



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

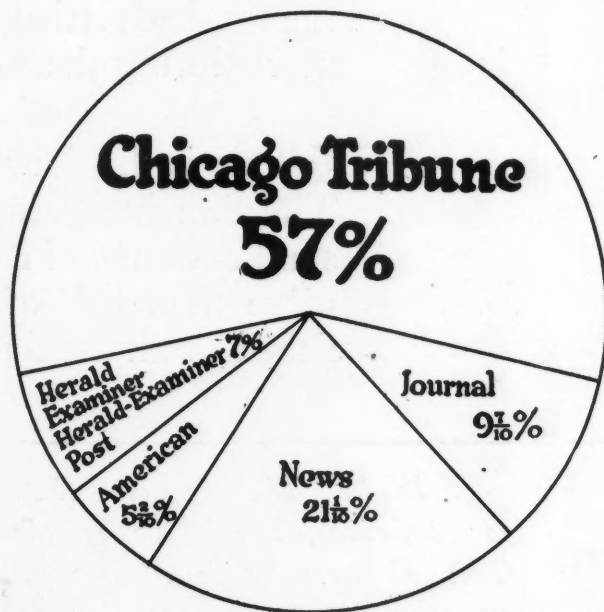
\$3.00 a Year

NEW YORK, SATURDAY, SEPTEMBER 7, 1918

10c Per Copy

How a Great Chicago Store Buys Advertising

The chart below shows how the lineage of Chas. A. Stevens & Brothers is distributed in all the Chicago newspapers. "Stevens" is Chicago's largest store catering exclusively to women. The proportions given are for June, but are typical. During 1917, for instance, Stevens used more lineage in The Chicago Daily Tribune (Sunday excluded) than in all the Chicago evening newspapers combined.



The Chicago Tribune, reaching one family in five in the states of Illinois, Indiana, Iowa, Michigan and Wisconsin, commands the greatest buying power of any newspaper in the United States.

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)

Write for the BOOK OF FACTS

A Gain of 1,000 Columns A-gain

In the Month of August

BY

The Baltimore Sun

☐ The Sun (all issues) gained 1,069 columns of advertising over last year during the month of August.

☐ The Sun (all issues) carried 54.1% of the total advertising in the city of Baltimore during the month of August.

☐ This is the fourth consecutive month The Sun has gained more than a thousand columns of advertising and carried more than half of the advertising published in all Baltimore newspapers.

Service Department

Write The Service Department of The Sun for information relative to the Baltimore territory. This Department is always glad to help an agency or manufacturer in placing a meritorious article on the Baltimore Market.

The Baltimore Sun

JOHN B. WOOWARD
Times Building
NEW YORK

GUY S. OSBORN
Tribune Building
CHICAGO

—WAR Interest!—NEWS Interest!—HEART Interest!—SEX Interest!—

N.E.A.'S NEW

CONFESSIONS *of a* WAR BRIDE

A Thrilling Picture
of American Womanhood



Painted Against a
Background of War



This, **THE ORIGINAL WAR
BRIDE SERIAL**

is now being sent to N.E.A.
clients daily

In it N.E.A. has created the greatest
**CIRCULATION-CINCHING
SERIAL** of the day.

WHY?

BECAUSE: It is a gripping narrative of woman's soul as it is being twisted and torn in the chaos of war.

BECAUSE: In it each reader sees vividly mirrored his or her own wartime life and emotions.

BECAUSE: It comes from the pen of WINONA WILCOX PAYNE, who has already won her way into the hearts of the 15,000,000 readers of N.E.A. client newspapers.

INTENSIVE CULTIVATION OF SPACE IS THE ORDER OF THE DAY—"THE CONFESSIONS OF A WAR BRIDE" COMES IN CRISP 500-WORD CAPSULES

An up-to-the-minute synopsis of this serial hit of the year is furnished each new client.



The Newspaper Enterprise Assn.

Lakeside and West Third St.
Cleveland, Ohio

(A Service—Not a Syndicate)

Prosperity in Philadelphia

(The Third Largest Market in the United States)

Philadelphia, "The Workshop of the World", has increased its population by about 400,000 people in the past year

Imagine a city the size of Cincinnati or Newark, New Orleans, Minneapolis, Seattle, etc., transplanted and added to the population of Philadelphia, and you get some idea of its new meaning to advertisers.

Philadelphia, renowned as "The City of Homes," had about 400,000 separate dwellings, which number has since been greatly increased by the many thousand erected and being built to house the excess population.

Philadelphia in peace times kept about seven hundred thousand male and three hundred thousand female workers steadily employed in more than eight thousand manufacturing places.

Now that we are all concentrating on the work of "Beating the Huns," most of these plants and factories are running at full capacity turning out Battleships, Cargo-ships, Locomotives, Ammunition, Rifles, Ordnance, High-explosives, etc.

Think of the everyday needs of Philadelphia's prosperous people. Think of it in terms that visualize their daily consumption of the things you make.

Think of what it would mean to you if your goods were the ones they asked for when they went to the stores in Philadelphia.

Dominate Philadelphia, create maximum impression at one cost by concentrating in the newspaper "Nearly Everybody Reads"—The

Philadelphia Bulletin

The net paid daily average circulation of "The Philadelphia Bulletin" for August was 444,351 copies. A copy for practically every Philadelphia home.

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

New York Office
DAN A. CARROLL
Tribune Building

Chicago Office
J. E. VERREE
Steger Building

Detroit Office
C. L. WEAVER
11 Lafayette Blvd.



EDITOR-PUBLISHER



Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by The Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President and Editor; Edwin Doddridge DeWitt, Sec'y and Treas.

Vol. 51

NEW YORK, SATURDAY, SEPTEMBER 7, 1918

No. 13

FLOYD GIBBONS DESCRIBES CONDITIONS UNDER WHICH U. S. WAR CORRESPONDENTS WORK

Chicago Tribune Man, Wounded at Chateau-Thierry, in Special Interview for EDITOR & PUBLISHER Outlines Routine of News-Gathering on the Battle Fronts—Newspaper Men Keep Officers in Close Touch With What Is Happening on All Parts of Line —Every Man Proud of His Assignment and Eager to Mix in the Fighting

WASHINGTON, September 4, 1918.

AMERICAN correspondents attached to the United States army in France are a "breath of fresh air" to the officers of the various units in General Pershing's command, and they are achieving more than any other single force to bring honor to the press of this nation.

This is the personal message which Floyd Gibbons, war correspondent for the Chicago Tribune, has brought from France to the newspapermen of America, to be transmitted through THE EDITOR-PUBLISHER.

Gibbons has a national message from Marshal Foch, and he is to deliver that in person to the people of many cities on his lecture tour. It is a warning against insidious peace propaganda by Germany, which, it is expected, will be forthcoming shortly, the Kaiser's Sedan Day statement having been a forerunner.

The newspapers of the United States are aware of the German peace game and already have launched counter-offensives, so that Gibbons confined himself in his talk with THE EDITOR-PUBLISHER to a more intimate discussion of the work of the correspondent at the front.

Gibbons, who is known personally to many of the Washington correspondents by reason of a brief service here, and, by reputation, to all, returned to Washington a few days ago, bearing wounds of battle and an unbounded enthusiasm from the battlefields in France. He was especially honored here by the National Press Club and by the presence at his second lecture of Secretary of State Lansing, the French Ambassador, and other officials of prominence. He was presented to his audience by Major-Gen. George Barnett, commandant of the Marine Corps.

Discussing the work of the correspondents at the front, Gibbons said:

Appreciate Responsibilities

"Every one of the eighteen special American correspondents with the United States army counts it the highest privilege that can come to a newspaperman to be there.

"A correspondent is a breath of fresh air at the front. There is always a place for him at officers' mess; there is always room and a blanket for him when he must remain overnight away from his headquarters, because he brings to an



FLOYD GIBBONS.

outfit the news of what is going on in other units.

"An American correspondent sees more of what goes on in the American army than any single army officer or any staff officer. Those officers are confined to certain units. They know what their organization is doing and how things are going, but they are almost entirely uninformed as to what the others are doing. Naturally, there is a lot of sectional and State rivalry, and the officers and men are deeply interested in knowing what rival divisions are doing. The correspondent is the medium for transmission of that in-

formation. He is their intelligence service in the matter of gossip, which they are anxious to hear. The correspondent mingles with many of all of the divisions and is, as I said, a breath of fresh air in the army.

"Every one of the eighteen men considers it a privilege and a cause for pride and joy to be one of the corps. He is proud of his insignia—the green band and the 'C'—his uniform and his work; of the exceptional privilege of sharing something of the thrill, something of the hardship, and some of the danger of the American soldiers in France."

Gibbons described somewhat in de-

tail and the particular functions of the "specials" as distinguished from the correspondents of the press associations.

He outlined the routine necessary under military regulation. The uniform of the correspondent is like that of a commissioned officer in every respect, except that no insignia of rank is worn. The correspondents are attached to G-2-D, which means, General Staff, Second Section, Division D of the Intelligence Service, which is the press. The head of this division is an assistant chief of staff. A correspondent carries a "license" written in both English and French, which bears his photograph and other means of identification. This card is somewhat burdensome, as it occupies considerable space in a card case. In addition, there is a "pass" which is renewed monthly, so that if lost it would have no value. This pass also is printed in French and English.

Transportation is furnished by the General Staff, the correspondents using staff cars, driven by staff chauffeurs. A considerable portion of their time is spent in automobiles in efforts to reach particular sectors, and Gibbons referred to the fact that American troops are scattered all over France to indicate the amount of travel the correspondents are required to indulge. Transportation facilities, he said, are improving.

When accompanying a certain division, or when going into a new area, a correspondent is required to rent a billet at the military rate, and this forms one of the most expensive features of covering the front. He said that as a rule a correspondent must maintain quarters in three or four places at the same time. These are his "centres," where he has large maps and other essentials.

Censorship Rules Constantly Changing

Gibbons said the censorship is very flexible, and that its major elements are the protection of identity of units and the morale of the people at home. Rules change constantly, he said, some of them that are important to-day being useless next week, due to constant changes in the situation. The naming of units is not permitted in cable dispatches, as announcement is made of divisions at the front by Gen. March, the Chief-of-Staff, in Washington, after it has been established definitely that such units have been identified by the

enemy. It is possible, sometimes, Gibbons said, to name a division in mail stories, which will not be published for some weeks.

The military leaders will not permit, and, the correspondents do not desire, the publication of material calculated to injure the morale of the people at home. For example, it is not permissible to say that "A West Point captain of the class of 1914 was killed leading an attack," for the obvious reason that every relative of a West Point man of that class would be alarmed.

When covering activities of American troops brigaded with the British, a correspondent is subject to the Anglo-American censorship. He is obliged to live at a correspondent's chateau, which is supported by the newspaper men, and on all of his trips to the front he is conducted by a British army officer.

"A correspondent with the American army has much greater freedom of action than the British correspondent," Gibbons declared. "He is very much a part of the army. He lives with the soldiers, and it is the special

be the duty of a special correspondent to try to cover the entire front from the North Sea to the Alps, and to worry over the fact that some operation on that vast stretch of line is not included in his dispatch. It is obvious that a "special" would not travel with a Press Association man, as such a dispatch would be a duplication, with added and unnecessary expense and burden on the cables.

"There is one phase of the American correspondent's work that is distinctive," said Gibbons. "Every one of them receives numerous letters from American mothers. A mother will say, 'Will you please go to Company — of such and such a regiment and see how Private Bill Brown is getting along, and why he does not write to me?' We carry these notes around in our mapcases. I have them indexed by organizations, so that when I visit a regiment I can see at a glance if there is any one there I want to inquire about. Of course, we have not the time to do much looking for one man among so many, but if we find Private Bill Brown



FLOYD GIBBONS AND HIS WIFE ON THE GROUNDS OF A PARIS HOSPITAL AFTER MR. GIBBONS HAD BEEN WOUNDED "IN ACTION."

function of the 'special' to try to picture to the mothers and fathers back home just how Private Willie Smith lives and acts.

"He practices 'over-the-top' operations with the men. He goes through all the drills behind the lines, so that when a raid is attempted at night he goes right along with them into the action. The Press Association will cover the operation from a military standpoint, generally without color, and simply a flat statement of fact. It is up to us to tell how Private Willie Smith acted, and, as indicated by our own feeling, how he felt in going 'over the top.' The people want to have a picture of that scene, with its poppies or budding wheat, mud, or dust, and we try to picture how Private Smith attacked a Hun or twenty of them, and how he knocked hell out of them without dwelling too much on our losses. The casualty lists 'cover' the killed and wounded; we dwell on how we killed the boche."

Gibbons declared that there is some "syndicating" among the correspondents after the same fashion that small groups of correspondents in the press galleries in Congress and reporters in New York, Philadelphia, and Chicago work together. It is generally necessary for two men to go together as automobiles are scarce, but Gibbons insisted he is not one who believes it to

we give him a fine calling down; tell him that American casualty lists are being printed every day in his home paper, and that his mother is worried. Generally Private Bill Brown is some tough little nut who only needs a good call to make him sit down and tell his mother something about himself.

"So, you see, even in a war of millions, it is the individual element that predominates after all, and it is the individual with whom we deal; the life of one man is typical of many thousands, and details of how he passes his days and nights is what goes straight into American homes."

Gibbons cherishes as "the proudest possession of my life" the letter addressed to him by Marshal Foch, "Commander of 11,000,000 rifles." A translation of this letter follows:

"I understand that you are going to the United States to give lectures on what you have seen or the French front.

"No one is more qualified than you to do this after your brilliant conduct in the Bois de Belleau.

"The American army has proved itself to be magnificent in spirit; in its real worth and in vigor it has contributed largely to our success. If you can thus be the echo of my opinion, I am sure you will serve a good purpose."

ALL N. Y. NEWSPAPERS KEEP IN LIMITS

Few Features Dropped Out, Even by the Sunday Editions, Editors Preferring to Make Horizontal Cuts in All Departments

Reports from the offices of the New York newspapers, morning, evening, and Sunday, indicate that all are cutting down reading matter in compliance with the Donnelly regulations, and have already got well within the requirements for saving tonnage. All declare they are giving full obedience to the "wasteful practices" order and so making a tonnage saving that is even greater than they anticipated.

Few features have been dropped, and some papers have not eliminated any at all, preferring to cut horizontally on all newsmatter, thus giving their readers as great a variety of news as before, though in briefer form.

The Sunday Sun has not yet dropped any features, though it has such a move in contemplation. It cut down the usual space occupied by resorts news and Washington society. The Sunday American has made horizontal cuts, but has dropped no features. The same is true of the Sunday World. The Sunday Herald has reduced its magazine to tabloid form, thus saving half the paper for that feature, and cut down on all other matter. The Sunday Tribune has cut matter horizontally from an average of 380 columns to 277 columns. The Sunday Times has dropped its magazine supplement entirely.

McRAE RETURNS FROM FRANCE

Brings Back Personal Messages to Newspaper Readers of Northwest

SEATTLE, Wash., August 18.—Will G. McRae, who was sent to France by the Seattle Post-Intelligencer, Spokane Spokesman-Review, and Portland Oregonian, has been rendering a signal service to the constituents of those papers since his recent return to this country. In each of the three cities he held receptions to the public at the newspaper offices and also addressed large audiences in public auditoriums.

In France Mr. McRae kept in personal touch with the troops from the Pacific Northwest. He filled a large notebook with thousands of messages to the folks at home, many of them written by the soldiers themselves. At his receptions he delivered these messages, told of the health and living conditions of the boys from Oregon and Washington, and gave the personal touch to the situation that was highly appreciated by parents and other relatives of the soldiers. He will visit some of the smaller cities in Oregon and Washington, holding similar informal meetings and then return to France to continue his war correspondence.

Post Standard 90 Years Old

SYRACUSE, September 3.—The Daily Post-Standard has attained its ninetieth birthday. To celebrate the occasion the Post-Standard will give a luncheon next Friday in the Hotel Onondaga Roof Garden. The guests of honor will be Val Fisher, British Ministry of Information, London, England; David Lawrence, international journalist, Washington, D. C.; George McManus, creator of "Bringing Up Father," New York city; Paul Block, publishers' representative of foreign advertising, New York city.

BORN ON BRITISH FARM THIS KNIGHT OWNS SIXTEEN PAPERS



SIR CHARLES W. STARMER.

Controller of sixteen newspapers in Great Britain and frequently referred to as the Napoleon of the provincial press in England.

Born on a farm in Lincoln County, his first connection with the press was with the Whitby Gazette. In 1890 he joined the staff of the Northern Echo, Darlington (the first one cent morning paper published in Britain), and nine years later was appointed general manager. Since that time his career has been one of unbroken progress. Having put the Northern Echo on a firm footing, he next took in hand the Sheffield Independent, turning it from a two cent paper with a circulation of about 20,000 to a one cent paper with a circulation of well over 100,000.

His next acquisition was the Birmingham Gazette and allied papers. When Sir Charles first took these in hand they were in a precarious state. To-day the circulation of the Gazette is exceeded by only a few provincial papers. In quick succession he took over and reorganized papers in Yorkshire, Derbyshire, and Lincolnshire, and quite recently has added to his chain one morning and one evening paper published in the city of Nottingham.

Sir Charles Starmer is of boundless activities and untiring energy. He is a born organizer, and has a genius for friendship and for raising enthusiasm in his co-workers. His influence in publishing circles is already great and is rapidly increasing. He was one of the first publishers to advocate raising newspaper prices under war conditions, and 1,500 British papers have come into line. In spite of his manifold enterprises he finds time to participate in much public work. At the age of thirty-seven he was Mayor of the town in which he commenced business, and in practically all the towns in which his papers are published he fills important positions, his organizing ability being responsible for the success of innumerable associations.

In 1917 he received the honor of knighthood from King George. On several occasions he has been invited to contest a seat in the Imperial Parliament, and those who are acquainted with him believe that when he feels the time is ripe he will not only go to Parliament, but will do good work there.

LEAVES COPY DESK FOR THIRD WAR

"Jack" Robinson, of the Chicago Evening American, Can't Keep Out of Battle—Has Had an Unusually Adventurous Career

CHICAGO, September 4.—"Jack" Robinson, christened John R., has left the Chicago Evening American copy desk to get into his third war. He went through the Spanish-American trouble and then the Boer War, and then went into the United States army as a private, and emerging as regimental sergeant-major. In the South African War he was the private, corporal, and then sergeant in the British army. Now he enters the Central Officers' Training School at Camp Gordon, Atlanta, Ga., and expects to win a second lieutenantcy in the infantry.

This will add another officer to the Chicago American's family which already boasts four lieutenants, a couple of captains, a major, and seventy-odd privates and non-commissioned officers and sailors.

Robinson was born in Prince Edward Island, Canada, and says he still is on the kid side of forty. He has worked on the Evening American and other newspapers, has built pipe lines in Oklahoma and in Canada, has drilled oil wells, operated a coal mine and a by-products factory, and, it is alleged by reporters and rewrite men, spoiled much good copy with his blue pencil. He has a son in the navy.

NEW CRUSADE AGAINST GERMAN

Investigator Says Newspaper Readers Speak English Very Well.

Mrs. Oliver Cromwell Field, of New York, head of the American Relief Legion, has announced that a campaign is to be undertaken at once by her organization to drive out the remaining German-language newspapers in this city. She declares this is absolutely necessary, when it is considered that such papers are printed in the language of a country at which we are at war, and that they can be used for subtle propaganda.

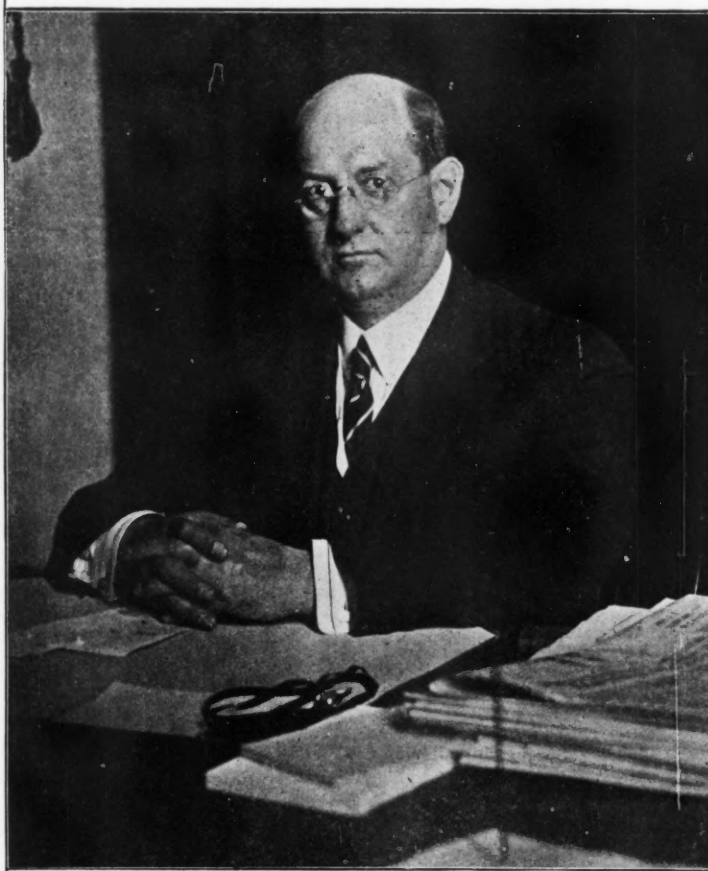
"German-language newspapers are delivered in a big apartment house wrapped in copies of other papers," she said. "In one case a woman complained to the newsdealer, and he reformed by wrapping up the offensive paper in another English one.

"You know, it was said that the German-language papers are printed because there were many who could not read English. Well, I wanted to find out whether this was true. I found a boy delivering German-language papers, and I got him to give me the names and addresses of his customers in a certain locality. The next day I went there, and at every place I found the people could speak English, and as well as I."

Newspaper Woman Joins Navy

BOSTON, August 31.—Miss Elizabeth Burt, a former member of the Boston Sunday Post staff, has the distinction of being the first Boston newspaper woman to join the navy. She has a rating as a yeowoman, first class. One of her duties in her new capacity is that of editing *The Salvo*, a monthly publication issued at the Charlestown navy yard for the benefit of employees there. Miss Burt is well known to newspaper readers throughout New England, through many special articles which appeared under her name in the Sunday Post.

NEWSPAPER MAKERS AT WORK



GEORGE McLEOD SMITH.

ONE scarcely realizes, when he enters the office of George McLeod Smith, managing editor of the New York Evening Sun, that the entire editorial business of the paper centres in that quiet room. There is an absence of rush and hurry, a calmness of demeanor in the man who sits at the only desk within its walls, and a lack of tenseness that is a distinctive characteristic of George Smith. No matter how big the news that flashes over the wire, no matter how brief the time between the first flash and the last moment it can get into the coming edition, George Smith is never flurried nor hurried. He starts the machinery, and without creaking of unrolled joints or jar of crashing cogs, it moves smoothly, swiftly and steadily on, without a moment lost, and all is ready for the presses when it is time for them to start.

This perfect calm under stress was a salient in George Smith—nobody ever thinks, by the way, of mentioning him by his family name without coupling with it his Christian name—most noticed by Chester S. Lord, then managing editor of the New York Morning Sun, when Mr. Smith came to the Morning Sun from the New York Tribune in 1899, for he is one of "Boss" Lord's "boys," and proud of it. He read copy on various desks for five years, and during almost all that time was at the head of any "special desk" that was created when a big story, like the Baltimore fire, for instance, required special handling because of its size. Many a big story, too, that required a "special desk" on other morning papers was handled by him alone. None would ever know, from the atmosphere about him on these occasions, that anything out of the usual was going on. The copy passed swiftly through his hands, edited perfectly, cross-headed engagingly and headed "snappily," to use a Sun phrase, and one that he himself is fond of, and sent upstairs to the composing room with a swiftness that often gave for the Sun's first edition more news, more important features of the news, and more accurate details than any other paper in the city carried in its first edition.

It was this characteristic, together with an almost unerring judgment of news values, that most appealed to Selah M. Clarke, famous as "the best night city editor in New York," a captious critic, an exacting master, but a most competent and kindly director, who learned to depend upon George Smith absolutely when big news broke in Mr. Clarke's territory. It was off his mind once it was handed over to the quiet young man who never had questions to ask about how it should be handled, who was always moved fast, but never in a hurry, and who never became excited nor lost his head, no matter how many reporters or correspondents were telling him what they had, by telephone, or via voce, and no matter how fast the sheets of copy fell upon his desk.

Carr C. Van Anda, now managing editor of the New York Times, was assistant managing editor of the Sun those days, in charge of the make-up, and it was not long before George Smith was sitting in for him on Van Anda's nights off; so it was but natural that when Van Anda left the Sun, in 1904, George Smith should take his place as a permanency. "Boss" Lord, who never made speeches, told him quietly of his promotion, and George Smith as quietly took his new place, accepting the congratulations and good wishes of his office mates with the modes-

APPROPRIATION FOR ADS INCREASED

Pacific Northwest Tourist Association Donates Additional \$5,000 for Follow-Up Newspaper Advertising, as Predicted it Would

PORTLAND, Ore., August 31.—Advertising for tourists, conducted in both newspapers and magazines, is bringing gratifying results to British Columbia and the States of Oregon and Washington. This fact was brought out at a recent session of the Pacific Northwest Tourist Association, an official organization, held in Portland.

The Association is operating under an appropriation of \$112,000, made by the province and the two States to attract tourists and homeseekers. Up to date approximately \$80,000 has been expended of this appropriation, the bulk of it going into advertising. Herbert Cuthbert, executive secretary, reported that this advertising had been placed in newspapers reaching 5,500,000 readers and in magazines of 5,000,000 circulation. All of it was placed in the East, South, and Middle West, the rules of the organization precluding such expenditure in the Pacific Northwest.

So successful has been the campaign that it was decided to continue and expand it. For this purpose an additional appropriation of \$5,000 was voted for follow-up advertising in the publications that already have been used, as was announced in THE EDITOR AND PUBLISHER last week. An additional \$1,000 was voted for advertising to be placed in newspapers in South America. It was reported that tourists from the Argentine and other South American countries are visiting the Pacific Northwest, and it was decided that the best way to stimulate this travel is through paid publicity in the chief publications of the southern hemisphere. This campaign is in the nature of an experiment. If the results are satisfactory it is probable that the appropriation will be increased.

ty that is another pronounced characteristic of the man, and then filled in for Mr. Lord on the managing editor's night off.

When Chester S. Lord retired from the Morning Sun, George Smith was made managing editor of the Evening Sun. That was in February, 1913. Here the genius for organization which had developed during his years on the Morning Sun had full play, with the consequence that the field of the Evening Sun, which was mostly a business man's paper at that time, broadened, and the circulation nearly doubled in volume. Catching the spirit of the people, he started a daily page of semi-news features of camp life and other phases of the new situation that has had great effect in attracting readers and keeping up the win-the-war spirit. Local staff and correspondents have been thoroughly organized and the entire office filled with the George Smith spirit and method that obviates friction and makes for efficiency and camaraderie.

George Smith is a deep student of American history and politics. He believes a knowledge of these subjects is a necessary equipment of every newspaperman, and strongly advises every man in the business to familiarize himself with them. He has a son, Dr. Alan De Forest Smith, who is a lieutenant in the Medical Corps of the American army "somewhere in France."

