ..... (E)	4,017	.0086	.0086
Portsmouth Daily Times . (E)	10,327	.02	.02
Sandusky Register ..... (MS)	4,263	.0093	.0093
(No Monday Issue.)			
Springfield News ..... (E&S)	13,118	.025	.025
Staubenville Gazette ..... (E)	3,620	.0143	.0071
Toledo Blade ..... (E)	55,133	.12	.10
Youngstown Telegram ... (E)	20,420	.035	.035
Youngstown Vindicator ... (E)	21,577	.04	.04
Youngstown Vindicator ... (S)	16,794	.04	.04
Zanesville Signal ..... (E)	10,837	.02	.02

\*A. B. C. Statement  
Other ratings Government statement October 1, 1917.

# EDITORIAL

## A LETTER OF SUBMITTAL TO THE PRESIDENT

THAT the President might be informed as to the convictions and attitude of the moulders of public opinion in America, with respect to the issue of a paid advertising policy for the Government, THE EDITOR AND PUBLISHER has submitted for his consideration the symposium of letters and interviews printed in the issue of March 16, together with a letter in which the advantages of such a policy are cited.

The following acknowledgment has been received:

THE WHITE HOUSE,

Washington, March 19, 1918.

My dear Mr. Brown:

I beg to acknowledge the receipt of your letter of March 18th, and to say that I shall bring it to the attention of the President.

Sincerely yours,

J. P. TUMULTY,

SECRETARY TO THE PRESIDENT.

The text of the letter follows:

THE EDITOR AND PUBLISHER,

New York, March 18, 1918.

His Excellency,

Woodrow Wilson,

President of the United States,  
Washington.

Dear Mr. President:

We submit that the war emergency calls for the adoption of a Government advertising policy and programme, based upon a recognition of advertising space as a commodity which the Government may properly and profitably buy for its own use.

The present advertising policy of the Government has the same defects as the discarded volunteer system in our military organization. For, in paying for the advertising of the nation's securities we are relying upon the donations of patriotic citizens. We are securing these donations, of course, just as we should have secured volunteers for military service. But we are not equalizing the burden of expense as we have succeeded in equalizing the burden of service.

It is admitted that the Liberty Loans cannot be successfully sold without a vast amount of advertising. It is admitted that this advertising should be paid for, as it is the commodity on the sale of which our newspapers and periodicals must chiefly depend for their revenues—hence for their existence. Yet, admitting the Government's need of advertising, we are still falling to provide appropriations with which to buy it, and are relying upon private gifts of money and space for the success of a vital part of our war effort.

We submit that this is an un-American policy, Mr. President—an inefficient, expensive, roundabout, evasive policy, and that it handicaps the officials who are directing the sale of the Liberty Bonds. All that may be said in favor of the present system is that it has called to service in these campaigns many thousands of people, voluntary workers whose services could not be purchased in any commercial sense. This result would not be lost in a rectification of the advertising policy to conform to sound business principles. The thousands of people now engaged in asking for donations with which to pay for advertising could do more effective work by selling the bonds—which, of course, many of them will do after the first task has been finished.

THE EDITOR AND PUBLISHER is in a position to assure you, Mr. President, that an overwhelming majority of the newspaper publishers of American are strongly opposed to the present policy. The views of some of these men, master craftsmen in the field of advertising—men who know the processes and methods of a selling campaign—have already been published in our columns, and are enclosed for your consideration. These men are not sordid. They would not receive more, but would receive less, advertising under a policy of direct Government advertising than under the present system. Their view is not selfish, but patriotic. They desire first of all the success of the bond sales. They know that this success will be more fully assured under a right than under a wrong advertising policy.

These publishers sell their advertising space as a commodity. The Government may deal with them

**WHAT pulls the strings is the force hidden within; there lies the power to persuade, there the life, there the real man.—  
Marcus Aurelius.**

as with other business men who sell commodities to the Government—without favoritism and with the fullest discrimination. They are standing by the President and his Administration in the great crisis without partisan bias. This was shown in the notable symposium of Thanksgiving Toasts to the President of the United States, published in THE EDITOR AND PUBLISHER last November—a tribute to an American Chief Executive unexampled in our history.

In common with the publishers of America this journal, Mr. President, desires nothing so much as the success of the American cause in this war. The adoption of a sound advertising policy by the Government will contribute greatly to that end. Great Britain and Canada have followed the policy now urged upon you from the beginning, and it has shown magnificent results. We would not add a straw's weight to the heavy burden you are carrying. We are impelled to thus request your personal consideration of this grave matter only through the conviction that the interests of the nation at war are involved, and that only through your initiative may a mistaken policy be corrected.

## A FRIENDLY SUGGESTION FROM CANADA

THE publisher of a leading daily newspaper of Canada, requested by THE EDITOR AND PUBLISHER to express an opinion as to the advisability of a paid advertising policy by the United States Government, asks to be excused, on the ground that it might be considered presumptuous in him to discuss the matter.

He does offer a suggestion, however, which should receive attention at Washington. He says: "Is it not possible to have a commission of competent, impartial men, acting for either the United States War Trade Board or the Liberty Loan Committee, visit Canada and make a careful investigation as to the results secured by the Canadian Government in the various campaigns placed by our Dominion and Provincial Governments since the war began."

The experiences of our Allies in solving the new military problems created by the war—in meeting German frightfulness with adequate methods of defence—have been recognized and utilized by our General Staff. Our military forces have been trained and are being trained in the light of new conditions of warfare. Properly, our traditional systems of military training have been scrapped, and even our West Point men have had to unlearn a great deal that had been taught them of the art of war.

Our Allies, Great Britain and Canada, have shown us the way in the matter of a Government advertising policy, too. But, thus far, we have not heeded their experiences and are clinging to a plan and method which are not in accord with the new times in which we live. Should not the suggestion of our Canadian friend bear fruit? If Canada has found a better way than ours for advertising war loans, should we not make the facts known in an official way that our future policy in this matter may be formulated accordingly?

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James Wright Brown, president and editor; Edwin Doddridge DeWitt, secretary, treasurer, and publisher; W. D. Showalter, managing editor; Carl H. Gets, news; Marlen E. Pew, features; Geo. P. Leffler, assistant treasurer and business manager; J. W. Ferguson, advertising manager; Edw. Gans, circulation.

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

Entered in the New York Post Office as second-class matter.

## THE NEWS PRINT SITUATION

SOMEWHAT alarming intimations having been made lately that the Fuel Administration contemplated drastic action in the way of enforcing the curtailment of news print consumption by the newspapers of the United States, the Board of Directors of the A. N. P. A. held a special meeting in Washington on Wednesday to consider the situation.

A conference on Tuesday, between officials of the Fuel Administration and members of the Paper Committee of the A. N. P. A. developed the fact that the Government had in view no definite action at the present time, but that the gravity of the fuel and transportation problems might force some definite policy of curtailment in the near future.

P. B. Noyes, of the Fuel Administration, assured the publishers that the Government would welcome their initiative in bringing about the utmost possible economies in the use of news print, and that through this course official intervention could undoubtedly be averted. He reminded them that the policy of the Fuel Administration was to restrict, so far as possible, the production of commodities to the level of actual demand and real needs, eliminating waste.

As a result of this conference, the Board of Directors of the A. N. P. A., at their meeting on Wednesday decided to call upon all members of the organization, and upon all users of news print, to at once discontinue the return privilege, free copies, copies used for promotion purposes, exchanges, the payment of salaries or commissions to agents or dealers for the purpose of securing preferential representation, unpaid subscriptions, etc. The Board also reminds publishers that it is illegal to print free reading matter which would not be used if no advertising were involved; and that the sale of newspapers at a retail price of one cent is unwarranted under present war conditions.

It is to be hoped that publishers will respond promptly and unreservedly to this patriotic appeal for white paper conservation. Newspapers are a necessity. They are so regarded by the Government, of course. But a waste of news print is quite as serious as a waste of food.

Happily, thus far, the talk of an arbitrary Governmental regulation of the sizes of newspapers, such as has been instituted in France—and, through economic necessity, in England—is merely talk. But the publishers must not, through failure to economize in the use of paper, translate this talk into a seriously considered national policy. The issue will arise unless the users of news print shall forestall it through uncompromising economies.

WHEN bankers talk about advertising they often arouse as much amusement as interest. Guy Emerson expressed the view that to spend \$5 for advertising in each of the weekly newspapers of the country would require most of a \$2,500,000 appropriation. There are 16,246 weeklies, semi-weeklies and tri-weeklies in the United States, and an expenditure of \$5 for advertising in each would amount to \$81,230. As an advertising expert Mr. Emerson is probably a very good banker.

ROBERT CARTER, the cartoonist, who died recently in Philadelphia, shared with the late Homer Davenport the credit for having put into the character of "Uncle Sam" the breath of life. These men drew our national figure so strikingly and so appealingly that we were all anxious to claim the traditional relationship to him.

NEEDED measures are not always taken just because their need is obvious. The urge must be supplied. We should have a 2-cent coin, but we will not have it until the matter is pressed home at Washington. Newspapers should continue to stress the utility of the proposed coin.

"THE newspaper that carries my advertising is my salesman," says Nat S. Olds. Every issue of a newspaper carries a task of salesmanship—and the heavier the task the easier it is of accomplishment.

## PERSONALS

**W**ILLIAM RANDOLPH HEARST has returned to New York after an extensive vacation at Palm Beach, Fla.

George H. Larke, business manager of the New York Evening Mail, has just returned to his desk after a month's vacation spent in the South. He spent some time at Palm Beach and Miami, Fla., and at Pinehurst, N. C.

Lee A. White, editorial secretary of the Detroit News, was a New York visitor this week. Mr. White is making a two weeks' visit to newspaper offices in Washington, Baltimore, Philadelphia, New York, and Boston.

Leonard Cline, editor of the fine arts page in the Detroit News, was in New York this week seeing art exhibits.

James Swenhardt, in charge of the New York Bureau of the Detroit News, will move his offices next month from 20 Vesey Street to the Park Row Building.

Harold Roland, news editor of the Detroit News, is acting chief of the Washington bureau of the News in the absence of George Miller, who is in Detroit as acting editor, while E. G. Pipp, editor-in-chief, is in Europe.

George O. Moody, police reporter for the Providence (R. I.) Tribune, is the first newspaper man in that State to be made a censor of amusements. The town of Warren, near by, has named him censor of all shows with power to direct the cutting of questionable acts or moving pictures.

K. J. Murdoch, for several years prior to 1914 editor of the Los Angeles Record, more recently in charge of the promotion department of the Newspaper Enterprise Association of Cleveland, has returned to California and taken the position of news editor of the San Diego Sun, of which his former chief, W. H. Porterfield, is editor-in-chief.

Milton A. McRae, chief minority stockholder of the Scripps-McRae newspaper properties, has returned to his home in San Diego after an extended trip of several weeks through the East.

Mrs. Rae Rice, for years society editor of the Salt Lake Telegram, is now on the San Diego Sun as feature writer, her husband being with the colors at Camp Kearny, near San Diego.

John H. Sines, managing editor of the Trenton (N. J.) Evening Times, has gone to Atlantic City for a month's rest.

Laurence Sloan has left the New York Tribune and is now with the New York American.

Walter J. Longley has been appointed assistant managing editor of the Detroit Journal.

Irving E. Richard, for four years City Hall Reporter for the St. Paul Daily News, is now in Boston with Baso Hospital No. 44. He will proceed to Camp Dix, N. J., for six weeks' training, and then will go to France for service. Mr. Richard is the fifty-first member of the St. Paul Daily News staff to join the colors.

Winthrop Kellogg, son of H. N. Kellogg, chairman of the legislative committee of the American Newspaper Publishers Association, is with the aviation division of the American expeditionary force in France. Last Sunday's New York World contained an interesting letter from young Mr. Kellogg telling about his experiences abroad.

Joseph Parks has gone from the Indianapolis Star to the Indiana Daily Times, Indianapolis, as city editor, taking the place of John Carson, who is to take a position in Washington.

H. S. Purser, formerly with the Waco (Texas) Tribune, has joined the local

**PHILIP, being arbitrator betwixt two wicked persons, commanded one to fly out of Macedonia and the other to pursue him.—Plutarch.**

staff of the New Orleans Times-Picayune.

H. E. Wright, formerly with St. Paul and Minneapolis newspapers, is now on the local staff of the New Orleans Times-Picayune.

Thomas Harris has resigned as city editor of the New Orleans Item and has returned to his old position of managing editor of the Shreveport (La.) Times. Clark Salmon has been promoted to the city editor's desk on the New Orleans Item.

Willard Shaver, formerly a reporter on the Portland Oregonian, in a French hospital is recovering from a serious injury. He is a member of Company F, Eighteenth Engineers.

Thomas W. Gerber has been appointed Pacific Coast manager of the United Press, with headquarters at San Francisco.

Mobilization of Base Hospital No. 46, United States army, just ordered, takes three reporters from the Portland Oregonian. They are Paul Ryan, Fred M. White, and Linn L. Davies, the last a brother of Carolyn Davies, the poet.

Roy A. Jarnagin, who has been sports editor on the Des Moines Capital for the past five years, has resigned to become identified with the News-Herald, of Spencer, Ia., one of the live weekly newspapers of Iowa. Jack Feehan, formerly of the Ottumwa Courier, has succeeded Mr. Jarnagin on the sports desk of the Capital.

## ACROSS THE LINE

John Ross Robertson, proprietor of the Toronto Telegram, is paying his usual spring visit to Florida.

A. R. Kennedy, recently editor of the Guelph, (Ont.) Daily Mercury, has been appointed editor of the Canadian Printer and Publisher.

Norman Lambert has resigned as city editor of the Toronto Globe to take the position of associate editor of the Grain Growers' Guide, Winnipeg.

Major R. F. Parkinson, business manager of the Ottawa Journal-Press, who has been home on leave from the front, has left to rejoin his battalion in France.

Col. T. M. Seeley has been appointed business manager of the Yarmouth, (N. S.) Times in succession to J. D. Rolston, retired.

Lieut. Thomas Smith, city editor of the Woodstock Sentinel-Review, has enlisted for overseas service.

James Muir, former managing editor of the Ottawa (Ont.) Journal, has resigned from the staff of that paper to become civic controller of Ottawa.

J. E. Atkinson, managing director of Toronto Star, has gone for a vacation trip to the southern states.

F. C. Mears, foreign news editor of the Toronto Globe, has succeeded Norman Lambert as city editor. He in turn has been succeeded by John B. Kerr, formerly editor of the Vancouver Sun and more recently foreign news editor of the Toronto Mail and Empire.

G. Fred Pearson, manager of the Halifax (N. S.) Chronicle, last week conveyed the thanks of the people of Halifax to the House of Representatives and the Senate of Massachusetts for their assistance following the disaster of last December.

Thomas H. Blacklock, formerly editor of the Regina, (Sask.) Province and more recently Ottawa correspondent

of the Montreal Gazette, is now representing the Gazette in England.

H. B. Jefferson of the Halifax (N. S.) Herald staff has been appointed assistant to the Inspector of Dominion Police at maritime province headquarters, Moncton, N. B.

J. B. Bryant of the editorial staff of the Hamilton, (Ont.) Herald, has taken over the Barrie (One.) Northern Advance.

John Kidman, London correspondent of the Montreal Gazette for a number of years, is returning to Canada and will rejoin the staff in Montreal.

## DEFENDS MAIL SERVICE

**Praeger Declares War and Parcel Post Have Flooded Post Office.**

WASHINGTON, March 22.—Denial that the railway mail service is to blame for any delay in the delivery of letters between here and in New York was made to-day by Otto Praeger, Second Assistant Postmaster-General, and officials of the railway mail service.

While specifically pointing out that no blame must be attached either to the Washington or the New York city Post Office, owing to the tremendous difficulties they are laboring under as the result of war conditions, Mr. Praeger declared that the records of the railway mail service show that the Washington city Post Office has recently turned over to the railway mail service letters twenty-six hours after they were post-marked.

These particular letters were addressed to points South.

The records will show, it was declared, that certain letters bound north, post-marked here 10 A. M., were not delivered to the railway mail service until 3 P. M. that afternoon, in the meantime two or three other trains to New York having left the Union Station. In one instance 200 letters addressed to New York business houses were involved.

No blame, however, is attached to the Washington city Post Office by the Post Office Department. The great volume of war mail, and the tremendous growth of the parcel post, has literally swamped

more than one city post office in the country.

The Washington city Post Office is hit worst of all, owing to the fact that this city is the origin of tons and tons of war literature issued by the Government.

The local Post Office, also, is short-handed on account of many men having gone with the colors. For these reasons Post Office Department officials believe that the people of Washington should be lenient over any delay that may arise, either now or in the future, in the transportation and delivery of letters going to and fro between here and New York.

## Big Gain in Postal Revenues

WASHINGTON, March 21.—Since the new postal rates went into effect last November there has been a monthly increase in postal revenues of more than \$5,000,000. The estimated gain for the year was figured at between \$65,000,000 and \$70,000,000. This was based on a continuation of the active general business prevailing in 1917. All indications point to a realization of this amount.

## Would Take Over Telegraph

WASHINGTON, March 21.—Representative Hilliard, of Colorado, to-day introduced a bill in the House to empower the Government to acquire by eminent domain in the form of leases the telephone and telegraph facilities of the country. Mr. Hilliard said there was extravagant waste under the competitive system, and declared "the Government has ignored its duty long enough."

## Express Companies' Revenue Declines

WASHINGTON, March 21.—Operating income of the express companies for the eleven months ending last November were made public to-day by the Interstate Commerce Commission. They show marked decreases as compared with the corresponding period in 1916. The statistics assume unusual importance in the light of proposed Government operation or unification of the companies.

These war-time hoarding orders knock the spots out of the admonition regarding the "wise ant."



**"The Denver Post Has Signed a Contract for the Haskin Services"**



## CHARGE SOUTHERN PUBLISHERS ARE SEEKING SPECIAL PRIVILEGES

**Publishers' Advisory Board Criticises Representatives of S. N. P. A. for Refusing to Join in Conference With Them to Consider Ways of Having Postal Law Amended**

**M**EMBERS of the legislative committee of the Southern Newspaper Publishers' Association, who are attempting to have the postal section of the War Revenue act amended, are charged with seeking special privileges by the Publishers' Advisory Board, of New York.

In a report recently adopted by the Board, Major E. B. Stahlman, president of the Nashville Banner, and chairman of the legislative committee of the S. N. P. A., and Urey Woodson, editor and president of the Owensboro (Ky.) Messenger, as representatives of the S. N. P. A. at the recent Inland Press Association meeting in Chicago, are criticised for refusing to join in conference with the Publishers' Advisory Board in attempting to have the War Revenue act amended.

The report, in part, follows:

### The Postal Committee Report

"Without discussion of the postal function, the legislative committee of the S. N. P. A. has rendered a report urging increased postage rates through 'zone' system on all periodical publications except newspapers.

"Newspapers, according to their announced programme, are to be exempted from these increased postage rates through the well-known fact that, with rare exceptions, they circulate solely within a hundred miles of their place of publication. Within this local area of circulation, therefore, the S. N. P. A. and the Inland Daily Press Association, which endorses their programme, are seeking exemption from postal increases. They are also specifically demanding their free-in-county circulation shall be retained, and that all postage increases shall apply only—through the adroitly drawn law they demand—to periodicals of national circulation and interest!

"In other words, they have approached this vital problem of postal functions and postal rates in the open desire for special privilege and without either analysis of postal function or regard for the rights of the entire citizenship of this nation.

"It is also to be regretted that Major Stahlman and Mr. Woodson, who are the prime movers in this newspaper special privilege appeal to Congress, flatly refused to join in a conference with the publishers' advisory board to discuss the fundamental postal principles with a view of determining upon some line of sound and just mutual action and postal recommendation.

"The programme of the S. N. P. A., according to its report published in the trade press, appears to base its arguments for increased postage rates—on every publication except newspapers—upon the element of *postal cost*. And this theory of postal cost is advanced in the face of the system of postal accounting and postal figures that have been completely exposed and denounced as a hodge-podge of guesswork by Congressman Steenerson, of Minnesota, in Congress last year. This much, however, can be easily foretold as to any theory of postal rates based upon cost:

"(1.) That, whatever the cost is for any one unit of a monthly periodical, it is thirty times as much for the thirty similar issues of a daily newspaper in that same period.

"(2.) For any weekly newspaper it is four times as much as for a similar unit of a monthly, so that any error of computing rates will be thirty times greater each month on a daily newspaper than on a periodical.

"If cost is to be the factor in postal rates—as the S. N. P. A. alleges—we must revise all rates to conform to cost; long-distance letters must pay

more than mail delivered in the same State and State mail more than county mail; free-in-county circulation of newspapers must be abolished, and the whole fabric of the postal structure must be overhauled to conform to this new and (as the history of our Post Office development shows) unsound and un-American principle.

"But postal cost has, under sound postal principles, nothing to do with the postal function any more than is cost the determining factor in the service to farmers of the Department of Agriculture.

"The publishers' advisory board holds the following theory of the principles of our American postal functions and their application to any department in its service:

"(a) That it is the function of our Government to serve our national needs, further our progress, and to conserve the inherent rights of citizenship;

"(b) That such postal functions are and must always be equal to all citizens of our nation;

"(c) That the cost of such postal functions should be levied against the nation as a whole and not extracted as separate and varying charges from individual citizens, the same as in the Department of Agriculture and the other great and vital governmental enterprises;

"(d) That the Post Office and the postal function is one of service to the entire nation, sympathetic in principle with that of the Department of Agriculture, the Department of Commerce, the Department of Labor, the Department of the Interior, and the Departments of Public Education;

"(e) That the social and economic value of such postal function to our nation is the basis upon which postal rates shall be determined and not cost.

"To return to the 'zone' system, abolished by President Lincoln in 1863, would be to overturn the sound principles of postal policy and to discriminate unjustly by postal charges against American citizens by the unfair and un-American measure of the remoteness from any publishing centre.

"And it is upon such a basis that the publishers' advisory board invites a conference with all publishing organizations of this country. We stand for the solution of the postal problem upon the basis of sound governmental principles, and we earnestly deplore any efforts to make it a matter of special privilege and ingeniously framed exemptions. We invite correspondence from all newspaper publishers and publishing organizations to the end of re-establishing in Congress and the Post Office sound American principles of the postal function."

### BOYD'S TRIBUTE TO HATRICK

Government Has Selected the Right Man to Go After Fighting Films.

R. Eugene Boyd, of the International Film Service, pays the following tribute in dialect verse to E. B. Hatrick, secretary of that organization, who has been sent to France by the Committee on Public Information to aid in photographing the war:

Say—you knowa how I feel?  
I feela vera sick,  
Da bossa he close a deal,  
To maka movie pick.  
Da Reda Cross a sendin' him.  
To France purty quick,  
But we'ra only landin' him,  
to make da movie pick.  
He carry da gun, a little one  
And no Harry, Tom, or Dick,  
Had betta interfere wid him  
When he maka da movie pick.  
When he all thru, he coma back,  
You neva hear him kick,  
And safely in his travellin' pack,  
He hava da movie pick.  
Him damn good boss,  
And American Red Cross,  
Dey know dat he could lick,  
Anybody else who dey coulda send,  
To maka da movie pick.

No trouble to buy, cheap, convenient,  
a real investment—WAR - SAVINGS  
STAMPS.

### CANADAN EDITORS TO MEET

Will Take Up Question of Renewing Government Subsidy for Wire Service.

(Special to THE EDITOR AND PUBLISHER.)

TORONTO, March 18.—A meeting of the directors of Canadian Press, Limited, will be held in Ottawa on the 27th of the month to take into consideration the question of the Government subsidy. This subsidy was granted for the first time last year to enable Canadian Press, Limited, to establish their national service from Sydney, N. S., to Victoria, B. C., and as Parliament is again in session the matter of a renewal of the subsidy for next year will have to be taken up. An increased grant may possibly be asked for.

### Teach Prospective News Writers

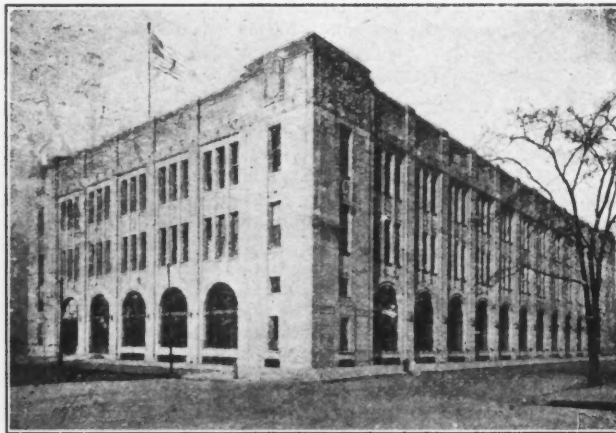
To offset the drain of the draft, the Minneapolis Daily News has organized a class in journalism for prospective newspaper writers. There are classes in elementary newspaper work in several of the Minneapolis high schools, and the most promising of these students were invited to join the class. The class was projected and is conducted by W. A. Frisbie, editor, who has laid out a course of fifteen lectures with appropriate practical work to accompany each. Class work is done in the editorial rooms of the Daily News.

## WHEN YOU VISIT DETROIT

You are welcome at the New Home of

# The Detroit News

In superb design, rich and substantial material, convenient arrangement of departments, in artistic finish, The Detroit News building is a masterpiece. Visitors who know say it is the finest newspaper plant in the world.



Thousands of visitors have inspected this building. From far and near have come journalists, publishers, architects, engineers, advertising agents, magazine men, printing press experts, mechanical superintendents, university professors with their classes, many school classes, advertisers, artists. All have carried away a conviction that The News is today more than ever Detroit's great newspaper.

**The Advertiser's Opportunity**  
**DETROIT and the NEWS**  
**Daily and Sunday**



# Tintinnabulating Cheese

## Fable of a Manufacturer Who Learned Something About the Stages of Advertising

A CERTAIN Manufacturer of Swiss Cheese acquired the Advertising Bee and determined to appropriate a Liberal Wad for the purchase of White Space. Telephoning a friend of his who was a Doctor of Cosmetics in the University of Dermatology, he received some Sound Advice covering the Best Method of Procedure.

Thus it came about that the Manufacturer of Swiss Cheeses and a representative of *The Weekly Jazz* were conferring in the Private Office of the Manufacturer a few days later.

"I understand," said the Manufacturer, "that you are the Expert in Charge of the Bring-the-Bacon Brigade of the Sizing-up Section of *The Weekly Jazz*."

"Your understanding upon that Score is excellent," replied the Expert, who was both Voluble and Polite. "That being established," he continued, "let us get down to Cases, or, more properly, Cheeses. Shall I ask you some Questions about your Business before telling you the things you don't know about it?"

"Shoot," said the Manufacturer, who was Briefly eloquent.

"In the first place," said the Expert, "tell me the Characteristics of your Product. What Qualities has it that have enabled you to acquire the Jump upon your Competitors?"

"Well," said the Manufacturer, reflectively, "it is the Best Cheese I know, but it is much like the Others of that Family. It is full of Nice Holes and has a Rich, though Fluent Aroma, but it can be Handled Safely without donning a Gas Mask."

"We shall have to Individualize it in some Fashion," replied the Expert, glancing casually at the Office Safe. "After all, the best way to individualize a product through Advertising is to write copy about Something Else. Furthermore, Cheese is too Obvious. Depict its delights too Strongly in an ad. and you Detract from the Copy of Other Advertisers. I can readily Visualize the Detracting Influence which a Cheese Page would exert upon an Opposite Page telling about a Financial Opportunity. *The Jazz*, of course, could not permit this—one must Live, you know."

"At the same time," said the Manufacturer, "the Cheese ad. would Deftly Complement a Dyspepsia Remedy."

"True," replied the Expert, his gaze wandering once more towards the Office Safe. "Large space will solve the Problem. You should employ Double Page Spreads only. This will, in a sense, give you a Magnificent Isolation. How much Money are you Willing, or Game, to spend?"

The manufacturer mentioned a Round Sum, and the Expert elevated his Right Eyebrow.

"That, of course," said the Expert, "will produce Agitation, but it is Scarcely Enough. You should, at least, go as far as Tintinnabulation."

"I fear," replied the Manufacturer, "I don't understand you. These terms are Greek to me."

"Let me explain," said the Expert. "The Sum you mentioned as your Tentative Appropriation will produce a Minimum advertising effect in *the Jazz* (fourteen bona-fide readers to the copy) which we term Agitation. It will stir up the Dealers and worry the Jobbers. A larger sum, possibly Four Times as much, will establish the Secondary Stage, which we call Tintinnabulation, a long word, but Easily Identified in the Dictionary as the ringing of bells. In a word, the Tintinnabulation Stage is a Bell Ringer. It will send the Dealers scurrying for cellar room to store Cheeses."

"And what, may I ask, is the Name and the cost of the Next Stage?" nervously inquired the Manufacturer, showing Marked Signs of Perspiration.

"Ah," answered the Expert, with a More Hopeful look in the direction of the Safe, "that is called Smotheration—for Large, Purposeful, Broad-vised Advertisers only. Those who take that Stage are under the Constant Personal Care of our Experts on Monoideology, Monomentology, and Bullthorology. They spend all they have with us and we spend our Vacations with them. As the Years go on, we shall house them all in our Executive Building, where we can guard them more carefully from Annoying and Enlightening Competition. They are Beautiful to contemplate. What it costs this is Never Spoken; it is written in Code. If you are interested, I shall notify our Professor of Projection. He operates painless with Shock Absorbers."

"Thank you," replied the Manufacturer Humbly. "I was wondering whether or not there was a Final Stage after Smotheration. That Stage logically should be Asphyxiation or Obliteration."

"We are working on that now," said the Expert, "simply because a Game that Stands Still soon grows Stale. But to return to our Cheeses. Shall we proceed on the Assumption that you wish to accomplish Tintinnabulation?"

"I think not," replied the Manufacturer. "I shall wait until you have perfected the Asphyxiation Idea. That appeals to me Vividly. Meanwhile, I shall endeavor to make my Cheeses More Vigorous. They will never be quite so Strong as the Plan you advocate, but I shall do my Best to make them Consistent with the General Notion."

### LOW FARES TO AD CONVENTION

#### Summer Tourist Rates Made Attractive for Delegates to Summer Meeting.

Announcement has been made that excursion fares have been granted by the Trans-Continental Passenger Association to delegates attending the fourteenth annual convention, July 7 to 11, in San Francisco, of the Associated Advertising Clubs of the World. This means the round-trip fare from Chicago, for example, to San Francisco, San Diego, or Los Angeles is to be \$80.50. From Chicago to San Francisco by way of North Pacific Coast points, or returning by North Pacific Coast cities, will be \$17.50 additional, or \$98.

The summer tourist fare includes stop-over for all points going and returning. The summer tourist rates begin June 1. A special feature of the arrangement made for delegates to the advertisers' convention is an extension of the time limit to October 31. Fares for all points in the country will be in proportion to that quoted for Chicago.

From St. Paul and Minneapolis to

San Francisco, Los Angeles, or San Diego the rate is \$84.94. Colorado common points will pay \$63. The rate from New Orleans is \$78, with \$17.50 added in case the delegate returns by North Pacific Coast points. The fare from St. Louis is \$78, and from Missouri River gateways, \$68, all with \$17.50 added for a north-route return.

President Wilson's endorsement of the plan to hold the meeting has added great weight to the convention as a war-time gathering for patriotic service.

### To Syndicate House Biography

A newspaper sensation is expected in "The Real Colonel House," a biography which the New York Evening Post and a syndicate of newspapers will begin publishing on April 8. Arthur D. Howden Smith, author of a number of books, war correspondent, and member of the staff of the Evening Post, has written the articles which have been officially approved by Colonel House, sometimes referred to as "the most powerful private citizen in the world."

## A Year's Growth of The Kansas City Star

A remarkable gain in the circulation of The Star is shown in the comparative statements for February, 1917 and 1918. The Star's morning edition, The Times, has a circulation of 223,837 against 211,472 a year ago—a gain of more than 12,000. The circulation of the afternoon paper has increased from 215,417 to 227,993—a gain of nearly 13,000. The Weekly Kansas City Star now has a circulation of 360,834 against 343,864 a year ago—a gain of 17,000. These unusual figures reflect the increased service The Star is giving Kansas City and the whole field it covers.

### FEBRUARY CIRCULATION

Times	1918	1917	Gain
City .....	114,284	110,385	3,899
Suburban .....	20,312	20,201	111
Country .....	89,241	80,886	8,355
Total .....	223,837	211,472	12,365
Star, Afternoon and Sunday—			
City .....	118,264	114,109	4,155
Suburban .....	20,174	20,122	52
Country .....	89,555	81,186	8,369
Total .....	227,993	215,417	12,576
Weekly .....	360,834	343,864	16,970

## GOVERNMENT URGED TO USE PAID ADVERTISING

(Continued from page 6)

cate in your ably conducted editorial columns."

C. N. Andrews, editor, Easton (Pa.) Free Press:

"The Government pays for service in nearly all instances except that of newspapers. Publishers are asked by the Government to print columns—in fact it would amount to pages if all could be printed that is asked for—on subjects which are especially designed to assist the Government produce results that will accrue to the financial and material benefit of the Government; they are asked to expend large amounts of money for composition and for paper consumed, often to the exclusion of advertising matter from customers and patrons of the newspapers, and all without charge. A burden is thus thrown on the publishers which is not thrown upon others in business.

"There is a point about all this that should not be lost sight of, and that is that the public is coming to look upon this as 'puffing,' and therefore its effect is lost to a considerable extent.

"It would be different if the Government advertised, if it stated its requirements, its needs, officially through advertisements. The people would give more attention to it.

"You have been quite right in stating that it is not fair that a few individuals in each community should be called upon to pay for advertisements for Liberty bonds. It is a hardship on them and is unfair. The Government permits the Red Cross, when conducting a campaign to raise money for that most commendable Society, to expend money for advertising. Why should not the Government, then, pay out money for advertising when it is trying to sell Liberty bonds?

"Newspapers are doing their whole part to uphold the Government and promote its interests. The selling of Liberty bonds is business, and the Government should be actuated by business considerations. In fact, the more the Government would advertise, the greater would be the inspiration of publishers, no matter how intense their patriotism may have been, to attempt to do even better in assisting the Government to raise the funds necessary to carry on the war."

Haddon Ivins, Town of Union (N. J.) Dispatch:

"We are convinced that the time is not far distant when the Government will feel the necessity of appealing to the public for its sales of bonds through paid advertising.

"The Government will find that first-hand advertising will have the same relative value to second-hand advertising that first-hand army uniforms and first-hand guns would have over second-hand clothing and second-hand guns.

"Any advertising that is not placed directly by the Government is second-hand advertising—it lacks just that element of force that anything lacks when its initial force is missing."

Samuel G. McClure publisher, Youngstown (O.) Telegram:

"I see no reason why the Government should ask private individuals to donate advertising, or to donate money to pay for advertising, any more than it should ask similar contributions for the purchase of any other commodity.

"In view of war conditions, I think such advertising should carry a low commercial rate."

C. H. Frost, manager, Plainfield (N. J.) Courier-News:

"We are distinctly in favor of advertising Liberty Loan bonds through the newspapers and magazines at the minimum flat rate. The Government believes in this advertising as it sends out tons of press agents' dope most of which is never used. For the first issue of Liberty bonds a mass of this matter came to our office, and the unused portion of it made a compact pile four inches high. We used all we could. It surely must be evident to the United States Government that there is no class of business which could outdo the papers in loyalty and patriotism.