PERILS LIFE DAILY FOR OREGON NEWSPAPERS ONLY WOMEN WORK ON ENTERS \$50,000 SUIT BATTLE NEWS FIGHT NEW BILL THIS NEWSPAPER AGAINST HEARST

Don Martin, of the New York Herald, Goes Over the Top With Other Americans When Yankees Charge the Huns

Everybody who handles the copy sent from the battle-front by newspaper correspondents gets some idea of the difficulties overcome by these faithful servitors of the public, but few who have not been in the thick of this fighting can appreciate the dangers that attend them daily in their work. One who is



DON MARTIN.

not in the newspaper profession tells about it from actual observation, and his remarks are a well-deserved tribute to the audacity, bravery, and efficiency of the man of whom he spoke. All know, too, that the same tribute is due to the other correspondents on the fighting line.

Joseph Scott, Overseas Commissioner of the Knights of Columbus, who has just returned from France, said of Don Martin, war correspondent of the New York Herald with the American Forces, that he had seen the reporter sit down at a typewriter in a quiet little French village, his boots caked with mud and his eyes filled with tears over the memory of what he had seen in the trenches, and write an article that appeared the following morning in the Herald.

"No more valorous man fights on the battlefields to-day than this man," Mr. Scott continued. "I could tell you enough to fill a book about the hardships he endures to furnish the news to the Herald's readers.

"When the Americans go over the top, over goes Don Martin with them. When they are under barrage fires he does not hesitate, but goes forward grinning like the rest of the American soldiers. When you read of the destruction wrought by the Huns in the villages of France, take it from one who knows you read what the writer has seen. The men of the army in France respect and admire Mr. Martin for his gallantry and his eagerness to get out the news and forward it accurately to his newspaper.

"There is not a day passes now but he takes his life in his hands a dozen times or more, never thinking of what may result, but taking every chance in order that he may get at the heart of the fighting and cable his reports of the battles as he sees them. Sometimes,

Practically a Unit in Declaring Against Proposed Law to Drop Publication of Delinquent Tax Lists

PORTLAND, Ore., September 4.—Newspapers of Oregon are practically unanimous in the fight they are making against the initiative bill proposed for the November election, providing that the publication of delinquent tax lists in this State be discontinued. Formal opposition to the measure was taken at the recent meeting in Marshfield of the State Editorial Association, when strong resolutions were adopted.

The newspapers of the State, with the exception of the Oregon Journal, of Portland, whose publisher, C. S. Jackson, originated the bill, and a few others, believe that the proposed law not only would result in taking legitimate revenue from the newspapers, but would be a blow to the present effective system of tax collection. It is provided in the measure that postcard notices, sent through the mail, shall become the means of notifying taxpayers of delinquency.

The State Editorial Association has declared its belief that the discontinuance of the published notice will result in far more property becoming delinquent.

The uniform practice of the States of the Union is to notify owners of delinquent property of such delinquency through publication notice.

That because of the failure of County Assessors, past or future to correct assessment rolls so as to conform to the deed record, Sheriffs are not in possession of the names and address of owners of delinquent property and a written notice is therefore impractical.

That under the system of mailed notices the mortgagee of incumbered property is not notified of tax delinquency.

That the entire cost of the publication notice is paid for by the owner of the delinquent property and not by the general taxpayer.

The Oregon Journal is making a spirited fight for its measure and attacking the motives of newspapers that are opposing it.

Texas City Editor Goes to Camp

GALVESTON, TEX., September 5.—Harry B. Crozier, city editor of the News for the past two years, has gone to Camp Hancock, Ga., where he will enter the machine-gun training school for officers. Before coming to Galveston Mr. Crozier was engaged in newspaper work in San Antonio.

as I have watched him buckle on his 'grub bag' and walk out beside the swinging columns of American soldiers on their way to the place where the bullets are the thickest. I have felt a very keen desire to come back to America and go from one end of the country to the other telling of the bravery shown by men such as he about whom nothing is said but about whom volumes could be written.

"The day of the safety first idea for war correspondents is past. To be a genuinely good one in the great war raging over there it is necessary for the writer to see and not to hear."

Atlantic City Press-Union Substitutes Them for Men as Reporters, Editors, and in the Business Office

Albert J. Feyl, president of the Atlantic City (N. J.) Press-Union, has released all his male employees and arranged for the Evening Union to be conducted by women entirely.

Beginning with the issue of Tuesday, September 3, the Evening Union has been in feminine hands in all departments. Women reporters have gleaned the news, women edited the copy, women arranged the make-up, and in the business office women performed all the duties heretofore entrusted to the men.

The Evening Union is the oldest daily in Atlantic City, with but one exception, and the only afternoon paper published there. Purchased by Gov. Walter E. Edge from the historian, John F. Hall, the owner has leased the paper to the Press-Union Company.

In thus entrusting its destinies to gentler hands, Mr. Feyl believes he has provided for maintaining the high standard of the publication whose forces otherwise were being crippled by the call upon its men to engage in war duty, and at the same time has given women, whose efficiency in other fields is daily being demonstrated, a chance



MARY NORTH CHENOWETH.

to prove that in newspaper work, as elsewhere, they can acquire themselves with distinction.

The name of Mary North Chenoweth, editor-in-chief, is familiar to all women's organizations in New Jersey and in many other States. University bred, Mrs. Chenoweth has been active in all movements designed to advance the interests of her sex. Her leadership has brought her in contact with public men and vital issues of the time, and her knowledge of important questions should give to the Evening Union an authority that will be appreciated by its readers.

Mr. Feyl decided to become a pioneer in the movement only after thorough investigation had convinced him that the women had very definite ideas as to what they hope to do, and that there is no reason why the public should not give cordial welcome to the presentation of news from a woman's standpoint.

Cutting news "to the bone" does not mean that it is to be made "bone dry."

Ray B. Smith, Chairman of Republican Committee Claims Damages for Story in American, Growing Out of Schoeneck Controversy

SYRACUSE, September 2.—A suit for \$50,000 for libel has been brought against William Randolph Hearst by Ray B. Smith, chairman of the Republican County Committee of Onondaga County, delegate to the Constitutional Convention in 1915 and for many years assistant clerk of the Assembly.

The alleged libel was contained in an article published in the New York American on August 24, in which former Congressman W. W. Wicks, campaign manager for Governor Whitman, was quoted as saying that "Colonel Roosevelt would soon puncture the bubble of slander blown by the enemies of the Lieutenant-Governor to attack his loyalty" and that "the Lieutenant-Governor had sent to the Colonel his answer to the insinuations of Seth G. Smith, who is attempting to regain his political influence in Onondaga by assailing Schoeneck."

The complainant alleges that the "American article intended to convey and did convey the impression to the people throughout the State that the plaintiff had maliciously and wickedly represented that Lieutenant-Governor Schoeneck had improperly and contrary to law influenced the Grand Jury or certain portions of it in behalf of his law clerk, John A. Trolshus, who was being investigated by that body upon charges of sedition."

OUR "WEALTH-CONTROLLED" PRESS

Tries to Discredit Congress and Intimidate Congressmen!

WASHINGTON, Sept. 3.—"Newspapers that are the organs of the organized wealth of the country," is the manner in which Representative Edward E. Brown, of Wisconsin, refers to certain newspapers, in a speech printed in the Congressional Record recently under extension of remarks, in addressing himself to the revenue bill. A quotation from his speech follows:

"Certain newspapers that are the organs of the organized wealth of the country have attempted to discredit Congress and defeat Congressmen whom they could not intimidate or control. They have been aided by certain self-styled patriotic organizations having their offices close to Wall Street. Any Congressman that had the temerity to suggest that we raise a reasonable amount of the costs of the war by taxation instead of mortgaging the future by bond issues was not loyal; any Congressman that demanded that excess war profits should be taxed as high as Great Britain taxes them—80 per cent.—was branded as a socialist and disloyal.

"When Senator Johnson, of California, uncovered the Hog Island scandal and showed that men holding high positions and being eulogized by the press for their unselfish patriotism, were in the corporation that was receiving \$6,000,000 from the Government for doing absolutely nothing, furnishing what they called the 'know how,' the press of the country, outside of Hearst's papers and a limited number of other papers, scarcely gave it a passing notice."

NO SPACE FOR BRITISH ADVERTISERS

Lack of Paper Has Reduced It Until Now It Is Rationed to Save Good-Will, the Lifeblood of Business

The British commercial firms who before the war spent their tens of thousands on advertising to the public are to-day experiencing a hitherto inconceivable problem, according to Herbert C. Ridout, writing in the American edition of the London Daily Mail, issued especially for the American soldiers in France. They cannot find enough advertising channels no matter how much they are prepared to pay. His story of conditions follows:

"True, in many industries conditions are such that advertising to sell goods is unnecessary; there is either a shortage of the commodities or the demand is regulated so that all product is sold before it leaves the factory. But the great advertiser views his publicity from a broader standpoint. It has created for him not merely national sales, but also a national (often an international) good-will.

"He wishes to conserve, to consolidate, and increase that good-will and to guard against the dread possibility of the public forgetting his name. But his opportunities are fewer than they have ever been before.

"Gone are the days when an advertiser could paint his canvas with broad colors in the front page of the London Daily Mail. To-day space is strictly rationed in that page, and positions are booked months in advance, with a queue still waiting. The shortage of paper has necessitated the reduction of the advertising space available in all periodicals, and British advertisers have to content themselves with compressing their messages into small areas. Advertisers who formerly spoke in thunderous tones are now almost confidential by comparison.

"Extra newspaper space simply cannot be bought, as the manager of an important production recently found to his sorrow. Through force of circumstances he had been unable to make arrangements well in advance, and when he tried to book advertisements found it impossible. And his production failed in a week!

"Posters in England are restricted to such sizes as render them insignificant. The elaborate mounted showcards that advertisers found useful for shop advertising are out of the question on account of the scarcity of strawboards.

"Catalogues and price lists are limited in number and bulk under an official order, and even were there no restrictions here they would never be a complete substitute for the publicity afforded by newspapers, their position being rather that of a link in a chain.

"And, finally, almost all those of the experts engaged in the direction of publicity who are not serving with the forces are devoting their energies to governmental publicity and propaganda work with conspicuous success.

"Most advertisers are looking for the happy day when they can resume operations on a big scale, for good-will is the lifeblood of business, and there will be a lot of leeway to make up."

Post Office Man Buys Paper

St. Louis, Mo., September 2.—W. L. Reid has purchased the Fayetteville Advertiser from Walter Ridgeway. Reid formerly published the Monroe City (Mo.) News. He was a Post Office Inspector in charge of St. Louis.

BAILEY MILLARD, SAN FRANCISCO BULLETIN'S NEW MANAGING EDITOR, HAS GREAT RECORD



BAILEY MILLARD.

As a printer boy Bailey Millard, who has recently succeeded Fremont Older as editor of the San Francisco Bulletin, tramped across the plains and over the Sierras to San Francisco, where he went to work as a compositor on the Chronicle in 1880. A few years later he became a reporter and afterward a special writer on the same paper. His work attracted the attention of R. A. Crothers, then one of the proprietors of the Morning Call, and in 1892 he was made city editor of that newspaper.

The Call was an old blanket sheet, but Millard managed, by a peculiar typographical arrangement of heads-across-the-page, never before done in a newspaper, to make a novel and effective presentation of the news and special features. He entered into a Mayoralty campaign and supported the non-partisan candidate, L. R. Ellert, with such picturesque vigor as to compel W. R. Hearst, the proprietor of the Examiner, the first Hearst paper, to look his way.

Millard was loath to leave Crothers, for whom he had great friendship, but finally accepted an offer from Mr. Hearst. On the Examiner he filled various chairs, those of city editor, news editor, night editor, and was Sunday editor for several years, after which he ran the literary page of the paper, incidentally discovering Edwin Markham, whose "Man with the Hoe" first appeared in the Examiner. Markham acknowledges this discovery in a dedication to Millard, in which he refers to him as "the first to hail and speed" his hoeman.

Then Mr. Hearst bought the Cosmopolitan and made Millard editor, much against his will, as he did not like New York and loved California. After three years of magazine editing Millard worked as a free lance, writing many magazine articles, among them a series in the Saturday Evening Post on "Men Who Are Tempted." He also wrote many short stories, most of them being published in the Cosmopolitan, Everybody's, and Munsey's.

Millard was the first journalist to welcome Kipling to this country. He wrote an article about it for the Bookman, and this was followed by a long series of personal reminiscences of authors in the same magazine. He wrote of David Graham Phillips, John Muir, Edward Robeson Taylor, Edwin Markham, Joaquin Miller, Frank Norris, and Jack London, all of whom were personal friends of his, and of many other writers.

In 1915 Mr. Hearst sent Millard to San Francisco to write editorials and special articles for the Examiner. Millard wrote a series on the land grafters of California, which stirred the State and resulted in radical measures by the Legislature, among them being that of the adoption of the Australian system of colonization.

MARYLAND EDITORS SEE FISHERIES

Have a Good Time While at Convention in Ocean City—Get Up Early in the Morning—Enjoy Sail on Bay

OCEAN CITY, Md., August 28.—Members of the Maryland Press Association did not devote all their time to convention business during their meeting here, which closed yesterday. They spent a large part of the first day sightseeing, being the guests of Senator Orlando Harrison on a trip to inspect his orchards and nurseries. In the evening they attended a dinner given in their honor by the Senator, at the Atlantic Hotel.

Among the speakers at the dinner were Gov. Harrington, Senator Harrison, John T. Worthington, of the Belair Ægis, and T. A. Brown, of Delaware. Gov. Harrington told of the work Maryland was doing to win the war, and laid particular emphasis on the Compulsory Work law, which, he said, is being copied by nearly all the States. As an illustration of how successful the Compulsory Work law is proving, he told of a Marylander worth \$500,000, who is laboring on the State roads, reporting for duty in a \$6,000 automobile, driven by a liveried chauffeur.

They made a trip of inspection to the fisheries on the third day of their visit, getting up at five o'clock in the morning to do it. Later in the day they all went for a sail on the bay, guests of S. D. Riddle, of the Glen Riddle stock farm.

COL. WATTERSON AT BRIGHTON BEACH

Col. Henry Watterson, editor emeritus of the Louisville Courier Journal, is at the Shelbourne Hotel, Brighton Beach, convalescing from his recent severe illness. Col. Watterson's trenchant pen is idle, while he takes a well-earned rest from all editorial cares. He takes automobile rides to get out into the air and to visit again scenes with which he has been familiar for many years, but which have altered, he finds, with the progress of the city, but refrains from walking and receiving visitors to conserve his strength.

The length of his stay at the seashore is indeterminate, depending upon the rapidity with which he regains his strength. He is accompanied by Mrs. Watterson and two grandsons.

Scarcity of Men in Providence

PROVIDENCE, R. I., August 31.—There is a decided scarcity of newspaper men in this city and State and practically all newspapers are running short-handed. This is, of course, largely due to the war, while a very few have left for other positions, which they believed more lucrative. In some of the offices there are still more men waiting for the call, while some are soon to leave in contingents. The woman reporter proposition has not yet been tried out, but some publishers believe they may have to come to this method of bringing their staff up to a fair standard of work. Only one State paper has a Sunday issue, and because of this the Providence Journal has been calling in its reporters for work on their "day off." The market seems to be nearly depleted, and applications for "jobs" are said to be coming slowly.



MAKING THE News-Courier PAY

The Ad-Manager Discusses Advertising with the Publicity Man of the Big Store and it is Agreed that the Child Appeal Can Be Put Over in a More Attractive Way. . . . Particularly with School Opening as a Timely Incentive.

By W. LIVINGSTON LARNED



An advertising design for three-column use during the early weeks of school opening. Can be used by any merchant selling articles for children.

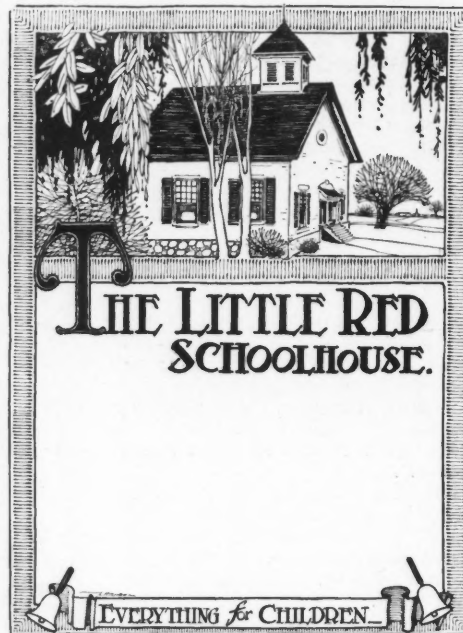
FOREWORD

Although written in story form, these articles are built upon fact and are intended as the basis of actual operation in any newspaper office. The News-Courier is a supposititious sheet. It really stands for ANY medium-sized daily or weekly. The objective of the stories is a practical and constructive one, and the various illustrations shown have been prepared for actual use. They find their first publication in THE EDITOR AND PUBLISHER. The subjects selected will be timely.

type in the other cities are employing. I heard the same thing everywhere. Look at the Wanamaker publicity . . . somewhere, in every advertisement, they manage to squeeze in the human touch. There is a paragraph or two and an illustration, that are directed to the reader, in a friendly, chatty way. The reader grows to feel there is invariably some PERSONAL message in the advertising. . . . and they read it all, for fear of missing something."

"We have been trying to tell you that for a year," reminded the Ad-Manager. They were turning out from the maples and heading for the Big Store, on Main Street. It was a beautiful autumn afternoon.

"I know it," said the Big Store Chap, "and we have been stubborn. The Old Man built his business along the used-to-was lines, in advertising, and it takes a fight to change him. Our illustrations have been ordered from a cut book and we chuck 'em in whether they fit conditions or not, because that's all we have in hand. Not a day passes but what some customer insists upon having an article exactly like the picture . . . and there ain't no such animal. Some of the manufacturers send free electros, but here again we are handicapped . . . they adver-



For school day use. Almost any line can be advertised with this cut. It is particularly adapted to brief special sale announcement. Bottom and side mortise borders can be dispensed with where advisable.

tise some trade-mark more than they advertise our store."

"And how do you propose to change the method of procedure?" demanded the Ad Man.

Getting Out of Old Rut

"By coöperation," snapped back the Big Store Chap, turning and giving his friend a glance that was half a challenge, "YOU folks down there must help me. It's a fifty-fifty proposition. And while I'm on the subject, I want to say that I think newspapers are to blame for allowing us to get in a rut. We should not be permitted to turn in any old sort of one-cylinder copy."

"That's a new way of looking at it," smiled the Ad Man. "I know merchants in th's town who would take it as a fine piece of presumption if the News-Courier attempted to criticise copy, designs, or any part of the programme. They would tell us it is OUR business to print what's given us."

"And that isn't the modern way," continued the Big Store Man, "very often—very, very often—we shopkeepers do not really KNOW what good advertising is. We have never had an opportunity to learn. We are prejudiced against increasing space or appropriation, because we BELIEVE we have reached the limit of return. We do not realize that returns are in proportion to the quality of what we put into the white space. The better the ad, the more remunerative is publicity."

"Well, well, New York has loosened you up," exclaimed the Ad Man, slapping the other on the shoulder; "bully for you."

Getting Together on Copy

And I agree with the other part of your statement—namely, that newspapers should coöperate in a larger and more materialistic manner. The very character of our daily stint makes it possible for us to see openings, opportunities, and Ad ideas. But we are now operating along that schedule . . . it all came about during your absence. We are in touch with an artist for one thing. We can give you a weekly service of drawings. We will drop around and talk special sales over with you, in advance of your own dates, and even assist in writing copy. It is in the physical DRESS of your

"Hello, back again?" saluted the Ad-Manager of the News-Courier, as he saw a lithe, hurrying figure darting along under the shadows of the maple trees, that lined Centre Street.

"Yep," answered the other, "are you on your way to the store? If so, walk along with me. I wanted to see you, and NOW is the best time."

"What kind of a trip did you have to New York?" inquired the Ad-Man, "it was the season for buyers. One hour a day looking over goods and eleven looking over Broadway. It's a great game."

"On the contrary," broke in the Big Store Chap, "while I did do some wandering around with our buyers, I concentrated on advertising. In fact, that's what really prompted me to go at all this season. I wanted to see how I could match wits with the war conditions."

"War hurting business?" asked the Ad-Man.

"In some lines, yes. But in others we are doing more than ever. I have discovered that it takes a little more coaxing to get people to buy. Your reasons WHY they should buy must be better. You must be more earnest and sincere in your advertising."

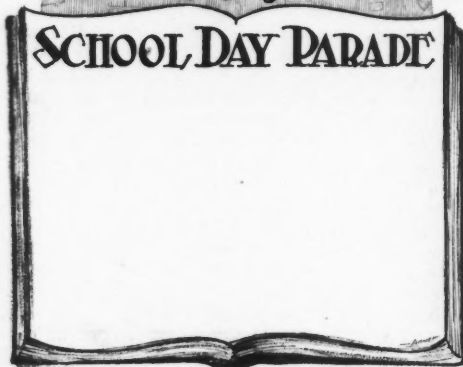
"That's the way to talk, war or no war," said his companion, "but this New York trip. You talk as if you had been attending a Columbia advertising course, or sat on the side lines at an agency meeting. What's the big idea?"

"I DID mix up with advertising men . . . joined the local Ad Club, as a non-resident member, and heard some of their noon lectures. And I don't mind admitting that I visited an agency or two. Then I had some heart-to-heart talks with the Advertising Managers of the large department stores. I came out of it feeling about 50 per cent. more capable. I was dying of dry rot and didn't realize it."

"Will this mean more interesting copy from you folks in the future?"

To Cultivate Human Interest

"That's the scheme," smiled the Big Store Chap, "I'm about to strap on some new harness and jog down the road at a lively clip than ever before. Unconventional, human-interest copy will take the place of price lists after this, or I'll give up my job. Human interest . . . that seems to size up the situation. It's what the successful stores of our



Vigorous black and white technique that will print well and provide contrast. This advertisement is for use during the earlier days of school.



A timely and pictorially interesting way to advertise special sale of garments for children. Differs from the conventional plate matter so much in use.

advertising that we can be of particular service. Let's talk it over in your office."

Suddenly the Big Store Man stopped short. He drew his friend over to him and pointed through a patch of maple trees, to a little white building that capped a hillside, on the other side of town.

"See that," he said.

"The Dellraven school?"

"Yes."

"What of it?"

"Schools are opening right away. There will be a lively stir for weeks to come, while the youngsters are getting adjusted to their new groove. And Mothers—well, it's buying time for Mothers."

"Perhaps . . ." began the Ad Man, and the other cut him short.

"No perhaps . . . you are to come right in to my office this minute and we'll put that service talk of yours to the test. I want some special school time material—and I want it quick."

In a few moments the two were comfortably seated in the Big Store Chap's private and personal first-line advertising dug-out.

The latter flung a ponderous book upon his desk, and fluttered the proof-pasted leaves open. There were hundreds upon hundreds of reproductions of advertising cuts of every conceivable description, from lace doilies to kid clothing. And they all belonged to the same family. Sameness was written upon them, from first to last. They were good in the same way that one perfect cherry is like another perfect cherry. Individuality there was none.

Eliminating the Commonplace

"I have electros and mats enough of that stuff to run an illustrated supplement," observed The Big Store Chap, "and every time we use it, back we go into that rut again. I can't explain what actually happens, but it seems to manufacture monotony and characterless plagiarism. When school opens, there will be a dozen lines to advertise. We have lots of competition here in town, too. Many of the smaller shops have these same lines. Now I want to drive a spike into them. I want to advertise these school lines in a slightly different way. Where is this artist of yours?"

"Within easy reach. Leave that to me. Do you want suggestions, or have you formulated them in advance?"

With a poised pencil on a pad of paper, The Big Store Chap hesitated.

Then he said:

"Well, what have YOU to suggest? I'll need some general displays, advertising no special article . . . just something with the school flavor. I can run them two coils or three with separate text or I can make them a part of a large space Ad."

"We have a great many small schools . . . little ones, on the outskirts," ruminated The Ad Man, "why not picture one of these . . . quaint and picturesque and a bit old-fashioned. Weave a bit of romance around it . . . call it the 'Little Old Red School House,' if you please, and have the first few lines of text lead up to your selling talk, by the sentimental route. After all, it's in these same little schools that the rank and file of Americanism gets its first whiff of education. Lincolns are made in them. Children should be correctly equipped for it . . . the best clothes, the best shoes, the best implements of study, etc."

"I like the idea because it isn't so confounded commercial," said The Big Store Man approvingly; "let's do it. What next?"

"Mothers must be thinking of economy. Pennies buy less and mean more these days than ever. And, of course, the purchase of dependable stock is the most economical in the end. I think you would do well to blaze that thought into their minds. Show a blackboard, perhaps, with a little boy on one side and a girl on the other. They have written a conversation thought on the blackboard. It emphasizes your argument and brings in the school atmosphere."

Putting Ideas to Work

"Yes, I see your point," admitted the Big Store Chap. "Put a border around at the bottom. If I decide to use the illustration only, I can cut the lower part off. But I'm inclined to think that I will not list merchandise in that mortise . . . keep it for display type of a general character . . . economy talk. Of course we want to stress our garments for children. Do you see any possibilities in this . . . big school book spread open. On one page put a mighty pretty little girl, and a boy on the other. Both should be dressed in neat but simple garb. I'll supply you with appropriate copy for the garments."

"It'll make a corker!" agreed The Ad-Man.

"And another one along somewhat similar lines . . . a row of youngsters on their way to school . . . the school parade. Cunning little chaps. But I DON'T want the same old electro style figures. What can we do to get away from them?"

"Silhouettes," was the answer; "plain black figures with no detail. It leaves a great deal to the imagination. And these masses of black make excellent eye-catchers. The poses can be interesting, too. When I think of school children I always think of Penrod and HIS experiences at school. Ever read the book?"

"Sure I have!" exclaimed his companion, "Penrod is the typical American Boy. Tarkington created a type that will live as long as Peck's Bad Boy. I see they announced a dramatization of Penrod when I was in New York."

"Create a piece of copy on Boys . . . that every



Most mothers have read the story of "Penrod," who stands for the REAL BOY of to-day. Advertisement to build around the character and finally talk garments for children. A school-time ad.

lad is a Penrod, with all of Penrod's pride in personal appearance, etc. He wants to be dressed well . . . he wants the sort of shoes that other boys envy. We can build a fine piece of text for such an advertisement."

Giving "Service" a New Meaning

"I believe you ARE going to give service a new meaning, on your sheet," said The Big Store Chap, "let's have one display with a very large word SCHOOL. I can slip it in on a half page and put any kind of sales talks beneath."

"Just the letters alone . . . rather tame?"

"Well, what can we do to liven it up? I want that word SCHOOL to stick out over everything else on the page."

"Suppose the artist sprinkles happy little smiling faces of whimsical children through the letters and down the border lines? That will warm it up."

"Bully!" cried The Big Store Chap, "that's what I want. I can see that display on the page now. It'll be different."

"That makes an even half dozen."

"And enough for the time being. But soon we'll have to get out a series on clothing alone. We have mapped out six that are clever and serviceable because they haven't commercialism written all over them. I'll admit that the pictorial ad-service folks go to a great deal of pains and issue some exceptionally fine cuts, but it is necessary to liven up, every so often, with something different . . . something that . . . well, that might not be called advertising, in the usual sense . . . the Wana-maker postscript thought. If HE can do it, we can do it."

"School is a rich subject," added The Times-Courier Man, walking to the window, and looking out across Main Street and the tops of the far maple trees.