"If, however, instead of sending a lot of mimeograph copies to the papers, the central advertising committee would send a small amount of plate matter, not more than one column a day, to the various papers, there would be much more likelihood of the papers using it than if it is left to the papers to set up. This can be done in conjunction with the paid advertising which should be done anyway, as it would dignify the distribution of these bonds in a way that no amount of free puffs could do."

## CONSIDER WAYS TO CUT CONSUMPTION OF PAPER

(Concluded from page 9)

that an order was to be issued curtailing the production of news print; most especially in the rumored application of such an order to the publishers direct.

NEWS PRINT REGARDED AS ESSENTIAL.

"I assure you that this Administration never even contemplated the issuance of such an order, whether directed to the manufacturers of paper or to the publishers of newspapers. We have put news print in the first class of essentials, and doubtless it would remain untouched by us for a long time yet.

"At the same time it is well to remember that the Government has taken a part of the paper plant at Niagara Falls for war work, thereby curtailing its production, and may be compelled to take other plants, in whole or in part. It follows naturally that if the Government cuts off the source of supply, it should take some steps to make a corresponding decrease in consumption.

"Now, you can imagine how great a cause for satisfaction there is in the fact that the newspaper publishers have come to us of their own volition—or at least without any action on our part. It shows a willingness to aid in war work that must be appreciated highly. If the publishers take the steps they have suggested, it will have the effect of cutting down the demand instead of having the supply cut down on them. It is an economic truth that if demand continues the same while the supply is diminished, prices advance. On the other hand, if demand grows less while supply remains the same, prices fall. If supply and demand maintain their normal rela-

tions, prices remain stationary. It follows, therefore, that if the publishers take the initiative in this matter, they cannot suffer from an increased cost brought about by any curtailment of supply.

MUST SAVE COAL AND HELP RAILROADS.

"There could be only one reason why the Fuel Administration would issue an order lessening the supply of news print. Of course, there are many mills, comparatively, that use water power; but there are others that use coal. Not only may it become necessary to ask them to use less coal, which means produce less paper, but the transportation problem may enter. As a rule, the mills are located in territory distant from centres and difficult if access. This means that the railroads have more or less of a task to keep them supplied. So it might be that for reasons connected with transportation the Fuel Administration would be obliged to act.

"With the hearty and patriotic cooperation of the publishers, however, there is little reason for apprehension on either account; and I wish you would tell them through your paper how much their present attitude of willing helpfulness is appreciated."

As yet there has been no action, even tentative or suggestive, taken by the Council of National Defence towards limiting the supply of news print, but there is no doubt that the subject was in the minds of the heads of that activity rather more than in those of the heads of the Fuel Administration. Dr. M. T. Copeland, of the Commercial Economy Board of the Council, in Washington, intimated strongly to THE EDITOR AND PUBLISHER that it had been under consideration. He knew of the call of Mr. Glass and his associates upon Mr. Noyes at the Fuel Administration on Tuesday, of the suggestions that had been made then, and of the meeting of the board of directors of the A. N. P. A. on Wednesday.

"I expect to be kept in touch with the whole affair," said Dr. Copeland. "We have not arrived at the point where we would request shutting down the paper mills in part, but it is only reasonable to suppose that we have had it under consideration. The Council has no power to issue an order to manufacturers or others, but it can suggest measures. And its suggestions have borne good fruit.

"The keynote of cooperation that the publishers have sounded is no more than we expected from a body of men who have shown such splendid patriotism. We have found the same spirit of helpfulness among other classes. Take the manufacturers of paint, for instance. They got together and found that instead of a hundred tints of house-paint, they could get along as a war measure with but thirty-two thus effecting a great industrial saving. The varnish makers cut down the number of grades they were making, and so brought about another saving. The wool people cut down the size of their samples and in-

stituted other reforms that save many thousands of dollars' worth of wool a year, all of their own volition. We consulted with them, but we did not make a request.

"Now come the newspaper publishers, with their plan for aiding us in another field. Where is there any room, or where any occasion, for us to make even the mildest request if men show such a disposition to help?"

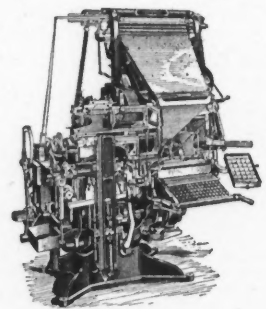
While it is distinctly understood that the action of the board of directors of the A. N. P. A. is only suggestive, it has been strongly intimated that when the matter comes before the convention next month, the Association will go on record in much stronger terms.

## Newsboy Faker Sent to Jail

PHILADELPHIA, March 20.—For having sold newspapers under the pretense that they contained an account of the sinking of an American battleship, Abram Krup, twenty-three years old, was to-day sent to the county prison for ten days. The committing magistrate said this was the beginning of a crusade he intended to inaugurate for the arrest of persons who mulct and terrify people with fake reports of disasters in the army and navy.

## Veteran Newspaper Man Dies

William Van Sycle Wilson, the dean of Bergen County, N. J., newspaper men, is dead of pneumonia at his home in Tenafly. Though eighty years old, he made his accustomed trip to Hackensack last week to report the Freeholders' session. When a young man he held a position in the Treasury Department in Washington and witnessed the assassination of President Lincoln. He leaves a wife and two daughters.



## Durability THE INTERTYPE is built to endure

Intertype durability is more than a matter of the best materials, skillful designing, and careful building.

The Standardized Intertype does not become obsolete within a few years. Different units can always be applied to meet new requirements and keep pace with business growth.

INTERTYPE  
CORPORATION  
50 Court St., BROOKLYN, N. Y.

**MORNING  
RECORD  
MERIDEN  
CONN.**

RECORD LEADS local evening paper in circulation  
by MORE THAN 30%.

**ONLY  
A. B. C.  
paper in  
the city.**

**TOO MUCH BARGAIN-COUNTER ADVERTISING IN NEWSPAPERS—PLENTY OF ROOM FOR TRUTHFUL ADVERTISING**

By HARRY R. DRUMMOND

SOME YEARS AGO, WHEN I WAS A NEWSPAPER ADVERTISING SOLICITOR, I was given an assignment to call on a merchant who, while doing a large business, never used a newspaper for advertising.

I was told that he was an impossible proposition, and that it was probably a waste of time, but on my rounds I might call and see if I could find out why there was nothing doing in our line.

I called, and was courteously received by a real gentleman. I told him why I had called, and frankly asked him why he overlooked the great force of newspaper advertising.

"Because I cannot afford it," he told me.

Knowing that he was financially able to afford almost anything he wanted, I was at a loss to understand him, and told him so.

"Well," he said, "from a financial standpoint—that is, as far as paying the bills—I can afford it, of course. But, from a moral standpoint, or, perhaps, I had better say from an ethical standpoint, I cannot.

"It seems to me that, as soon as a merchant begins to use newspaper space for advertising he begins to cheapen himself, cheapen his store, and cheapen his methods of doing business.

"Look, if you will, at the advertising carried in your paper. It is considered high class, as far as newspaper advertising can be called high class. You have some of our competitors, and carry the best stores in the city. Look at the way they prostitute your columns. See the statements they make. Realize, if you will, how utterly beyond belief they are.

"Here, for instance, is a 'sale' of women's suits, 'values up to \$45, for \$15.' Now, you know just what that means, and so do I. You and I both know that it is misleading, cheapening, and a veritable prostitution of honest intent. We both know that the proprietor of that store is regarded as a man of honesty and high morals. Yet in his advertising he stoops to the very lowest possible tricks of a Hester Street storekeeper—in his advertising.

"I cannot see how I could go into newspaper advertising and hope to compete with such copy unless I should follow the lead, or go him one better. And that is something that I will not do. I like to do business just as well as any one does, but I do not believe in doing such contemptible things to get business.

"Another thing: this constant crying of 'sales' and 'special values' is lowering. It would drive our good customers away from our store. It would place our label in the same category with those of our big competitors. Now it is something to be proud of. Not only for me to be proud of, but for any purchaser to be proud of. It stands for something in the community. I don't care to have it dragged through the mud and slime and dirt of newspaper advertising."

I left this man without trying any longer to sell him space in my newspaper. But I went back. And I got him, too.

Going to the exchange desk, I asked for Chicago papers. As they were brought to me, I clipped Marshall Field & Co. and Carson, Pirie, Scott & Co. advertisements until I had a fairly representative collection of them, and then I returned to my man, gave them to him, and asked him to go over them carefully.

On my next call I told him of the business these houses do. I told him of the competition they are up against. I showed him some of the ads of Rothschild & Co., Siegel, Cooper & Co., The Fair, The Boston Store, and Mandel Bros., all competitors, all tarred with the same stick, all continually howling the "something for nothing" sales, and pointed out that, notwithstanding this terrific competition, these two stores not only set the ethical standard, but at the same time set the gross-sales standard. I told him that good advertising, ethical advertising, high-class advertising, can be done in a newspaper, just as well as it can be done in any other way, and that it can be made profitable, too.

It was no easy matter to win this man over to my idea, and it was not done until I had agreed to write his advertising for him.

I handled the account for two years, and, when I left to go East, named my successor, a young man whom I had trained to think along the lines followed by me. He is still on the job, and is now using big space, and the business has grown.

However, the original stand taken by this merchant was right. There is altogether too much of this fake, bargain-counter advertising in the newspapers. Too many merchants seem to take their advertising standards from New York's lower East Side, and prostitute the columns of the press with lies, misrepresentations, fakes, and other rot.

And all this time there is room—lots of room—for good advertising. Advertising that tells the truth. Advertising that keeps the faith. Advertising that builds prestige. Advertising that in an indirect way shows the buying public just where and how the unfair competitor is lying and misrepresenting his merchandise—if he is—or how he is addicted to sharp practices, if he is. There is room—lots of room—for that kind of advertising.

**AD MEN TO BOTTLE KAISER**

Practical Patriotic War Work Planned for Coming A. A. C. W. Meeting.

"Systematic Americanism pitted against systematic Kaiserism" in this country, which means alert patriotic propaganda to meet and suppress pro-German copperheadism, is an idea now being worked out by the Division of Advertising of the Committee on Public Information at Washington, the service in the propaganda field being assigned to advertising clubs.

This practical patriotic war work will be discussed and emphasized at the fourteenth annual convention of the Associated Advertising Clubs of the World, at San Francisco, July 7 to 11. The national plan for advertising American-

ism is expected to receive a great impetus at the meeting of delegates from the 170 advertising clubs.

Guy Wickes Cooke, of the First National Bank, Chicago, has announced that a programme is being arranged for the sessions of the Financial Advertisers' Association, a department of the Associated Advertising Clubs. He says the war service of banks and financial advertising and the possibilities of further war service, along with the solution of war-time problems of bankers and other business men, will be featured on the programme of the Financial Advertisers' Association.

The big man is the chap who can get real mad and not let everybody know it.

**WEST VIRGINIA'S**

**11**

The topography of West Virginia establishes certain well defined zones of wholesale trade—well served by the 11 cities shown on the map—also centers of the great transportation system embracing five big rivers and over 6,000 miles of railroad tracks. Consequently each is newspaper headquarters for its district.

A look at the map will tell the story of distribution, both for goods and newspapers and the easy accessibility for commercial travelers.

Richest area of its size in natural resources its per capita buying mounts pretty near to the top.

*Are you getting your share of the business?*

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
Telegraph .... (M)	4,224	.01428	Herald-Dispatch ..... (M)	9,450	.015
Charleston			Herald-Dispatch ..... (S)	10,500	
Leader ..... (M)	6,819	.0157	Martinsburg		
Leader ..... (S)	7,351	.0157	Journal ..... (E)	2,949	.00893
Mail ..... (E)	7,170	.02	Morgantown		
Clarksburg			Post-Chronicle (E)	1,300	.005
Exponent .... (M)	6,457	.015	Moundsville		
Telegram .... (E)	7,743	.02	Echo ..... (E)	2,246	.007
Telegram .... (S)	7,180	.02	Journal ..... (E)	1,654	.007
Fairmont			Parkersburg		
Times ..... (M)	7,055	.02	News ..... (M)	4,450	.0125
West Virginian (E)	4,893	.0143	News ..... (S)	5,300	.015
Grafton			Sentinel ..... (E)	6,750	.0115
Sentinel ..... (E)	1,925	.0107	Wheeling		
Huntington			Intelligencer .. (M)	13,200	.0225
Advertiser .... (E)	8,063	.02	News ..... (E)	15,500	.03
			News ..... (S)	18,500	.04



## PROFITEERING IN BRANDED GOODS WILL RESULT IN DISASTER

Manufacturers and Dealers Will Learn That the People Have Good Memories, and Will Seek New Commodities When Peace Times Come.

By HARRY R. DRUMMOND.

THERE is going to be peace in the world some day, and with the coming of peace there are going to be business opportunities greater than any which the war has brought forth.

With the opening of these business opportunities there are going to be advertising possibilities greater than any which have gone before. While the war conditions have created numerous bloated profit propositions, these same conditions have forced a number of profiteers to make their extra profits without fear of what is to be their portion after the war.

### The Lure of War Time Profits

A certain food manufacturer contracted to deliver a certain dealer a certain number of cases of goods at a certain price.

When it came to delivery day the manufacturer cancelled two-thirds of the order, claiming that he was unable to secure the raw material. It was claimed that the crop was short, and that, try as he might, the manufacturer could not possibly make the deliveries.

Within six weeks after this apology was made and accepted a jobber went to this merchant, offering him all of this brand of goods that he wanted at two dollars a case more than the price he had contracted for.

This was a plain case of profiteering. It was a well-known brand, and there are a number of other places where similar stories are told.

Now, when the war is over, and things assume normal proportions, there are a number of nationally advertised brands of merchandise that will have to suffer seriously for just such sharp practices.

Dealers who have been short-changed on deliveries are going to remember this, and when they can get other brands to push, they are going to push other brands just as hard as they can.

There are a number of heretofore well-known brands of merchandise that have yielded to the lure of extra profit and have added to their so-called regular prices, so that now they are making the money they will need to keep going when new brands come along, bidding for popularity, and not hampered with the profiteering tar that is sure to hang on to many of the so-called "standard" brands now on the market.

#### AS TO "REGULAR" PRICES.

Take, for instance, "The Watch That Made the Dollar Famous."

These people have for years fought for "standardization of price" in the retail field. They have insisted that no dealer should sell this watch for less than its "regular" price.

With the advent of the war, however, they arbitrarily raise the "standard" price from one dollar to one dollar thirty-five cents.

This, in itself, is an admission that there is no such thing as a "standard" or "regular" price. That is going to be remembered, and there is going to be a big opportunity for some one to popularize a dollar watch.

Then there are the "Styleplus" clothes at \$17. They are now \$20 and \$25, just the same as other clothes, and the accumulative effect of years of advertising has been thrown to the four winds of heaven.

And there are any number of things that could be mentioned which are to be put to the fire test when peace is declared.

The past season, particularly in the retail business, has demonstrated, beyond question, that there is a limit over which it is dangerous to try to pass.

The season opened with prices higher than they have been for many years. There was a hue and cry as to the shortage of merchandise, and a frantic appeal for every one to "buy it now," and there were many, many shoppers.

But sales did not prove satisfactory. Prices were too high. In many instances manufacturers saw a chance to make theirs while the making was good, and put wholesale prices way up. In other cases retailers, realizing that that "everybody's doing it," did it, too, and prices were prohibitive.

Business in general was good, and it looked like a likely year. Few houses realized on this, however. People did not buy. Those who could afford, those who had the money, had old clothes that did not look very shabby, and those old clothes were brought out, scoured up, and worn.

The result is that, during January, merchants all over the country were advertising frantically for customers to take the goods away at almost any old price they cared to pay.

#### ONE WOMAN'S WAY.

A traveling man, who makes around fifteen thousand dollars a year, having a chance to run into New York for an over-night stay, telegraphed his wife to meet him at the Grand Central Station.

He reached his destination about six o'clock in the evening, and his idea was to take his wife to dinner and then to a theatre, as he would have to go out on the following afternoon.

She met him, all right, and they went to Delmonico's for dinner.

As he took her coat from her to hand it to the check-boy, he remarked that it looked much like her last winter's suit; whereupon she told him that it was her last season's suit.

"Where is your new one?" he asked. "I have no new one," she replied.

"Well, honey, you know I am still able to buy your clothes for you. If you did not have enough money to get a new suit, why didn't you tell me? I will see to it that you have a new suit right away."

"Never mind. I had enough money. I am not going to have a new suit this season."

"And why all this economy?" he asked.

"Simply because I will not pay the prices they ask. I had the money, and I bought Liberty bonds with it. I will not pay two hundred dollars for a suit that is not as good as I have been accustomed to get for one hundred. I

have no compunctions, no humiliation, in wearing a suit of last year's vintage, simply because I will not be gouged that way."

And this woman is but one of a great number. Style is not as important this year as it has been in former years, and people who can afford to have new clothes are people who have old clothes that are quite presentable, and who take pride in wearing them.

A man who wears one particular kind of shoes, and who was accustomed to paying \$7.50 a pair for them, stood for the raise to \$8.50, but when they were priced to him at \$12, and he realized that they are made of vici kid, and not any leather that is being used for army wear, he simply quit, and dug out a couple of pairs of old shoes and had new soles put on them.

All of these instances go to show that there is such a thing as pushing a good thing too far, and many, many advertised brands that had national popularity are going to be superseded by new brands at the end of the war.

These new brands will creep into the columns of the newspapers with no taint of "profiteering" on them, and will gain followers in great numbers.

And the men who, seeing far ahead, realize this condition, and get into the game early enough, are going to make some fortunes that will make some of the far-famed "war brides" look like pikers, for these new conditions are to be permanent.

### PRAISES DAILY NEWSPAPER

Greatest Single Force for Progress We Have, Says R. H. McKinney.

"The greatest single force for progress we have to-day is the daily newspaper," said R. H. McKinney, of J. P. McKinney & Son, daily newspaper representatives of New York and Chicago, in a recent address before the Helena (Mont.) Rotary Club. "It is publicity which will win this war, and enlighten those people who are misguided and restore a peace based upon democracy for all.

"Advertising is educational. It reaches out for more and new business. This is an age of competition and the survival of the fittest. The Helena merchant who reaches out for more business not only increases his own prosperity, but adds to the growth and progress of the community. I maintain that the merchant who does not surround himself with every possible merchandising advantage is in a sense a business slacker, for he is not making for progress and prosperity of the community in which he lives."

### Pacific Coast Awaits Convention

It is not expected that the attendance at the A. A. C. W. convention at San Francisco, July 7 to 11, will attract as large an attendance from the East and Central sections of the country as would a convention held in the East. But indications, as they are recorded at the headquarters of the Associated Clubs at Indianapolis are that it will be a Pacific Coast convention in the true sense, for all of the strong Pacific Coast clubs of the Association have joined forces to make the convention a memorable meeting in the history of the organization. However, reports indicate a good representation from many clubs in the Central and Eastern sections.

Are you doing something to help win the war?

# History of American Journalism

By James Melvin Lee

Director, Department of Journalism  
New York University

"The newspaper," said Wendell Phillips, "is parent, school, college, pulpit, theatre, example, counsellor all in one. Every drop of our blood is colored by it. Let me make the newspapers, and I care not who makes the religion or the laws." The estimate was exuberant, in some respects doubtless extravagant; yet it contained more than a moiety of instructive truth. And how great and how significant that truth was the volume before us bears eloquent and persuasive witness. Indeed, we may confess that despite very many years of incessant and intimate participation in the labor, trade, profession, art, or what you will, of journalism, we ourselves never realized its magnitude and import one-half as fully as we have done since reading Professor Lee's miracle of researchful industry and lucid exposition.

Beginning with the earliest printed sheets in the colonies, and indeed with some prefatory mention of their antecedents in other lands and earlier ages, the author recounts step by step the development of the newspaper press, its influence upon the progress of public affairs, and its relation to the political, commercial, and social life of the nation. He dwells instructively upon the part that newspapers have played in the great epochs of American history, such as the Revolution, the Civil War, Reconstruction, and the periods of financial and of social readjustment; and equally upon the epochs which have occurred subjectively within the profession of journalism itself. In this there is of necessity a vast amount of detail, the accumulation and orderly presentation of which has been a task before the magnitude of which we stand admiring and astounded; yet with the skill of an accomplished journalist Professor Lee has presented it with a fluent and engaging charm of style which keeps it very far from ever being dry or dull or tedious.

His incomparable work—for we should doubt if anything like it has ever been prepared concerning the journalism of any other land—is thus at once an encyclopedic chronicle of American journalism and a unique and triumphant tribute to it. For the newspaper has well been described as a daily history of the world. Here, then, is a history of those histories, penned by the hand of a most authoritative historian. It tells the stories of innumerable American newspapers individually, and of them collectively, in groups and as a national whole, and it does so, with exquisite appropriateness, in precisely the manner in which the true journalist strives to prepare his daily volume of the world's history. The profession has waited long for such a work, but it has been worth while to wait to have the need so adequately filled. The volume should be the familiar desk companion, the "guide, philosopher, and friend," of every newspaper man who esteems his calling as something more than a penny-a-liner's time-serving trade, and it cannot be too strongly commended to every man and woman who wishes to be well read concerning the history of this country as seen in the chronicles of one of the greatest history making as well as history recording forces of modern times.—*New York Tribune.*

Price \$3.50

HOUGHTON MIFFLIN COMPANY

The Riverside Press

Cambridge Mass.

(In ordering please mention  
The Editor and Publisher)

## URGES AD MEN NOT TO POSTPONE MEETING

(Concluded from page 14)

appreciation of our invitation to the convention and his keen regret that in the circumstances he will not be able to accept it. He is enthusiastic on the great work that advertising is doing for the war, aiding the Government in all its activities. You have no better friend than President Wilson; and none can go into his presence without experiencing a greater devotion to his country, and a greater pride that America has raised up a man such as President Wilson to fill the day and the hour, as she raised Lincoln.

"I have told you that we need your instruction. We do; and you will realize it when I tell you that the State of California has \$250,000,000 of advertising products. To market them we are spending \$500,000 a year where we should spend \$5,000,000. Come and help us to solve our problem, and we will divide fifty-fifty with you."

### CANADA'S ADVERTISING WON.

William G. Rook, of Toronto, vice-president of District No. 6, of the A. A. C. of W., who followed Mr. Sullivan after an interesting display of motion pictures of scenes at the St. Louis convention and a reel depicting the glories of California had been shown, threw rather a bomb into the meeting when he spoke. All the members of the Advertising Division were seated at or near the guest table, and all eyes were turned towards them at Mr. Rook's first sentence.

"Canada has mobilized her advertising," he said, "and I believe the United States could well take a lesson from her. And the Government there pays for its advertising.

"The first was an apple campaign. Before the war Canada exported a large quantity of apples, but our ships were taken to send horses, men, and munitions abroad, and we were without the facilities to get our apples out of the country. It seems as though the quantity was so large that we ourselves could never consume it. The Government campaign of advertising solved this question and before very long there was no surplus and scarcely a free apple to be found in all Canada.

"Then the war prosperity began and money piled up in the banks and savings institutions. Our official said, 'We need money. Why not borrow from our own people instead of going abroad?' An advertising campaign was started to borrow this money. A few firms and individuals did contribute space, as thousands of your people here are doing in your campaigns, but the result showed that the free, or contributed, advertising had practically no effect. Canada has proved to the hilt that advertising pays, and that it pays the Government to pay for it.

### COMMON TO PLAN CAMPAIGN.

"In all we have had twenty-six Government advertising campaigns, and three more are now being planned. It is a common thing for our Government officials to get together and sketch out an advertising campaign. In advertising for men to enter the service they first laid before the country in paid display space the responsibility of the people in the war and the obligation for eligibles to enlist. The second section of the campaign was directed to employers, urging them to get ready for the exigency of labor which was sure to follow when our troops went abroad. The third one was directed to the men

again, and it conveyed the warning, 'If you don't enlist of your own volition it will be necessary to use force and draft you.' The result. Weeks before the close of the campaign men were standing in long lines before the enlisting stations, sometimes waiting days before it came their turn.

"We have had three Victory Loan advertising campaigns paid for by the Government by which we raised nearly five hundred millions of dollars. It cost us \$230,000, and one out of every nine of the population was a subscriber. In Toronto one out of every four and a half persons bought bonds. It cost our Government five cents to sell a bond."

### JOHNS BEGS QUESTION.

When Mr. D'Arcy found himself unable to proceed with his address, the chairman asked Mr. William H. Johns to speak. To follow Mr. Rook, it was apparent was something of a task for the chairman of the Division of Advertising. Mr. Johns prefaced a brief résumé of the history of the division by saying:

"I have heard Mr. Rook's story of the Government advertising campaigns in Canada. I will not argue with him"—here the broad smile on Mr. John's countenance was reflected upon the faces of the assemblage, and a hearty laugh followed when he added with some hesitation, "because I am not good at argument."

Several other speakers followed Mr. Johns. James J. O'Shaughnessy, executive secretary of the A. A. A. A., offered a resolution that the Advertising Club of New York send a rousing delegation to the San Francisco convention. It was seconded by H. S. Houston in a stirring speech, and was passed unanimously.

### Burleson Attacked

WASHINGTON, March 21.—Postmaster-General Burleson was hotly assailed in the House to-day as debate opened on a proposal to increase the pay of all postal clerks 15 per cent. Representative Harrison, of Mississippi, declared that last year 5,000 ore R. F. D. carriers had quit the service than usual, and that the utmost difficulty was encountered in obtaining new ones.

### Irwin to Address Sun Alumni

Will Irwin, who is with the Committee on Public Information in Washington, has sent word to Collin Armstrong, secretary of the New York Sun Alumni Association, that he can come to New York for the annual banquet on April 6. Mr. Irwin is to be the only speaker.

George Saint-Armour, for many years a Cleveland newspaper telegraph operator and to-day a successful writer of magazine fiction, has a novel coming off the presses of the Robert J. Shores Publishing Co., New York. It's a romance on the wires and is named "Told by Telegraph."

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

# The 14 "High Spots" of Michigan

Study them separately, cover them together and you practically blanket the Wolverine State

Keep this condensed data on file.

**DETROIT**—4th city of America—914,000 population, heart of a community producing 80% of the world's automobile output, a city on the eve of almost inconceivable financial prosperity due to war orders. Covered by The Detroit News, a 2c. paper, circulation exceeds 220,000, rate 5000 line contracts 23c.

**GRAND RAPIDS**—2nd city of Michigan, population 140,000, world furniture center, manufacturers exceeding \$50,000,000 annually, jobbing business of \$40,000,000 annually, located in Michigan's great fruit belt, covered by the Evening Press, so there's nothing left to cover, 80,000 circulation daily, rate for 5000 lines 10c.

**FLINT**—Also in the automobile district, has the largest unit of the General Motors Company, 20,000 skilled workers, payrolls exceed a million dollars weekly. Flint is a one paper city. 98% of its homes receive The Journal nightly by carrier, circulation 23,000, 5000 line rate 5c.

**LANSING**—Michigan's capital, population over 60,000 and just one paper, The State Journal, which covers it wonderfully. Rich agricultural district, four railroads. Manufactures are agricultural implements, threshing engines, automobiles, furniture, etc. Location of Michigan Agricultural College, State Reform School and School for the Blind. Journal's circulation 21,000, 5,000 line rate 3½c.

**KALAMAZOO**—Population exceeds 51,000, 80% native born, 53% own their homes. Has over 300 manufacturing plants including paper mills, corset factories and many other wealth producing industries. Is a one paper city, thoroughly covered by the Gazette-Telegraph, guaranteed circulation exceeding, 20,000, 5,000 line rate 3½c.

**SAGINAW**—Right now a sugar beet center is an important place. Saginaw is that and also the home of Michigan coal mines, besides diversified manufactures exceeding any city of similar size in the middle west. Saginaw's one evening paper, The News, covers it completely, has 17,800 circulation, 5,000 line rate 3c.

**BAY CITY**—Center of all railroads of the district. Has over 375 industries producing over \$60,000,000 worth of goods yearly, employing over 12,000 men and women. Wide variety of manufactures, mining, beet sugar and generally rich agricultural center. A one paper city thoroughly covered by The Times Tribune, circulation 17,000, 5000 line rate 3c.

**JACKSON**—Is the distributing center of a large, rich district of Michigan. It has large automobile production hence labor well employed. With 37,000 population Jackson has but one evening paper, The Citizen Press, which has 16,000 circulation, mainly in its home city. This means absolute coverage. Lowest rate 3c.

**MUSKEGON**—On the shore of Lake Michigan, 30,000 population served by one paper, the Chronicle, with 12,000 guaranteed circulation. Muskegon has 200 big factories, foundries and metal shops and right now is enjoying the greatest prosperity of its history. The Chronicle 5,000 line rate is 2½c.

**PORT HURON**—25,000 population, natural gateway to and from the "Thumb" of Michigan, embodying four rich counties. There the Times-Herald, Pt. Huron's only paper, is supreme, thoroughly covering some 50 towns and villages and the rural routes of the district. Circulation exceeds 11,000, rate for 5,000 lines 2½c.

**ADRIAN**—A gem for the advertiser, in Lenawee, Michigan's richest agricultural county, population 92% American born, the 12,000 families in county own 5,000 automobiles. Adrian, the home of wire fence production and many other profitable industries. Its only paper, the Telegram, covers 96% of Adrian's households, 5,000 line rate 2c. a line.

**PONTIAC**—Another auto city. This source of prosperity has been added bodily to a community already noted for stock, produce and dairy products. Money abounds about Pontiac the district between it and Detroit 25 miles away being practically a continuous stretch of wealthy communities and millionaire country places. Pontiac's one paper, The Press, Gazette, has 10,500 circulation, rate 5000 lines 2c.

**ANN ARBOR**—Home of The University of Michigan, center of a rich agricultural district and varied manufacturing industries. 15,000 population fully covered by the Times News which has over 7,300 circulation and a 5000 line advertising rate of .0215 per line.

**BATTLE CREEK**—Noted for printing presses, threshing machines, steam pumps, breakfast foods, etc. A normally prosperous city now made exceptional by the presence of Camp Custer with 35,000 soldiers and officers who are paid over one million dollars monthly. Battle Creek's strongest paper, the Moon Journal, has over 6000 circulation, 5000 line rate 1½c.

## MANY IMPORTANT MEETINGS JUST AHEAD FOR CIRCULATION MEN

All of the State and Sectional Organizations to Hold Conventions Within the Next Two Months—Several New Associations to Be Launched

APRIL and May will be busy months for the circulation managers of daily newspapers. They will be months of particular activity among the various sectional organizations of circulators, as important meetings are scheduled. The work of organizing new sectional associations will be carried on also, and it is expected that at least three new organizations will be successfully launched. Circulators everywhere have been impressed with the great value of local organizations, through which friendly cooperation between men having problems in common is so effectually secured. The get-together idea has gained such favor that it is freely predicted that State and sectional associations will soon be found in every part of the country, all of them adding potential strength to the I. C. M. A.

### Long List of Spring Events

The list of spring meetings is headed by the Ohio State Association, whose semi-annual convention will be held at Dayton, April 2. President T. J. Kavanaugh, and Secretary B. J. Ullman are preparing a surprise entertainment to follow the business meeting, and a strong drive is under way for securing a full attendance and to enrol new members. The officials of the Ohio Association are enthusiastic over the interest shown in the Columbus meeting, and the spirit of fraternity evidenced there, and expect to make the Dayton meeting notable. The full programme of topics and speakers will soon be issued.

There will be a conference called for Indianapolis for the first week in April for the purpose of forming an Indiana Association. Edward Gans, of THE EDITOR AND PUBLISHER, who has been active on behalf of this paper, in the organization of the various sectional associations, has been invited to assist the Indiana circulators in forming and launching their organization.

The New York State Association will hold a two-day meeting at Buffalo April 9 and 10. President J. M. Annenberg is busy with the preparation of a programme which he is confident will make the Buffalo convention a record breaker. Invitations have been sent to all publishers in the State, inviting them to be present or to have their papers represented by their circulation managers. The New York Association was formed in August, 1917, with an attendance of eighteen. The membership committee, under the leadership of W. X. Hixson, of the Syracuse Post-Standard, hopes to have the list of members reach fifty by the date of the Buffalo convention. The New York association is backing a bill, to be presented at Albany, to reduce the newsboy age limit in this State—which seems to be higher here than elsewhere—and it is hoped that with the enactment of this bill the acute shortage of newsboys will be ended. E. F. McIntyre of the Syracuse Herald, heads a committee having this bill in charge.

The semi-annual meeting of the North Carolina and Virginia Association will be held at Roanoke, Va., April 15. President W. B. Baker, of the Charlotte (N. C.) News, is busily engaged with a campaign for new members, and it is believed that his efforts will result in a material increase of membership and a representative attendance at the Roanoke meeting.

The New England Association will hold its second quarterly meeting for this year in Boston, April 17, with headquarters at the City Club, where all of this year's meetings will convene. President George H. Reynolds and Secretary H. M. Wheeler, are devoting a great deal of attention to the programme for

the April meeting, and promise a session of rare interest.

The Illinois Association will meet at Peoria the first week in May, the exact date not having been announced as yet. This will be a semi-annual meeting, and new officers will be elected. The arrangements are in the hands of Clarence E. Eyster, of the Peoria Star, who is vice-president of the organization. The outlook for new members is promising, and the Illinois men are determined to place their association in the front rank of the State and sectional bodies.

The Interstate Association, covering the States of Pennsylvania, New Jersey, Delaware, Maryland, and the District of Columbia, will meet at the Hotel Traymore, Atlantic City, May 15. This Association, which is only three months old, has a membership of forty, and under the able administration of President A. E. McKinnon, of the Philadelphia North American, is already firmly established. Mr. McKinnon is a live organizer, and having been at the head of the I. C. M. A. is peculiarly well qualified to place this new organization in the front rank. The Atlantic City meeting, although scheduled for May, is already the topic of discussion among the circulators of the big section which it represents.

#### FOR A MID-WEST ASSOCIATION.

Deeply impressed with the advantages of sectional organizations of circulation managers, and with the success of the movement for developing them on progressive lines, Sidney D. Long, business and circulation manager of the Wichita Eagle, is actively engaged in the preliminary work of organizing a Mid-West Association. Mr. Long, who is a prominent factor in the I. C. M. A., first conceived the idea of an association for Kansas and Oklahoma; but the plan has been extended to cover other Western States, including Missouri, Nebraska, Iowa, and Arkansas. A meeting for the purpose of completing an organization will shortly be called, to take place in some centrally located city, and it is expected that the new association will start with a goodly membership. In his letters to circulation men in the States mentioned, in which the plan has been outlined, Mr. Long has referred to the success attending the work of THE EDITOR AND PUBLISHER in furthering the creation of similar organizations in the States East of the Mississippi.

The Southeastern Association will be organized at a meeting to be held at Columbus, Ga., early in May. This will include the States of Georgia, Florida, Alabama, and Mississippi. The cooperation of Edward Gans, of THE EDITOR AND PUBLISHER, has been requested in developing this organization, and he has gladly responded.

## WHICH GOES TO SHOW WHAT A WOMAN CAN DO



LYDIA HAMLIN LUDDEN.

Twenty-five years ago, when she left the grammar schools, Lydia Hamlin Ludden joined the forces of H. S. Gere & Sons of Northampton, Mass., publishers of the Daily Hampshire Gazette, as a hand compositor, the paper then being set entirely by hand. When the growth of the paper demanded a typesetting machine, she was chosen to operate it and was for some time the only woman operator in that part of the State. Then, after several years of general service and sound, practical experience in the composing room, she graduated to the office as advertising and general business manager, also having charge of the circulation end of the business. She is to-day one of the very few women holding such positions in Massachusetts, and is the only woman holding membership in the New England Circulation Managers' Association.