He had spied the small schoolhouse on the hill. His friend glanced in that direction, too.

"It's great . . . this school business, isn't it," he declared, his voice softening, "I'm sentimental over it and not a bit ashamed. See that little shack? I attended that school myself a long, long while ago."

"And the first sweetheart," mused The Ad-Man.

"Yes, and the first sweetheart," admitted The Big Store Chap, "those were the days, old top. "She weighs two hundred now and has nine kids. I'm glad I didn't marry her."

"But we won't put that in an ad?"

"No . . . no, we won't put that in an Ad."

Next article: Special Illustrated Series on "Canning."



The school spirit is a simple but appealing small-space design. The border can be dispensed with and the top part used anywhere in any size.

PRESIDENT AN AD COPY WRITER FOR FOURTH LIBERTY LOAN

Secretary McAdoo, Gen. Pershing, Henry Cabot Lodge, Billy Sunday, George M. Cohan, Secretary Baker, and Other Notables Try Their Prentice Hands

WASHINGTON, September 4.

THE ad writers' field is about to be invaded by a powerful force. The stone-wall defences of technique are due for a bombardment, and a group of men, who never before tried the selling game, are to enter the field against the experts, with high hopes of success.

It is all due to the forthcoming fourth Liberty Loan campaign, to begin on September 28, for the subscription of \$6,000,000,000.

Woodrow Wilson Produces Advertising Copy

Most of the new ad writers obtained by the Treasury Department are unknown as such, but they are held to enjoy prominence in other fields of endeavor.

One of the best known, perhaps, is Woodrow Wilson, who is prominent in international politics and also as a writer and speaker.

Another is William G. McAdoo, a Government employee, who, it is claimed, holds the record for number and variety of Federal duties, with success in all of them.

Then there is John J. Pershing, a former school teacher, now engaged in organizing a large force of travellers for a hike through Belgium and Germany.

Henry Cabot Lodge, a citizen of some prominence in Massachusetts; "Billy" Sunday, a baseball player, who retired from the diamond without the stimulus of the "work or fight" order, and George M. Cohan, who made "Yankee Doodle" nationally prominent, are among others selected by the Treasury Department to compete for space with the established leaders in the ad writers' field.

Oh, Pretty Well

The correspondent of THE EDITOR-PUBLISHER has been permitted to see the "copy" of the recent acquisitions to the ad game, and the conclusion was forced that they did "right well for beginners."

The venture was conceived by Frank R. Wilson and Labert St. Clair, who directed the Liberty Loan publicity with considerable success in the second and third campaigns, and who promise further novelties in the coming one. They were agreed that if merchants, manufacturers, and other commercial interests were to be induced to contribute newspaper space for Liberty Loan advertising, special efforts should be made to obtain the maximum of results. There was no criticism of the ads which appeared in the previous bond-selling drives; but it was felt that the value of such space would be enhanced in a very great degree if the ads carried the signatures of men of national prominence, sure to attract the reader.

Out of this discussion grew a programme of national advertising, which now is virtually complete and ready for the opening of the Liberty Loan drive.

Mr. St. Clair undertook the task of getting the President, the Secretary of the Treasury, Gen. Pershing, and the others to "prepare about 300 words of advertising copy." Almost invariably he received replies that the men were entirely willing to do anything possible to aid the Liberty Loan, but insisting that "ad writing" was just a little out of their "line of work."

"That's the very reason we want you to do it," Mr. St. Clair returned. "Write just what you think about the Liberty Loan, that's all. Call it a statement, instead of an ad, if you like."

George M. Cohan neglected to get his copy in on time, so he was called on the telephone and reminded of it. He immediately dictated what he wanted to say, and his copy has been voted among the best. This feat, it is contended, sets a new record in the ad field.

"Billy" Sunday was ill in a Rochester hospital, but "Ma" Sunday obtained some of the hospital stationery and the evangelist dictated the statement.

The ads were sent to the Western Newspaper Union at Chicago and then made up in mats and plates, and have been distributed to almost every paper in the country. None is to be used before the opening of the campaign on September 28.

Put Into a Portfolio

Local and district directors of Liberty Loan publicity have undertaken to solicit space from merchants and other big advertisers, although in some instances the newspapers themselves have agreed to solicit the space through their own advertising forces. The expenses of production, distribution, etc., are to be borne by the Treasury Department.

The national ads have been assembled in a portfolio. They represent about forty pages of newspaper space, running from a quarter to a full page. Those of the President and Secretary McAdoo have been reproduced in the original handwriting.

In addition to the men named, Liberty Loan ads have been written by Secretary of War Baker, Herbert Quick, Wilbur D. Nesbit, George Ade, Dr. Frank Crane, Charles M. Schwab, Samuel Gompers, and Augustus Thomas.

Virtually all of the preliminary publicity work incident to the fourth campaign has been finished by Frank Wilson and Mr. St. Clair, and they are awaiting the gong. The posters have been distributed, and local and district publicity directors given all manner of assistance and material.

Mr. St. Clair will continue to confine his daily press matter to news. He is fully aware of the fact that with most of the dailies running tight every night, with the problem of oversetting a nightly menace, facts and figures only must be furnished.

PRESS CLUB AT CAMP UPTON

Newspaper Men-Soldiers Organize for the First Time

CAMP UPTON, N. Y., August 30.—A soldier press club is the cantonment's most recent organization, just formed at a meeting of thirty-five former New York newspapermen and cartoonists who compose the staff of the Trench and Camp, published by and for the enlisted men under Y. M. C. A. auspices.

Twenty writers were present at the

organization meeting, among them being Private Gustave Davidson, 9th Battalion, a poet and former editor of the Madrigal; Private Allan Norton, 12th Battalion, formerly of the Literary Digest; Sergeant E. F. Delano, ex-Times reporter; Corporal M. W. Aron, recently inducted into the United States service after acting as correspondent on the western front for London newspapers; Corporal Arthur Wakeling, 8th Battalion; Private Dale Carnegie; Private E. R. Mahoney, 6th Battalion; Private George F. Ayles, headquarters detachment; Corporal P. Dungan, 3d Battalion; Corporal O. G. Nordman, 7th Battalion; Corporal G. M. Oehrlein, 2d Battalion, and Sergeant F. S. May, Surgeon-General's office; Private J. V. Connolly, 8th Battalion; Corporal F. T. Vreeland, base hospital; and Corporal Grant L. Brightman, 1st Development Battalion, of the New York Sun. Cartoonists include Private William J. Bell, 3d Battalion, formerly of the Evening Post; Private Dominick Loscazio, 8th Battalion, newsboy cartoonist formerly of the Chief; Private George A. Fish, 9th Battalion; Private M. F. Levine, base hospital; Sergeant L. J. Radt, 40th Company; Private Callahan, 2d Battalion.

TIMES MAN FEARLESS UNDER HEAVY FIRE



CAPT. JULIUS OCHS ADLER.

In a dispatch from the front with the American army, Thomas M. Johnson, special correspondent for the New York Evening Sun, makes special mention of Capt. Julius O. Adler, a nephew of Adolph S. Ochs, of the New York Times, and assistant treasurer of the Times before he joined the colors.

"With Capt. J. O. Adler, of 308 West 75th Street, and Lieut. Sutherland, of 57 East 127th Street, and Lieut. Michale J. Hayes, of Cleveland, O., and Capt. Robert P. Patterson, of Glens Falls," he says, "went on an exposed crest of a ridge where they selected suitable cover for the men. The showed them how to dig in or take advantage of the natural protection afforded by the slope, calmly walking down to direct this or that man to protect himself, disregarding their own danger.

"The result of their brave leadership was that although the shelling continued intensely for an hour the men under their command suffered only four casualties, about one-third of 1 per cent. of the total force."

CANADIAN EDITORS SEE EXHIBITION

Many Visit Toronto Show on Press Day—Observe How Army at Home Keeps Army Abroad Cared For

TORONTO, Can., August 31.—Newspapers invaded the Canadian National Exhibition yesterday. It was "Press Day," one of the old-established days of the Exhibition, and the editors and "scribes" turned out in force.

They witnessed scenes of activity in the various buildings being pushed with a vigor that seemed well-nigh incredible. Winning a war means something else besides sending armies of men to the front. It means the marshaling of an army at home to keep going the men abroad—more men, munitions, clothes, and transports. Examples of how this is being accomplished as shown by demonstration methods in different buildings appealed in a forcible way to the visitors.

At noon the visiting editors and representatives of the Toronto newspapers were the guests of the Exhibition directors at luncheon in the Administration Building. Thomas A. Russell, the president, presided, and on behalf of the directorate of the Exhibition tendered to the newspapers the thanks of his associates for the creditable way in which the newspapers had stood behind the fair.

M. O. Hammond, who is in charge of the Ontario Press and Publicity Campaign Committee of the coming Victory Loan, met a large delegation of the editors in the Press Building during the afternoon and outlined the informal plan of arrangement of this committee in bringing before the public certain features of the third loan drive.

MILWAUKEE PRESS CLUB PICNIC

Members Enjoy Annual Outing and Remember Those in France

MILWAUKEE, September 2.—The annual picnic of the Milwaukee Press Club at Port Washington, Wis., was attended by the largest crowd that ever was present at a picnic of the club. The members were guests of Harry W. Bolen, Port Washington, and A. J. Horlick, Racine, Wis., both of whom bear the title of Knight of Bohemia, given by the club. Among the newspapermen from other cities who attended were: William Ord, Cleveland; Charles Moore, Eau Claire, Wis., and Ezra Evans and George Griffith, Racine. A feature of the day was the singing of "The Marseillaise" by Richard Davis of the editorial staff of the Milwaukee Evening Wisconsin.

A cablegram expressing good wishes was sent to Major William Mitchell Lewis, Racine, Knight of Bohemia, now with the 107th Field Signal Corps in France. It was signed by Henry F. Tyrrell, chairman of the entertainment committee.

Says Bernstorff Owned Paper

Alfred L. Becker, Deputy Attorney-General, alleges that Count von Bernstorff, ex-Ambassador from Germany, was the owner in 1915 and 1916 of a weekly publication issued in New York, known as Fair Play. It was edited by Marcus Braun, from whom it had, Mr. Becker said, been purchased for \$10,000, although the Fair Play was capitalized for \$260,000. Fair Play was pro-German, and has ceased publication.

SPECIAL AGENT HAS DISTINCT VALUE, DECLARES J. F. FINLEY

Defines Representative's Worth to Publishers in Address Before Inland Press Association—Serves Adequately Both Advertiser and Newspaper

BEFORE the Inland Press Association meeting in Chicago, J. F. Finley, of Story, Brooks & Finley, addressed the members on the subject of the special newspaper representative and his purpose.

Service for value received, was the burden of Mr. Finley's remarks, and he placed the "special" and his work before his audience in some phases that had not before occurred to them. Mr. Finley said in part:

Must Follow Natural Law

"There is a natural law that any business, pursuit, or organized effort of any sort must have a reason to justify its existence. The growth of the special agencies is evident proof that we are doing a useful work in the advertising field. This work is summed up in the one word *service*—service to the advertiser and agent, and to his newspapers.

"Local advertising is, of course, the life-blood of all newspapers, and such advertising should not only support the newspaper, but show a profit. Foreign advertising should, therefore, show a clear increase in the net profits. Foreign advertisers, however, are scattered over the country, and it is impossible to obtain a maximum volume of such advertising by handling it from the home office. Most successful newspapers are represented in the national field.

"There is the publisher who believes there is a field for the special, but thinks he could get commission only on the contracts he sends the paper. Some publishers seem to have a twinge of envy at the apparently easy way in which the special makes his money. You may not know it, but the ambition of most of the men in our business is to acquire enough money to buy a paper in a small town. They think you fellows have it pretty soft.

Some Publishers Object

"Some publishers object to paying what they call double commission—one to the agent and one to the representative. As a matter of fact, the publisher only pays one commission, as he should figure his foreign rate only on the basis of his net receipts from the agent, who represents not the publication, but the advertiser. Most of them bill the advertiser the net rate plus 15 per cent. commission. The only question then is whether it is most profitable for the particular publisher to sell his paper from his home office, or by making trips to the advertising centres, or having his paper on a list.

"Now, as to the field of the newspaper representative. The modern advertiser or agent is a very busy man. At one time or another he covers the whole country, and it is necessary for him or his agent to have fresh and accurate information on newspaper conditions. They do not know the publisher at some remote point, and are, therefore, unable to weigh the merit of his claims, even though his story is kept constantly before them. They do know the representatives and such of them as have their confidence are always able to present the story of a newspaper or papers and have it given the consideration it deserves.

"Imagine, then, an agent receiving a rush order from a client to cover a particular State. It is easy to see, all other things being equal, whether the order would go to the paper with representation or not.

"The agent knows which papers are represented and from these he can get definite information as to the volume of circulation, city and country distribution, number of stores, etc., and the data which the representative can furnish is limited only by the enterprise of his publisher in preparing it. The publisher represented by a real organization has branch offices and employees in the advertising centres. Such branch offices furnish missing papers, look after the details of sending out orders, and



J. F. FINLEY.

do their utmost to see that orders are sent and received in time for publication. We consider ourselves as much a part of the organization of our various papers as the composing room.

"Our job is to get you advertising, but every successful representative acquires a valuable knowledge of newspaper conditions throughout the country, which is always at the disposal of his publisher. He, therefore, acts as a sort of a guide, philosopher, and friend, and his publishers find it worth while to consult him about rates, rules, etc.

"A word about the organization of the special agency may be of interest, and I take our own as an example. We maintain offices in Chicago, New York, and Philadelphia. Our Chicago office covers that city and all the cities in the West. Our Philadelphia office covers not only Philadelphia, but also the territory not covered by our other offices. Our New York office covers New York State and New England.

"Newspaper representatives are like newspapers themselves; some are better than others. Really the whole question of representation is summed up in, "Will my net profit be greater at the end of the year with or without such service, or will they be greater through having one organization rather than another?"

TAKES BIG LIBEL SUIT WITH NONCHALANCE

St. Louis Republic Not Serious Over \$300,000 Action Based Upon Alleged Defamation by Publication of Court Records

ST. LOUIS, Mo., September 3.—The St. Louis Republic looks lightly on a \$300,000 libel suit filed against it by Nat Goldstein, Circuit Clerk. The Republic's comment, which explains the action, follows:

"An amusing turn was given to the Federal investigation into the moral character of "Hank" Weeke, pet protégé of Mayor Kiel, yesterday, when Nat Goldstein, Circuit Clerk, and one of the political ward trailers of the Mayor, filed suit against the Republic for \$300,000—count "em—\$300,000—alleging that he had been libelled. Weeke has an application for citizenship pending in the United States Court, and Goldstein is a character witness for him.

"On October 7, 1905, one Klubok was naturalized on the testimony of Nat Goldstein and William Sacks that he was a man of good moral character. In 1915 the case was reopened and Klubok's naturalization revoked on the ground that his character was not good. In connection with the case Judge John C. Pollock, on June 16, 1915, handed down this as a part of his decree:

"The Court further finds that the naturalization of the said defendant was a fraud upon the court and upon the United States, in that the testimony of said Nat Goldstein and William Sacks that the defendant was a man of good moral character, to their personal knowledge, was false and contrary to the facts."

"The Republic printed this decree on August 17, and Goldstein feels that he has been damaged \$300,000 worth."

56 MEN FROM ST. PAUL NEWS

Every Branch of Newspaper Has Given to Uncle Sam.

ST. PAUL, Minn., August 30.—More Daily News men have entered the service of Uncle Sam, making fifty-six who have gone in the past twelve months. Those leaving include Otto L. Sitzmann and Louis A. Sitzmann, brothers; Jess Coates, Arnold Sorge, and Irving Blumenthal.

Otto L. Sitzmann is assistant business manager and has been with the Daily News since 1907. He goes to join the National Army at Camp Wadsworth, Spartanburg, S. C., and has been appointed acting lieutenant.

Louis A. Sitzmann, for several years a bookkeeper at the Daily News, will enlist probably with the Marines.

Jess Coates and Arnold Sorge, valued employees in the mailing department, left for Camp Wadsworth.

Irving Blumenthal, a member of the circulation staff, enlisted in the navy and has gone to the Great Lakes Training Station, near Chicago.

Every department of the Daily News has supplied men for Uncle Sam's fighting forces.

Labor Weekly Appears in Utica

UTICA, N. Y. August 30.—The Utica Weekly Times, a newspaper devoted to labor interests, has made its initial appearance in the city. The movement which led to its founding started in the Utica Trades Assembly and was promoted by the unions represented in that organization.

CULTIVATED FIELD ALREADY GOOD

W. J. Merrill Gives Indianapolis Ad Men Tips on How to Make Quick Survey and Increase Market Capacity

INDIANAPOLIS, September 2.—One Chicago furniture store whose sales were falling off wished to find just where its business was coming from with a view to working harder toward the building of trade relations with the sections of the city which were apparently most able to buy furniture. It sorted its sales slips into stacks representing the various geographical divisions of the city. When it found what sections were giving it the most trade it concentrated its efforts on those sections for the development of more business through the means of judicious advertising. The result was an immediate increase in trade.

This was one of the specific examples of how to build trade by knowing the market which W. J. Merrill, of the advertising staff of the Chicago Tribune, gave to the members of the Advertising Club of Indianapolis at its weekly luncheon.

Mr. Merrill told of instances wherein shoe dealers, women's wear dealers, and others had followed a similar plan for a quick survey of the present market for their goods. He gave the Indianapolis advertising men information as to how best to survey their markets in these days when the buying ability and the buying habits of various classes of people are changing rapidly. Factory workers and others are earning more than ever before and are therefore able to buy more.

A Message from the President

The Sunday School Lesson of Today is the Code of Morals of Tomorrow.—Professor Woodrow Wilson.

The Right is more precious than Peace. WE SHALL FIGHT for the things which we have always carried nearest our hearts—for Democracy, for the Right of those who submit to authority to have a Voice in their own Government, for the Rights and Liberties of small nations, for a Universal Dominion of Right by such a concert of Free Peoples as shall bring Peace and Safety to all nations and make the World itself at last Free.—President Woodrow Wilson.

Legions of American men acquired the Code of Morals which today they are practising in France through the International Sunday School Lesson—that Non-Sectarian Study of the Teachings of the Bible in relation to everyday life which nearly Twenty Million Persons on this Continent study weekly.

Scores of newspapers are finding the Ellis treatment of the International Lesson an attractive vehicle for discussing our National Ideals in the light of Religion.

It is a First Aid to Patriotism.

THE ELLIS SERVICE
Swarthmore, Pa.

Offering Two Weekly Features:
1. A "Different" Sunday School Lesson.
2. The Religious Rambler.

YOUTH AN ASSET IN CIRCULATION STAFF

Daily Watchfulness and Care Necessary to Build Up and Maintain the Efficiency of Every Branch of the Work

F. E. Henderson, circulation manager of the Vancouver Daily Province, told some simple but valuable truths concerning building up and maintaining an efficient staff in his paper before the convention of Western Circulation Managers. Mr. Henderson said:

"Upon the organization of the circulation department depends the success or otherwise of the circulation manager.

"He is at the head of a large or small army, depending on the publication he is working for. With this army he must sell his newspaper to the public, and after that is done he must deliver it to them regularly every publishing day, on time and in good condition, and then he must collect the amounts due.

"First let us consider the selling end. Many circulation managers place their faith in making their sales to the public by the use of premiums. Some have found this a very successful way, but we believe the business secured within the limits of our carrier delivery territory by our own carriers stands up better and costs less.

Should Scatter Carriers

"To get the best results from carriers they should be scattered in groups at convenient points in the city or suburbs. Each group in charge of a district man or a bright high school lad. Personally the high school boy has been our choice.

"Over these district men, or sub-managers, should be the city circulator. If the territory be large, a suburban circulator also may be necessary. These men should be, if not young, at least boys at heart. They can do effective work through the sub-managers who handle the boys each night, and can get quick action in case of trouble, without going at once personally to the particular sub-office. The city and suburban circulators should make it a point to meet each one of their groups at least once a week if at all possible. They should be prepared to discuss with the carriers their complaints of the past week, and should especially take up with them the matter of increasing their routes. They should instruct them in soliciting, and if necessary should go with a backward carrier and show him how to get the business. They should be in possession of the carrier's weekly or monthly averages, and by comparing averages can show them whether they are succeeding or not in increasing their routes.

"Another very important part of the sales force is the newsboy. His abilities should be cultivated to the greatest advantage. By supplying him through a wholesaler he is able to put in more time on his corner and so miss fewer sales. If the wholesaler be a graduate from the ranks of the newsboys, they will look up to him, and he will be able by instructing them in the principles of street salesmanship to make a decided improvement in the results.

"As far as country soliciting is concerned, it will depend on circumstances as to whether a newspaper shall employ one or a dozen men. At any rate, they should pay particular attention to their trading territory, and not waste time and money unnecessarily in securing business which is of very little value from the standpoint of the advertiser.

"Now that we have our sales force working, we must supply the public. Our inside staff attends to that. Our inside staff divides itself into three parts—city circulation, country circulation, and mailing department.

"The city staff must receive all orders for new subscriptions, changes of address, stops, complaints, etc. These must be recorded and passed on to the proper carrier. If a card record is kept of each subscriber, they must correct it daily according to the orders that have been sent out. A record of the carrier's daily draw must be kept in order that he may be properly billed for papers he has received.

"The country circulation staff have to deal with all mail list subscribers, and must attend to the records and see that the mail galleys are revised regularly in order that the service may be satisfactory. They must issue receipts for payments made and must notify subscribers of expiration of their subscription, as well as render accounts if subscribers become in arrears.

"Records must also be kept of the news agent's daily orders and accounts rendered. The circulation figures should be made up daily and entered in the A, B, C, or other permanent record.

"If the office staff be large enough, it should be in charge of one of the more experienced members, so that the circulation manager may know that the work is being properly done without being directly in touch with it himself.

"The mail room staff, which actually handles the papers, should be large enough to get the papers from the press to the wagons with the least delay possible. In order that this may be done, part of the staff should be at work for a long enough period before press time to cut and paste the list and to have all wrappers for carriers and agents' bundles laid out in districts or mail routes in the order for dispatching.

"The mail room should be in charge of a foreman who will see that every member of the staff does his work properly, and who will make it his business to see that no mails are missed, except in unavoidable cases.

"After the papers leave the mail room they are distributed by the carriers, whose organization has been outlined before and whose sub-offices scattered throughout the city enable them to reach their routes and distribute their papers very quickly.

"The collections, a very important part of the work of the circulation department, are also handled through the same organization and with proper supervision should return a very large percentage of the total amount due.

"The circulation manager at the head of this army is directly in touch with all the activities of his department through the heads of each division of it. He himself should delegate the detail work to his staff as much as possible and devote himself to planning for improvements in his service for increases in his circulation and for very substantial increases in his collections."

West New Editor in Windsor

WINDSOR, Ont., Sept. 2.—Charles L. Barker has resigned as editor of the Record, a position he has held for the past seven years. He joined the staff twenty-two years ago after leaving high school, and for the greater part of this period was identified with the Record. For the present he will continue as secretary of the Essex Border Utilities Commission, with offices in Windsor. Alfred J. West, news editor for the past three and a half years, succeeds to the editorship.

MAIL ROUTE OPEN TO ALSACE

Post Office Department Can Handle Additional Matter

WASHINGTON, D. C., August 30.—The Post Office Department issues the following announcement:

"Due to the retreat of the enemy from certain territory in France, mail service has been resumed to places in Alsace named as follows: Altenach, Altenbach, Bitschweiler, Bruckensweiler, Burbach, Chavannes, Dannemarie, Dollern, Fellerling, Friesen, Fullern, Geishausen, Gewenheim, Golbach, Hindlingen, Jungholz, Kirchberg, Krut, Le Bonhomme, Leinbach, Malmerspach, Mansbach, Massevaux, Michelbach, Mitzbach, Moillau, Moosch, Muhlbach, Niederburbach, Oberbruck, Odern, Pfetterhausen, Rammersmatt, Ranspach, Retzweller, Rimbach, Rodern, Romagny, St. Amarin, St. Ulrich, Sengern, Sentheln, Sepoux, Sewen, Sondernach, Steinbach, Storkenhausen, Stossweiler, Struth, Sulzbach, Thann, Traubach, Urbis, Vauthiermont, Wattweiler, Wegscheid, Weiler, Wessering, Wildenstein, and Wolfersdorf.

"Mail for the places herein described, in addition to bearing the name of the place, should be marked, 'Alsace, France.'

"OTTO PRAEGER,

"Second Assistant P. M. Gen."

SAWARD ESTATE WORTH \$147,312

The Coal Trade Journal Is Valued at \$100,000.

The estate left by Frederick E. Saward, blind editor and publisher of the Coal Trade Journal, New York, is estimated to be worth \$147,312 in an accounting filed in the Surrogates' office. This includes the trade publication, upon which the temporary administrator places a value of \$100,000, basing his estimate on its net business of 1917 and an offer by a competitive journal to Mr. Saward for its purchase. The late publisher asked \$500,000, which was not acceptable to the prospective buyer.

The estate is shared in by the decedent's widow and children. Objections to the probate of the will were filed by Mrs. Saward and Francis C. Saward, a son, but after a trial before Surrogate Cohalan the instrument was admitted.

Start New Naval Paper

A new naval paper called "The Canteen News" has appeared in Cleveland, Ohio. It is published weekly by the United States Naval Reserves and its publication is supervised by Lieut. J. C. Woerpal, while F. B. Wilson is managing editor. The paper is devoted to the interests of men stationed on the lakes and canteen workers and is for sale at news stands every Saturday.

The Standard Union advertising rate remains at 15 cents Flat until an increase in our circulation warrants an advance.

At 15 cents it is the best "buy" in Brooklyn by about 125%.

Old Story of Supremacy of The Birmingham News Retold With New Emphasis

Month by month for more than a decade advertisers at home and abroad have acclaimed the supremacy of The Birmingham News as an advertising medium. Their faith in it, their preference for it have been shown in an ever swelling volume of space used in its columns to market their goods, and this, in turn, has represented an ever mounting preponderance over the space used in any other newspaper in its field.

So consistently have its advertisers practiced the fine old gospel of "faith by works" that advertising gains in The Birmingham News long ago became chronic, and new records an old habit.

This old story of The Birmingham News' supremacy has just been retold with new and impressive emphasis. In the record for the first six months of 1918 its long established dominance has been reaffirmed by local and national advertisers.

With the slogan of "no records to break but its own," The News meets its own challenge with an increase of 305,788 lines for the first half of 1918 over the same period of 1917.

1917	1918
3,598,350 lines	3,904,138 lines

Fresh proof that its dominance leaves it without a rival in its field is afforded in the following comparison of how the merchants of Birmingham and the national advertisers divided their appropriations among the three newspapers of Greater Birmingham during the first six months of this year:

	<u>The News</u>	<u>The Ledger</u>	<u>The Age-Herald</u>
Local	3,025,246 lines	1,626,576 lines	1,985,494 lines
Foreign	878,892 lines	504,938 lines	576,114 lines
Total	3,904,138 lines	2,131,514 lines	2,561,608 lines

Supremacy is written in every figure of this Birmingham News record—written there by advertisers who, through years of intelligent testing and persistent proving, have convinced themselves that the buying power of Greater Birmingham and its trade territory is concentrated in the circulation of this newspaper.