Her favorite "stunt" was the introduction into Northampton of the "Dollar Day" movement a cooperative selling effort of the merchants that has proved a fine success and is now observed twice yearly.

Despite the urgent demands of her position, Miss Ludden gives much time to other activities, particularly community work. She has been for several years secretary of the Northampton City Planning Board, and is a member of the Board of Trade and Food Conservation Committee of that city. In promoting the welfare of children she has always been an untiring worker.

Equal suffrage has in her one of its staunchest supporters, she being closely identified with local and state suffrage organizations. She is also a member of the Boston Business Women's Club.

Her bright, pleasant disposition and square dealing have earned for her the confidence and respect of business people everywhere.

### More Pay for Postal Employees

WASHINGTON, March 19.—Flat pay increases of 15 per cent. for all employees in the postal service, whether on an annual salary or day pay basis, and including those of all grades and classes, was recommended to-day by the Senate Post Office Sub-Committee in revising the annual Post Office Appropriation bill. The recommendations are subject to approval by the full committee, but are expected to be adopted.

## HANDLING COMPLAINTS FROM SUBSCRIBERS

Personal Attention and Frank Explanations by Letter Win Good Will of Readers Who Have Grievances—Extra Work Is Justified.

By DANIEL W. TANNER.

Circulation manager, Utica Herald-Dispatch.

One of the most perplexing conditions that the newspapers have to contend with is the inadequate mail service. Not only has the mail service been extremely unsatisfactory, but railroad transportation has been upset.

In trying to retain our subscribers in the face of the poor service we have had about all we wanted to do. We have tried to soothe our people with the hope that such service would be improved at a date not far distant. The matter of explaining to our subscribers the specific reason for the poor service has entailed considerable work in the way of correspondence. With the assistance of the notice that we have published from time to time requesting our subscribers to make their complaints direct to the Government, as well as to the office of the publisher, we find that we have enlisted their cooperation and interest.

The dropping off of a large number of sharp complaints that we were receiving from day to day has made us feel that the extra work involved and executed has more than paid us for the labor required.

I have always tried to answer by personal letter all complaints, and I am sure that, to thus express your interest in the matter, even though you are obliged to do so through correspondence, creates confidence and good will.

I do not think that one can give too much attention to their subscription complaints. It takes a little time, of course, to respond to them, but I personally think that it pays. Never allow your complaints to go by default, without investigating the cause and ascertaining whether part of the fault might not be yours.

## OF INTEREST TO CIRCULATORS

John M. Schmid, circulation manager of the Indianapolis News, has tendered to the Liberty Loan management in Indiana the services of the entire carrier force of the News for the coming drive. Plans are being made by the loan campaign managers to utilize the carriers in many important ways to further the success of the loan.

Judgment was tendered in the Forty-first District Court last Saturday night in the suit of Lucius Fuller against the El Paso (Tex.) Times company, covering settlement because of termination of contract. The amount set was \$32,570, besides the court costs. Plaintiff was circulation manager of the Times from June 1, 1910, to May 25, 1913. The trial had occupied several days.

### To Go to Eight Columns

The Montreal Gazette is to be changed from a seven to an eight-column newspaper.

To teach thrift to prospering people is a task of peculiar difficulty. For poverty is the one thrift-teacher who graduates his pupils with honors.

## CIRCULATION DEPENDS ON GOOD SERVICE

Constant Vigilance Essential if Man at Helm Is to Meet All Problems—Newsboys and Carriers Must Have Full-est Co-operation of Department.

By C. E. BLEWER,

Circulation Manager, Binghamton Press.

After several years' experience as circulation manager of the Binghamton Press, I find that success depends on the word SERVICE. Circulation service means:

how to get it and how to keep it. These are the problems that all circulation managers have to study and keep before them at all times.

The one idea that the circulation department of the Binghamton Press has, is to get the papers distributed to the subscriber as quickly as possible and with as perfect delivery as we can get.

As we have an evening paper, we aim to have all our routes delivered before 6 P. M., and do so when the press starts on schedule time. We also figure to have our salesboys out on the principal street corners, at the depots, and the factories, at the earliest possible moment. We teach them that the quicker they are on the job, and the better they make their deliveries, the better it will be for them. It is just as important for the mailing department to get the papers to the different stations as it is for the boys to be there. Make the boys feel they are working for something, and they will hustle every time.

### TROUBLES DUE TO POSTAL SERVICE.

Another important part to watch is the dispatch of the country agents' bundles and the papers by mail. The curtailing of a number of the mail trains has interfered with this part of our service seriously; our loss lately has been greater than ever before, because of main-line trains missing junction points and our papers not reaching towns until the next day. This makes the service unsatisfactory to the agent and to the subscriber, and is bound to make trouble for the circulation manager.

We have eliminated nearly all of this loss; but, in order to do so, have had to cut off some of our country agents and change editions in other towns to meet present existing conditions.

Our subscribers ask for a daily newspaper, and expect to get it; if we cannot deliver the goods, we are bound to lose out. If our agents do not get their bundles regularly they cannot make the proper delivery, their customers find fault with them, they lose heart, and will not work so well. They feel that in some way the circulation manager is to blame.

To keep the carrier and the agents enthusiastic and heartened up is an important part of any circulation manager's work, as very often we find that the slump comes because of some carelessness of our own. There are so many angles to the service of the circulation department that it would be impossible to enumerate them here. Keep this one point in mind, however: never fail to correct at once any irregularity that interferes with your service in any way.

## COMPLAIN ABOUT ARMY MAILS

Problem of Delay One of the Most Serious Problems Officers Face.

Dispatches from press association correspondents with the American army in France tell again that serious complaints surround the army mail service. Everywhere the rank and file complain of the absence or great delay in mail from home. Company officers generally say the mail problem is one of the most serious they have to contend with, because the men become lonely and anxious in the absence of word from their families.

The ordinary mails are from one month to six weeks ahead of the army mails.

The Post Office Department has announced the need of curtailing the parcel post privileges to soldiers, because many unnecessary articles were being sent, greatly burdening the mails to soldiers in France.

## ONE-CENT NEWSPAPER BECOMING RARER

Syracuse Journal Made Change to Two-Cent Basis in Fear and Trembling, but Results Have More than Justified the New Policy.

By A. J. GERBER,

Circulation Manager, Syracuse Journal.

The one-cent daily newspaper, at least as far as New York State is concerned, is doomed. With the latest arrival of the Rochester evening and all the New York City dailies into the two-cent class, there seems to be none left outside of the two morning Rochester papers. Here is hoping that they will soon see the light.

Here are some of our experiences in going from one to two cents: This happened the first of January, 1917. We had such good luck with the first raise in price that, in less than six months' time, we made a second raise to our subscribers from \$5 to \$6 a year, and the wholesale rate from \$1 to \$1.33 per hundred. From a wholesale rate of 60 cents to \$1.33 per hundred in less than six months' time, without any apparent loss in circulation, is what the Syracuse Journal accomplished, and I feel certain that the same thing can be done by any other circulation manager of a live newspaper that has courage enough to raise its price.

For more than ten years the Journal was the only one-cent daily in Syracuse. Our only evening competitor and the only morning paper were both two cents. When the paper situation became acute, the Journal, of course, was the first one to feel the effects. We claimed the largest evening circulation in the State outside of New York city and Buffalo, and did not want to lose our lead; still it was absolutely necessary to get more money for our product, and we decided that the only thing left was to raise to ten cents a week, the same as the other newspapers. Two weeks before the raise we started in to improve our paper in every possible way. We made a larger paper and added many up-to-the-minute features which we felt sure would be appreciated by our readers. We never mentioned the raise in price until the announcement appeared in the paper.

Our next step was to have enough men on hand to cover the territory and see our big dealers, agents, carrier boys, etc., to show them why the raise in price would be to their advantage and

how necessary it was to hold their business. Everybody was scared to death. Anxiously we watched the first few days to see the effect on our sales. The surprising thing was that nothing startling happened. Our street and newsroom sales, which we expected would suffer the most, after the first few days were running normal. The routes began to drop off, due to a tremendous canvass put on by the other evening and morning newspapers. We made no effort to stop the slump, waiting to see how badly we were going to be hurt. At the end of two weeks, when the canvass of the other papers was about finished, we put on a crew of men and women, both in the city and country. At the same time, we offered a number of good, inexpensive prizes to our carriers and agents for getting old customers back who had stopped on account of the raise in price. In less than six weeks' time we were selling practically as many papers as we were before the raise.

I can attribute this fact to two things: First, our paper was better than it had ever been; secondly, and most important, every agent, dealer, and newsboy, though at first afraid, was heartily in favor of the raise, because it meant increased profits for them.

My message to my fellow-circulators on the few remaining one-cent dailies is, don't hesitate about going into the two-cent field. It can be done, and it is not nearly so difficult as it may seem beforehand. Urge your publisher to take the step; get the cooperation of the editorial department, and you will be surprised how much better off you will be afterwards.

### Buy Missouri Daily

W. B. Lowry and Charles W. Lane, both of Columbia, Kan., have purchased the Aurora (Mo.) Daily Light. Mr. Lowry will be business manager and Mr. Lane editor.

# Advertising Your Advertising In War Times

The National Advertiser realizes that economic and industrial conditions to-day are not at all the same as a year ago—that the war-task which we have undertaken has placed great burdens upon all the people, and that the distribution of prosperity has not been as yet equalized everywhere. He knows that some fields offer greater opportunities than others for immediate intensive advertising campaigns; and that the rapidly shifting industrial conditions have changed newspaper conditions in these fields, so that what was true of the relative value of mediums a year ago might not at all be true to-day.

The National Advertiser wants to know to-day's facts about your newspaper: If he plans to use but one newspaper in your field, he cannot afford to select that one newspaper on the basis of its before-the-war status. If a particular paper has won prestige and favor, through its enterprise and aggressively loyal service in the war period, that fact may incline him to use its advertising columns in his coming campaigns, even though he may never have done so before.

What have you to say to the National Advertiser who is looking for facts about the newspaper situation in your field?

## THE EDITOR & PUBLISHER

—The Newspaper Advocate—

1117 World Building

New York City

### TIPS FOR THE AD MANAGER

HOYT SERVICE, INC., 116 West 32d Street, handles the advertising of the Urbana Furniture Co., Urbana, O., and the Toledo Metal Furniture Co., Toledo, O.

BARROWS & RICHARDSON, Philadelphia, handle the advertising of Smith Bros., Poughkeepsie, N. Y., makers of "Smith Bros." cough drops.

HALL & EMORY Co., Portland, Ore., handles the advertising of the Wittenberg-King Co., Portland. Appropriation of \$35,000 to be spent in advertising "Dri-Fresh" products, evaporated fruits, and vegetables. Newspapers to be used exclusively. Thomas E. Emory is now in the East making contracts.

EVANS & BARNHILL, INC., 7 East 42d Street, New York, handles the advertising of the Aeolian Co., 29 West 42d Street, New York.

BLACKMAN-ROSS Co., INC., 95 Madison Avenue, New York, handles the advertising of the Sterling Tire Co., Rutherford, N. J., manufacturers of "Sterling" tires.

J. WALTER THOMPSON Co., INC., 244 Madison Avenue, New York, handles the advertising of the Emil Grossman Manufacturing Co., Bush Terminal, Brooklyn, manufacturers of "Red Head" spark plugs and automobile accessories. Same agency handles the advertising of the Mint Product Co., 299 Madison Avenue, New York, manufacturers of "Life Savers," "Smith, Jr.," line, and "Tintex."

GEO. BATTEN Co., Fourth Avenue Bldg., New York, handles the advertising of the Geo. E. Keith Co., "Walk-Over" shoes, Brockton, Mass. Reported will shortly place orders with newspapers in selected sections. Same agency recently placed orders with some New York State and New England newspapers for Ipswich Mills, "Ipswich" socks, Ipswich, Mass. Same agency again placing orders with practically the same list of newspapers as last year for E. A. Mallory & Sons, Inc., Mallory hats, Danbury, Conn.

CALKINS & HOLDEN, 250 Fifth Avenue, New York, again making contracts with newspapers for Pierce Arrow Motor Car Co., 1965 Elmwood Avenue, Buffalo.

WITT K. COCHRANE ADVERTISING AGENCY, Boyce Bldg., Chicago, and New York, handles the "Lord Salisbury" cigarette account of the American Tobacco Co., 111 Fifth Avenue, New York. Recently placed orders with New York city newspapers.

GEO. L. DYER Co., 42 Broadway, New York, again placing copy with newspapers in selected sections for B. Kuppenheimer & Co., clothing, Congress and Franklin Streets, Chicago.

JOS. ELLNER Co., 35 West 39th Street, New York, placing orders with newspapers in selected sections for French Medicinal Co., "Vichy Fruit," 10 East 38th Street, New York.

EVANS & BARNHILL, INC., 7 East 42d Street, New York, placing orders with Washington, D. C., newspapers for Chas. A. Schieren Co., "Duxbak Leather Belts," 30 Ferry Street, New York.

GREEN'S CAPITAL ADVERTISING AGENCY, 1146 15th Street, Washington, again renewing contracts with newspapers for Orrine Co., Washington, D. C.

RUDOLPH GUENTHER, 25 Broad Street, New York, again placing orders with

### H. E. VAN HORN JOINS KLEIN SPECIAL AGENCY



H. E. VAN HORN.

H. E. Van Horn, who has been sales manager for the Airlite Rubber Manufacturing Company, New York, joins the I. A. Klein Special Agency on April 1.

Mr. Van Horn, while having had no previous experience in the field of special representation, is not a newcomer in the advertising field. His first experience in newspaper work was gained in the business department of the Times, at Bethlehem, Pa., his home town.

some New York and Pennsylvania newspapers for P. W. Brooks & Co., financial, 115 Broadway, New York.

VREDENBURGH-KENNEDY Co., 171 Madison Avenue, New York, placing orders where they can secure distribution for Surpass Drug Co., "Cymatic" balm tablets, 15 East 26th Street, New York.

ERWIN & WASEY, Chicago, handle the advertising of the Automatic Electric Co., Chicago, manufacturers of P. A. X. telephone systems. Using newspaper advertising. Same agency handles the advertising of the National Motor Car and Vehicle Corporation, Indianapolis.

CAMPBELL-EWALD Co., Detroit, handles the advertising of the Oliver Chilled Plow Works, South Bend, Ind.

HANFF-METZGER, 95 Madison Avenue, New York, again placing orders with

### Advertising Agents

**COLLIN ARMSTRONG, INC.,**  
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26-28 Beaver St., New York.  
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**HOWLAND, H. S., ADV.**  
AGENCY, INC.,  
20 Broad St., New York.  
Tel. Rector 2573

### Publishers' Representative

**CONE, LORENZEN & WOOD-**  
**MAN,**  
Brunswick Bldg., N. Y.; Advtg.  
Bldg., Chic.; Gumbel Bldg., Kan-  
sas City.

**O'FLAHERTY'S NEW YORK**  
SUBURBAN LIST  
225 W. 39th St., New York  
Tel. Bryant 6 875

newspapers in selected sections for F. M. Hoyt Shoe Co., "Beacon Shoe," Manchester, N. H.

HOYTS SERVICE, 120 West 32d Street, New York, placing orders with Chicago, Boston, Springfield, Mass., and New York city newspapers for George B. Woolson Co., books by mail order, 118 West 32d Street, New York.

W. H. H. HULL & Co., Tribune Building, New York, handles the advertising of the Emery-Beers Co., "Onyx" hosiery, 1107 Broadway, New York. Reported they may again use newspapers the latter part of this month or early next month.

H. H. LEVEY, Marbridge Building, New York, again making trade deals with newspapers for Ansonia Hotel, Broadway and 73d Street, New York.

BYRON G. MOON Co., Proctor Building, Troy, N. Y., handles the advertis-

ing of the A. P. W. Paper Co., "Onli-won Hygiene Paper," Albany, N. Y.

HARRY PORTER Co., 18 East 41st Street, New York, handles the advertising of Pierce, Butler & Pierce Manufacturing Corporation, "Pierce" boiler, 430 East 162d Street. Recently placed orders with some Eastern newspapers.

FRANK PRESBREY Co., 456 Fourth Avenue, New York, placing orders with newspapers in selected sections for Lyknu Polish Manufacturing Co., "Lyknu" polish, Pittsburgh, Pa.

FRANK SEAMAN, 461 Eighth Avenue, New York, making contracts with newspapers in selected sections for Thomas Maddock's Sons Co., bath-room fixtures, Trenton, N. J.

STREET & FINNEY, 171 Madison Avenue, New York, again placing orders with newspapers in selected sections for Rice & Hutchins, "Educator" shoes, 10 High Street, Boston.

## When The Space Buyer Decides

In making up his list of mediums, to be used in a new campaign, the space-buyer for the NATIONAL ADVERTISER may be quite sure that he wants to include ONE PARTICULAR NEWSPAPER in your field—and he may be equally sure as to which paper he favors as first choice.

But he may be open to conviction as to the advisability of using a second or a third paper in that field. And, in making his final decision, he will have in mind THE FACTS GIVEN TO HIM IN THE LATEST ADVERTISEMENT OF YOUR NEWSPAPER WHICH HAS COME TO HIS NOTICE. In fact, he is likely to have that advertisement on file, for ready-reference. It may decide him as to the advisability of using a second or a third medium in your city.

If your newspaper "gets over" in the advertising columns of The EDITOR AND PUBLISHER it is very likely to GET OVER with the space-buyer when he reaches the moment of decision as to how far he wants to go in your field. For, if he is a space-buyer of real consequence, he reads the publishers' advertising every week in The EDITOR AND PUBLISHER—reads it for UP-TO-NOW INFORMATION.

## THE EDITOR & PUBLISHER

—The Newspaper Advocate—

1117 World Building

New York City



**WITH THE AD AGENCIES**

Frank H. Rowe, of Toronto, for some years with the E. L. Ruddy Co., Ltd., is now with the Blackman-Ross Co., New York.

William Arkell, formerly with the Cleveland Press and Toronto Star, has joined the staff of the Consolidated Advertising Service, Montreal.

W. W. Douglas, the first Ayer representative in New York, has resigned from the N. W. Ayer & Son, Philadelphia, after more than seventeen years' service with that company.

O. Rhodus Elofson, assistant advertising manager of the Racine Rubber Co., Racine, Wis., has resigned to rejoin the Wm. H. Rankin Co., Chicago, as assistant to Mr. Rankin, president.

The Time-Saving Advertising Corporation to do a general advertising business in New York, has been incorporated with a capitalization of \$1,000. The incorporators are: Peter E. Stogoff, Oscar B. Wiren, Myra Wiren, all of New York.

John A. Holland, advertising counsel, Newport Building, 68 Devonshire Street, Boston, has been officially recognized as an advertising agent by the Boston Publishers' Association. Mr. Holland was for several years real estate editor and advertising solicitor on the Boston Post. The Greenleaf Co., advertising and merchandising counsel, Boston, commemorates the third anniversary of the company and its business growth by announcing the occupancy of an entire floor in the new Christian Endeavor Building at 41 Mount Vernon Street, Boston.

Rice-Cavanagh is the name of a new New York advertising company which has just incorporated for \$50,000. The incorporators are Burton Rice, Raymond Cavanagh, and Abraham L. Feinstein, all of New York.

**NEWSPAPER AD FIELD**

The staff of the classified advertising department of the New York Times, numbering twenty-seven young men and women, observed the attainment of eight pages of classified advertising in the issue of Sunday, March 10, by a dinner in the Times Annex last Saturday evening. Harold L. Goldman, manager of the classified advertising department, was toastmaster. A programme of music and recitations was provided by members of the staff, closing with a playlet. The dinner was attended by forty-one persons.

W. Allen Kindell, advertising manager of the Columbia (S. C.) Record for the past eighteen months, has been made business manager. He succeeds Floyd Bryan, who is now in New York.

L. Mellen, recently with the St. Paul Dispatch, has taken charge of the real estate advertising of the St. Paul Daily News.

E. T. Allen has been appointed manager of automobile advertising for the Portland Oregonian, succeeding Will F. Powell. Mr. Allen had been with the Daily Abstract, also of Portland.

**Want Two-Cent Coin**

The Pittsburgh Newspaper Publishers Association has petitioned Congress to enact legislation providing for the minting of two-cent coins. Representative Porter, of Pennsylvania, has introduced a bill calling for the coining of two-cent pieces.

**MISS MARY H. MACK  
ADDED TO CHICAGO  
TRIBUNE STAFF**



MISS MARY H. MACK.

Miss Mary H. Mack, formerly in charge of the advertising bureau for co-operation with merchants conducted by the Commonwealth Edison Company of Chicago, has been added to the copy staff of the copy-service department of the Chicago Tribune.

Miss Mack is a graduate of Indiana University, and while a student there was editor of the Hoosier. She was also one of the editors of the Daily Student, the daily newspaper conducted by the department of journalism of Indiana University.

Miss Mack's present duties consist in preparing advertising campaigns for Chicago Tribune advertisers.

**AD FIELD PERSONALS**

J. V. GILMOUR, formerly advertising agent of the Chicago & Eastern Railroad, Chicago, has joined the advertising department of the Racine Rubber Company, Racine, Wis.

LESTER J. SHOLTY has again become advertising manager of the Ludlow Typograph Company, Chicago. He recently joined the sales promotion department of the Smith Motor Truck Corporation, Chicago.

DONALD F. WHITAKER, former assistant manager of the Federal Motor Truck Company, Detroit, has been appointed advertising and sales promotion manager of the Acheson Motor Truck Company, Detroit.

Not every man can accumulate a fortune, but it is a slow one who cannot contract a few debts.

**New Orleans States**

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1917

**38,412 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

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF  
CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

<b>ALABAMA</b> Birmingham ..... NEWS Average circulation for Feb., 1918, Daily 44,690; Sunday, 50,673. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.	<b>MISSOURI</b> St. Louis ..... POST-DISPATCH Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more paper in St. Louis and suburbs every day in the year than there are homes in the city. Circulation for entire year, 1917: Sunday average ..... 361,263 Daily and Sunday ..... 194,593
<b>CALIFORNIA</b> Los Angeles ..... EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. San Jose ..... MERCURY-HERALD Post Office Statement ..... 11,484 Member of A. B. C.	<b>NEW JERSEY</b> Elizabeth ..... JOURNAL Paterson ..... PRESS-CHRONICLE Plainfield ..... COURIER-NEWS
<b>GEORGIA</b> Atlanta ..... JOURNAL Cir., Daily, 55,687; Sunday, 67,870.	<b>NEW YORK</b> Buffalo ..... COURIER & ENQUIRER New York City ..... IL PROGRESSO ITALO-AMERICANO. New York City ..... DAY The National Jewish Daily that no general advertiser should overlook.
<b>ILLINOIS</b> Joliet (Circulation 15,100) HERALD-NEWS	<b>OHIO</b> Youngstown ..... VINDICATOR
<b>IOWA</b> Des Moines ..... SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>PENNSYLVANIA</b> Erie ..... TIMES Wilkes-Barre ..... TIMES-LEADER
<b>LOUISIANA</b> New Orleans ..... TIMES-PICAYUNE	<b>TENNESSEE</b> Nashville ..... BANNER
<b>MICHIGAN</b> Jackson... (No Monday Issue)... PATRIOT Last Gov. Statement—Daily, 11,082; Sunday, 12,001. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 56 cents inch; yearly contracts, 35 cents inch; position 20% extra.	<b>TEXAS</b> Houston ..... CHRONICLE The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
<b>MINNESOTA</b> Minneapolis ..... TRIBUNE Morning and Evening.	<b>UTAH</b> Salt Lake City ..... HERALD-REPUBLICAN
<b>MONTANA</b> Butte ..... MINER Average daily, 13,781; Sunday, 22,343, for 6 months ending April 1, 1917.	<b>VIRGINIA</b> Harrisonburg ..... DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.
	<b>WASHINGTON</b> Seattle ..... POST-INTELLIGENCER

**ROLL OF HONOR**

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:	<b>GEORGIA</b> Athens ..... BANNER A gilt-edge subscription—not a mere circulation claim.
<b>ILLINOIS</b> Chicago ..... SKANDINAVEN	<b>NEBRASKA</b> Lincoln... (Cir. 128,384) ... FREIE PRESSE
<b>KENTUCKY</b> Louisville, Ky. MASONIC HOME JOURNAL (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>NEW YORK</b> New York... BOELLETTINO DELLA SERA
	<b>PENNSYLVANIA</b> Johnstown ..... DAILY DEMOCRAT

**R. J. BIDWELL CO.**

Pacific Coast Representative of

**DAILY  
NEWSPAPERS**

SAN FRANCISCO OFFICE  
of the  
**Editor and Publisher**  
742 Market Street  
SAN FRANCISCO

**MANHATTAN  
PHOTO-  
ENGRAVING CO.**

ENGRAVERS  
AND DESIGNERS

251 & 253 WILLIAM ST. COR. NEW-  
CHAMBERS ST. NEW YORK.

## DURING TIME OF WAR ADVERTISE MORE

James O'Shaughnessy, Secretary of the A. A. A., Tells How Advertising Is Stabilizing Business During These Abnormal Times.

"Advertising is the stabilizer of business now more than ever," said James O'Shaughnessy, of New York, secretary of the American Council of Advertising Agencies, in a recent address before the Western Council of Advertising Agencies in Chicago. A majority of the advertising agencies west of Pittsburgh were represented at the meeting when Mr. O'Shaughnessy gave a detailed report on the work of the National Association, which is now fully organized. Paul E. Faust presided.

"More and better business must depend now, especially upon more and better advertising. There is no place for 'business as usual'; it cannot be as usual under war conditions. Not business as usual, but more business; not less advertising, but more advertising, must be the slogan of the manufacturer.

"England was quick to realize that upon the character of advertising depended a large portion of the business success which has come to her manufacturers, in spite of war strain, and we must learn the same lesson.

"If advertising is advertising, only to the end of greater consumption and greater production at the expense of war necessities, then that sort of advertising must be changed. We must have better advertising; advertising that will conform to the universal war demand of greater efficiency in the development of the market as it is. We don't want a greater production and consumption of food products in competition with the demands of the Government, but advertising that will show how there may be greater efficiency in the use of the present product; use without waste.

"And the responsibility for developing this new advertising to meet this need of war-time business, rests essentially with the advertising agencies. It is up to them to develop this ideal of advertising and justify the advertising business as an essential industry in war-time."

### TO ADVERTISE THE SOUTH

Publicity Committee of the S. N. P. A. Will Raise Necessary Funds.

Plans for a great advertising campaign setting forth the advantages of the South industrially, agriculturally and as a region for profitable investment were discussed in detail last Wednesday afternoon by the publicity committee of the Southern Newspaper Publishers' Associations, which met at Atlanta. The members are J. H. Allison, of the Nashville Tennessean; Charles H. Allen, of the Montgomery Advertiser, and Walter G. Bryan, publisher of the Atlanta Georgian and Sunday American.

A fund of from \$50,000 to \$75,000 will be expended this year, it was decided, in advertising the South in the newspapers, magazines and trade publications of the country, the expense of the campaign to be borne by the many newspapers which are members of the Southern Newspaper Publishers' Association.

While you're waiting for the Liberty Loan campaign, buy War Savings Stamps.

## PRESSMEN CALLED ON TO SOLVE MANY INK PROBLEMS

It takes two pounds of good, average black news ink to print 1,000 eight-page sections of a newspaper. If colors are used, the average will be 4½ pounds per 1,000 eight-page sections of advertising or comic supplements. If a publisher is using more ink than the amount given, he is printing his edition too black, and if less, he is either using a higher-priced ink than he should, or he is printing his pages too gray. Good ink goes further than poor, for the reason that it "cuts" more readily, distributes more evenly, and hence may cover a greater area of surface. It is blacker, because it is better—and a lot more.

Sometimes ink causes a lot of trouble. It dries rapidly in some buildings, and in others, apparently not at all. To a publisher who maintains a job department this is important. If he is located in a concrete building, he experiences more difficulty than if his printing plant is housed in a brick structure. The reason is simple—a concrete building is damper. Concrete does not thoroughly dry out for several years. In a moist climate it may take as many as ten years. In an arid climate not so many. The air of such a structure is damp.

#### VENTILATION IS NECESSARY.

When printed sheets are piled, one on top of another, there is left a small space through which air circulates. The space is represented by the thickness of the ink surface on the paper. It is small, but the air goes through. If the air is moist, the process of drying is aggravatingly slow. If dry and warm, it is hastened. If there is a current of air passing through the room—and over the printed pile, drying is hastened, regardless of whether the air is moist or dry. Ink dries slower in cold than in warm air. All of these things are apparent to any man. On short runs, say of 2,000 to 4,000, where it is necessary to "back up" immediately, even quick-drying ink will sometimes be too wet to go through the press again. Ink should be "bone" dry to go through the second time, if another color is to be used, and preferably before it is "backed up."

There are a number of ways of hastening drying. Some offices have rooms for that purpose, where the paper is kept at an even heat. Where this practice is followed, the paper should be placed in the room several days prior to printing, in order to get the temperature of the room. If paper is unwrapped, placed on the press, and sent to the drying room, it is likely not to give perfect register when the second color is printed, for the reason that in process of drying, the stock will shrink slightly, and in halftone work this will be noticeable in the finished product. Don't blame the pressman. If the stock is dried thoroughly in advance, much of this trouble may be avoided.

#### USE OF ARTIFICIAL HEAT.

But some offices, and particularly in new concrete buildings, where night work is performed with no heat, the task is rendered more difficult. This may be minimized by placing covered oil heaters on the four sides of the racks in which the paper is placed. If the heaters are in the proper position, there will be a constant current of warm air passing through the racks, and much of it will get between the sheets. The best results can be obtained if a neutralizer is used to take the electricity out of the paper. This will prevent the sheets from clinging one to another, and "offsetting," and make it easier to feed through the second time. If the drying racks and the heaters are enclosed in a zinc-lined case, so much the better. The heat should not be great, and the heaters should never be left burning unless there is some one to watch them. Too much heat is likely to curl the paper on the edges.

Another way is to place the pile in the line of a draught. In winter, however, this is likely to breed electricity when the sheets go through the press.

For artificial heat, steam is best, and almost any plumber can arrange a device that will be fool proof and fire proof—cheaper in the long run, and decidedly less dangerous.

#### WHY GOOD BLACK IS EXPENSIVE.

If the paper used has a hard, apparently oily surface, and is rather highly finished, and will not absorb the ink as rapidly as other stock, it should be printed one or two shades lighter than the actual "color" desired. In drying it will spread, infinitesimally, it is true, but when it does, the printed surface will be larger, and, hence blacker. If the required "color" is used on stock of this kind, the finished result is too much "color," for which you give the pressman fits. On the other hand, if the paper absorbs ink rapidly, more color should be used, because of the amount that will be lost by absorption. This is so simple that it does not even require explanation.

Good black ink is more expensive than poorer ink, and most printers wonder why. Black inks are usually of a brownish hue, when dry. To overcome this there is added to the body a color known in the trade as Prussian blue—which gives it a blacker cast. Prussian blue comes high, and the finer the grade the more expensive it is likely to be. The greater the amount of oil in an ink, the slower the process of drying is likely to be. The finer the ink, the slower the period of drying. It is better to allow ink to dry naturally, if there is time.

#### HOW TO WARM THE PRESS.

Sometimes it is almost impossible to print, because the press is so cold that the rollers will not take the ink, that's all. This may be overcome readily with a small gas heater placed beneath the press. A half cylinder of zinc or sheet iron, on which legs have been rivetted to hold it about four inches from the concrete or brick floor, should be used. The cylinder should be about eighteen to twenty-two inches long, and about eight inches high, and it should be placed on the floor beneath the press, parallel to the length of the press. Five or six small gas burners beneath the cylinder will heat the air, which will constantly come in through the space between the legs, and pour out at the two ends of the contrivance. Lighted as soon as the pressmen arrive in the morning, the machine may be started as soon as the press is ready, which is usually in about ten minutes' time. These burners should not be lighted more than

half an hour, for the reason that the press and the rollers will get too hot, and then you will have a different and a more serious kind of trouble to combat. Your plumber can make this thing for you for a few dollars, and save you lots of time in the cold months of the year. With ordinary care there is no danger from fire with this device, provided, of course, your pressman does not allow paper to accumulate under his press, or the floor is not made of wood. In making gas connections, iron pipes, the joints of which have been soldered, should be used. Never that mischievous arrangement known as a rubber hose, which spells danger, is the mother of fire and is as uncertain as dynamite. It is likely to become unjointed, no matter how careful you are.

News ink, kept in barrels, should be elevated on a stand, the ink flowing from it through a spigot. In this way every bit in the barrel will drain into the spigot. This refers to small offices. Of course, the pump and hose is the best thing. After the ink has been emptied from the barrel, it should be placed on end to drain. Lots of ink is wasted by failure to get it all out. The ink bill may be cut from 10 to 20 per cent. by the exercise of a little care.

The process of drying is hastened by the addition of a substance known as dryer. It is a composition of salts of lead or zinc, added to the body, and which does not affect the color.

#### THE MAKING OF INKS.

The pigment used in black ink is known as carbon black, which is a sediment deposited on a disk by the burning of natural gas. To this there is added resin or linseed oil. The quality of the ink is determined by the degree to which it is boiled. Linseed oil is used in the finer grades. In colored inks, the same process is followed as in the case of the blacks, the materials being the pigments necessary to give the desired result. In some cases aniline dyes are used. Brightness—that shining quality that some printers produce, is obtained by the addition of a gloss varnish.

For some time attempts have been made to produce a cheaper black than is possible by the use of carbon black. There have been reports to the effect that this has been done. Sulphur black has been tried, but as to whether it is possible to do it on a commercial basis has not been definitely determined.

The different blends, shades, and tones are brought about by men whose training is along that line, and according to formulas which they have used.

The use of ink, the results obtained, and the amount required for different jobs depends altogether on the skill, experience, and knowledge of the pressman. The amount of ink used depends altogether on the kind of paper used.

You can materially increase your advertising receipts by the publication of a series of

### Anti-Mail Order Articles

written in an easy conversational, human interest style, compelling the readers' attention from start to finish.

The Mail Order house methods are made to appear ridiculous, their mysterious lure and varied misleading ramifications laid bare without antagonism or offence.

These articles will cause favorable comment and attention in the community and bring increased advertising. They are different.

PHIL DEAN

Astor Court Building New York City

**GOVERNMENT PUBLICITY  
FLOODS THE NEWSPAPERS**

(Concluded from page 7)

print,' but should be to 'give the press what it will want to print so badly that it can't afford to leave it out.' This could be done, and in doing it the newspapers and the Government both would benefit. But it can only be accomplished through the placing in charge of the publicity work of a man who has practical metropolitan news experience and news judgment. He must be a news man. An editorial writer won't do. The business manager of a newspaper won't do. The best city editor in the country should be selected for the job, and he should be supplied with a trained force of expert news writers."

**Chas. K. McClatchy, editor, Sacramento Bee:**

"The Bee generally finds not more than one out of one hundred of these sheets worth using in any manner; never more than one out of fifty. When it does find such a needle in a haystack it finds also it has to be re-written.

"The only suggestion I have to make as to the improvement of this service is to put the working element thereof in the hands of men who know what news really is.

"As at present conducted, these publicity bureaus of the different departments of Government work to no purpose save to provide salaries and waste tons upon tons of white paper—besides clogging the mails and retarding really important matter."

**Dean Hoffman, editor, Harrisburg Patriot:**

"We find available very much of the matter sent out of Washington by Government agencies. It does not always come in the shape we would expect it from our own correspondent, but we do feel that it is tremendously valuable to such newspapers as cannot afford to have their own men in Washington.