And this faith in and preference for The News is expressed by advertisers without regard to size or line. The News sets the pace and keeps the pace in the publicity of each and all—in department store and ready-to-wear publicity; in furniture, men's clothing, groceries, shoes, pianos and talking machines, automobiles and accessories, jewelry, theatrical and moving pictures, cigars, cigarettes and smoking tobaccos, educational, publishers' announcements and all other lines of advertising, both local and national.

Paid Circulation Now In Excess of: Daily 50,000; Sunday, 56,000

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

The Birmingham News

The South's Greatest Newspaper

Kelly-Smith Company

220 Fifth Avenue, New York

Foreign Representatives

Lytton Building, Chicago

Member Audit Bureau of Circulations

Under the Best Known Test The News Assays 100 Per Cent

The Ten Department Stores of Birmingham Use More Space in The Birmingham News Than in Both of Its Competitors Combined

If there is a safer, a more infallible guide for space buyers to follow in determining the relative values of the newspapers of a city than the comparative volume of department store advertising they carry, the recognized experts have not yet discovered it.

The department store is Everybody's Store. It must do a large volume of business—therefore, it must make a wide appeal. Its message must go straight into the home—to every member of the family. The manager of the modern department store takes no chances. He must reach the largest and most responsive audience. Having peculiar opportunities for trying out—proving out his local newspapers, his selection and relative use of them is comparatively an exact science. At any rate, advertisers with less favorable opportunities for making their own tests generally follow his lead.

The Birmingham News, under this widely accepted "department store test," meets every demand that could be made upon a newspaper.

The ten department stores of Birmingham used more space in its columns during the first six months of 1918 than in both of its competitors **combined**.

This is how they divided their appropriations for that period:

	<u>The News</u>	<u>The Ledger</u>	<u>The Age-Herald</u>
Loveman, Joseph & Loeb	190,596 lines	131,026 lines	333,410 lines
Louis Pizitz	176,960 lines	65,982 lines	55,496 lines
Steele-Smith Dry Goods Co.	155,372 lines	58,898 lines
Louis Saks Company	149,702 lines	97,678 lines	89,138 lines
The Parisian	120,456 lines	294 lines	140 lines
Caheen Bros.	86,842 lines	29,204 lines	55,020 lines
The Drennen Company	63,924 lines	57,610 lines
Goldstein Bros.	60,550 lines	24,108 lines	5,334 lines
S. A. Williams & Co.	58,996 lines	38,948 lines	5,124 lines
Burger Dry Goods Co.	45,738 lines	17,962 lines	23,898 lines
Total	1,109,136 lines	521,710 lines	567,560 lines

Could more convincing proof be offered of the great buying power of The News? Is there even a remote chance that the ten biggest stores in a city of more than 200,000 people could be mistaken in this overwhelming and practically unanimous choice of a medium? On the contrary, isn't the conclusion irresistible that they know exactly what they are doing? At any rate, they've been doing it for years, and the volume of space they use in The News is constantly increasing, though they pay a much higher rate per line in The News than in either of its competitors.

Paid Circulation Now In Excess of: Daily 50,000; Sunday, 56,000

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

The Birmingham News

The South's Greatest Newspaper

Kelly-Smith Company

220 Fifth Avenue, New York

Foreign Representatives

Lytton Building, Chicago

Member Audit Bureau of Circulations

Speaking of Real Acid Tests, How Does This One Strike You?

**The Six Largest Furniture Advertisers in Birmingham
Use in The Birmingham News Nearly Double the
Space Used in the Other Two Papers Combined**

Trust the furniture man to find out what newspaper in his city reaches the home! Next to buying his stock, that is his chief concern. The homing-pigeon has no surer home instinct than your wide-awake, progressive furniture dealer. He thinks and buys and sells in terms of **Woman** and the **Home**.

He feathers the young couple's first nest, sells them the first baby bed and buggy and makes it his aim and business to repeat the performance in the next generation.

The Home Furnisher in Greater Birmingham harbors no question as to which is the dominant newspaper here. Years of close observation, of scientifically tracing each sale to its source have crystallized into the conviction that The Birmingham News is the newspaper that links up his business with the thousands of thrifty, happy homes of today and with the thought of those readers who are to build and furnish the homes of tomorrow. How he translates that conviction into action is best shown by the record. Here it is:

	<u>The News</u>	<u>The Ledger</u>	<u>The Age-Herald</u>
Haverty Furniture Co.	54,838 lines	20,328 lines	420 lines
Oster Bros. Furniture Co.	54,726 lines	17,850 lines	7,196 lines
Strickland-Green Furniture Co.	42,518 lines	19,572 lines	8,428 lines
Hood & Wheeler Furniture Co.	40,068 lines	17,080 lines	30,828 lines
Rhodes-Carroll Furniture Co.	30,940 lines	1,260 lines
Ben M. Jacobs Furniture Co.	12,530 lines	10,696 lines
Total	235,620 lines	76,090 lines	57,568 lines

An analysis of these figures reveals some interesting and significant facts:

1—These six largest furniture store advertisers in Birmingham bought approximately **twice as much** space in The News as in the other two papers **combined**.

2—All but one of them bought more space in The News than in both the other papers **combined**.

3—The two largest space buyers in the group bought **more than double** the space in The News that they used in both the other papers **combined**.

4—One member of the group devoted practically his entire appropriation to The News, using 30,940 lines in this newspaper and only 1,260 lines in the other papers.

To make assurance doubly sure that none of these advertisers had any doubt about what he was doing, it need only be added that each of them paid The News a much higher rate per line than he paid either of its competitors.

Paid Circulation Now In Excess of: Daily 50,000; Sunday, 56,000

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

The Birmingham News

The South's Greatest Newspaper

Kelly-Smith Company

220 Fifth Avenue, New York

Foreign Representatives

Lytton Building, Chicago

Member Audit Bureau of Circulations

Carrying the Message to Men of Greater Birmingham

In This Nicely Exacting Task, The Birmingham News Delivers the Goods to the Entire Satisfaction of the Clothing Merchants

That The Birmingham News meets any test to which it may be subjected by advertisers reaching out for the biggest and surest market in this great industrial city is nicely illustrated in the proved experience of the local clothing dealers.

Just as the department store must reach every member of the family, just as the ready-to-wear merchant makes his appeal exclusively to the women, so the clothing dealer is concerned almost entirely with the problem of reaching the men.

The clothing men of Birmingham long ago found the answer here to what is still a riddle in other cities. They gave their thought, spent their money to reach a definite solution of the problem—and now they *know*. These merchants are practically one in the hard and fast belief that the newspaper that reaches the great army of men in this community is The Birmingham News, and day by day, month by month they are "showing cause for the faith that is in them."

The eight largest clothing dealers in Birmingham used more space in The News for the first six months of this year than in the other two newspapers **combined**. Seven out of the eight used more space in The News than in any other paper. Five of this group used more space in The News than in its two competitors **combined**, while two of that five confined their advertising practically **exclusively** to this newspaper. Here is the record of how their appropriations were spent:

	<u>The News</u>	<u>The Ledger</u>	<u>The Age-Herald</u>
Louis Saks Company	149,702 lines	97,678 lines	89,138 lines
J. Blach & Sons	60,172 lines	11,116 lines	26,404 lines
Odum, Bowers & White	42,644 lines	546 lines
Porter Clothing Company	38,080 lines	2,688 lines	35,294 lines
J. Friedman & Co.	11,116 lines	70 lines
Antwine-McGuire-DeShazo	8,638 lines	6,804 lines	140 lines
M. Weil & Bro.	7,126 lines	6,818 lines	23,478 lines
Sommer Tailoring Co.	2,548 lines	742 lines	602 lines
Total	320,026 lines	125,846 lines	175,672 lines

With such a dependable log-book as this record affords, no advertiser need go wrong in navigating the advertising seas of Birmingham. A safe course is charted for all in this experience of men who have sailed it year after year, to find profit and prosperity awaiting them at the end of each season's voyage. The log-book's lesson is as plain as a pikestaff: To deliver your cargo to the male population of Greater Birmingham you must ship with The Birmingham News.

Paid Circulation Now In Excess of: Daily 50,000; Sunday, 56,000

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

The Birmingham News

The South's Greatest Newspaper

Kelly-Smith Company

220 Fifth Avenue, New York

Foreign Representatives

Lytton Building, Chicago

Member Audit Bureau of Circulations

SERVICE VALUE OF ADVERTISING MUSCATINE PAPERS IN GREATER IN WAR TIMES CONSOLIDATION

William H. Rankin Sees Importance of Developing Reader-Interest—Ads Help to Conserve Effort, Time and Expense, Making for Victory

THAT publishers of newspapers should urge upon their readers the peculiar service which advertising renders to them in war times, thus developing more intensive reader-interest in war-time advertising, is the conviction of William H. Rankin, head of the big advertising agency bearing his name.

Mr. Rankin has written a strong brief in behalf of the service value of the ads to the people, and his arguments are so convincing that they should have very wide publication in the newspapers of the country. In part, he says:

Advertisements Are Really Sales-People

"Advertising offers you a labor-saving buying guide. It furnishes the merchant and the manufacturer with labor-saving salesmanship. Advertisements are written by people who are thoroughly posted about the advertised articles. One good salesman can, by printing his talk, tell many thousands of people what they wish to know, where he could only inform a few if he had to rely on his voice.

"Advertisements are, then, in reality well informed sales people talking to you in print. Their language is carefully chosen and condensed—to tell you facts in as few words as possible. Very seldom does anyone advertise unless he has an unusually good product to offer. The cost of advertising automatically bars the unsuccessful.

"On the other hand, advertising is the cheapest way a successful product can increase its sale—for thousands are told the story in print where the same expense would tell only a few in person.

"So read advertisements that describe things you need or tell you of products you should have. Make up your mind as to what you want—before you enter the store. Then "green" clerks won't interfere with your selection of dependable articles.

"Advertisements post you regarding new and better goods, improvements in methods, etc. They keep you abreast of the times with least trouble on your part.

"Advertising to Victory" is the slogan you read in the Government's extensive advertising. Advertising has loosed the purse-strings of the nation, has helped to sell billions of dollars worth of Liberty Bonds and War Savings Stamps, has filled the coffers of the Red Cross, Knights of Columbus, Y. M. C. A., and Salvation Army, has sent Smilge Books to thousands of our boys, and has knocked the prop from propaganda inspired by spies and enemy aliens. Advertising has provided ship-workers, and has helped to equalize the labor situation.

"You have been informed what it is your duty to do by these Government advertisements. You have been so informed at a cost which is infinitesimal compared with what would have been the expense had the Government been compelled to send representatives to tell you in person all these things.

Advertising Conserves Time and Expense

"Victory hinges upon conservation. Conservation of human effort ranks foremost. Because advertising is the conservation way to inform and become informed, it is the victory way.

"Read advertisements—to-day more than ever before. Keep posted—for conditions are changing from day to day and the past is unlike the present. Save time—for time, your time, the clerk's time, the dealer's time, the manufacturer's time, is the nation's most important asset.

"Manufacturers will necessarily have to curtail their salesmen on the road and the only substitute for salesmen is 'silent salesmanship,' i. e., printed advertising. Advertising too will be used to tell you why you cannot buy certain goods, and to continue the good will and trade-mark value of such manufacturers in the minds of the consumer and the dealer so that after we win the war, the sale of such products can be increased and multiplied. During the past four years, no automobiles have been sold or offered for sale in Great Britain, yet the manufacturers of automobiles have continued their advertising unabated with the full approval of the Government, and their good will and standing with the buyers will be 100 per cent. after the war, rather than, say, 10 per cent. if they had discontinued their advertising.

"So, read advertisements to keep posted as to what to buy and also to be informed why you cannot buy certain brands of goods because their manufacturers are devoting all of their time to building war products to help win the war, and keep a warm spot in your heart for the goods no longer available on the dealers' shelves, because they too, like our boys overseas, will 'come back' after the war and renew old friendships and we want to be ready with our Victory Celebration and say 'Welcome Home Again.' Advertisements—your company did good work for Uncle Sam and we are going to show our appreciation by buying ever more of such products than before the war."

"In that way the advertiser's good will will be maintained and he will draw dividends in increased sales after the war to make up for the loss of trade during the war."

Lee Newspaper Syndicate Buys News-Tribune and Merges it with Journal—Makes One-Paper Town of Iowa City

The Muscatine (Ia.) Journal has purchased the News-Tribune of that city and consolidated that paper with the Journal August 31, thus making Muscatine a one-paper town. This gives the Lee Newspaper Syndicate, of which the Muscatine Journal is a member, the only daily newspaper in four of its cities, namely, La Crosse Tribune and Leader-Press, Muscatine (Ia.) Journal, Ottumwa (Ia.) Courier, and Hannibal (Mo.) Courier-Post.

The consolidated paper will be known as the Muscatine Journal and News Tribune, and will be conducted by practically the same staff as previously conducted the Journal.

The Muscatine News-Tribune is the direct lineal descendant of the Democrat-Inquirer, established in 1848 by H. D. LaCossitt. The Inquirer continued under various managements and through many vicissitudes until 1860, when it suspended for a short time. The plant was then purchased by John Traynor King, who established the Review, which was published as a daily. In 1861 the name of the publication was changed to the Courier, which in 1864 passed into the control of Barnhart Brothers, who later established the well-known type foundry concern of Barnhart Brothers & Spindler. The Courier continued under this management until 1872. In 1870 the Telegraph was established, and six months later the name of this paper was changed to the Weekly Tribune, under the ownership of George W. Van Horn. In the same year Mr. Van Horn purchased the Courier and merged it with the Tribune. In 1886 the Muscatine News Company was organized to take over the Muscatine Weekly News that had run for a number of years, and began the publication of a daily paper by that name. In 1887 the News and the Tribune were merged into the News-Tribune, the News Company purchasing the Tribune from its then owner, E. H. Betts. From that time forward, the News-Tribune continued under various managements as a morning paper, until five years ago, when it changed to the afternoon field.



The Toledo Blade

In excess of 68,000—steadily growing two-cent circulation, of which 95% is home delivered direct from the publication office.

The Detroit Journal

A larger circulation now at two cents than it ever enjoyed at half the price. More than a 100,000 and still growing fast.

The Newark Star-Eagle

The largest one-cent circulation in New Jersey. 60,000 right in the heart of Newark.

Local Merchants—

In each city where these papers are located, the local merchants are well pleased with the Reader Influence and Reader Habit created.

There is no accident about the individual success attained by each of them. On the contrary, the result is the fruits of careful watching and giving the people the kind of a paper they want.

Representing the best interests of the public alone thru progressive, fearless and constructive journalism has placed these papers in the front rank as local institutions.

PAUL BLOCK, Inc.

In charge of National Advertising.

Announcement

H. M. Geiger, of the Geiger-Jones Company, for the past eight years principal owners of Today's Housewife Magazine, has associated with himself in its publication Arthur H. Crist, of Cooperstown, N. Y., forming The Geiger-Crist Company.

Arthur H. Crist is widely and favorably known as an experienced and successful publisher and printer, and his connection with The Geiger-Crist Company as part owner and Chairman of the Board of Directors greatly strengthens Today's Housewife, both financially and in the organization.

The announcement that Miss Sarah Field Splint continues as Editor guarantees that the editorial character of the magazine will be maintained on its established high standards.

In addition to retaining an important stock interest in Today's Housewife, G. A. McClellan will continue to be its President.

Today's Housewife

461 Fourth Avenue

New York City

JACKSONVILLE—SHIPBUILDING CE SOUTH ATLANTIC COA

More Than Ten Thousand Skilled and Unskilled Men Are Now Employed in Various Steel, Wooden and Composite Vessels for the Government Amount to Over \$1,500,000 Monthly

As a general rule July is not a busy month for the Florida retail trade, but many of the Jacksonville merchants state that the past July was the biggest month in the history of their long established businesses.

What has made this possible? Simply this: The market is here; business is good in Jacksonville. The city is growing in leaps and bounds. It is making permanent, substantial growth; growing faster than most residents realize and all visitors are astounded at the progress and prosperity along all lines.

Some of the reasons for this growth are:

There are now in operation in Jacksonville four large shipbuilding plants, building wooden barges and steamers, steel and composite ships and a plant constructing submarine chasers. These yards are being operated day and night and all of them are being enlarged to meet the increased business.

Concrete Shipbuilding

There is now in course of construction a new yard at which concrete ships will be built. There is also being built a 7,500-ton steel dry dock and a 3,500-ton marine railway.

Smaller plants are being operated day and night outfitting ships and making accessories. There are now employed in this work more than 10,000 skilled mechanics and laborers, all of whom are well paid.

It has been officially stated that one of these yards when in full operation will employ more than 20,000 men. It has also been stated that when in full operation all of the yards in Jacksonville would employ a total of between 40,000 and 50,000 men.

The value of ships already contracted for by Jacksonville yards amounts to \$40,000,000.

The monthly payrolls now amount to more than \$1,500,000, and when the

new yards now being built are completed the weekly payrolls will amount to more than \$1,000,000.

Quartermaster Camp Joseph E. Johnson, costing more than \$3,000,000, is now being enlarged at the expense of more than \$1,500,000. More than four thousand laborers are employed in this construction work.

The lumber used in building the wooden ships here and those being built at other points in the South and Southeast very largely comes from Florida. This means that Florida sawmills throughout the state are working full capacity and many of them day and night.

The Housing Problem

Every effort is being made to accommodate the newcomers in Jacksonville. The government is building hundreds of houses to be sold to the workmen on the installment plan. Private property owners are building more apartment houses; old residences that had been practically discarded by property owners are being remodelled and put in shape for first class tenants and are readily rented or sold to those employed by the ship yards. One-family residences are, in many cases, being changed to two or three-family apartments. Those who have heretofore refused to even rent rooms during the tourist season are now not only renting rooms, but are in many cases giving meals and are renting part of their homes for light housekeeping rooms.

This is being done by the citizens of Jacksonville because they want to make the shipbuilders comfortable; want them to stay with us so that the shipbuilding industry will last and thrive here long after the war.



No. 1—A week ago only entrance to a one-family house—one Times-Union subscriber—one customer for you.

NOW—Two doors, two apartments, two families, two Times-Union subscribers, two customers for you.

THE FLORIDA TIMES-UNION

JACKSONVILLE, FLORIDA

BENJAMIN & KENTNOR

Special Representative

CENTER OF THE COAST

In Various Shipyards of This City, Building Government—Pay Rolls

Jacksonville Dry

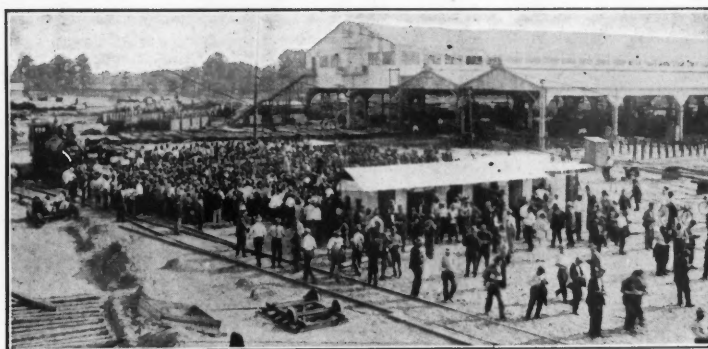
A few months ago Jacksonville voted dry and many mail order liquor houses located here were forced immediately to close their doors, but it is hard now to tell in which stores these liquor houses were located, so rapidly have they been remodelled and made ready for waiting tenants in other lines of business. Several old established firms here have opened branches in other sections of the city and many new firms have come here and opened new stores and warehouses. Several corporations have opened branch offices here that have heretofore handled their Jacksonville business through correspondence or traveling salesmen.

Postoffice receipts in Jacksonville for the month of July, 1918, without the revenue derived from liquors, showed a gain of 94 per cent. and bank clearings during the same period showed a gain of \$4,000,000.

Florida's Financial Center

All of Florida is prosperous. Jacksonville is Florida's financial center and in testimony of its importance the National City Bank of New York recently opened a branch here for their bonding department. The Federal Reserve Bank of Atlanta has recently opened a branch here, the only other branch being in Birmingham, Ala. Jacksonville can well feel proud to have been placed on a par with Birmingham.

Jacksonville has responded and gone "over the top" in subscriptions to the Red Cross, Y. M. C. A., etc. It has over-subscribed its quota to each of the three Liberty Loans. Duval county, in which Jacksonville is located, with ten per cent. of Florida's population, subscribed to more than one-



Payday for one shift at one of Jacksonville's New Industrial Plants.

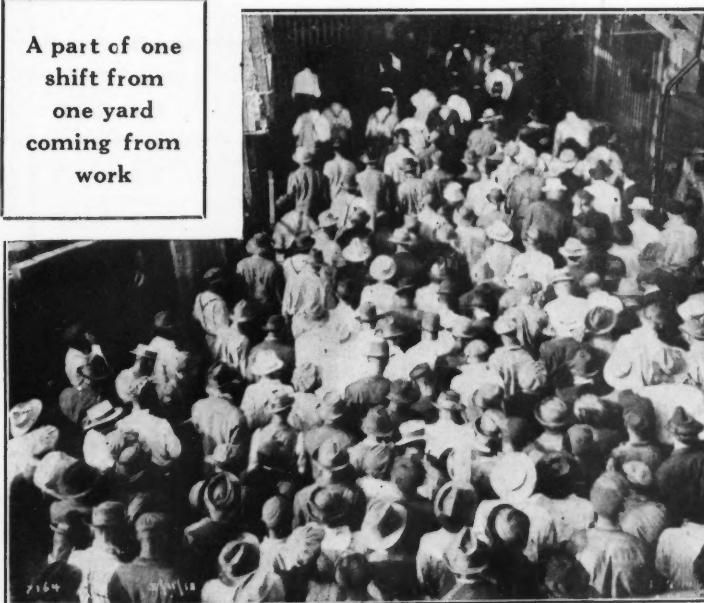
third of the total amount of Liberty bonds sold in Florida, and Florida exceeded her quota for each of the loans.

A report made as of January 1, 1918, by the general manager of the Automobile Chamber of Commerce, stated that there was a truck or automobile in Florida for every twenty-three persons in the state. This is a better showing than is made by any other Southern state and we have reason to believe that were a comparison made today we would make even a better showing than that referred to in the foregoing, inasmuch as automobile dealers report a wonderful demand for trucks and passenger cars at the present time.

Many thousand words can be written about the growth of Florida and particularly of Jacksonville, but we ask that you write us and let us tell you how this growth may be made to affect YOUR business.

The Florida Times-Union has more than kept pace with the growth of its territory. It not only enjoys a larger circulation than at any time in its history, but is further ahead of its competitor than at any time before, leading in home delivered circulation by more than 4,000, total circulation by more than 10,000 and its Sunday circulation is practically twice the daily circulation of its evening competitor.

A part of one shift from one yard coming from work



DA TIMES-UNION

VE, FLORIDA

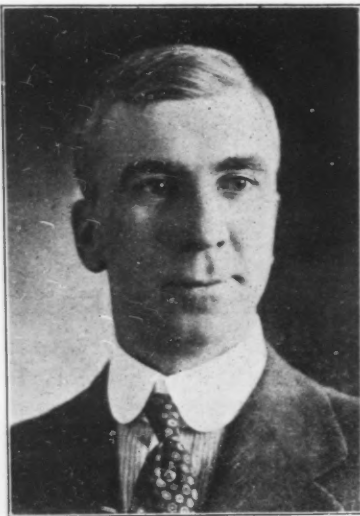
Representatives

NEW YORK—CHICAGO

MANY PUBLISHERS IN WASHINGTON STATE ROTARY CLUBS PRESS OFFICIAL

Newspaper Section of International Organization Has Membership of More Than Six Hundred—Purposes Outlined by President

M. J. Hutchinson, chairman of the Newspaper Section of the International Rotary Clubs, has been business manager of the Edmonton (Alberta) Bulletin for the past three years. He has had wide experience in the Canadian newspaper field, having been connected with Ontario dailies before going to the West, in 1912, to become advertising manager of the Regina (Sask.) Leader.



M. J. HUTCHINSON, President, Newspaper Section, International Rotary Clubs.

Of the Newspaper Section of the Rotary Clubs Mr. Hutchinson says:

"There are represented at the present time in the ranks of Rotary between six and seven hundred newspaper publishers and editors, only a small proportion of whom were, of course, in attendance at the convention at Kansas City.

"The object of the Rotary is service, and I am quite confident that in none of the several hundred vocations represented in the membership of the International Rotary is the principle of service more thoroughly understood or more generally practiced than in the newspaper profession. A newspaper is an institution in which service is the predominating element, and for this reason it is quite easy to understand the very general interest in and appreciation of Rotary among newspaper publishers wherever the organization has been established.

"It will be the purpose of the Newspaper Section of International Rotary during the coming year to establish a medium for interchange of ideas and experiences which may be beneficial to the publications represented in this membership, and at the convention in 1919, which will be held at Salt Lake City, a definite programme for the Newspaper Vocational Meetings (which are becoming an increasingly important and valuable feature of the conventions) will be carried out."

Brevity, clarity, accuracy—the ideals of the news writer—are now more than ever essential. The first is mandatory, the second highly desirable, the last fundamental.

President Connor Names Strong List of Committees to Administer Affairs of Press Association for the Next Year

SPokane, Wash., August 30.—Edwin M. Connor, editor of the Willapa Harbor Pilot, who was elected president of the Washington State Press association at the annual meeting in Spokane a few weeks ago, has appointed his standing committees for the year.

Announcement of the names, made by Secretary N. Russell Hill of the Lincoln County Times at Davenport, is as follows:

National Editorial Association arrangement committee—Frank P. Goss, city editor Post Intelligencer, Seattle, chairman; Edward H. Thomas, Washington State Weekly, Seattle; W. B. Joseph, Searchlight, Bremerton; W. M. Cowles, Spokesman-Review, Spokane; Frank I. Sefrit, American-Review, Bellingham.

Legislative committee—E. E. Beard, Columbian, Vancouver, chairman; J. C. Harrigan, Examiner, Colville; N. Russell Hill, Lincoln County Times, Davenport; George M. Allen, Tribune-Review, Toppenish; Joseph Girard, Columbia River Sun, Cathlamet.

Community development — Dale Strong, New West Trade, Spokane; E. E. Troxell, executive secretary Washington Newspaper association, Seattle; Frederick Ornes, Argus, Mount Vernon.

Institute committee—J. P. O'Farrell, Oracle, Orting; J. M. Stoddard, Big Bend Empire, Waterville; George W. Hopp, Post, Camas; Franklin A. Devos, Chronicle, Omak, Walter Tyler, Republican-Bulletin, Prosser.

Arrange for department of advertising men—Fred A. Russell, department of journalism, U. of W., Seattle; Clarence Ellington, Bee-Nuggett, Chehalis; Sol H. Lewis, Tribune, Lynden; E. E. Troxell, executive secretary Washington Newspaper association, Seattle.

There are also a poet, orator, and historian not yet appointed.

DALLAM GOING TO FRANCE

Leaves Boston Traveler to Edit Y. M. C. A. Paper in Paris

BOSTON, August 30.—Frank Dallam, one of the most widely known newspaper men in the country, through his long connection with the Hearst papers in San Francisco, Chicago, Atlanta, New York, and Boston, has resigned from the Boston Traveler copy desk to enter the Y. M. C. A. service in Paris. Mr. Dallam left Boston last week, expecting to sail overseas within a few days, and will, upon his arrival in Paris, assume the editorship of the Y. M. C. A. trench paper, published in that city.

Mr. Dallam is recognized as one of the fastest copy-desk men in the country. He was connected with the Hearst papers in various cities for a period extending over many years, and during that time had filled several important editorial positions. He severed his connection with the Boston American only a few weeks ago to join the Traveler staff. He is known to newspaper men in practically every large city in the country.

No newspaper was ever weakened by the elimination of the trivial from its news columns.

Says It Is Biggest Ad Club
The Cleveland Advertising Club, with a membership of over eight hundred, claims to be the largest advertising club in the world. One hundred and eleven new members were added in the past year.

Is Now the News-Leader
The Sunday edition of the Cleveland Leader, published from the office of the Cleveland News, is now called the News-Leader. The week-day good will of the Leader was acquired a year ago by the Plain Dealer.

S. O. S.

Editors, Copy Readers, Headline Writers

S. O. S.

THE LEAGUE TO ENFORCE PEACE
IS NOT A "PEACE LEAGUE"

HEADLINING this organization as a "Peace League" identifies it, in the public mind, with pacifist groups, which it resembles less than the American eagle resembles a barn-yard duck.

The aim of the League is to
ENFORCE peace
by strengthening and perpetuating the partnership of free nations now busy licking Germany.

Every newspaper man knows this
But not every newspaper reader
And many of them never will learn
As long as the news about the
League of Nations movement
Appears under "peace" headlines
They won't read it
And we can't blame them.

LEAGUE TO ENFORCE PEACE

WILLIAM HOWARD TAFT, President

National Headquarters - 70 FIFTH AVENUE - NEW YORK

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;—Constitution Building, Atlanta;—Herald and Traveler Building, Boston;—Gazette Building, Worcester, Mass.;—Tribune Building, Providence, R. I.

“OHIO FIRST”

Over FIFTY-FIVE per cent of OHIO'S population resides in cities and towns, connected by railway and trolley systems which eliminate the common difficulties attending the transportation of all classes of merchandise.

Therefore, the problem of getting the products of your factories to jobbers and dealers is effectively solved.

Owing to greatly increased activities and wages in OHIO, these cities and towns, and the rural districts as well, are multiplying their purchases of all materials that enter into the maintenance of homes and the occupants of homes.

There are 1,024,800 homes in OHIO, which are among the best-kept in the country, occupied by 1,138,165 families.

OHIO is brimfull of grain, and meat and coal and money and patriotism, backing Uncle Sam to the limit.

Her NEWSPAPERS are loyal to the core, cover the cities and towns and the country round about, and find their way ultimately into every home.

One thing is sure,—THESE OHIO NEWSPAPERS make it impossible for any advertiser to hide in the dark.

OHIO NEWSPAPERS, for securing OHIO TRADE, are the easiest, surest, the most productive and the least expensive mediums available.

	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	.15
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 (E)	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)	33,241	.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
Steubenville 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.

INSPIRING PATRIOTISM IN WOMEN OF THE NATION

Miss Haymaker's Department in the Pittsburgh Chronicle-
Telegraph Brings Out Real War Spirit of
Mothers, Wives and Sisters

THE Pittsburgh Chronicle Telegraph on December 1, 1917, instituted a page which has proved to be of great drawing value and intensely patriotic. Marion Brunot Haymaker, who is well known as the editor of the Woman's Section has a large personal following among the Chronicle-Telegraph readers, is the creator of this patriotic department.

That she has a keen insight into human nature and knows well the hearts of women is evinced by this department she edits daily. Hundreds of letters, telephone calls and personal visits attest the human touch of her copy, and now that the war has made the whole civilized world kin, a department telling of the mothers of democracy is needed in every town. Miss Haymaker tells her story of this section as follows:

Idea Conceived in Street Car

"The idea came to me one morning when I saw a woman reading a letter from France in the street car. Evidently she was a mother, and the eagerness with which she read, and the dreamy manner in which she acted—sometimes smiling, sometimes her eyes almost filling with tears, until she left the car, made me realize the intense interests of these letters, and knowing that what was interesting to one mother of a boy 'over there,' or in cantonments, would be interesting to every mother of every U. S. soldier, sailor, or marine, I presented the idea to Mr. Robert Chilton, then acting as managing editor, Charles Danziger being away for a few days, and he immediately sponsored it, providing I would do the building up of the department.

"Then the fun began. I wrote an article, having it illustrated with a picture of a not too old mother offering her boy to Uncle Sam, and heading it, 'The Mother Behind the Boy Behind the U. S. Gun,' and invited all mothers, all wives, all sisters, all sweethearts of the Uncle Sam fighters to write to the Chronicle-Telegraph, and we should use the letters. The first article brought two responses. One was from a man, and he objected to the mother which I had had in my illustration, saying she was too young. The other letter was from an aspiring poet, enclosing a few of his supposed masterpieces.

"The poems were used, and the mother being too young was the departure for my second article. I said that the mothers of to-day who are sending their boys to help conquer the Beast of Berlin are young women, many of them in their early forties, and that when we are thinking of them we must rid ourselves of the James McNeil Whistler idea of an aged woman, at the sunset of life.

"This brought three letters from three mothers, the one letter being so good and showing such willing sacrifice on the part of a mother of three boys who had sent them all and was working in the outside world herself, that I sent it to Col. Roosevelt, and he responded in return mail and complimented me on my department and upon the sort of mothers who were bound to write to me. From that time on letters began coming a little faster. Photographs of our wonderful fighting men came in, most of them postcards, but with the assistance of an excellent photography department, headed by Mr. Morgan Morgan, these, many of them, and especially where there was patriotic background or groups of from three to seven boys, or even more, have been enlarged to as large as four columns, and successfully.

"Naturally the women of western Pennsylvania, the mothers, the wives,

the sweethearts, the friends of soldier, sailor, and marine fighters, began writing me or calling up. They didn't want to talk so much of themselves, but they



MISS MARION BRUNOT HAYMAKER.

did want their brave youths to be recognized. No difference was made in the handling of privates, non coms, and commissioned officers, all were heroes in the sight of the woman or girl they left behind, and so were, and are, they in our eyes.

"Many beautiful letters, many lovely poems, many fine mother epistles from the boys in cantonments or 'over there' have come and been used. Letters concerning our brave allies in action have also come and been used—Scotch, Irish, Italian, French, and English, Australian, and Canadian soldiers—all have appeared with equal honor beside our own boys in khaki or sailor blue.

"The mother behind the boy behind the U. S. gun department has helped, let me hope, to weld our women of western Pennsylvania into a more solid patriot chain of helpfulness; let it also be my earnest wish that it has aided in making us know and appreciate our wonderful allies. A spirit of love of heroism, of stoic-like willingness to give their all is shown by most every mother.

"My boy doesn't want to come home until he's got to Berlin," said one mother, when she visited me in person with the photograph and story of her brave fighting lad. "And his thinking is my thinking, too."

(Continued on Page 26)

IMMEDIATE DELIVERY

OF

GOSS

NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-Page Goss High Speed, 4-Decker Two Plate Wide Press with top deck combination for 3 colors or black printing. 22¼ in. column.

REBUILT PRESSES

One 32-Page Goss Half Tone and Color Magazine Press for page 10½ in. x 14 in.

One 28-Page Goss, 3-Roll; 3-Decker Press for black printing 22¼ in. column.

We also have thoroughly over hauled and rebuilt:
One Hoe, 40-Page Press for black printing 22¼ in. column.

Further Information on Request

THE GOSS PRINTING PRESS CO.

1535 South Pavlina Street

Chicago, Ill.

The  Press

PHILADELPHIA

FIRST

in Display Advertising Gains for

JULY

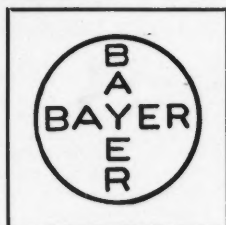
195 Columns

the largest increase of any Philadelphia newspaper. The Press still leads all other Philadelphia morning papers with the largest gain for seven months of 1918, the total being 956 columns.

The Wise Advertiser is Keeping His Eye on "The Press"

GILMAN & NICOLL

1103 World Building, New York 1030 Tribune Building, Chicago



Under Control of the Alien Property Custodian

In view of the publicity recently given The Bayer Company, Inc., the following statement is made :

The Company is controlled by the Alien Property Custodian and the manufacture and sale of its products are entirely under the supervision of the following officers and directors, *all of whom are Americans:*

F. B. Lynch	G. H. Carnahan
<i>President</i>	<i>Vice-President</i>
E. I. McClintock, <i>Secretary and Treasurer</i>	

Board of Directors

N. F. Brady	G. H. Carnahan	Martin H. Glynn
George C. Haigh	F. B. Lynch	E. J. Lynett
C. B. Macdonald	J. R. Speer	

As soon as its books have been audited and the property appraised, the capital stock of the Company will be sold by the Alien Property Custodian *to American Citizens.*

The proceeds of the sale of the property of the Company will be held by the Alien Property Custodian until the end of the war, when Congress will decide as to the disposition of the money.

All profits as well as all the money realized from the sale of the Company will be used for the purchase of Liberty Bonds to help in the prosecution of the war until the *complete defeat of Germany.*

Therefore, genuine Bayer-Tablets and Capsules of Aspirin may be purchased with full confidence.

THE BAYER COMPANY, INC.
Manufacturers of

Bayer-Tablets
and Capsules
of **Aspirin**

INSPIRING WOMEN WITH PATRIOTISM

(Continued from page 24)

"Many aunts, without sons of their own, write, call me by telephone, or in person, about their nephews. In fact, these close relatives have depicted in every way that the young soldier or sailor who has a few aunts is indeed a fortunate fellow. Fathers, too, have written. Grandfathers, in a few cases, and many, many grandmothers—all with service flags for grandsons whom they have raised hanging in their windows.

The Woman's Heart

"It's wonderful, wonderful, the call of war within the woman heart. It may be said that woman is a peace advocate; but she isn't when battle and bloodshed is necessary for home and world protection. My war department has proved this. She it is who sends her sons, she it is who bids her young husband or sweetheart good bye, and with dry eyes; she it is who remembers Belgium, and Servia, and Poland, and bombarded London, and Paris sieged with the long-distance guns which bring destruction to praying women and children, and she it is who, with grim, set face, watches the draftees marching through the streets, and waves the final farewell to the men of her heart at the last home furlough before they go to the east front line in France, or maybe, who can tell, as Guy Empey puts it, 'west.'

"When my department first started, some one on the editorial staff of the Chronicle-Telegraph suggested that I be careful and weed out all German propaganda, or all unpatriotic and resentful letters which should come to me. I promised, and intended to obey.

"But I haven't—not once. For I have had no reason. Not one such communication has been addressed to me.

"The department has been going a little over six months, and is a steady feature of the Chronicle-Telegraph, my mail is heavy, and the only objection I ever have from any of my women correspondents and women readers is that they get a little anxious to know just why their own individual letter or their own individual fighter's picture hasn't as yet appeared.

"Patience, though, is what I give them as a pacifier. For each letter which comes is answered in turn, and no partiality can be shown.

"For each soldier or sailor or marine is just as important in his niche of this world war for democracy and the supremacy of right as is any other.

"And this must be my slogan."

NECESSARY TO READ PAPERS

Judge Says Man Who Doesn't Isn't Fit for Jury.

WASHINGTON, Aug. 29.—"A man who doesn't read the newspapers isn't fit to serve on a jury."

The foregoing statement, bringing out the importance of following the events of the day through the newspapers, was made by Judge John T. Goolrick, at Alexandria County Court House, where a jury was being empanelled in the case of Earle S. Gamble, charged with the murder of John P. Werres, jitney driver and Government Printing-Office worker. It was occasioned by questions asked by counsel for the defence, challenging them as to whether they had read the newspaper accounts of the murder or had fixed opinions in the case.

GRUENSTEIN NOW EDITS TRENCH & CAMP



BERNARD GRUENSTEIN.

CAMP BEAUREGARD, Ala., August 30.—Bernard Gruenstein, former dramatic editor of the St. Louis Republic, is the new Camp Beauregard editor of Trench and Camp. Before enlisting in the army Y. M. C. A. two months ago, Mr. Gruenstein had a wide newspaper experience. He was connected with the editorial staff of the Republic for nearly six years, and prior to that time was on the staff of the St. Louis Globe-Democrat for seven years. When a student at the University of the South, Sewanee, Tenn., from 1907 to 1910, Mr. Gruenstein was sporting editor of the Sewanee Purple.

Speaking of his plans in connection with his camp edition, Trench and Camp, which is printed by the New Orleans Times-Picayune, Mr. Gruenstein said:

"The Times-Picayune, in hearty cooperation with the National War Council of the Y. M. C. A., is most anxious to make the paper even more interesting from the standpoint of the soldiers, as well as their civilian friends back home. It is not in any sense a Y. M. C. A. organ, but is a soldiers' newspaper first, last, and all the time.

"We want soldiers not only to read Trench and Camp, but actually to write its contents as much as possible. Our job is to help the soldiers do this.

"We hope every man that ever had anything to do with newspaper work in civil life will come forward with an offer to help. And we trust that every man who has the welfare of his company at heart will see that some of his company's news gets into these columns every week."

AN INDEFATIGABLE WORKER

J. M. S. Hamilton Has Had One Vacation in 35 Years

A record not often equalled is that of James M. S. Hamilton, for fifty years the subscription clerk of the Nation, in New York, working seven days in the week and taking only one vacation in thirty-five years. Since 1881, when Henry Villard bought the Nation and the New York Evening Post, Mr. Hamilton had been subscription clerk for both publications. Recently when the Evening Post changed hands he gave up his work on the Nation and remains with the Evening Post.

Distribution Is Easy in West Virginia



You can find the eleven chief distributing centers and Daily Newspaper cities on the map.

A list of the newspapers with their rates is given below.

As to Distributors, there are over two hundred wholesalers in West Virginia—and what is sold in the State is generally consumed in the State.

Wholesalers and consumers are generally within the influence of these newspapers' circulation, so that the population of nearly 1,500,000 can be very economically addressed by newspaper advertising.

A city in West Virginia stocks to supply a very large outside radius, a much wider zone than is customary elsewhere.

This gives the general advertiser his opportunity. For a comparatively small appropriation he becomes a BIG advertiser in this wonder State.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
*Telegraph . . . (M)	4,723	.01428	*Herald-Dispatch . . . (M)	9,450	.02
Charleston			*Herald-Dispatch . . . (S)	10,500	.02
‡Gazette . . . (M)	11,300	.02	Martinsburg		
‡Gazette . . . (S)	13,200	.02	*Journal . . . (E)	3,068	.00893
*Leader . . . (M)	6,819	.0157	Morgantown		
*Leader . . . (S)	7,351	.0157	‡Post (E)	3,025	.0143
*Mail (E)	8,361	.02	Parkersburg		
Clarksburg			‡News (M)	6,300	.0125
*Exponent (M&S)	8,035	.02	‡News (S)	6,200	.015
‡Telegram . . . (E)	8,140	.02	‡Sentinel . . . (E)	6,750	.0115
‡Telegram . . . (S)	7,805	.02	Wheeling		
Fairmont			‡Intelligencer . (M)	13,500	.0225
*Times . . . (M&S)	7,223	.02	‡News (E)	16,400	.03
*W. Virginian (E)	5,162	.02	‡News (S)	20,000	.04
Grafton					
*Sentinel . . . (E)	2,120	.0107	*Government statement March 31st, 1918.		
Huntington			‡A. B. C. statement March 31st, 1918.		
‡Advertiser . . . (E)	7,452	.02	‡Publishers' statement.		
*Eve. Journal (E)	0,000	.00			

File the Facts for Reference

FORCE U. S. PRISONERS TO WRITE LIES

Col. Churchill Warns Editors That Germany Compels American Captives to Say They Are Treated Well in Hun Camps

Warning to editors "to put a little salt on" letters from American prisoners of war in German prison camps which speak of excellence of food and treatment was issued recently by Col.

Marlborough Churchill, chief army censor.

"An officer of the military intelligence branch, who spent two years of the war in Germany," Col. Churchill continues, "reports that there are certain rules laid down for all prisoners in letter writing. The price they pay for the transmission of their letters is that they must state that they are well treated, also that the food is good, and that they are contented. The letters of the prisoners are carefully censored at the camps, and any statement made contrary to the rules laid down for letter

writing simply means destruction of the letter.

"It is therefore concluded that any information coming from American prisoners in Germany is absolutely unreliable and should not be published in American newspapers or magazines as in any way authentic."

Dinner to "Big 6" Chief

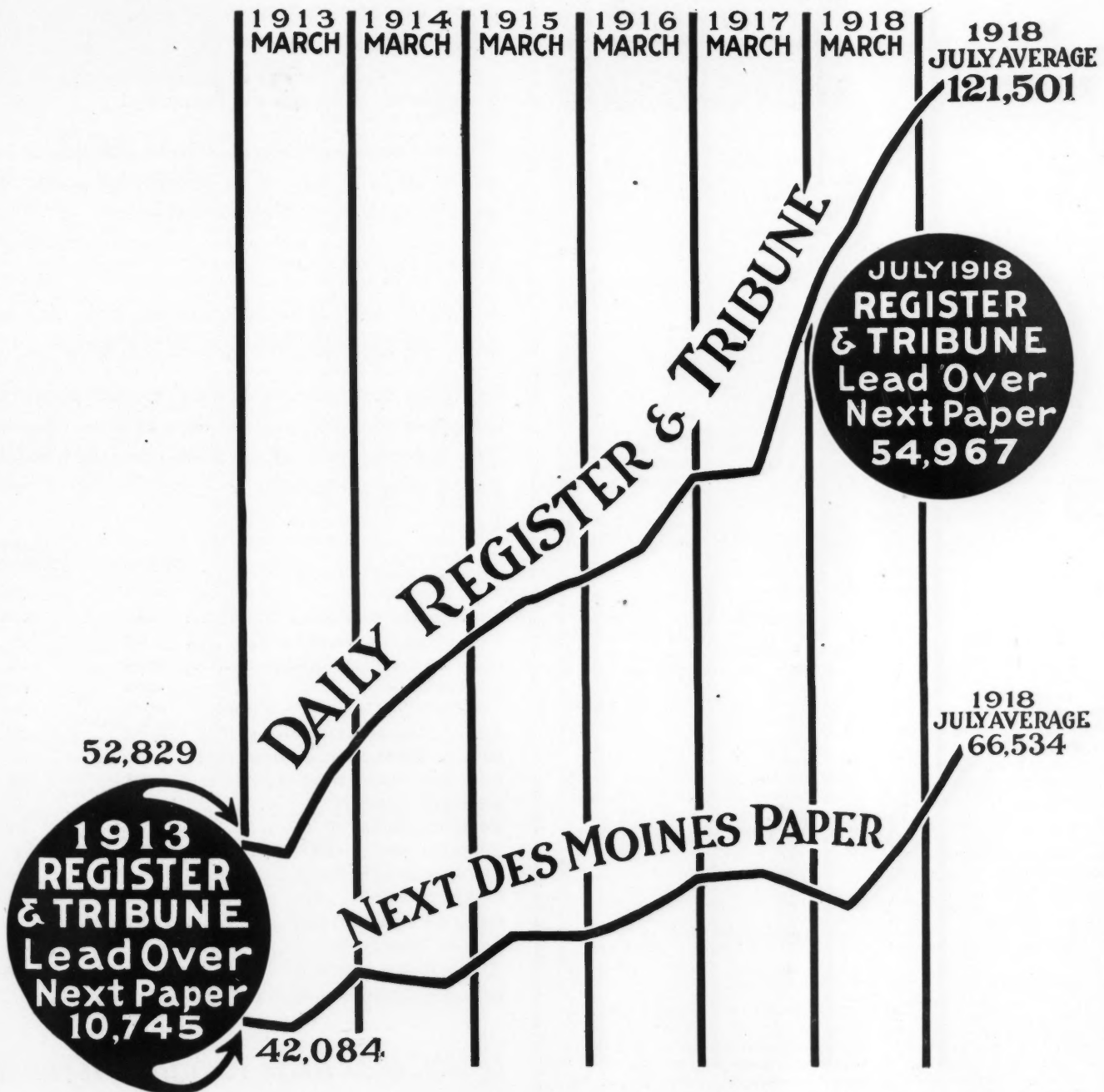
Leon H. Rouse, who is now serving his fourth term as president of Big 6, New York's big typographical union, is to be tendered a complimentary dinner

by his friends at the Palm Garden on October 6.

Hits Non-Partisan League

H. M. Mimmo, editor of the Detroit Saturday Night, pays his respect in no uncertain language to "America's Latest Bolshevik Attack," in the September issue of "Black and White," a publication that gives every promise of supplanting the Phillistine in the affections of many of the late Fo's friends. His theme is the "Non-Partisan League and its Czar, Townley, or Farming the Farmer."

Growing Supremacy of Des Moines Register and Tribune



The paid circulation of The Register and Tribune (morning and evening) equals the population of the city of Des Moines—a record not approached by another newspaper or newspaper combination in any other city of over 100,000 population in America.

Over 1,250,000 prosperous Iowans live in the territory served by The Register and Tribune.

BINGHAM ENDORSES WOMEN SUFFRAGE

New Owner of Courier-Journal Rejects Suggestion That He Succeed Ollie James in the United States Senate

LOUISVILLE, Ky., August 30.—Judge Robert Worth Bingham, publisher of the Louisville Courier-Journal and Times, spent several days in Washington last week. He was accompanied by Arthur B. Krock, managing editor of the Courier-Journal. One object of the visit east was to confer with Col. Morton M. Milford, in charge of the Washington Bureau of Judge Bingham's papers, and it is understood plans are under way for enlarging the scope of the bureau and increasing its usefulness.

Since the death of Senator Ollie M. James, of Kentucky, the name of Judge Bingham has been mentioned frequently in connection with the short term senatorship vacancy. It seemed to be generally conceded that Judge Bingham could have the appointment if he wanted it, but the proposition is said to have been flatly rejected by Judge Bingham when the subject was broached. If indications count, Louisville's latest recruit among newspaper publishers intends to devote his best thought and energy to the upbuilding of the properties he recently acquired.

Judge Bingham, it is said, has forward-looking ideas regarding the work that lies ahead of his newspapers. He proposes that both shall have opinions regarding matters of vital import, whether to city, State, or nation, insisting that his editors keep abreast with the times and lend their genius in supporting any cause that spells progress.

Declares for Suffrage

As an evidence of Judge Bingham's progressive intentions the Courier-Journal has already declared editorially for woman suffrage notwithstanding that the name of Henry Watterson, that doughty foe of feminism, still appears as editor emeritus of the Courier's editorial page. Discussing its change of policy the Courier Journal said, in part:

"This is not a reversal of the Courier-Journal's views. It is rather the progress of its position. It has given frequently suggestions of the grounds upon which 'votes for women' should be combatted. Those suggestions were sincerely given, and, it is to be hoped, were seriously received. Since the issue is important, it is not improper that the public should consider the arguments against the movement as helpful to a frank study of the entire subject. But the War has brought new light to old topics. Its processes have been drastic, swift, and sure. It has taught us to turn from things which in ordinary times were sound, but which will be obsolete in the ordinary times to come. It has taught us a lesson in Woman.

Turns the Corner

"So, the Courier-Journal—the 'Old Lady on the Corner'—whose voice has heretofore been raised in opposition to suffrage for women, is going to turn the corner and walk straightway into the ranks of some of her younger sisters. She is an old girl herself, but she can recognize the charms of the debutantes when she sees them. And she is going to dance the 'Votes for Women' one-step, waltz, muzurka, polka, and all the rest of the dances until the band plays 'Home, Sweet Home.'

WANTS EX-MARINES ON HIS STAFF AFTER WAR IS OVER



PRIVATE THOMAS E. WILSON.

Private Thomas E. Wilson was managing editor of the Evansville (Ind.) Journal-News before he became a marine.

"Both in and out of the service one frequently hears the query, 'Why are the Marines the first to fight?'" writes this ardent Hoosier. "The question is easily answered: No one can beat them to it."

"From the time a man dons the uniform of the Marine Corps until the last trench is crossed, 'pep' is his watchword. Everything is done 'on the double,' even sleeping. The Marine learns to act as he thinks, for hesitancy is a lost art with him. He is trained to get results, and only results count. After my trip to Berlin the men I employ will be ex-Marines."

ART SERVICE REORGANIZED

International Succeeded by Advertising Artists, Inc.—Weiner Resigns

The International Art Service, 33 West 42d Street, has been completely reorganized and will hereafter do business under the name of Advertising Artists, Inc., at the same address.

Arthur F. Weiner has sold his interests in the company and has severed his connection with it. The business will hereafter be conducted by the American members of the firm, the officers being Le Roy Latham, President; W. G. Sesser, vice-president; Harry A. Weissberger, secretary and treasurer. Mr. Weissberger will also be the general manager of the company.

A. B. C. Directors to Meet

The Board of Directors of the Audit Bureau of Circulations will hold a meeting at the Hotel Knickerbocker, New York, September 10.

The debutantes may be younger in years, but they shall not outdo her in the spirit of youth. In her hand she will carry a banner with the strange device: "VOTES FOR WOMEN."

As if suiting action to words the order went forth the next day to establish a rest and recreation room for all of the young women employed in the Times and Courier-Journal building. A large room will be selected and appropriate fittings provided.

Learn to know

Wisconsin

The ideal territory, where city stores stock for big country purchases, and a few high class daily newspapers spread good advertising news economically and effectively!

Wisconsin has the people and the money!

Without bonded indebtedness, it is the 13th state in population, 8th in the value of its manufactured product, and one of the greatest of all agricultural areas!

Can you match it?

And WHAT are YOU doing for yourself in its rich markets? Are you selling them your share of goods?

Now is the time! Push forward and get your place! The newspapers will help you. Ask them what you should do; what opportunities there are in your line and how to go about placing your goods.

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,274	.02
Eau Clair Leader-Telegram (M&E&S)...	8,338	.027
Fond du Lac Commonwealth (E).....	5,592	.02
Green Bay Press Gazette (E).....	10,096	.02
Kenosha News (E).....	4,100	.0143
La Cross Tribune-Leader Press (E&S)...	13,307	.03
Madison, Wisconsin, State Journal (E)...	13,711	.03
Madison, Wisconsin, State Journal (S)...	10,531	.03
Milwaukee Evening Wisconsin (E).....	39,898	.06
Milwaukee Journal (E).....	116,607	.14
Milwaukee Journal (S).....	99,154	.14
Milwaukee Sentinel (M&E).....	81,616	.11
Milwaukee Sentinel (S).....	72,780	.11
Racine Journal News (E).....	7,415	.02143
Sheboygan Press (E).....	5,714	.0143
Superior Telegram (E).....	15,095	.035
Wausau Record-Herald (E).....	4,780	.0178

Government Statements, April 1st, 1918.

It will cost little to add Wisconsin in your big appropriation; and it will better your average of results.

WARD TRAINS THEM BY ACTUAL WORK



JOSIAH M. WARD.

Out in the west since 1880 Josiah M. Ward, now of the Denver Post, has been a leading factor in the newspaper world. As city editor of the Kansas City Post and other papers he trained many youngsters who now occupy important places. He is still training men and women for newspaper work, this time as instructor of the Denver Post School of Journalism.

When war was declared by America Ward was sent to Europe by the Post. After ten months at the front he came home and now writes a daily war review, a whole Sunday war page and another weekly page, on European cus-

toms and life. He expects to return to the front after he has trained enough newspaper writers to keep the Post ranks filled for some time, despite the draft.

On the Denver Post he has instituted a school of journalism in which there is not a text book and no cut and dried theory method.