"I can conceive no more important function for the Government than to tell its constituents all it can with respect to its own activities. No doubt improvements in handling and preparing the matter could be made as in all human enterprises, but the net result in my opinion is very helpful and in the public interest."

**T. C. Gooch, editor, Dallas Times-Herald:**

"The Government is giving too much stuff. It is covering every phase of the war question, I think too voluminously for both the editor and the general public. Much of the publicity copy lacks point, and the special articles are generally too long.

"I make this suggestion reluctantly because I do not like to be placed in the class with the people who are prone to criticise the Government at every opportunity. I think that we should all

pull together, and overlook the mistakes that are bound to be made."

**Dwight Marvin, editor, Troy Record:**  
"Not long ago I made a week's study of the amount of material which came into this office from governmental press agents. The average number of pieces of mail which arrived here per day from Federal and State war work bodies and from semi-public war bodies exceeded forty. Of these we were using very few. Out of more than 290 during the week we did not use twenty.

"I have felt—and have said so editorially—that this is a wastefulness as reprehensible as the waste of food. Paper is an essential to victory and the sight of a scrap basket filled twice daily with non-essential stuff—and thousands of other scrap baskets in other offices are similarly filled—is distressing. The Record is heartily in favor of the proposal to amalgamate the administrative offices of the various war charities in Washington. It would favor also a more careful watch on the part of governmental agents of the use being made of copy sent abroad, with a view to changing or eliminating it if it does not appear in the public prints."

**This Government Advertises**

(Special to THE EDITOR AND PUBLISHER.)

TORONTO, March 13.—An extensive advertising campaign in the interests of increased production is being put on by the Organization of Resources Committee of the Ontario Government. Practically every paper in the province will be used, copy being prepared and placed by the Gibbons Advertising Agency.

The devil drafts all idlers and puts them into training for active service in his front-line trenches.

**The Home Newspaper**  
In the classifications of advertising which have the greatest appeal to the home—department stores, women's specialty shops, boots and shoes and foodstuffs—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1916.

THE GAIN	
Department Stores	19,017 lines
Women's Specialty Shops	4,536 lines
Foodstuffs	3,941 lines
Boots and Shoes	1,609 lines

This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

**The New York Evening Mail**

**The Evening Star**  
"One Edition Daily"  
2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included.

**Net A.B.C. Circulation 2 Cent Basis**  
March 1st, 1918—98,714

**The McClure Method**

Our features are sold on individual merit. Any service may be ordered singly.

**THIS MEANS:**  
The greatest possible variety from which to choose.  
The submitting of each feature to your own editorial judgment.  
The opportunity to order a budget consisting only of what you want.  
A material reduction from individual prices on budgets.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, Action, etc.

**The McClure Newspaper Syndicate**  
120 West 32nd Street, New York City

**The PITTSBURGH PRESS**  
Has the **LARGEST**  
Daily and Sunday  
**CIRCULATION**  
IN PITTSBURGH

1. A. KLEIN, Metropolitan Tower, N. Y.  
John Glass, Peoples Gas Bldg., Chicago  
Foreign Advertising Representatives

**PREPARE FOR LOAN CAMPAIGN  
Success of Bond Issue Largely Dependent on Advertising, Says Report.**

The "Report of the National Woman's Liberty Loan Committee for the First and Second Liberty Loan Campaigns," just issued by the Treasury Department, contains these two paragraphs about the Third Liberty Loan campaign:

"It should be borne in mind that the success of the bond issue is largely dependent upon advertising. People will not buy bonds unless they know they are on sale. While the actual contact with the editors of newspapers is largely in the hands of city or town chairmen, the State chairman is urged to meet the principal editors of her State and to discuss with them the matter of publicity before the next campaign opens. She should also instruct the county chairman to call upon the editors of the papers in their counties and to arrange to give them stories of the local woman's committee work. A chairman of publicity should be appointed by each State chairman, whose duties should include a supervision of

the woman's Liberty Loan publicity in the papers of her State.  
"The newspapers have given splendid service to the country in the two past campaigns for the sale of Liberty bonds. The editors in the United States have proved that they are willing to do their part, but the Liberty Loan chairman must keep in mind that it is not reasonable to expect them to print material unless it is of timely interest; it is a part of such chairman's duty to develop novel and unique schemes which will attract attention and compel space in the papers because they will be news."

If a newspaper gets its "share" of classified advertising it will get "full copy" from the stores—for merchants know that a classified medium pulls results for display.

Save now; buy Liberty bonds later.

**THE BALTIMORE AMERICAN**  
Has Just Taken On  
**THE INBAD FAMILY**  
OUR NEW STRIP COMIC  
(Issued in 5 and 7 col. sizes)  
THE INTERNATIONAL SYNDICATE Est'd 1899  
Features for Newspapers  
BALTIMORE, MARYLAND

**WAR PICTURES**  
A new pictorial feature service for newspapers. Action pictures of the new American army at the training camps.  
Best circulation maker on the market.  
**WAR PICTURE SERVICE**  
Jefferson Building  
Birmingham Ala.

**Wilder and Buell**  
Newspaper Features and Advertising copy  
225 Fifth Avenue  
New York

**The Detroit Free Press**  
"Michigan's Greatest Newspaper"  
offers unusual advantages to advertisers. First, because of its large circulation, consequently purchasing power; second, because it is the only morning newspaper in Detroit—the fourth largest market in the United States.  
VERREE & CONKLIN Foreign Representatives  
{ New York  
Chicago  
Detroit

**The Pittsburgh Post**  
ONLY  
Democratic Paper In  
Pittsburgh.  
CONE, LORENZEN & WOODMAN,  
Special Representatives  
New York, Detroit, Kansas City, Chicago

**The Baltimore NEWS**  
February Net Daily Average  
**108,319**  
February Net Sunday Average  
**114,806**  
Daily Gain, 18,203  
Sunday Gain, 32,739  
For More Baltimore Business Concentrate in THE NEWS  
Member Audit Bureau of Circulations  
DAN A. CARROLL Eastern Representative Tribune Bldg. New York  
J. E. LUTZ Western Representative First Nat. Bk. Bldg., Chicago

**We spend more than \$500,000**  
per year to produce the features which have created the greatest newspaper following in the world.  
"Hearst's Features Always Lead"  
Write for booklet.  
"Half Million Dollar Feature Service"  
The International Feature Service  
729 Seventh Ave. New York, N. Y.

## HEARINGS OPEN ON POWER BILL

Measure Backed by Administration Assured of Favorable Treatment by House Water-Power Committee—Inquiry to Continue.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, March 20.—Hearings upon the Administration's Water Power Bill began this week before the House Water Power Committee. Arguments favoring the enactment of this legislation have been advanced by Secretary Lane, of the Interior Department, and C. C. Merrill of the Forestry Service, and other Government officials.

The industrial expansion, caused by war demands, and the fluctuations in prices of materials for power plants, with steel plates reaching the highest increased record because of use of that material in the Government's shipbuilding operations, and steel rails showing the least increase because of lack of expansion of railroad trackage, and steam power plant equipment being away up in cost over pre-war prices and labor wages having gone up tremendously since 1913, were some of the reasons advanced. The coal situation, it was pointed out, had increased steam-power costs and it was improbable that coal prices would be restored after the war to any pre-war basis.

Increased fuel costs had caused increased steam-power operating costs, and the demand for power is increasing and will continue to increase during the period of reconstruction after the war. Revenue from sale of electrical energy, while increased, has not kept pace with increase in business, it was asserted by the witnesses.

The bill proposes the leasing of dam sites for not longer than fifty years, with a recapture provision that land, water rights, dam sites and good will at the end of the lease shall go back to the Government at actual cost, and the rest of the plant at its fair value. Prompt construction of the power plant is required to avoid speculation. A rental royalty for use of dam sites and federal property is to be required except for municipalities which furnish

current to consumers without profit. The federal Government is to be paramount always so as to have full control to avoid any private monopoly, and it reserves full power to fix rates for service, capitalization, bond issues and other acts in interstate projects, and where there is no public utilities commission for this purpose in intrastate projects. The power companies are to make annual reports, and each lease is to be revocable in case of proof of conspiracy to prevent water-power development or limitation of output of already constructed plants.

Hearings will continue for about a week before the special water-power committee of the House. A favorable report is assured. The Shields bill already has passed the upper House.

THURSDAY HEARINGS.

WASHINGTON, March 21.—The need of water-power legislation to increase the development of the resources of the country was urged before the Special Water Power Committee of the House to-day by Charles F. Kelly, of New York, representing the Montana Power Company. The pending Administration bill, he said, would afford ample opportunity for development and financing of new enterprises.

Illustrating the opportunities for development in the great Western streams, he said, Montana had a potential water power of 2,000,000 horsepower, but that his company, controls but 50,000. The company, with stockholders extending to foreign countries, he said, controls power at Great Falls, which furnishes the electrical energy for the Chicago, Milwaukee & St. Paul Railroad. He denied there was any community of interest between the railroad and power directorates, although a director of the company also is a director of the railroad.

Under an examination by Miss Rankin, Mr. Kelly said a director of the power company was on the Anaconda Copper Company board, and that a director of the copper company was a director of the railroad company.

### BUYERS OF SPACE

We are pleased to have the opportunity of joining the Audit Bureau of Circulation, that buyers of advertising space may learn the truth as to the circulation of one newspaper in Virginia, Minnesota.

### The Virginia Enterprise

DOUBLE THE PAID CIRCULATION  
of any daily paper published  
on the Mesaba Range

### The Pittsburg Dispatch

solicits your business on the basis of genuine and established merit.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago  
H. C. ROOK,  
Real Estate Trust Building, Philadelphia

### HIGH LIGHTS ON THE FOREIGN SITUATION

The kind of reading that appeals to all classes with the United States now in the world war.

Feature articles from leading soldiers,  
**THE INTERNATIONAL NEWS BUREAU, INC.**  
J. J. BOSDAN, Editor

statesmen and authors of Europe.  
We handle more important articles of this description than any other agency in America.

**THE INTERNATIONAL NEWS BUREAU, INC.**  
15 School Street, Boston, Mass.

### WASTEFUL PUBLICITY METHODS

#### Birmingham Age-Herald Editor Approves The Editor and Publisher's Stand.

"I think you are taking a patriotic step in alring the methods of handling Government publicity matters from Washington," writes E. W. Barrett, editor of the Birmingham Age-Herald.

"There is a tremendous waste in this system. We use a very small percentage of the great volume of matter which comes to our office. The principal volume of matter which we do use is that from the Agricultural Department, a considerable amount of which we utilize in our weekly agricultural section.

"We have also found value in a number of the feature stories sent out for Sunday publication by the committee on public information.

"The great bulk of departmental stuff which comes each day, however, is in such form as to be useless to us.

"I think, perhaps, the newspapers themselves are, in a certain measure, to blame, because whenever a department inquires about putting us on their mailing list, we usually ask that this be done, feeling that in this way we might

get something of value which we would otherwise miss.

"As to suggestions for improving the methods of handling this matter, it seems to me it would be much wiser for the departments to work more directly with the Washington bureaus of the daily newspapers. We have in Washington, for instance, a trained staff man, who is thoroughly familiar with our needs, and if such departmental matter as is issued was handled directly through him, it seems to me the dissemination of this news would be greatly facilitated.

"By establishing a personal touch and relation with these Washington Bureaus, I believe the Government would get much better service. In fact, a considerable percentage of this matter which we now use is that which is edited and sent to us by our Washington representative."

### FIRST

In the two months of 1918, The New York Times printed 1,897,464 lines of advertisements—a greater volume than any other New York newspaper. In 17 leading classifications of advertising The Times printed almost double the volume of the next newspaper.

### Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that carries 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 NEW YORK Lytton Building CHICAGO

In the Northwest

### The Daily News

St. Paul, Minneapolis

with a combined circulation of  
**155,000**

with not a single copy duplicated is the best and simplest way to cover the Twin Cities and adjacent territory.

19c  
per line

C. D. BERTOLET

General Advertising Manager

Boyce Building Chicago

### Star Leads in Advertising and Circulation

In 1917, as it has done for several years, The Indianapolis Star carried more automobile advertising than any other two Indianapolis papers combined.

All during 1917 The Indianapolis Sunday Star reached more people in Indiana cities and towns than any other Indianapolis newspaper. More and more is this coming to be the case.

All during 1917 The Indianapolis Star was read by more people on Indiana rural routes than any other Indianapolis newspaper. To be exact, it started 1918 with practically as many rural route readers as the other Indianapolis newspapers combined.

### The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

### Story, Brooks & Finley

Special Representatives

200 Fifth Ave. New York  
People's Gas Building Chicago  
Mutual Life Building Phila.

### The Boston Evening Record

gained in every advertising classification last year. Only two other Boston papers showed gains over 1916.

Circulation, 50,000 net paid.

Member Audit Bureau of Circulations

Eastern Representative

**I. A. Klein**  
New York

**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.

**Newspaper Foreman**

Make-up man and printer seeks position as newspaper foreman, 33, married. Good organizer and executive. Experienced on papers in cities of 40,000 to 75,000. Ready to go any place. Address C. 237, care Editor and Publisher.

**Editorial Man**

14 years' experience as reporter, telegraph editor, and city editor, desires to get out of mountainous country. State salary paid. Address C. 238, care Editor and Publisher.

**Advertising Man**

Aggressive display advertising man of successful experience wants position with Eastern newspaper in city of not less than 75,000. Strong references for originality in ideas and copy that sells space and for ability to create new business and develop accounts. At present with substantial daily, am exempt from draft, and have good reasons for making change. Position must offer opportunity for advancement. Commensurate with results produced. Address C. 236, care Editor and Publisher.

**Advertising Manager**

Age 24, married, desires position with live daily. Three years' experience in general and special edition advertising. Capable of taking entire charge of advertising department. Cecil Johnson, Redlands, Cal.

**Advertising Manager**

A high-grade man with personality, tact, energy, resourcefulness and ability seeks immediate engagement. Can handle men, plan campaigns—develop new and rejuvenate stagnant accounts. Unquestionable record and references. 38 years of age, married, good habits. Address C. 249, care of Editor and Publisher.

**Newspaper Man**

Daily newspaper experience, New York, Washington, Chicago, Philadelphia, and other cities; press association experience; city, telegraph, political editor; magazine editor on penny daily in city of 200,000. College education, married, American. Address C. 235, care of Editor and Publisher.

**Advertising or Business Manager**

Thoroughly experienced man, 41, open to proposition as advertising or business manager daily city not less than forty or fifty thousand. Not interested in salary less than \$3,000. Will consider leasing or buying daily in smaller city. South preferred. Address C. 244, care Editor and Publisher.

**Advertising Solicitor**

would consider position in Chicago. Twelve years' experience with special agency and as Western representative well known trade journal. Acquainted with general agency space buyers west of Cleveland. Age 31, married. Address C. 219, care of Editor and Publisher.

**F O R S A L E**

Advertisements under this classification, twenty cents per line. Count six words to the line.

**Linotype**

Three Model 1 machines, with complete equipment of molds, magazines, and matrices. New Haven Union Co., New Haven, Conn.

**Linotype**

Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

**Newspaper Agency**

in growing city 20,000 population handling nearly 1,300 daily morning and 4,000 Sunday papers. Price \$5,000. John Cook, Warren, Ohio.

**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.

**Composing Room Foreman**

Married, 40 years old; total abstainer; had charge of two largest newspapers in East; conservative, tactful, unusually efficient; well educated; 25 years' experience in many cities; you can turn all mechanical problems over to me and they will be successfully solved; highest references given. If you have big task, requiring big man to get big results. Address C. 241, care Editor and Publisher.

**Editorial Man**

I am editor of a large daily, drawing a large salary. Want partnership in small paper with bright future or an editorial position, at modest salary, with opportunity of buying share with my services. I am young, married, have university education, and over 12 years' experience in all branches of editorial work on large papers. Address C. 243, care Editor and Publisher.

**Editorial Man**

Editor of largest evening daily in city of 225,000, wants position offering better future in newspaper, periodical, feature syndicate or any other kind of editorial or publicity work. University education, 13 years' experience, including 5 years in Chicago. Three years present position. Have knowledge of ad writing, as well as wide experience in all branches of editorial work on some of best papers in middle west. Address C., 242, care Editor and Publisher.

**Newspaper Man**

wants opening in New Mexico or Arizona. Well-trained in news and advertising. College man; steady worker; good references. Deferred draft classification. Address C., 245, care Editor and Publisher.

**Advertising Man**

Experienced as manager, solicitor, and copy-writer seeks connection on or about April 1, with live publication where ability, character, and industry will be considered. Age 33, married, temperate, and good personality. Twelve years successful newspaper record. Employed at present. Opportunity and \$40 minimum salary desired. Address C., 246, care Editor and Publisher.

**Cartoonist**

Young man with art talent, little training in lettering, cartooning, and being interested in newspaper illustrating and cartooning desires position as beginner in art department willing to do anything and go anywhere as long as I will get training and experience in newspaper art. Address C. 225, care of Editor and Publisher.

**Advertising Man**

broad experience as solicitor and manager, successful record, favorably acquainted throughout Eastern territory, seeks opening on general or class publication; highest credentials; letters confidential. Address C. 231, care of Editor and Publisher.

**Newspaper Executive**

Editor and publisher of literary class newspaper with experience in all branches desires opportunity to enter general journalistic field. Applicant now owner and operating successful journal of wide circulation; university graduate, editorial and advertising copy writer and able to compile news to make paper especially interesting. Married. Wife able associate in society and circulation departments. No children. Address C. 227, care of Editor and Publisher.

**Advertising Man**

23, wants elbow room where there is a chance to expand. Six years' experience in copywriting, layouts, soliciting, stenographer, and typist. Three years high school. I. C. S. advertising student. A-1 references. Address H. Goldberg, 875 Longwood Ave., Bronx, N. Y.

**HELP WANTED**

Advertisements under this classification, twenty cents per line. Count six words to the line.