Denver newspaper offices were seriously affected by the draft, and many seasoned newspaper men answered the call to the colors. Denver is a city where many people of small means are compelled to live owing to the climate, and they seek congenial work. When the news spread that the staffs were low the city editor of the Post, the managing editor and the whole office was pestered by people making inquiry about the requirements of newspaper work. It was a real problem to furnish this information and get the paper out. So the management conceived the idea of starting a school of journalism where the applicants could find out exactly what the demands of the work were.

The fundamentals of journalism are taught by giving assignments to the students. One hundred and fifty were enrolled for the opening session on July 1. This number has dwindled to fifty. Two very good woman humorists have been discovered, a number of feature writers, and many good reporters. The paper has been made very lively by the fifty students always on the lookout for news. The features have proved so good that the Sunday issue contains many little illustrated features contributed by the class.

Hundreds of inquiries have come from rural districts regarding a correspondence course in journalism, but Ward draws the line on conducting this branch.

NEWSPAPERS CUT OFF GASOLENE WASTE

The wonderful observance of the Fuel Administrator's request for a gasoleneless Sunday in and around New York is credited to newspaper publicity by A. C. Bedford, of the Standard Oil Company, of New Jersey, and Chairman of the Petroleum War Service Committee. Mr. Bedford said:

"The attitude of New Yorkers in regard to abstaining from Sunday automobiling for pleasure is simply wonderful. It merely goes to show what newspapers can do; how widely they are read, and just how willing the great American public is to do any-

thing that will, in the smallest way, aid the United States and her Allies.

"The newspapers deserve all the credit in the world for their help in this latest move, for without them we would have been helpless.

"People talk of gasolene cards. That would be almost an impossibility, and would cost millions of dollars to keep up the force necessary to issue such cards."

500 Stars for Cleveland "Newsies"

CLEVELAND, O., September 3.—Newsboys of Cleveland are making preparations for a patriotic demonstration when the Newsboys' Protective Association unfurls its service flag bearing 500 stars. Several of its members have already been in action and bear wounds.

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.

- 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.
- 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 6,000 circulation, 5000 line rate 1½c.
- BAY CITY**—Center of all railroads of the district. Has over 375 industries producing over \$60,000,000 worth of goods yearly, employing over 12,000 men and women. Wide variety of manufactures, mining, beet sugar and generally rich agricultural center. A one paper city thoroughly covered by The Times-Tribune, circulation 16,954, 5000 line rate .035.
- DETROIT**—Fourth city of America—914,000 population, heart of a community producing 80% of the world's automobile output, a city on the eve of almost inconceivable financial prosperity due to war orders. Covered by The Detroit News, a 2c. paper, circulation exceeds 217,000, rate 5000 line contracts. 23c.
- 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 23,698, 5000 line rate 5c.
- GRAND RAPIDS**—2nd city of Michigan, population 140,000, world furniture center, manufactures exceeding \$50,000,000 annually, jobbing business of \$40,000,000 annually, located in Michigan's great fruit belt, covered by the Evening Press, so there's nothing left to cover, 75,000 circulation daily, rate for 5000 lines 10c.
- JACKSON**—Is the distributing center of a large, rich district of Michigan. It has large automobile production, hence labor well employed. With 37,000 population Jackson has but one evening paper, The Citizen-Patriot, which has 16,076 circulation, mainly in its home city. This means absolute coverage. *Lowest rate .05.
- KALAMAZOO**—Population exceeds 51,000, 80% native born. 53% own their homes. Has over 300 manufacturing plants including paper mills, corset factories and many other wealth producing industries. Is a one paper city, thoroughly covered by the Gazette-Telegraph, guaranteed circulation exceeding 22,171. 5000 line rate 3½c.
- LANSING**—Michigan's capital, population over 60,000 and just one paper, The State Journal, which covers it wonderfully. Rich agricultural district, four railroads. Manufactures are agricultural implements, threshing machines, automobiles, furniture, etc. Location of Michigan Agricultural College, State Reform School and School for the Blind. Journal's circulation 24,115, 5000 line rate 5c.
- MUSKEGON**—On the shore of Lake Michigan, 30,000 population served by one paper, the Chronicle, with 10,549 guaranteed circulation. Muskegon has 200 big factories, foundries and metal shops and right now is enjoying the greatest prosperity of its history. The Chronicle 5000 line rate is 2½c.
- PONTIAC**—Another auto city. This source of prosperity has been added bodily to a community already noted for stock, produce and dairy products. Money abounds about Pontiac, the district between it and Detroit, 25 miles away, being practically a continuous stretch of wealthy communities and millionaire country places. Pontiac's one paper, The Press-Gazette, has 10,751 circulation, rate 5000 lines .025.
- PORT HURON**—25,000 population, natural gateway to and from the "Thumb" of Michigan, embodying four rich counties. There the Times-Herald, Port Huron's only paper, is supreme, thoroughly covering some 50 towns and villages and the rural routes of the district. Circulation exceeds 11,057, rate for 5,000 lines 2½c.
- SAGINAW**—Right now a sugar beet center is an important place. Saginaw is that and also the home of Michigan coal mines, besides diversified manufactures exceeding any city of similar size in the middle west. Saginaw's one evening paper, The News-Courier, covers it completely, has 17,884 circulation, 5000 line rate .05.

The Vancouver World

Vancouver, British Columbia

has appointed

Mr. Joseph R. Rathbone

of Toronto

publishers' salaried representative for Eastern Canada.

Mr. Rathbone will have charge of all advertising in Eastern Canada for

The Vancouver World

EDITORIAL

THE COLORADO IDEA

ALVA A. SWAIN, Director of Publicity for the Liberty Loan in Colorado, has asked the County Chairmen to raise funds for the purchase of advertising space outside the usual channels. He believes that merchants have been called upon for donations of space and money on a scale out of proportion to their resources, and that other citizens—doctors, lawyers, farmers, people not accustomed to making advertising expenditures—should be asked to donate funds to pay for the advertising of the forthcoming great Liberty Loan.

Under the usual plan the publisher of a newspaper undertakes to secure from merchants and other regular advertisers donations of space or money. The publishers work in cooperation with the local Liberty Loan committees in this canvass for funds. Mr. Swain has ascertained that 425 out of 426 Colorado publishers are opposed to this method. This expression of opinion resulted from a questionnaire which he sent out.

The publishers of Colorado, he states, find that the merchants feel that in soliciting them for donations of money or space there is a certain bartering of patriotism involved. They feel that in the final analysis the publisher is selling, under the spur of a national necessity, his own commodity.

The new plan by which county committees will raise funds from sources not hitherto canvassed, and by which the advertising will be placed in a business-like way, should do away with this friction. The Colorado publishers will demonstrate their own willingness to donate to the cause by contributing as a gift space equivalent to that which is paid for in their columns, as well as a great amount of space for news and editorial treatment of the loan campaign.

This is a step forward toward a real advertising policy for the Government. It is to be made out in that West, where they do things—where they have less patience with rut-policies than is shown here in the East. With a great record for advertising and bond sales in the previous loan campaign, Colorado may be expected to stand again at the fore in the sisterhood of States when the final drive for the fourth loan shall come to an end.

In his letter to THE EDITOR-PUBLISHER, printed last week, Mr. Swain expresses the belief that "the newspaper people themselves are responsible" for the present advertising policy of the Government. "If we were a unit in presenting the matter to the Government," he says, "we could get it changed in a very few months." That has been the conviction of THE EDITOR-PUBLISHER from the first. And that conviction has not been shaken by events. After the campaign for the fourth loan has been completed there should be set on foot an intensive campaign for the adoption by the Government of a paid advertising policy. Such a movement, supported by business men and the press generally, will bring the matter before the Congress as an issue of a vital kind, and common-sense consideration of the whole matter will be assured.

Meantime, it would seem to be quite within the province of State and County Chairmen of the Liberty Loan committees to adopt, to some extent, the Colorado plan of securing funds, thus affording to other citizens the opportunity to cooperate which has been largely confined heretofore to merchants, bankers et al. The one dominant purpose in the minds of all editors and publishers is that of securing a smashing over-subscription to the forthcoming loan—and to this end all differences of opinion as to policies will be subordinated. Plans of campaigns are formulated well in advance, not at the moment when the fighting forces are awaiting word to go over the top! Mr. Swain, like the loyal soldier that he is, does not propose to change the Government's advertising policy, but to make a happier adaptation of it to local conditions than is being done in other sections. For this initiative he deserves hearty commendation—and emulation!

EDITORS have always been trained in space-curtailment, even in times when the dead-line was not so inelastic as now. They are thus able to meet the present requirements without seriously impairing the value of the finished product.



THE MAN WHO CAME BACK

IF you undertake to find somebody who has never heard of Walt Mason you will face the hardest job of your life. For about ten million people read his little prose poems every day in the newspapers of the country—and they tell the other ninety millions of our home folks all about them.

Walt Mason is a Canadian by birth, and is fifty-six years old. He has lived in "the States" most of his life, and has worked on newspapers in every part of the West.

In the American Magazine he tells how, at the age of forty-five, he graduated from a Keeley academy, with high honors. He had conquered the drink habit, but he was down and out—utterly, literally. He got it into his head that he wanted to go to Emporia, to work for William Allen White, for whom he had conceived the sort of an affection which so many people feel for the sage of Kansas.

White gave Mason his chance. He didn't coddle him, nor attempt to lift from Mason's own shoulders the burden of his past. He just gave him the chance to "come back," and Walt Mason held to that chance with an iron grip.

Now he is an institution of Emporia, second in importance only to his chief. George Matthew Adams has for years syndicated his prose poems. At first he paid him eighteen dollars a week. Mason says that Adams has increased his salary from time to time, until now he believes that he receives more money than was ever before earned by any man for writing poetry.

Walt Mason thus tells his own story in the belief that it has a pretty sound moral—that it teaches that a man who is down and out at forty-five can begin again at the bottom and win.

BETTER STANDARDS IN SELLING ADVERTISING

THAT an advertising salesman should concentrate on the task of selling his own newspaper to advertisers, and should cut out criticism and discussion of competing papers is the contention of the members of the New York section of the National Association of Advertising Managers.

In formulating a code of ethics for advertising solicitors the New York men have placed emphasis upon the value of constructive salesmanship, and seek to establish standardized competitive methods. They would eliminate the knocker, recognizing in him a destructive factor in the advertising field. The solicitor who seeks to sell space in his own paper through first destroying confidence in competing papers may, now and then, secure an exclusive contract, but he will have rendered to his paper a very poor service indeed.

Every newspaper has its distinctive elements of value as an advertising medium. These afford to the advertising salesman ample material for solicitation of business for his medium. In pressing upon the attention of the advertiser what he may contend is "inside information" as to the weaknesses of other newspapers, and in arousing suspicion as to the integrity of their rate-cards or their circulation figures, he succeeds only in weakening the "morale" of advertisers and in creating in their minds distrust in regard to all space-selling arguments. It is true that the interests of the newspaper and those of its advertisers are common interests—that there is no profit in selling advertising unless the buyer profits through the transaction. This fact has long been generally recognized.

It follows logically that the interests of all sellers of newspaper advertising are mutual—that what injures one injures all. The New York advertising managers have done well to emphasize this truth in their Standards of Practice.

LOOKING TOWARD A NEW PRICE-BASIS

PERHAPS no other class of our business men have been so reluctant to advance the selling prices of their products in conformity to rising costs of production as the publishers of daily newspapers.

The penny price, held until economic conditions actually forced its abandonment. Their stubborn adherence to the nominal price indicated the grip which sentiment has so long held on publishers. They have accepted the inevitable, of course, but not willingly nor with any vision of profits. The preservation of their properties, as instruments of public service, was the controlling motive.

Thus the two-cent newspaper has become the rule, and the people have accepted it as a matter of course. But events in the world of economics are moving swiftly, and there is a general feeling that the two-cent basis may have to be, in due time, abandoned, and a general advance to three cents made.

At the present time this prospect is merely a subject of discussion. There has been no widespread adoption as yet of the three-cent price—but far-seeing publishers feel that it is coming. Indeed, in some sections of the country a five-cent price is likely to rule.

Cold facts will govern. Publishers, having held to the penny price long after it had ceased to be economically sound, should not follow that losing policy in regard to a further advance. The spectres which alarmed publishers in connection with the adoption of the two-cent price proved to be—merely spectres. They quickly vanished. The people did not, as feared, arise in wrath and refuse to buy their newspapers. Competition, by publishers adhering to the losing price, did not materialize. These spectres having been laid, the policy of an increase to the three-cent basis may be considered in its economic aspects, and with entire serenity.

CHAIKMAN HURLEY, of the Shipping Board, in his recent article in THE EDITOR AND PUBLISHER, established a strong case for Government advertising. He had found it necessary to let the American people know the vital need to the nation of shipyard workers. Through advertising and publicity the message was gotten to the people, and the workers have been and are being found. This result could hardly have been achieved without the channel of communication afforded by the newspapers. What has the result been worth to the Government, to the nation?

MARSE HENRY WATTERSON, minus the armor and sword of editorial power which he has worn for so long, has come to the New York which he has always loved for a vacation. Fighting back to health after a serious illness he has heeded the call of the sea, and is taking his ease at a near-by shore resort. If the good wishes of his fellows of the great guild can avail, Marse Henry will speedily regain his old vigor, and will wield once more his unmatched pen.

PUBLISHERS whose vision extends beyond the immediate hour are busily engaged in developing new lines of advertising to replace other lines in which there is a slump because of war conditions. This is work that ought to have been done long ago, but most newspapers have neglected it in the past. The advertising manager who has abundant initiative will appreciate the suggestions contained in the Larned articles.

JUST as some people find it hard to make a savings bank account grow, so some newspapers find it hard to make the volume of classified advertising grow. Both tasks require patience and concentration on a definite objective.

IT is worthy of note, just now, that the newspapers I have always run "tight"—which have presented the news in the most concise form—have always been the most successful newspapers.

NEWSPRINT costs more—and publishers should see to it that it is WORTH MORE—that it shall be used to better advantage than ever before.

PERSONALS

William J. Harris, formerly with the Buffalo Courier, has been visiting relatives and friends in Buffalo after recovering at Richmond, Va., from wounds received in France while serving with the Fifth Regiment, Marine Corps, in which he is a private.

W. O. Jamison, cartoonist and leading art man on the Evening Tribune staff, has returned after a two weeks' outing on the lakes at Chicago. His chief comment on vacation days were that all his old-time friends had either enlisted or been drafted and the newspaper acquaintances in Chicago were somewhat reduced.

Coie E. Morgan, editor on the Atlanta Georgian, arrived in Nashville August 20 to direct the Y. M. C. A. publicity work in Tennessee.

J. Lester Kay, former sports editor on the Nashville Banner, writes that he is in the detention camp at Paris Island, S. C., where he has enlisted with the Marines.

Lucien Parlin, lately in newspaper work at Sioux City, Iowa, is doing assignments for the St. Paul Pioneer Press.

M. R. Galt, managing editor of the St. Paul Dispatch-Pioneer Press, is, with his wife, taking a vacation motoring trip in Northern Minnesota.

John Cowen, late of the Minneapolis Tribune, is reading copy for the St. Paul Pioneer Press.

Ralph Glendenning of the advertising staff of the St. Paul Daily News is taking his annual recreation in the northern part of Minnesota.

Charles Lindholm, a well-known actor, is covering the police run for the St. Paul Pioneer Press. He has decided to abandon the stage until the close of the war, declaring that he wished to do more essential work.

Gordon Erskine, of the St. Paul Dispatch-Pioneer Press city staff, has resigned to take up military training at the Dunwoody Institute in Minneapolis.

Percy Halstead, until recently connected with the Minneapolis office of the Associated Press, is one of the new assignment men of the St. Paul Pioneer Press. D. W. McCracken is another.

Everett C. Watkins, Washington correspondent for the Indianapolis Star, is spending his vacation in the home town.

Chauncey C. Brown is acting editor of the Dallas (Tex.) Morning News while Wilbur Keith, regular city editor, is in Colorado on his annual vacation.

A. G. Whidden, former newspaperman of Texarkana, Texas, but more recently managing editor of the Pine Bluff (Ark.) Graphic, has entered the army Y. M. C. A., and is now taking a course in training at San Antonio, preparing for overseas duty.

J. B. Harris has resigned as a member of the advertising staff of the Dallas (Tex.) Evening Journal to engage in the life-insurance business in Dallas.

Earl Gates, formerly of the Boston Post copy desk, has joined the copy desk staff of the Boston Herald.

J. K. Schmidt, former automobile editor of the Cleveland (Ohio) Plain Dealer, in a long letter from France, declares he would not like to live in that country, and is very anxious that the American forces complete their job by driving the Kaiser home.

Sam Anson, of Cleveland, one of the best known newspapermen in Ohio, is engaged in publicity work for the Liberty Loan organization. Mr. Anson is putting in considerable time preparing country newspapers for the next loan campaign.

John J. McMahon, for the past seven years city editor of the Lynn Evening

GREAT newspapers are always edited by men who are interested in everything. If Benjamin Franklin were alive to-day he would be worth a hundred thousand dollars a year to any one of fifty concerns because he was interested in Everything. —Herbert Quick.

News, has joined the staff of the Boston Traveler.

Herman Ickerson, a former member of the Boston Post staff, has joined the Traveler copy desk staff, returning to Boston from Philadelphia, where he has been engaged in newspaper work.

Carl W. Simpson, day manager of the Boston Bureau of the Associated Press, will join the Washington bureau staff early in September. He will be succeeded on the day desk by Herbert B. Littlefield, night manager for some time past.

Thomas Carens, formerly editorial auditor of the Boston Herald, and more recently the Washington and later the New York correspondent of the Herald, has been commissioned an army lieutenant and is stationed at Camp Devens.

Earle A. Meyer, former city editor of the St. Louis Globe Democrat and more recently field manager for the Ozark Oil & Gas Company, has enlisted in the navy as a second class yeoman.

Frederick J. McIntosh, poultry editor and feature writer of the St. Louis Globe-Democrat, has joined the publicity department of the Y. M. C. A., and has departed for New York, whence he expects soon to sail for France.

Ray Mower, a Schenectady and Groversville newspaperman, has a position on the copy desk of the New York Tribune.

Pte. "Jack" S. Connolly, formerly assistant city editor of the Boston Herald, has arrived safely overseas, and writes enthusiastically about the war game, saying that it "has journalism and politics stopped a mile." He is a member of A battery, 78th Field Artillery. Jack also has two brothers in the service; Corp. Louis Connolly, of the 101st Infantry, and Archie of the quartermasters corps.

Joseph F. Mulligan, formerly a member of the reportorial staff of the Boston Herald, has received a commission as second lieutenant in the army. He is attached to the headquarters department in Washington.

Joseph R. Rathbone, of Toronto, has been appointed as publisher's salaried representative of the Vancouver (B. C.) World, and will have charge of all advertising in Eastern Canada for that paper.

J. Eilison Young, for several years editor of the St. Thomas (Ont.) Journal (recently the Times-Journal), has resigned and gone to Windsor to become news editor of the Border City Star.

Harold Moriarty, of the Lewiston, Me., Journal business staff, has gone to the Officers' Training School at Camp Lee, Petersburg, Va. Mr. Moriarty will find at Camp Lee another member of the Lewiston Journal staff—Daniel S. Dexter, formerly sporting editor, who secured an appointment some weeks ago.

Ben H. Dyer, assistant circulation manager of the Dallas (Tex.) Morning News, has received a commission as first lieutenant, after attending the officers' training camp at Camp Pike, Ark. Lieut. Dyer has been assigned as instructor at the Camp Pike Training School.

George Patullo, well-known writer, who has been sending stories from the western front in France, is expected to

return to his home in Dallas early in September. Mr. Patullo has been spending a few weeks' vacation at a recreation camp in Ontario.

Lieut. James A. Allen, who formerly was staff artist for the Doubleday-Page Publishing Company, is now cartoonist for the Camp Dick Weekly News, published by the aviation camp at Dallas, Tex.

Walter C. Esry, former assistant editor of the Dallas Semi-Weekly Farm News published by A. H. Belo & Co., at Dallas, has been commissioned as second lieutenant in the Texas National Guard.

Chauncey C. Brown, assistant city editor of the Dallas (Tex.) Morning News, has been accepted for overseas Y. M. C. A. service, and has been ordered to report to a training camp in San Antonio on September 10.

Harry G. Evans, for several years telegraph editor of the Louisville Times, but more recently "efficiency man" for both the Times and Courier-Journal, has resigned to accept a position as secretary of the Louisville Park Board. Mr. Evans before coming to Louisville was identified with Indianapolis papers.

J. C. Travis, for three years telegraph editor of the Omaha Bee, has joined the staff of the Louisville Times. Temporarily he will cover City Hall. Later he will go to the copy desk.

Don Parker, member of the Des Moines Register and Tribune editorial staff, is at the machine-gun officers' training camp at Augusta, Ga.

R. A. Abernathy, for more than a year head of the traffic department of the Associated Press in Des Moines, has been advanced to a similar position in the News Association's Ohio State headquarters in Columbus.

Homer G. Roland, former newspaper reporter in Iowa City, Iowa, and at one time editor of the Iowa State University Daily, has been assigned to the Stars

and Stripes, the official A. E. F. paper printed in Paris.

H. C. Sparks, city circulation district manager for the Des Moines Register and Tribune, has been called to service, and has reported at Fort Riley, Kan.

Berkle Rosenberg, street hustler for the Des Moines Register and Tribune for the past eight years, was called to colors by the local board, and has reported for duty at Camp Pike, Little Rock, Ark. Employees of the circulation department presented him with a handsome gold wrist-watch before leaving. The sixty-ninth star is added to the Register and Tribune service flag.

Gustave Franca, publisher of the Montreal (Quebec) Labor World, has been appointed a member of the Labor Court of Appeals, which has authority to review the findings of conciliation boards.

John J. Sheridan, of the sport staff of the St. Louis Republic, has enlisted in the Marine Corps. He is the fourth member of the sport staff of that paper to enlist this summer.

J. W. Cassidy, editor and publisher of the Granite City (Ill.) Herald, is a candidate for the Republican nomination for County Clerk of Madison County.

A. U. Bareo, president and editor of the Edwardsville (Ill.) Republican, has enlisted in the navy, and is now at the Naval Training Station at Municipal Pier, Chicago.

A. W. Schimpff, editor and publisher of the Collinsville (Ill.) Advertiser, has been seriously ill in the Missouri Baptist Sanitarium, in St. Louis.

B. A. Juhan has been appointed news editor of the Athens (Ga.) Banner, succeeding D. G. Bickers, who has gone to the Savannah News.

Culbert Maughan, a member of the London Times staff, has been sent to America by the British Government to study the American shipbuilding programme.

George W. Williams, city editor of the Wilkes-Barre News, has been compelled to take a couple of month's rest, his health having suffered from overwork. He is spending the time in the highlands of Wayne County, Pa.

William R. Lynett, son of E. H. Lynett, editor and proprietor of the Scranton Times, has enlisted in the Naval Reserve and is now on duty at League Island, Philadelphia.



The Haskin Letter is conceded to be the most carefully prepared and best written time copy on the market

Edward H. Becker, manager of the service department and in charge of foreign advertising of the St. Paul Dispatch-Pioneer Press, has become director of advertising of the Douglas Company at Cedar Rapids, Ia. He had served those papers in the advertising department seven years.

R. B. Ellis, a Twin City newspaper man, has been appointed statistician and publicity director of the Northwest Industrial region. He will furnish data on resources for Government officials to aid them in awarding contracts.

Mary Kelly has become assistant dramatic editor of the St. Paul Daily News.

B. W. McCracken, who has been doing assignments for the St. Paul Pioneer Press, has taken up advertising work for a Grand Rapids, Mich., company.

James E. Graham, jr., late of the St. Paul Dispatch-Pioneer Press advertising staff, has been commissioned second lieutenant at Fort Dodge, where he was in the training camp.

Arthur Vance, city editor of the St. Paul Daily News, is in Chicago on a vacation.

C. J. Shuttleworth, who left the advertising department of the St. Paul Dispatch-Pioneer Press for military service, has been commissioned major and placed in charge of Machine Gun Battalion, Thirtieth Division, Camp Lewis, Wash.

Mrs. W. P. Kirkwood (nee Brown), of St. Paul, a newspaper writer long connected with the Chicago Tribune, and who is the wife of the head of the School of Journalism of the University of Minnesota, has returned from a vacation sojourn in Chicago.

Lucile Hegner, school editor of the St. Paul Dispatch, has been called to Duluth by the serious illness of her mother.

Luman Spehr, former reporter of the St. Paul Dispatch, and later city editor of the Marquette (Mich.) Chronicle, is now city editor of the Winnipeg Free Press.

B. C. Harrison, of Grand Forks, N. D., is doing vacation relief work for the St. Paul branch of the Associated Press.

Clinton A. Brayton, formerly manager of the St. Paul Pioneer Press News Bureau, and afterward copy reader for the Minot (N. D.) Optic, is now on the copy desk of the Chicago American.

Charles R. Hubbard, formerly employed in St. Paul by the United Press syndicate, is now working for the Northwest News Bureau, taking the place of Harry Kaufmann, who is serving the same organization in Minneapolis.

Frank Wing, the caricaturist of the St. Paul Pioneer Press, is furnishing the Minnesota Commission of Public Safety patriotic cartoons which are running in dailies and weeklies of the State.

Albert J. Bearup, formerly of the staff of the Albany (N. Y.) Evening Journal, who is now at Camp McClellan, Ala., has been promoted to be a corporal. He has good prospects of a rapid rise to sergeant-major.

Philip E. Anderson, of the Telegram reportorial staff, has gone to Hartford, Conn., to assume a similar position on the editorial staff of the Hartford Courant.

M. Preston Goodfellow, city editor of the Brooklyn Times, has been commissioned a second lieutenant in the Sanitary Corps, U. S. A. He has been ordered to report to Camp Greenleaf, Ga.

Everett B. Law, of the circulation department of the Columbus (O.) Citizen, has entered the army and is in

training at Bahe University, Kansas City, for an automobile mechanic.

Edith Knight Holmes, for the past six years women's club editor of the Portland Oregonian, has resigned to handle publicity work in the office of the W. B. Ayer, Food Administrator of Oregon. Mrs. Holmes is one of the best-known newspaper women in the West, having previously handled club departments for the San Francisco papers.

W. E. Marion, until recently news editor of the San Diego Tribune, has been appointed assistant city editor of the Portland Oregonian, succeeding Walter W. R. May. Mr. Marion was employed on the Portland Telegram ten years ago. Much of the time since then he has been connected with Los Angeles papers.

Miss Grace Goulder, former society and later special writer for the Cleveland (O.) Plain Dealer, but now publicity director of W. Y. M. C. war work, with headquarters in New York, is spending a month at the home of her parents, in Cleveland. Miss Goulder contemplates going to France to carry on her work.

J. Ellison Young, for several years editor of the St. Thomas (Ont.) Journal, has accepted the position of news editor of the Border Star at Windsor.

W. S. Richey, former publisher of the Linton (Ind.) Record, and later connected with the Western Newspaper Union at Memphis, has returned to Indiana and taken over the Ladoga Leader.

Curtis H. Clay, formerly telegraph editor of the Springfield (O.) Sun, has been appointed managing editor of the Richmond (Ind.) Item.

Capt. M. H. Thomas, of Huntington, Ind., who was recently honorably discharged from the army after ten months' service in France, has taken a position on the staff of the Rockford (Ill.) Star.

M. H. Ormsby, publisher of the Huntington (Ind.) Morning Press, is devoting his entire time to doing publicity work for the Fourth Liberty Loan campaign, and has temporarily located himself at Indianapolis for that purpose.

A. R. O'Brien, editor of the Marshfield (Ore.) Record, has written a moving-picture scenario that has been accepted for production by William S. Hart. It is a story of Alaska.

William J. ("Bill") Cleary, of the Chicago Tribune composing-room, left on September 3 for Camp Grant to enter United States army service. He is the 28th Tribune employee to go in.

Al Chase, for several years past a steady worker on the copy desk of the Chicago Tribune, has transformed himself into a "gob" in jackie uniform out at the Great Lakes Naval Training Station.

C. P. Hooker, secretary of the National Builder and secretary of the Chicago Trade Press Association, is just back from a two weeks' vacation spent in Michigan.

Lloyd C. King, editor of the Chicago Apparel Gazette, has just returned to his desk from a week's vacation spent motoring through southern Wisconsin.

AD FIELD PERSONALS AND CLUB NOTES

JOHN BLACKMORE, until recently a member of the Chicago soliciting staff of John Glass, has resigned his position to enter the Ensigns' Training School for the United States navy on the Municipal Pier, Chicago.

EDWARD BARTLETT LOCKWOOD, founder and, until recently, publisher of the Ft. Sheridan (Ill.) Reveille, has been ap-

pointed Western advertising manager for National Service, the monthly magazine issued as an official organ by the Military Training Camps Association of the United States, with headquarters in the Consumers' Building, Chicago. This is the first time that the publication, now a little over a year old, has maintained a permanent Western office.

The Associated Ad Clubs have established a bureau at their headquarters in Indianapolis to give definite educational aid to local business men who interest themselves in the organization of advertising clubs. Carl Hunt is in charge.

CHICAGO, September 5.—A. D. Lasker and P. V. Troup, of Lord & Thomas, are taking part in the fourth Liberty Loan campaign. Mr. Lasker has been appointed chairman of the Chicago Trades Committee, Division No. 1, and Mr. Troup, secretary. Division No. 1 covers all branches of the publishing and advertising business.

THE ADVERTISING "AGENCY SPOTLIGHT"

Gordon Hat advertising this year is going out in two schedules. Each will be over 1,200 lines. It will be run during the fall in a selected list of Western papers, the business being placed by the Corning-Firestone Agency, St. Paul.

St. Paul association members, comprising the retail sub-division, used thirty-inch newspaper space to advertise the claims of St. Paul to country visitors to the Minnesota State fair, held annually in that city. The advertisement appeared in the "Corning-Firestone 103 List" of papers outside St. Paul, Minneapolis, and Duluth. The report is that more visitors went to St. Paul this year than ever before at fair time. There is keen rivalry between that city and Minneapolis for these visitors, the fair grounds being in St. Paul near the Minneapolis boundary, so that visitors to the show are considered fair game for both cities.

The Laupher Hat schedule this year consists of a series of attractive type copy exceeding 1,400 lines, which will appear this fall in a list of Northwestern dailies and weeklies selected by the Corning-Firestone Agency, of St. Paul, which is placing the business.

Lindeke, Warner & Sons, St. Paul, jobbers and manufacturers of the "Key" and "Star" brands, placed some attractive 280 lines of copy in 165 country papers selected by the Corning-Firestone Agency, of that city, the list comprising publications in towns where the firm had good accounts. The advertisement invited Minnesota State fair visitors to inspect the firm's plant.

The Bradfield Company has enlarged their quarters, moved from 1401 Kresge Building to larger space at 910 Kresge Building, Detroit. This company have gone quite heavily into advertising, with an eye to developing accounts that sell goods for essential uses.

TIPS FOR THE AD MANAGER

THE STERLING ADVERTISING SERVICE, 110 West 40th Street, will make up lists during November, using magazines and trade papers, to advertise the "Derryvale Irish Linens," made by the Derryvale Linen Company, 23 East 22d Street.

FRANK SEAMAN, INC., 461 Eighth Ave., contemplates making up lists during

October, using magazines and trade papers, for the H. W. Johns-Manville Company, Madison Avenue and 41st Street.

CLARKSON A. COLLINS, JR., INC., 120 Broadway, will make up lists during November, using magazines, trade and farm papers, for the Hercules Powder Company, Wilmington, Del.

GEORGE L. DYER CO., INC., 42 Broadway, will make up lists within the next sixty days for the Onelda Community, advertising silver plated flat ware, mouse, rat, and game traps. They will probably use newspapers, magazines, billboards, car cards, trade and farm papers.

THE MORSE INTERNATIONAL AGENCY, 449 Fourth Avenue, intend to make up lists within the next thirty days for John I. Brown & Son, 144 Oliver Street, Boston, to advertise Brown's Bronchial Troches. They will use newspapers, magazines, trade, farm, and religious papers.

WARD & GOW, 50 Union Square, intend to make up lists in November for the King Motor Car Company, manufacturers of King automobiles. They will use newspapers, billboards, car cards, trade and farm papers.

THE GEORGE BATTEN COMPANY, 381 Fourth Avenue, are again placing orders with some Western newspapers for E. A. Mallory & Sons, hat manufacturers, Danbury, Conn.

GEORGE L. DYER CO., 42 Broadway, are again placing copy with some Western papers for the Remington Arms Company, manufacturers of U. M. C. cartridges, Bridgeport, Conn.

FREEMAN ADVERTISING AGENCY, Richmond, Va., will shortly place copy with a list of newspapers in the South for the Ferrrodine Chemical Corporation, Acid Iron Mineral, Roanoke.

CHARLES H. FULLER CO., Chicago, is reported making up lists of newspapers this month for William S. Rice, proprietary medicines, Adams, N. Y.

HOYT'S SERVICE, 120 West 32d Street, is placing copy with some Middle West

Advertising Agents

COLLIN ARMSTRONG, INC.,
Advertising and Sales Service,
1457 Broadway, New York.

FRANK, ALBERT & CO.,
26-28 Beaver St., New York.
Tel. Broad 3831.

HOWLAND, H. S., ADV.
AGENCY, INC.,
20 Broad St., New York.
Tel. Rector 2573

Publishers' Representative

O'FLAHERTY'S NEW YORK
SUBURBAN LIST
225 W. 39th St., New York
Tel. Bryant 6875

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6
Months Ending April 1, 1918

41,267 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

papers for the Pizo Company, medicines, Warren, Pa.

CHARLES KAUFMAN & BROS., men's clothing, 230 South Market Street, Chicago, is preparing to place copy direct with newspapers, making up lists during September and October.

LA RAZON, a newspaper of Buenos Aires, Argentina, is advertising in some newspapers here through the following agencies: Atlas Advertising Agency, 450 Fourth Avenue; John F. Murray Advertising Agency, 17 Battery Place; A. R. Elliott, 66 West Broadway; J. Roland Kay Co., Chicago; Horatio Camps Advertising Agency, 62 Cortlandt Street.

LORD & THOMAS, Chicago, is again placing copy with some Western newspapers for Alfred Decker & Cohn, Society Brand Clothing, Chicago.

THEO. F. MCMANUS, Detroit, is placing contracts with some Pacific Coast newspapers for the Republic Rubber Co., Youngstown, Ohio.

MEARS ADVERTISING AGENCY, 461 Eighth Avenue, is placing orders with newspapers in cities where the Knox Hat Manufacturing Co. has stores.

MORSE ADVERTISING AGENCY, Detroit, is again making contracts with newspapers in selected sections for the Herpicide Company.

ITTER PHILIP Co., World Building, is placing the advertising for the Telefarm Watch Co., wrist watches, Peekskill, N. Y.

SHERMAN & BRYAN, 79 Fifth Avenue, again placing orders for the Truly Warner hats in cities where the manufacturer has stores.

CHAS. H. TOUZALIN AGENCY, Chicago, is reported to be preparing to make up newspaper lists during October to advertise the Wilson Ear Drum Company, Louisville, Ky.

VANDERHOOF & Co., Chicago, is placing the advertising of the Moody Bible Institute, of Chicago.

WOOD, PUTNAM & WOOD Co., Boston, are reported as contemplating making up lists during October for the Peerless Knitting Mills Co., Union Suits, Mattapan, Mass.

THE BEERS ADVERTISING AGENCY, of New York and Havana, is now running some ads. for the Elon College in New York papers, and for the Chamberlain-Hunt Academy, of Mississippi, in some of the best Cuban Spanish papers. Copy runs 2-inch, 1-column, twice a week, for six weeks.

NOTES OF THE MAGAZINE FIELD

C. B. Kirkland has joined Collier's Weekly's advertising staff. For two years Mr. Kirkland represented the Butterick Company in New England, for six years he represented Collier's in New York State, New York city, Philadelphia, and South territories, for three years he was associated with Mr. Nast in connection with Home Pattern publication.

The third annual summer-night festival of the employees of the Butterick Publishing Company and their friends, held in Brooklyn, N. Y., was attended by more than 1,000 persons. The proceeds of the evening are for the benefit of the Mutual Aid Association. The committee in charge were: George Donner, chairman; Henry Mehl, treasurer; Tony Franklin, financial secretary, and William Brown, president, ex-officio.

Julian Johnson, who resigned as editor-in-chief of the Triangle Film Corporation recently, has returned to New

York and resumed the editorship of Photoplay Magazine, which he gave up to enter the picture field a year ago.

J. G. Jarrett, for thirteen years with Collier's, has resigned and will take a rest before making any new connection. Mr. Jarrett started with Collier's as cub advertising solicitor, advancing by logical steps in the organization to the position of advertising manager, then treasurer.

W. G. Palmer, formerly vice-president of To-day's Housewife, has resigned to go with the Rodway Co., Inc., New York, food products brokers and manufacturers. He was formerly editor and manager of Inland Storekeeper.

F. Burnham McLeary, who for several years was with World's Work, New York, has gone to Washington to work with the War Industries Board.

Beginning with the September 7 issue, Collier's will change its page size to 9 3/4 inches by 12 1/4 inches. This is to meet the trend for a standardization of size, to facilitate the interchange of copy in leading mediums.

Frank G. Barry, formerly advertising manager of the Motion Picture News and Classic, Brooklyn, N. Y., has been appointed an advertising executive in the Ordnance Department, with headquarters in Washington.

Puck, the New York comic magazine, has suspended publication.

George H. Miller, formerly with Lord & Thomas, Chicago, the California Fruit Growers' Association, Los Angeles, and Collier's, has become associated with the Western office of McCall's Magazine of New York.

WEDDING BELLS

Miss Marjorie J. David, of the society and women's page department of the Scranton (Pa.) Republican, and J. Graydon Brown, now in service, were married at Syracuse, N. Y., August 25. Mrs. Brown will continue her newspaper work, while her husband goes across the seas.

Miss Margaret Sutherland Wiley, daughter of Mr. and Mrs. George Loury Wiley of St. Cloud, West Orange, was married at the Protestant Cathedral, August 31 to William Henry Williamson of East Orange. The bridegroom is connected with the art department of the Newark Evening News and the bride is well known in the social circles of the Oranges.

Irelan Starts New Paper

No sooner had the Decatur (Ind.) Morning Herald announced its suspension of publication on account of the shortage of flat print paper than William T. Irelan began the publication of the Adams County Republican at Decatur. Mr. Irelan formerly owned the Albany (Ind.) Chronicle, which he sold to C. O. Drollinger.

Star City (Ind.) News Sold

The Star City (Ind.) News has passed from the ownership of Mace S. Sanders to Allen B. Hinton, formerly of Chicago.

Visitors to New York

William L. Ostrom, editor and publisher, Olean (N. Y.) Evening Herald. E. W. Scripps, of the Scripps newspapers. Henry Watterson, Louisville, Ky.

To sell advertising, advertise advertising.

The Following Newspapers are Members of THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA Birmingham NEWS Average circulation for June, 1918, Daily 48,386; Sunday, 53,795. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.	MISSOURI St. Louis POST-DISPATCH Daily Evening and Sunday Mornings. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city. Circulation for entire year 1917: Daily average 361,263 Daily and Sunday 194,593
CALIFORNIA Los Angeles EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEW JERSEY Elizabeth JOURNAL Paterson PRESS-CHRONICLE Plainfield COURIER-NEWS
GEORGIA Atlanta DAILY GEORGIAN AND SUNDAY AMERICAN. Circulation daily 62,537; Sunday 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.	NEW YORK Buffalo COURIER & ENQUIRER New York City IL PROGRESSO ITALO-AMERICANO. New York City DAY The National Jewish Daily that no general advertiser should overlook.
ILLINOIS Joliet (Circulation 18,100) HERALD-NEWS	OHIO Youngstown VINDICATOR
IOWA Des Moines SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA Erie TIMES Wilkes-Barre TIMES-LEADER
LOUISIANA New Orleans TIMES-PICTAYUNE	TENNESSEE Nashville BANNER
MINNESOTA Minneapolis TRIBUNE Morning and Evening.	TEXAS Houston CHRONICLE The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.
MONTANA Butte MINER Average daily, 14,905; Sunday, 23,076, for 6 months ending April 1, 1918.	VIRGINIA Harrisonburg DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.
	WASHINGTON Seattle POST-INTELLIGENCER

ROLL OF HONOR

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:

ILLINOIS Chicago SKANDINAVEN	GEORGIA Athens BANNER A gilt-edge subscription—not a mere circulation claim.
KENTUCKY Louisville, Ky. MASONIC HOME JOURNAL (Semi-Monthly, 32 to 61 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	NEBRASKA Lincoln (Cir. 128,384) FREIE PRESSE
	PENNSYLVANIA 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

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.

LIVE TOPICS DISCUSSED BY OUR READERS

Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]

Testimonial to Newspaper Advertising

ALBANY, August 21, 1918.

THE EDITOR AND PUBLISHER: Sir: Herewith is an abstract taken from literature issued to advertisers by the Literary Digest in relation to its National Advertising Campaign, begun in September, 1916, and continued up to the present time. For the purpose of increasing the circulation of the Literary Digest, newspaper advertising covering the entire country was employed:

MOMENTUM.

"The Literary Digest has invested some hundreds of thousands of dollars to prove that summer advertising pays.

"The big national advertising campaign of the Digest began on September 30, 1916, nearly two years ago. When the summer of 1917 arrived all traditions were broken, because the advertising was continued right through the hot summer months.

"It would have been sheer reckless waste to destroy or even check the momentum of a campaign which increased from week to week. Four or five times as much power is needed to start a train as is required to keep it running at top speed.

"The autumn of 1917 found the Digest campaign under full headway. Its momentum has steadily increased.

"Now we are in the midst of a second summer of the campaign, which is driving ahead with the accumulated momentum.

"The consistent, persistent, all-season advertising which swept aside the seasonal delusion is one of the biggest factors in the Digest advertising campaign, a success which has no parallel in the publishing business.

"In March, 1918, we sold 948,000 Digests per week, which was an increase of 384,000 per week, or 50 per cent, more than we sold the previous September.

"THE LITERARY DIGEST."

The Albany Journal considers this testimony in behalf of newspaper advertising to be beyond question the strongest testimonial to its efficiency that has yet come to its attention.

We transmit for the benefit of our patrons the experience of the Literary Digest as published in a recent issue and addressed to its advertisers. Incidentally, the Literary Digest paid almost 1/2 cents a line for space which it used in its newspaper advertising campaign, increasing its circulation 334,000, or 50 per cent. The Literary Digest's present rate for its own space is about \$4.50 per line; another very strong argument in behalf of newspaper advertising.

THE JOURNAL COMPANY,
by CHARLES H. WILLOUGHBY,
Advertising Manager.

Where Is W. N. Swarthout?

CORAL, Ont., August 9, 1918.

THE EDITOR AND PUBLISHER:

We are anxious to learn the present whereabouts of one W. N. Swarthout, who followed newspaper work for a number of years. He left the North about six or seven years ago, and we traced him through the Pacific States, finally locating him at San Francisco two years ago, but immediately losing track of him thereafter.

Any assistance you can give us will be appreciated.

CANADIAN BANK OF COMMERCE.

Why Free Papers to the Government?

HARRISBURG, Pa., August 12, 1918.

THE EDITOR AND PUBLISHER:

It seems to me that it might be a good plan for the trade papers to call attention to newspapers to the exceptions made by the War Industries Board order in favor of governmental bureaus. I cannot see any reason why governmental bureaus should get daily newspapers free any more than they should be furnished with other supplies that they may need free of charge. Since for the goose should certainly be sauce for the gander, and if other industries are to be treated in a fair manner, there is no reason why daily newspapers should not be entitled to similar treatment.

A. B. MICHENER,

Circulation Manager The Harrisburg Telegraph.

MILL STOCKS SHOW A FURTHER DECLINE

Total Reserves of Standard News at 56 U. S. Mills on August 18 Reported to Federal Trade Commission Amounted to 16,296 Tons

Reports to the Federal Trade Commission from 34 United States manufacturers, operating 56 news print mills covering the first three weeks of August, show that mill stocks declined slightly during that period. The number of machines idle because of lack of labor was small, but production was curtailed considerably through stoppage of machines for repairs.

Mill stocks on hand August 18 totalled 20,867 tons, of which 16,296 tons consists of standard news. Shipments for the week ending August 18 amounted to 25,578 tons, of which 22,136 tons was standard news. Production of standard news for the same week amounted to 22,838 tons.

None of the mills reported loss of time due to lack of coal, and the labor situation seems to be righting itself.

The production of standard news in the mills listed for the period of January 1 to August 18, last year, totalled 799,933 tons; for the corresponding period this year, 718,967 tons. This indicates a decrease in production for that period of 80,966 tons.

GRAY LEAVES PAPER FOR WAR WORK

Washington Correspondent of St. Louis Republic Starts for France—John J. Carson Takes His Place at National Capital

St. LOUIS, Mo., September 2.—William T. Gray has resigned as Washington correspondent for the St. Louis Republic, to become an investigator for the auditor of the War Department, and left here yesterday for an Eastern port, whence he will sail for France.

Gray was rejected seven times for service in the army and navy. He has been in charge of the Republic's Bureau in Washington since January 1, and has been with that paper five years. Previously he was with the Globe-Democrat for four years. He has been succeeded at Washington by John J. Carson, formerly city editor of the Indiana Daily Times, Indianapolis, and more recently of the Globe-Democrat's Washington bureau.

PEOPLE NEVER SO CLOSE TO PRESS

Advertising Directs Them Into Most Useful Channels

New Bedford, Mass., August 31.—The Standard has addressed an open letter to its readers on the subject "The Newspapers and the People," saying:

"Never were people so close to their newspapers as they are to-day. Never were the dailies, great and small, performing such splendid service. They are rallying the people to war duties. They are taking up one after another, the calls of the Government and directing mass thought and mass action.

"The newspaper is to-day a greater, stronger, more economical, more efficient advertising medium than ever before. People seek the guidance of newspaper advertising more assiduously to-day because their need is greater."

Advertising will sell any useful commodity—including advertising.



Ludlow Twin Slugs—All Face Sizes Cast Without Change of Mold

THE LUDLOW TYPOGRAPH and the Company it Keeps

GLANCE through this partial list of Ludlow Typograph users. The success of the "All-Slug System for Display" as a time, labor, and money saver for each and every one of these successful newspapers, is a mighty good reason why you should investigate thoroughly the advantages and economies of the Ludlow Typograph.

Hartford (Conn.) Times	Phila. (Pa.) Bulletin	Cleveland (O.) Press
Springfield (Mass.) Union	Chicago Evening Post	Toledo (O.) News-Bee
Albany (N. Y.) Times Union	Evansville (Ind.) Courier	Milwaukee (Wis.) Sentinel
Albany (N. Y.) Journal	Indianapolis (Ind.) News	Milwaukee (Wis.) Journal
Brooklyn (N. Y.) Eagle	Indianapolis (Ind.) Star	San Francisco (Cal.) News
New York Tribune	Topeka (Kan.) State Journal	Portland (Ore.) Oregonian
Syracuse (N. Y.) Herald	Detroit (Mich.) News	Portland (Ore.) Journal
Harrisburg (Pa.) Patriot	Omaha (Neb.) World-Herald	San Antonio (Tex.) Light
Phila. (Pa.) North American	Cincinnati (O.) Post	

Write for Ludlow Typograph Literature and ask us to explain how the Ludlow Typograph can reduce the cost of your Display Composition.

Manufactured by
LUDLOW TYPOGRAPH CO.
2032 Clybourn Ave. CHICAGO

SELLING AGENTS

MERGENTHALER LINOTYPE CO.

New York, U. S. A.

Chicago San Francisco New Orleans

Twelve things to Remember

- 1 THE VALUE OF TIME
- 2 THE SUCCESS OF PERSEVERANCE
- 3 THE PLEASURE OF WORKING
- 4 THE DIGNITY OF SIMPLICITY
- 5 THE WORTH OF CHARACTER
- 6 THE POWER OF KINDNESS
- 7 THE INFLUENCE OF EXAMPLE
- 8 THE OBLIGATION OF DUTY
- 9 THE WISDOM OF ECONOMY
- 10 THE VIRTUE OF PATIENCE
- 11 THE JOY OF ORIGINATING
- 12 THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING—
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
MANHATTAN PHOTO ENGRAVING CO.
251-253 WILLIAM ST. — NEW YORK CITY
PHONES: 1637 1638 WORTH

INTERSTATE TO MEET AT HARRISBURG

Convention of Interstate Association, to Be Held October 17, Will Consider Labor Matters and How to Increase Circulation Revenues

Thursday, October 17, 1918, has been decided upon as the date for the next convention of the Inter-State Circulation Managers' Association. Sessions will be held at the Y. M. C. A. auditorium, Harrisburg, Pa.

With the War Industries Board issuing new regulations from time to time, with the problem of obtaining labor becoming more difficult every day, with constantly increasing distribution difficulties, and a growing need for greater circulation revenue, there never was a time when circulation men could exchange ideas and suggestions with a greater certainty of mutual profit.

An exceptionally interesting programme is in the course of preparation by the committee in charge of this work, and every member who desires some particular problem discussed is urged to write Fred I. Cook, Scranton, Pa., immediately.

Mr. Cook promises that there will be a number of interesting papers read regarding economies that have been effected in circulation work recently, and the various methods adopted to meet the War Industry Board's conservation rulings.

AMERICAN PRESSMEN HAVE 38 STARS

Raise Flag in Honor of Fellow-Employees Who Have Joined the Colors
—Buy \$100 War Saving Stamps at Service

The press-room employees of the New York American have paid tribute to thirty-eight of their members in the service of Uncle Sam by raising a flag in their honor. The press-room was decorated with American flags and illuminated with red, white, and blue electric lights.

John Lynch, superintendent of the press-room, who has a son in the service, was called upon to raise the flag. "The Star-Spangled Banner" was then played by Charles Lowe. All the employees joined in the singing of "America."

The employees of the press-room have subscribed a day's pay to the Red Cross and given liberally to the Y. M. C. A. and Knights of Columbus. They are looking forward to the next Liberty Loan Drive. To show they are doing their bit they purchased \$100 worth of War Savings Stamps at their service flag raising.

BARTON MAKES A CHANGE

Leaves Portland Oregonian to Become Circulation Manager of Telegram
By Wire to EDITOR-PUBLISHER.

PORTLAND, Ore., September 5.—Charles S. Barton to-day resigned as assistant circulation manager of the Oregonian, to become circulation manager of the Portland Telegram. He has been with the Oregonian eighteen years, having had charge of our-of-town circulation. On the Telegram he succeeds Elmer G. Wendling, who has enlisted.

To save news print now is to save news print trouble in the future.

NEW A. B. C. MANAGER IN NEW YORK IS A HUSTLER



L. J. DELANEY.

L. J. Delaney, the new manager of the New York office of the Audit Bureau of Circulations, has had wide experience in advertising and newspaper work.

For many years he was well known in the field of special representation, his earliest experience having been with M. Lee Starke. Later he was connected with the firm of O'Meara & Ormsbee and with the John M. Branham Company.

He joined the Chicago staff of the A. B. C. during the régime of managing Director Russell Whitman, leaving that work for a time to become assistant to E. A. Westfall, publisher of the Boston Advertiser. This connection was terminated to enable him to accept his present post.

Mr. Delaney directs both the promotion and auditing work of the A. B. C. in the New York field.

WONDERFUL RECORD OF BIRMINGHAM NEWS

Progressive Alabama Newspaper Shows Substantial Gain in Advertising Volume in Spite of War Conditions

The story of the progress of the Birmingham News during the first six months of this year is very ably, forcefully, and exclusively related in the advertising pages of this issue of EDITOR-PUBLISHER. It is an interesting story, well told.

The News shows a gain in paid advertising during this period of 305,783 agate lines. This showing is quite exceptional, even unique—and reflects the prosperous condition of the South, and especially the Birmingham district. In this connection it may be of interest to note that no evening and Sunday paper in the metropolitan field in the East did anywhere near as well.

In volume, the News carried 3,904,138 lines, over a million lines more than its nearest contemporary.

Messrs. Victor F. Hanson and Frank P. Glass are certainly to be congratulated upon this splendid showing and also upon the further fact that in volume of advertising from department stores, furniture houses, and clothing merchants the News led the field by a wide margin.

EYES OF CIRCULATORS TURNED TO ALBANY

Joint Convention of New York State and New England Associations, October 22 and 23, Expected to Attract Large Attendance

Active preparations are under way for making the joint meeting of the New York and New England Associations of Circulation Managers, to be held in Albany, October 22 and 23, a notable session.

Even at this early date an attendance of about sixty-five members of the two organizations is forecast. R. D. M. Decker, of Albany, a director of the New York Association, extends a cordial invitation to members of the craft to attend the Albany convention, and pledges himself to see to it that every delegate will have the time of his life.

An active campaign for new members is on with the New York boys. Vice-president James McKernan, of the New York World, who has secured many new members for the association, expects that there will be a large delegation from the big city. It is planned that the New York city delegates shall take the night boat, thus affording an opportunity for the little informal talks which are always helpful. Mr. McKernan believes that at this Albany meeting the interchange of experiences in meeting the new conditions in the circulation departments of newspapers will be highly informative.

A feature of the Albany convention will be a review of the work done by the Legislative Committee of the New York State Association, by chairman E.

F. McIntyre, who has been very active in furthering the interests of the newspapers in the matter of labor legislation, etc.

J. M. Annenberg, of Schenectady, president of the New York Association, invites members to submit topics for discussion and debate.

District agents of the Louisville Herald gave their second annual outing and picnic at Shawnee Park last week. Heads of departments were guests of the district men. One hundred persons participated. A pie-eating contest, freak races, a sausage gobble, and a baseball game kept everybody in good humor. A chicken dinner, served Kentucky-style, followed by music and dancing at the park pavilion, helped to round out what the district men agreed was "a perfect day."

THE CHICAGO EVENING POST was the only newspaper in Chicago to show a gain in total advertising for 1917.

THE STAR LEAGUE consists of the Indianapolis Star, Terre Haute Star and Muncie Star,—each leads in its field and is invaluable in covering Indiana.

THE ROCKY MOUNTAIN NEWS and DENVER TIMES have closed the greatest year of their career and are Denver's premier newspapers.

THE LOUISVILLE HERALD on December 31 finished thirty months of consecutive gains and has practically no competition in the morning newspaper field in Kentucky.