**Newspaper Executive**

Publisher of afternoon daily in small Eastern city wants assistant. One not under 30, abstainer, Protestant, Republican, and capable of directing various departments preferred. Good opportunity for man with tact and ability. Address C. 239, care Editor and Publisher.

**News Editor**

Man with city experience who is willing to take position in town of 10,000 in Eastern State. Location healthful, associations pleasant with successful company. Energy and ability required to fill position. References must be best as to ability and habits. Address C., 247, care Editor and Publisher.

**Newspaper Men**

Competent, dependable newspaper men. Reporters, advertising solicitors, etc., desiring positions in the Southwest are invited to address The Dallas News (Department D), Dallas, Texas, stating age and qualifications.

**Desk Man**

with knowledge of Spanish by Manila daily; fast worker, accurate and sober; duties will consist of reading copy; rewrite, make-up, directing small staff of reporters, and general assistance to editor; first-class transportation paid. Address Box 611, Manila, Philippine Islands, stating age, experience, salary, and references, and enclosing samples of work.

**Representatives**

Have openings at once for two reliable road representatives. Men thoroughly familiar with handling breaks and street sale work and capable of directing canvassers. Leading morning and evening publication. Rocky Mountain region. Salary worth while. Address C. 224, care of Editor and Publisher.

**City Editor**

wanted, experienced and thoroughly competent, preferably from small city. Daily Telegram, Adrian, Mich.

**Reporter**

wanted, preferably with experience in small town. Daily Telegram, Adrian, Mich.

**Reporters**

Several good reporters for leading Boston daily newspaper; give age, schooling and experience fully; state what salary expected; forward printed samples of work with stamped and directed envelope for return. Address, A. B., P. O. Box 5276, Boston, Mass.

**SITUATIONS WANTED**

Advertisements under this classification ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**Circulation Man**

position wanted by young married man, age 29, who has worked up from newsboy to circulation manager on a small daily. Desires to connect with a large daily where he will get real circulation experience. Salary not the object until ability is proven. Capable of caring for volume of detail and can quickly adapt myself. Address C. 208, care of Editor and Publisher.

**Business Manager**

or advertising manager by a man 40 years of age, an American by birth with 12 years' experience in newspaper advertising. Address C. 232, care of Editor and Publisher.

**Editorial Executive**

Now managing editor in Eastern city of 200,000. Not out of job, but looking for better one. Desires position as managing, city, or telegraph editor. Experienced in many sections and every line. Thirty-three, married, steady. Will go anywhere, large town or small. Prefer Pacific Coast. Best references. Address C. 233, care of Editor and Publisher.

\$1700 buys county seat weekly newspaper property near Washington, D. C. \$700 cash necessary; balance can be deferred. Annual gross business \$3,000. Well equipped. Proposition Q. O.

**Charles M. Palmer**

Newspaper Properties

225 Fifth Avenue, New York

Sales  
Purchases  
Consolidations  
Appraisals of  
Newspaper and  
Magazine  
Properties

Aubrey Harwell Henry F. Cannon

**Harwell & Cannon**  
Times Building NEW YORK

**Readers Decide**

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

**Newspaper Feature Service**

M. KOENIGSBERG, Manager

37 WEST 39TH ST., NEW YORK

**Paper That Needs Pep**

Can secure manager who has just completed up-building and sale of middle-western daily of over 8,000 circulation. Age 34, University graduate, public speaker, editorial writer, managing editor and general manager, able to buy substantial interest. If you have \$5,000 opening, ask about No. 128 B-P.

Competent help available for all departments of Advertising, Printing and Publishing field.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg.,  
Springfield, Mass.

**GOSS OCTUPLE STRAIGHTLINE PRESSES**

with Two or Four  
Folders

For sale by

**WALTER SCOTT & COMPANY**

Plainfield, New Jersey

**The True News**

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

**PAUL KROTEL DIES**

**Was Newspaper Man Before His Appointment as Magistrate.**

Paul Krotel, one of the best-known of the City Magistrates, died March 14 in the Muderig Sanitarium, New York, after an illness of a week. The cause of death was given as pleuro-pneumonia, but there is no doubt that his illness was aggravated by acute grief for his wife, who died on February 28. He was fifty-six years old.

Mr. Krotel was well known as a newspaper reporter before he was made a Deputy Assistant District Attorney, under William Travers Jerome, in 1902. He remained in the District Attorney's office until Mayor McClellan appointed him a City Magistrate in 1908, to fill out an unexpired term. He was appointed for a full term, which would have expired in July, 1919.

**OBITUARY NOTES**

**CAPT. W. K. CLARKE**, formerly assistant financial editor of the Montreal Gazette, has been killed in France. He went overseas two years ago with a battery of artillery. He was a son of former Mayor E. F. Clarke, of Toronto.

**ANDREW B. GILMAN**, editorial writer on the New York Sun for the past six years, died last Wednesday night in New York. He was thirty-eight years old. He was born in Somerville, Mass., and worked on several New England newspapers before joining the staff of the Sun. He retired several months ago on account of ill health.

**FUNERAL SERVICES FOR E. HOLDEN SPEAR**, twenty-five years a member of the New York World's advertising staff, were held Sunday at Metuchen, N. J. Mr. Spear died in Towanda, Pa., Monday, March 11. He was born in Philadelphia May 31, 1857.

**WALTER RHEIMS OSTERMAN**, formerly with the advertising department of the Brooklyn Eagle, died Monday, March 11, at his home in Brooklyn.

**JOHN B. LAWRENCE**, formerly editor of the Kansas City Journal, died recently at his home in Kansas City after an illness of a week. Mr. Lawrence and A. J. Blethen bought the Journal in 1881 and four years later he became its managing editor on the retirement of Major John L. Bittinger. He retired from journalism in 1890.

**WILLIAM KENNY**, aged forty-seven a veteran newspaper man, formerly with the Associated Press, died last Sunday in St. Joseph, Mo.

**M. G. FALLON**, managing editor of the Columbus (Neb.) Daily News, died recently at his home in Columbus.

**F. R. YOKOME**, editor of the Peterboro (Ont.) Daily Examiner and the dean of Ontario journalists, died last week in Peterboro. He was seventy-six years of age and had been editor of the Examiner for thirty-six years. He was easily the outstanding figure in Central Ontario journalism.

**ASSOCIATED PRESS WASHINGTON BUREAU CHIEF CLIMBS FAST**

L. C. Probert, the new chief of the Washington bureau and superintendent of the Southern division of the Associated Press, has been in the A. P. service, part time at least, since 1905. Previous to that he was with the Buf-



L. C. PROBERT.

falo Express. From 1905 to 1908, for six months out of every year, he was substitute night editor in the Buffalo office of the A. P. In 1908 he came to New York to work as a reporter for the World. He entered the New York office of the Associated Press in August, 1909. In November, 1909, he was transferred to Washington, where he served first as reporter, then as night editor, day editor, and news editor.

In April, 1914, Mr. Probert was detached from the Washington office and sent to Vera Cruz to take charge of a staff in connection with the occupation of the city by American troops. He was there but one month, when he was returned to the Washington office, and has continued as news editor up until recently, when he was appointed chief of the Washington bureau to succeed Jackson S. Elliott, now chief of the news department, with offices in New York.

**U. S. P. O. and A. B. C. Report**  
**The New Orleans Item**  
 period ending October 1, 1917  
**Daily 60,756**  
**Sunday 77,438**  
**Average 63,217**

**NEW INTERTYPE OFFICIAL**

**G. C. Willings Appointed Vice-President of Intertype Corporation**

G. C. Willings has been elected vice-president of the Intertype Corporation, by the board of directors, to fill a vacancy. Mr. Willings joined the Intertype organization about a year ago as assistant to President H. R. Swartz.

Mr. Willings has summarized his business career as follows:

"Associated with his father, who was managing director of the Serra Steamship Company, Liverpool, England. Joined the organization of the Louisville & Nashville Railroad in 1903 as rate clerk in the traffic department, working through that department until promoted to contracting agent of the Louisville & Nashville Railroad, in charge of domestic, import, and export traffic at Mobile. Resigned position with the Louisville & Nashville Railroad at Mobile in October, 1912, to accept position as general traffic manager of the Gulf, Florida & Alabama Railway, and assistant to the vice-president and general manager, having charge of all freight and passenger traffic and operation."

**Washington Editors to Meet**

The annual convention of the Washington State Press Association will be held in Spokane July 18-22.

**STEREOTYPE PLATE SUIT ENDED**

**Henry A. Wise Wood Given Priority to Finishing and Cooling Invention.**

The Circuit Court of Appeals of the District of Columbia has just rendered a decision in which a patent is awarded to Henry A. Wise Wood, upon a stereotype plate finishing device connected with a cooling device.

This decision is the outcome of a lengthy litigation, and finally places in Mr. Wood's hands the exclusive right to make a complete, connected, plate finishing and cooling machine. The contest has been between Mr. Wood, the inventor of the Autoshaver, and R. Hoe & Company, the makers of the Automatic Plate Finishing Machine, which was invented by McConnell, and which is affected by this award. Messrs. Wood and McConnell both claimed priority of this invention, which the Court now awards to Mr. Wood.

Mr. Wood says all machines now in use in which plates are finished and cooled infringe his right.

When our wishes interpret our duties we miss the import of life.

**PIERRE C. STARR**  
 STARR SERVICE CORPS,  
 815 Brunswick Bldg., 225 Fifth Ave.,  
 New York City  
 Specialists in cost systems for  
 Daily Newspapers having over  
 10,000 circulation only. Send for  
 publishers opinions.

**DOMINATES**  
 its field in purchasing ability  
 per family and yet at lowest  
 advertising cost per thousand.  
**"TO-DAY'S HOUSEWIFE"**  
**GEORGE A. MCCLELLAN**  
 General Manager  
 New York

We can increase your business—  
 you want it increased.  
 You have thought of press clippings  
 yourself. But let us tell you  
 how press clipping can be made a  
 business-builder for you.  
**BURRELLE**  
 60-62 Warren St., New York City  
 Established a Quarter of a Century

**DES MOINES REGISTER AND TRIBUNE**  
 Over  
**100,000**  
 Paid Daily Circulation

**ADVERTISERS**  
 If you have any product or  
 service to offer to the shipping  
 trade, you can advertise it most  
 advantageously in  
**THE NAUTICAL GAZETTE**  
 the recognized weekly journal  
 of ships, shippers and ship  
 building. The great present  
 stimulus to the shipping industry  
 means increased business  
 for advertisers in this high  
 class medium.  
 Subscription \$3.00 a year  
 20 Vesey Street, New York

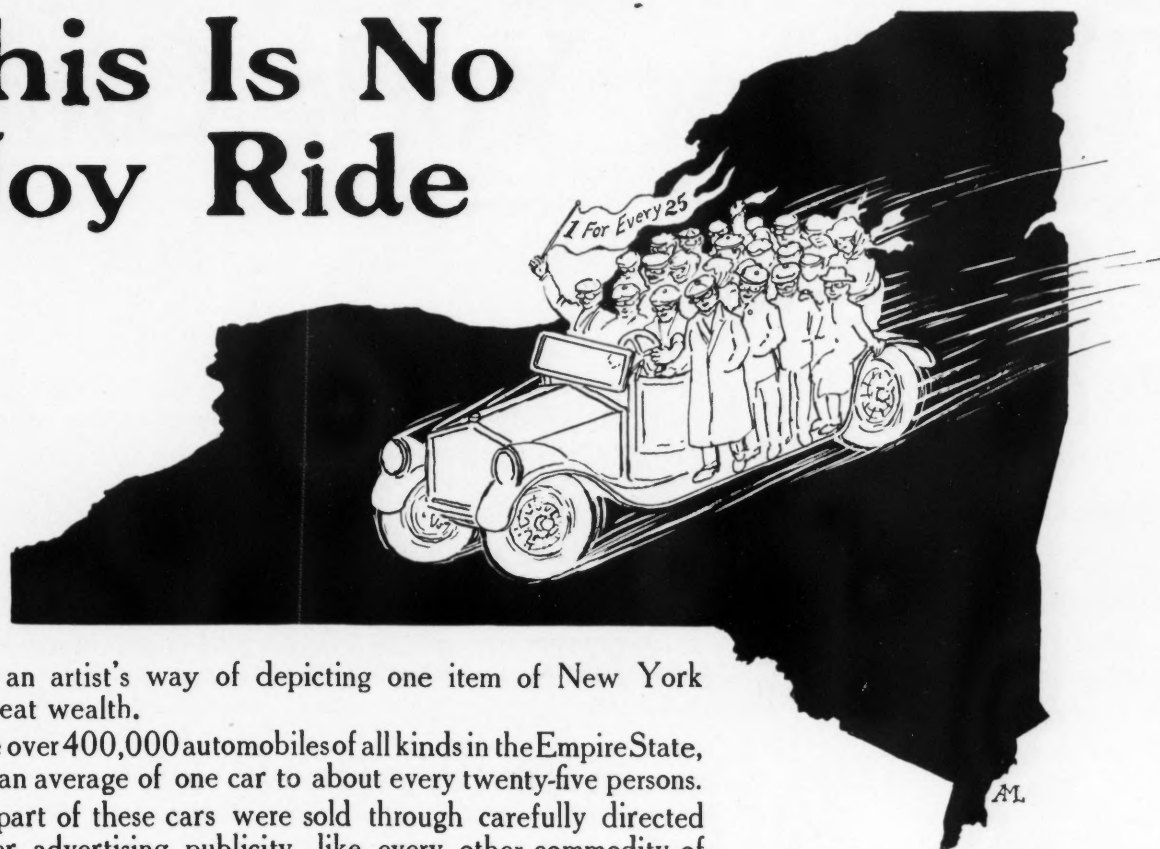
**Food Medium**  
 of  
**New Jersey**  
**Trenton Times**  
 A. B. C.  
**2c—12c Per Week**  
 KELLY-SMITH COMPANY  
 20 Fifth Avenue NEW YORK Lytton Building CHICAGO

**Hemstreet's**  
**PRESS CLIPPINGS**  
 Tenth Avenue at 45th Street  
 New York

**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 New-  
 foundland 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.

**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

# This Is No Joy Ride



It is just an artist's way of depicting one item of New York State's great wealth.

There are over 400,000 automobiles of all kinds in the Empire State, which is an average of one car to about every twenty-five persons.

A great part of these cars were sold through carefully directed newspaper advertising publicity, like every other commodity of National necessity or luxury, advertising returns from New York State Daily Newspapers AVERAGE HIGHEST if the most effective mediums are selected.

## Here they are—comprising the pick of representative NEW YORK STATE DAILY NEWSPAPERS With Their Combined CIRCULATION OF OVER 6,500,000

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker-Press (M).....	33,443	.07	.07	New York Sun (M).....	141,758	.39	.36
Albany Knickerbocker-Press (S).....	35,495	.07	.07	New York Sun (S).....	141,758	.39	.36
Auburn Citizen (E).....	7,200	.0207	.0179	New York Telegram (E).....	215,282	.342	.315
Binghamton Press (E).....	26,788	.06	.05	New York Telegram (S).....	215,282	.246	.225
Buffalo Courier & Enquirer (M&E).....	79,498	.14	.12	New York Times (M).....	357,225	.50	.45
Buffalo Courier & Enquirer (S).....	108,197	.14	.12	New York Times (S).....	357,225	.50	.45
Buffalo Evening News (E).....	91,594	.15	.15	New York World (E).....	431,222	.40	.40
Buffalo Evening Times (E).....	52,896	.09	.09	New York World (M).....	389,654	.40	.40
Buffalo Sunday Times (S).....	65,826	.09	.09	New York World (S).....	513,235	.40	.40
Corning Evening Leader (E).....	7,126	.0193	.015	Brooklyn Daily Eagle (E).....	40,000	.16	.16
Elmira Star-Gazette (E).....	22,755	.045	.04	Brooklyn Daily Eagle (S).....	70,000	.16	.16
Gloversville Leader-Republican (E).....	6,175	.02	.015	Brooklyn Standard-Union (E).....	70,815	.15	.15
Gloversville Morning Herald (M).....	6,062	.02	.015	Brooklyn Standard-Union (S).....	85,758	.15	.15
Ithaca Journal (E).....	6,737	.0357	.0357	Poughkeepsie Eagle-News (M).....	5,421	.02	0128
Jamestown Morning Post (M).....	9,311	.025	.0207	Rochester Times-Union (E).....	60,000	.12	.10
Mount Vernon Daily Argus (E).....	5,762	.0275	.0172	Rochester Herald (M).....	34,250	.05	.05
New York American (M).....	402,345	.45	.41	Rome Sentinel (E).....	5,384	.0165	.0129
New York American (S).....	737,534	.65	.60	Schenectady Union-Star (E).....	17,648	.06	.035
New York Globe (E).....	214,836	.33	.31	Syracuse Journal (E).....	41,794	.07	.07
New York Herald (M).....	131,200	.40	.36	Troy Record (M&E).....	23,054	.04	.04
New York Herald (S).....	202,000	.50	.45	Watertown Standard (E).....	11,869	.0286	.0214
New York Evening Journal (E).....	808,608	.70	.70	Yonkers Daily News (E).....	4,610	.0375	.025
New York Mail (E).....	156,529	.34	.32				
New York Post (E).....	20,809	.19	.17	Total Circulation 6,562,554.			
New York Sun (E).....	192,250	.37	.34	10,000 Line Rate \$8.978.			
				2,500 Line Rate \$9.5438.			

# The New York Globe

*New York's greatest and Most Complete Evening Home Newspaper. No other New York Newspaper morning or evening—has as broad an appeal to all members of the household.*

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Realizing the shrinking value of the dollar in purchasing power, the Food Shortage, the Coal Shortage and the necessity of conserving our natural resources and of every man, woman and child saving through the purchase of Liberty Bonds, War Saving Stamps and supporting the Red Cross, as a generous public service

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**JASON ROGERS, Publisher, The Globe**  
73 Dey Street, New York City