The Shaffer Group

Comparative Reader Interest

	Circulation
LOS ANGELES EVENING HERALD	137,707
Second Evening Paper	61,152
Third Evening Paper	43,092

The above Government statement figures show that the circulation of The Evening Herald is many thousand in excess of the daily average circulation of any other Los Angeles newspaper. The Evening Herald goes into 33,463 MORE HOMES EVERY DAY than all other Evening papers combined.
Member of the A. B. C.



In Des Moines THE REGISTER is the only morning paper. THE TRIBUNE is the leading evening paper. Combined paid circulation over 120,000

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

54% Gain

In Net Paid Circulation Aug. 1-15 inc. 1918 compared with Aug. 1-15, 1917.

The Sunday Baltimore News

	Daily	Sunday
1918	121,211	113,438
1917	88,862	73,663
Gain	32,349-36%	39,775-54%

Frank W. Webb
Advertising Manager

DAN A. CARROLL Eastern Representative Tribune Bldg. New York
J. E. LUTZ Western Representative First Nat. Bk. Bldg., Chicago

VIRGINIA, MINNESOTA, is in the heart of the Mesabab Range, which produces 80% of all the iron mined in the United States.

The Daily Enterprise

Representative

ROBERT E. WARD

225 Fifth Ave. New York 5 S. Wabash Ave. Chicago

A. A. A. AIDING U. S. IN DRAFT URGE

Asks Every Newspaper to Help and Furnishes Stories and Advertising Copy That May Be Used in Speeding Registration

The American Association of Advertising Agencies has swung into line to give its strongest assistance to the Government in getting a 100 per cent. registry in one day for the eighteen to forty-five draft. The Newspaper Division of the A. A. A., under the direction of William H. Rankin, its chairman, has sent a circular letter to every newspaper in the country urging all to aid in reaching the 3,000,000 difficult ones of the 13,000,000 it is estimated must register on September 12.

Accompanying the circular letter is a copy of the Advertising Bulletin, four pages, printed especially to furnish editors and publishers with both reading and advertising matter, which it is suggested they print in their papers to further the movement.

Will Be Helpful

"If every advertiser will use one of the advertisements or one of the short editorials in his advertising two or three times prior to Registration Day, it will be very helpful," says the announcement on the first page of the Bulletin.

"The American Association of Advertising Agencies has taken the responsibility to see that all newspaper advertisers are given the chance to volunteer some of their advertising space—to educate the people regarding the Draft, and let every man between eighteen and forty-five (both inclusive) know how, when, and where he may register, unless he has previously registered, and have him know it in advance of Registration Date. This is a large responsibility for advertisers, but judging by the way they have responded to calls to advertise the Red Cross, the Liberty Loans, Smilage, W. S. S., Y. M. C. A., Knights of Columbus, and the Salvation Army, we are sure every newspaper will carry many advertisements.

"The surest way to bring this about is for the advertising men on the newspapers to have a meeting with five or six advertisers and arrange for a Ways and Means Committee. Then read this

bulletin carefully and carry out the suggestions made."

The Bulletin also contains a large number of short stories on the draft, the need for men to fight the country's battles, the duty of registering promptly, and other matter germane to the subject, paragraphs for editorial use, slogans that may be inserted anywhere in the papers, catch lines and phrases, boxes, copy for display ads, and a questionnaire such as the registrants will be called upon to fill out, with an explanation accompanying each question telling exactly how it must be answered.

The Selective Service Register, another four-page paper, issued for the Provost Marshal-General's office, goes with the Bulletin. Besides other matter, it contains articles by President Wilson, Secretary Baker, Payton C. March, Chief of Staff; Gen. Crowder, and Secretary Daniels, any one of which, or all, may be used by editors to urge men to respond to the call to register, and explaining the reason and the necessity for the draft.

Benjamin Mellon is now New England manager of the International News Service, with headquarters at Boston. He succeeded Herbert A. Smith, who held that position for several years. Mr. Smith has joined the staff of the Boston American.

W. Baskerville has joined the New York staff of the International News Service.

Frank Charlton, war-news editor attached to the New York office, has returned to his desk after two weeks' vacation at his home near Charleston, W. Va.

George R. Holmes, formerly staff correspondent of the International News Service, now a first lieutenant in the army, his written to friends that he is in a hospital "somewhere in France" with diphtheria.

O. A. Morris has succeeded M. F. Dacey as the Denver bureau manager of the International News Service. Dacey has entered the Signal Corps of the army.

Audited by A. B. C.

A. B. C. reports have been made on the following daily newspapers: Emporia (Kan.) Gazette, Fort Scott (Kan.) Tribune-Monitor, Mansfield (O.) News, Marshalltown (Ia.) Times Republican, Martinsburg (W. Va.) Evening Journal, Pittsburgh (Kan.) Daily Headlight, Wheeling (W. Va.) News.

CHARLES H. MOORE has opened an advertising service office in New York. His past connections have been with the Harvey Blodgett Company, St. Paul, the Spokane & Eastern Trust Company, and the Union Trust Company of Spokane.

INTERNATIONAL NEWS STAFF NOTES

Nevin Back After Vacation—Baskerville Joins New York Office—Holmes in Hospital in France Suffering from Diphtheria

John Edwin Nevin, Washington manager, has returned to his desk after a week's vacation with his family on the Potomac River.

H. L. McEwen has taken charge of the Indianapolis, Ind., Bureau, succeeding W. W. Durbin, who has taken up war work at Washington.

W. L. Ballou, assistant news manager of the Western Division, with headquarters at Chicago, has just returned to Chicago from St. Louis, where he "sat" in for Richard Howe, St. Louis manager, who has been taking his annual two weeks.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

- | | | |
|--------------|-------------|---------------|
| Boston | Pittsburgh | Kansas City |
| New York | Cleveland | Denver |
| Philadelphia | Detroit | Los Angeles |
| Baltimore | Chicago | San Francisco |
| Richmond | Cincinnati | Portland |
| Atlanta | St. Louis | Spokane |
| Buffalo | Minneapolis | Winnipeg |

The PITTSBURG PRESS Has the LARGEST Daily and Sunday CIRCULATION IN PITTSBURG Member A.B.C.

Foreign Advertising Representatives: I. A. KLEIN, Metropolitan Tower, New York; JOHN GLASS, Peoples Gas Bldg., Chicago.

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue, NEW YORK; Lytton Building, CHICAGO

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

Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL

225 Fifth Avenue, New York

DUVALL QUILTS STAR

Becomes Business Manager of Wilmington (N. C.) Dispatch

WILMINGTON, N. C., September 3.—Having purchased an interest in the Dispatch Publishing Company, of this city, L. R. Duvall, formerly of Asheville, N. C., but for a little more than two years past business and advertising manager of the Morning Star, has resigned to become general manager of the Dispatch.

Mr. Duvall is succeeded on the Star by W. S. Bernard, son of the founder of the paper, and until two and a half years ago business manager of the company. He was forced at that time to give up active duties on account of his health, which has now been fully restored.

Montreal Has a New Paper

Le Matin is the name of a new French daily morning paper about to be published in Montreal, Quebec, by Dr. Gaston Maillet. He already publishes L'Autorite, a local Sunday paper.

August

In August The New York Times printed 865,703 lines of advertisements, a gain of 60,055 lines compared with August, 1917, and, excepting Help and Situation Wanted advertisements, a greater gain than any other New York morning newspaper.

Average net paid circulation, daily and Sunday, greatly exceeds 350,000.

Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper?

BECAUSE

The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

MERIDEN Connecticut
is a
MORNING
Paper City.

THE RECORD
has made it so.
ONLY 2-cent Paper in Meriden.

The PITTSBURG PRESS Has the LARGEST Daily and Sunday CIRCULATION IN PITTSBURG Member A.B.C.

Foreign Advertising Representatives: I. A. KLEIN, Metropolitan Tower, New York; JOHN GLASS, Peoples Gas Bldg., Chicago.

Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL
225 Fifth Avenue, New York

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

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.

Attention Publishers and Business Managers

THE INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION has a membership of over 400. Among our members are several competent men who are desirous of making a change, and a few of them who are temporarily out of employment. The Association would like to have publishers or business managers to correspond with the GENERAL WELFARE COMMITTEE.

We believe they will find this an excellent way to secure the services of very competent circulation men, who are thoroughly familiar with every detail necessary during these days of economical methods.

Address J. M. ANNENBERG, Chairman, GENERAL WELFARE COMMITTEE, UNION-STAR, SCHENECTADY, N. Y.

Business or Circulation Manager

Trained newspaper executive has handled every department of business end in his 25 years of experience, desires change from his present position. Reason, conditions. Wants to locate East or North. Married. Number of years an officer in I. C. M. A. Address H. 846, care Editor-Publisher.

Business Manager

Age 46, experienced in all departments of newspaper and advertising work, wide acquaintance in Foreign Field, 12 years experience in handling and merchandising of retail stores. Will locate anywhere in United States. Prefer to develop property with view to acquiring interest. Address H. 850, care Editor-Publisher.

Circulation Manager

Married man, age 28, with four years experience on Southern afternoon daily in town of 15,000, wants connection with larger paper where energy and ability will merit good salary. Record with present paper, 350 per cent. Classification 4-A, member I. C. M. A. Southern connection preferred. Address H 848. Care Editor-Publisher.

Reporter and Editor's Assistant

All-round newspaper man, beyond draft age, desires position on trade paper in New York City; experienced in interviewing, rewrite, exchange and desk work; employed at present; can furnish references as to character and ability. Address Box H855, care Editor and Publisher.

Newspaper Foreman

Young man, not in draft seeks composing room foremanship of afternoon daily. West preferred, but will consider any location. Thorough executive make-up printer. Experienced on best papers. Address H. 845, care Editor-Publisher.

Experienced Writer

with a specialty for translations from French, Spanish, and Italian, would offer part of his time to high-class publication. Address H., 807, care of Editor and Publisher.

Business Manager

fifteen years' experience with one property, looking for an opportunity. Thoroughly understands the development of advertising, circulation, and the handling of an organization. Address H. 818, care of Editor and Publisher.

Business Manager

Draft exempt, now employed, wants to make change, for personal reasons, to paper where opportunity is given to expand on an economic basis, and where hard work, aggressiveness and ability will be appreciated. Prefer position where authority is unhampered. Married-temperate. Address H., 815, care of Editor and Publisher.

News Service Man

experienced, wants to leave New York. Capable of handling telegraph or sporting desk but would prefer outside work. Married, sober, and reliable. H. 836, care Editor and Publisher.

Advertising Manager

Able newspaper man, having built three daily newspapers to a successful point, is available to some newspaper owner, who wants a high-grade executive as business manager or advertising manager. Must be good proposition. Box H 852, care of Editor and Publisher.

Editorial Man

Because I do not like the section of the country I am now located in, I will consider a change in positions September 1. I am a high-grade news man, capable of taking complete charge of a real live afternoon paper's editorial department. I am 31 and have had eleven years' experience in all branches of the game, big and little cities. I am worth a good salary and expect it. But I'll earn every cent I am paid. Not looking for a job "for the duration of the war" but permanency in a pleasant city. Address H. 814 care of Editor and Publisher.

Editorial Man

Editorial or business executive available. Age 30, family of five, college man, fifteen years' experience; was managing editor now advertising manager city, 40,000. Want managing editorship, business manager, advertising manager or general manager. Salary \$2,500 or better. Address H, 817, care of Editor and Publisher.

Editorial Executive

and writer, now assistant editor largest daily in Eastern community of 500,000 desires change of position. Competent to take entire charge, or of any department. Address H. 819, care of Editor-Publisher.

Business Manager

Really good experienced executive available soon as business or general manager, assistant to publisher, or circulation manager. Could make small investment. Address H. 806, care of Editor and Publisher.

Editor's Assistant

Capable of light editorials, paragraphs, can also handle city desk and look after make up at liberty in ten days from date of this issue. Can do one man's work and do it well, but not two. Best of references. Address H. 820, care of Editor and Publisher.

Advertising Manager

Able newspaper man, having built three daily newspapers to a successful point, is available to some newspaper owner, who wants a high grade executive as business manager or advertising manager. Must be good proposition. Box No. H. 824, care of Editor and Publisher.

Advertising Solicitor

Experienced and competent advertising solicitor and copy writer, with good record as newspaper manager desires permanent position. On recent Third Liberty Loan drive I sold over 82,000 agate lines of patriotic advertising to non-advertisers at the one-time rate. College man, 41 married, temperate, tactful willing worker. \$40 week and transportation. Particularly desires management of run-down daily where can get block of stock for building it up. Address H. 821, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Auditor-Office Manager

By afternoon newspaper in city of 100,000 in Southwest. Must be familiar with all details of the business. State age, if married and size of family. Give previous experience and record in detail, also state minimum salary expected at start with understanding that increases will be made as soon as justified. Strictly confidential. Address Box H854, Editor and Publisher.

Circulator-Advertising Solicitor

Two positions open on leading daily in middle-west city of 30,000; circulator must have good ideas that can be put into effect; advertising solicitor will be assistant to advertising manager, be able to prepare copy and devote time to special advertising features. In addressing, state ability and salary wanted. Address Box H856, care of Editor and Publisher.

City Editor

Experienced man as city editor on small seven-day morning paper in west Georgia city. Will be required to take run as reporter. Pay thirty dollars a week. Address H. 837, care of Editor and Publisher.

City Editor

Experienced city editor, evening paper midwest city of 35,000. Also temporary position with possibility of its being permanent for telegraph editor. Address H. 822, care of Editor and Publisher.

Reporter

All round newspaper reporter, who can take Associated Press phone service. Permanent position. Night work. The Observer, Washington, Pa.

Circulation Manager

capable of conducting contest on large daily newspaper and willing to put on one immediately on salary basis. References. Address H. 833, care of Editor and Publisher.

Reporter

Austin American largest circulation central Texas, only morning newspaper, only Austin member A. B. C. Official newspaper, city of Austin, full leased wire Associated Press, has opening for first-class capable reporter, and advertising solicitor who thoroughly understands writing copy and making lay-outs, etc. Write at once giving full information and lowest salary. Expenses to Austin not paid. Austin American, Austin, Tex.

FOR SALE

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.

Goss Rotary Press

Goss rotary straight-line press, prints 8, 10, 12, or 16 pages. Complete stereo outfit. In excellent running condition. Guaranteed. Address F. P. Alcorn, 47 W. 34th St., New York city.

For Sale—Three Model 1 Linotypes

with two extra magazines, universal molds, liners and ejector blades. Buffalo Demokrat, Buffalo, N. Y.

Goss Matrix Rolling Machine

complete; 220-volt, direct current, Sprague motor; direct connected with rawhide gear; adjusting rod on top. Good condition. Address News, Dayton, O.

Only daily newspaper property in city of 15,000. Annual business of \$50,000. Good equipment. Can be bought for \$35,000 with a first payment of \$10,000. Proposition R. N.

Charles M. Palmer

Newspaper Properties

225 Fifth Avenue, New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

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

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

Four Hoe Matrix Rolling Machines

Equipped for motor drive and in good condition.

For sale by
WALTER SCOTT & COMPANY
Plainfield, New Jersey

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., New York City.
Established a Quarter of a Century.

THOMAS R. TALTAVALL DIES AT 63

Editor of Telegraph and Telephone Was Formerly with Electrical Age and Electrical World—Wrote Widely Upon Electrical Subjects

Thomas R. Taltavall, sixty-three, died on September 3, in his home at Mahwah, N. J. He was editor of the Telegraph and Telephone Age and one of the best known writers on electrical topics in the country. Mr. Taltavall learned telegraphy in 1867, and soon developed into one of the fastest operators in the world. After working in the largest offices in the country, he was selected in 1875 to handle the Washington end of the first leased wire established by the Associated Press.

Mr. Taltavall came from the Washington office to New York, where for fourteen years he remained in harness. Eight of those years were passed as superintendent of the leased wire service of the Associated Press. He resigned in 1890 to become editor of the Electrical Age, going from that publication to the Electrical World. He was made editor of the Telegraph and Telephone Age in 1894.

H. T. BLACKSTONE DIES

Heart Disease Takes Publisher of Orillia (Ont.) Times

ORILLIA, Ont., August 30.—H. T. Blackstone, publisher of the Orillia Times, is dead. He was sixty-four years old. Heart disease was the cause of his sudden death.

Mr. Blackstone was born in Portland, Me., and went to Winnipeg in 1885, where he entered the employ of T. H. Preston, publisher of the Winnipeg Sun. When Mr. Preston sold his interest in the Sun and moved to Brantford, Ont., Mr. Blackstone accompanied him and became advertising manager of the Expositor. In 1893 Blackstone came to Orillia and bought the Times from the late Peter Murray, and he has successfully conducted it ever since.

He leaves a widow, one son, and two daughters.

OBITUARY NOTES

ROBERT F. WEEMS, publisher of the Worthington (Ind.) Times, died in an Indianapolis hospital, following an operation for appendicitis.

HENRY HERBERT BLAKE, who died at the Hahnemann Hospital, Chicago, August 31, was buried on the afternoon of September 2. Services were held at the Masonic Home Temple, 3120 Forest Avenue, under the auspices of Home Lodge No. 508, A. F. and A. M. Mr. Blake, who was eighty years old, came to Chicago about thirty-five years ago. He became associated with H. H. Kohl-satt, both with the old Chicago Inter Ocean and the Record-Herald, and later was head of the Blake News Bureau.

MRS. JAMES C. DRAKE, who won attention ten years ago as the only woman printer in Chicago when she took over

the management of J. C. Drake & Co., printers, died September 1.

WILLIAM O. CHAPMAN, political editor of the Chicago Herald and Examiner, and a former Warden of the Cook County Hospital, died on August 28. He was born in Indianapolis fifty-four years ago and came to Chicago from Omaha in 1899, working first on the old Record and later on the Tribune and the Record-Herald. He left that newspaper to take the city editorship of the Chicago Evening Post, which he resigned upon his appointment as Warden of the County Hospital. In 1915 he returned to the newspaper business.

Mrs. Larremore Gets All

The will of Wilbur Larremore, formerly editor of the New York Law Journal, names his widow, Susie A. Larremore, as sole legatee. The estate is said to be worth about \$10,000.

Earnings of Laurentide Co.

MONTREAL, September 4.—The Laurentide Company, Limited, probably Canada's best known and largest pulp and paper concern, has just issued its annual statement. Net profits for the year from operations of paper, lumber, and interest on investments, amounted to \$2,593,000, as compared with \$2,220,000 for 1917 and \$1,244,000 for 1916. The earnings for the year which is just closed are at the rate of 17.7 per cent. on the stock, a showing which cannot be construed as unsatisfactory, even by the paper makers, who claim that their industry is being ruined by Government interference and regulations.

Dallas Times-Herald Price Up

The Dallas (Texas) Daily Times-Herald has announced advances in subscription rates effective September 1, 1918, as follows: Papers sold by newsboys and carriers, two cents on week days, and five cents on Sundays; daily and Sunday delivered by carrier in the city of Dallas, fifty cents a month; daily and Sunday delivered by mail to points outside of Dallas in first and second postal zones, sixty cents a month, with additional charge of thirty cents a month to cover postage for points in all additional zones; daily edition only delivered in Dallas, thirty-five cents a month; daily delivered by mail to points in first and second postal zones, forty cents a month.

Murphy Goes with the "A. P."

BOSTON, August 31.—Horatio H. Murphy, of the city desk staff of the Boston Traveler, has resigned to accept a position in the Boston bureau of the Associated Press.

You MUST Use the
**LOS ANGELES
EXAMINER**
to cover the GREAT SOUTHWEST
Sunday Circulation **150,000**
MORE THAN
Member A. B. C.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

ALL TACOMA PAPERS INCREASE PRICES

Three Cents in the City and Five Cents Outside—Sunday Ledger Goes to Seven Cents—Tacoma Times Only 2 Cent Paper

(Special to THE EDITOR AND PUBLISHER.)

TACOMA, Wash., August 31.—All the Tacoma newspapers increased their prices on Labor Day. The News-Tribune and Ledger, which were two cents, now sell for three cents, and five cents outside.

The News-Tribune which is published six evenings a week, is delivered by carrier for fifteen cents a week, and the Morning and Sunday Ledger for twenty cents a week. The price of the Sunday Ledger goes to seven cents and the Tacoma Times, the Scripps paper, increased its price from one cent to two cents per copy.

Milwaukee Wants Publishers

MILWAUKEE, August 31.—The Milwaukee Association of Commerce has received encouraging replies to queries sent to Eastern publishers, asking if they would not establish branch plants or complete plants here to meet the new postal zoning regulations. One well-known magazine answered immediately, asking if 200,000 square feet of floor space could be obtained what track facilities could be had and what other advantages were offered. Some of the replies express preference for a city the size of Milwaukee rather than Chicago because of a better labor market, cheaper real estate, and other advantages.

Service

Thorough Trade Investigations, before and after the inauguration of your Boston campaign, will help you get more business.

Merchandising Service Department of the

Boston American

FOR SALE

A Scott Press with stereotype equipment; 5 linotype models, 2, 4 and 5. The property was owned by the Lynn News Company, recently taken over by the Lynn Telegram. Also Keystone Type Equipment and many fonts of the latest display type. Apply,

LYNN TELEGRAM-NEWS
LYNN, MASS.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

All Advance Price

The Winnipeg (Man.) Free Press, Tribune, and Telegram have increased their selling prices to 15 cents a week, and each offers a clear explanation to readers, in page advertisements, of the economic reasons forcing the increase. The Free Press says that it is conceded that the subscriber should pay the full cost of the white paper plus the cost of delivering the paper from the office of publication to the home.

Newcastle, Ind., Papers Raise Price

The two daily newspapers at Newcastle, Ind., the Courier and the Times, have announced an increase in the delivery subscription price from 10 cents to 12 cents a week, and from 2 cents to 3 cents a single copy.

Raise Subscription Price

The Sioux City (Ia.) Tribune and the Sioux City Journal raised the mail subscription price from \$3 to \$4 a year in the interest of the Government's policy of news print conservation.

BUILD UP your CLASSIFIED

48 Display Ads
by T. Ridgway
Longcope

The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

The McClure Newspaper Syndicate

Features Include
Daily Comics, Four-color Comic Mats and Supplements, Fashion and Household Services, War, Detective and General Fiction Serials, Daily Short Stories, Children's Bed-time Stories,

and Numerous Timely Star Features Such as Brand Whitlock's Story of Belgium, Balderston's War Articles, "With Our Boys in France," by Henry J. Allen, and a Timely Weekly Humor Series by John Kendrick Bangs.

Send for Our List of Services and Price For Your Territory.

The McClure Newspaper Syndicate
120 West 32nd Street, New York City

TODAY'S HOUSEWIFE

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

GEORGE A. McCLELLAN
President

The Pittsburg Dispatch

with its dominating influence
brings advertisers paying results.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

U. S. P. O. REPORT

For the period ending April 1, 1918

The New Orleans Item

Daily62,141
Sunday80,288
Average64,733

Foreign representatives

THE JOHN BUDD COMPANY

New York Chicago St. Louis

Don't Forget New York's Farmers

Nor Its Farmerettes



They constitute 25% of New York's 10,000,000 population — and they never were so prosperous as now.

C. J. Huson, Director of the Bureau of Production of the State Food Commission, has just made a report which shows that despite the loss of manpower on farms, all records for the state have been broken in the production of many crops.

5,000 tractors, more than 50,000 day laborers, and uncounted thousands

of farmerettes are helping the farmer to make 1918 a year of bumper crops, big profits and unequalled prosperity. Director Huson says the New York Farmers and their wives and daughters have worked harder this season than ever before.

They have MUCH MONEY to spend.

The successful National Advertiser makes it his business to get his fair share of this expenditure, by acquainting them with his product through these 48 best

New York State Daily Newspapers

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)...	30,297	.07	.07	New York Sun (M).....	121,639	.39	.36
Albany Knickerbocker Press (S)....	35,825	.07	.07	New York Sun (S).....			
Auburn Citizen (E).....	7,130	.0207	.0179	New York Telegram (E).....	204,622	.342	.315
Binghamton Press-Leader (E).....	26,655	.06	.05	New York Telegram (S).....	204,622	.246	.225
Buffalo Courier & Enquirer (M&E)...	79,498	.14	.12	New York Times (M).....	352,794	.50	.45
Buffalo Courier & Enquirer (S).....	108,197	.14	.12	New York Times (S).....	352,794	.50	.45
Buffalo Evening News (E).....	95,091	.16	.16	New York World (E).....	367,101	.40	.40
Buffalo Evening Times (E).....	50,638	.09	.09	New York World (M).....	340,074	.40	.40
Buffalo Sunday Times (S).....	61,784	.09	.09	New York World (S).....	501,724	.40	.40
Corning Evening Leader (E).....	7,339	.0193	.015	Brooklyn Daily Eagle (E).....	46,525	.16	.16
Elmira Star-Gazette (E).....	24,403	.05	.04	Brooklyn Daily Eagle (S).....	70,000	.16	.16
Gloversville Leader-Republican (E)...	6,308	.02	.015	Brooklyn Standard-Union (E).....	65,109	.15	.15
Gloversville Morning Herald (M)...	5,880	.02	.015	Brooklyn Standard-Union (S).....	75,507	.15	.15
Ithaca Journal (E).....	6,689	.0357	.02143	Poughkeepsie Eagle-News (M).....	5,480	.01714	.01714
Jamestown Morning Post (M).....	9,311	.025	.0207	Rochester Times-Union (E).....	66,249	.12	.10
Mount Vernon Daily Argus (E).....	6,079	.0214	.015	Rochester Herald (M).....	35,782	.05	.05
New York American (M).....	367,969	.45	.41	Rome Sentinel (E).....	5,384	.0165	.0129
New York American (S).....	753,468	.65	.60	Schenectady Union-Star (E).....	17,068	.06	.035
New York Globe (E).....	188,772	.33	.31	Syracuse Journal (E).....	43,132	.07	.07
New York Herald (M).....	128,814	.40	.36	Troy Record (M&E).....	23,851	.04	.04
New York Herald (S).....	202,000	.50	.45	Watertown Standard (E).....	12,143	.0286	.0214
New York Evening Journal (E).....	731,047	.70	.70	Yonkers Daily News (E).....	3,028	.0375	.025
New York Mail (E).....	130,083	.34	.32				
New York Post (E).....	26,501	.25	.19	Government statements April 1st, 1918.			
New York Sun (E).....	180,998	.37	.34	Total Circulation 6,185,404.			
				10,000 Line Rate 8.60147.			
				2,500 Line Rate 9.25984.			

The Spirit of **Co-operation**

urged by necessities of war conditions is growing by leaps and bounds in every direction. Selfishness and destructive competition are being crushed out by powers more forceful than in peace times. This is going to be one of the great benefits growing out of the war.

For best and soundest business it is desirable that all important factors in any situation get together to iron out wastes and expensive bucking up against conditions, often very easily adjusted when all at interest approach a problem in the proper spirit.

Between Newspapers, Advertisers and Advertising Agents

there is abundant opportunity for effective co-operation which will reduce selling costs, create immensely enlarged markets for standard advertised goods, and double or treble the volume of general advertising in the newspapers.

So long as newspapers withhold commissions from advertising agents on local business, the agents will continue to be forced to seek other mediums that will pay for service rendered by them. The new advertiser more often than not will refuse to pay full newspaper rates plus a service charge to the agent caring for his business.

If our newspapers will gradually come to an understanding by which commissions will be paid on local "new business" they will be going a long way toward helping the real service agent to live and enable him to use their columns.

JASON ROGERS,
Publisher New York Globe.

New York, Sept. 5, 1918.

