

# THE EDITOR & PUBLISHER

OHIO STATE  
UNIVERSITY

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

APR 16 1918

\$3.00 a Year LIBRARY

NEW YORK, SATURDAY, APRIL 13, 1918

10 Cents a Copy

(This is the fifth of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The sixth will appear in an early issue.)

## The Ethical Side of The Chicago Daily News

By BERT MOSES

THE publisher of The Chicago Daily News has a particularly fine conception of advertising that every advertiser should fully understand.

This conception, I believe, goes far to account for the commanding position of that newspaper in the great city of Chicago.

A few years ago I interviewed Mr. Lawson for a trade publication, and among the noteworthy things he then said was this:

"We have been obliged to omit many columns of advertising because we didn't have the room to print it. In our busy seasons we have had to leave out from 1,000 to 16,000 lines daily. I feel this is a real injustice to the men who have built up a business through advertising in my paper. The Daily News readers trade with these men, and when we have to omit their ads it cuts them off from communication with their customers. I consider it a moral obligation to print these advertisements, and I am seeking every mechanical means and legitimate conservation of space to attain that end."

A policy such as this lifts advertising out of a simple source of income, and places it on a plane where the ethical supplants the commercial.

It is a policy conceived in a spirit which makes the most of us ashamed of

employing advertising solely that profits may flow to our purses.

The sustained and increasing success of The Chicago Daily News is due largely to this fine effort to serve advertisers—to consider them as more than patrons—to look upon them as having rights that are not specified in the contract.

I think facts of this kind outweigh all other considerations when selecting mediums in which to advertise.

They go beyond price per line, beyond bulk in circulation, beyond territory covered, and beyond gains and losses in advertising printed.

It is of great consequence to know the inspirations, the principles and the policies of a paper, for here lies the strength of a newspaper—here lies the unseen influence over readers that establishes confidence and creates a real demand for articles advertised in its columns.

A good reputation is ten times better than a big circulation, but in The Chicago Daily News an advertiser gets both.

### Why this ad was written.

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of The Chicago Daily News, and said, among other things: "I want you to authorize me to write a series of advertisements for The Chicago Daily News. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real Chicago Daily News is pictured in type to the public as it actually is."  
"The Daily News is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me."  
"When I get through writing this series I am sure you will better understand The Chicago Daily News. As a matter of fact I want to introduce Mr. Lawson to his own child. Now then what do you say?"  
And Mr. Woodward said: "Go to it!"



## Most Of It Comes From Outside

Time was when the New England farmer could tickle New England's rocky soil for most of the necessities of life.

In 1900 New England had a little less than 5,000,000 people. At the beginning of 1918, it contains over 7,250,000, an increase of about 50%. This tremendous increase, combined with the fact that nearly 85% is urban population, has made FOOD IMPORTATION necessary. It has also made the fortunes of discerning food importers. And this industry was never so successful as at present.

For it is a case of "nothing but the best" for the prosperous and thrifty New England wage earner. His is a vastly increased earning power, due to the unparalleled speeding up of all New England's industries because of the war.

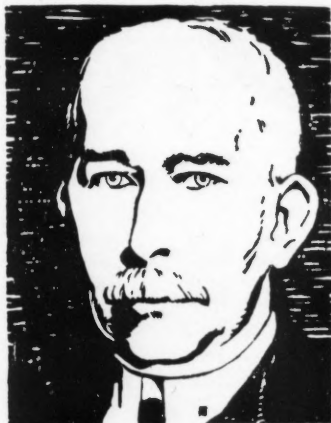
New England's workers are on the alert to welcome all that is good in all kinds of food, and they DEPEND on New England's daily newspapers to tell them about the new brands. Be discerning—introduce your goods where results will be quickest, through the advertising columns of these

## Standard New England Daily Newspapers

	Net Paid	2,500 Circulation Lines	10,000 Lines
<b>MASSACHUSETTS</b>			
Boston American (E)	380,291	.40	.40
Boston Advertiser and Americian (S)	321,483	.35	.35
Boston Globe (ME)	277,151	.30	.30
Boston Globe (S)	316,790	.35	.35
Boston Herald-Journal (M)	252,822	.30	.30
Boston Traveler (E)	521,409	.45	.45
Boston Post (S)	352,871	.35	.35
Boston Record (E)	48,163	.12	.12
Boston Transcript (E)	47,794	.18	.18
Fitchburg Sentinel (E)	5,587	.02	.015
Lynn Item (E)	13,150	.036	.046
Lynn News (E)	8,800	.0357	.0207
Lowell Courier-Citizen (ME)	17,100	.035	.035
Salem News (E)	18,949	.05	.04
Springfield Union (MES)	30,742	.09	.06
Worcester Gazette (E)	30,123	.07	.05
<b>Massachusetts totals,</b>	<b>2,630,186</b>	<b>3.1362</b>	<b>3.0286</b>
Population, 3,605,522.			
<b>RHODE ISLAND</b>			
Pawtucket Times (E)	23,840	.06	.04
Providence Bulletin (E)	52,966	.10	.10
Providence Journal (M+S)	34,050	.075+.09	.075+.09
Providence Tribune (E)	28,089	.07	.06
Woonsocket Call-Reporter (E)	9,470	.0356	.0215
<b>Rhode Island totals,</b>	<b>142,829</b>	<b>.3206</b>	<b>.2965</b>
Population, 591,215.			
<b>MAINE</b>			
Portland Express (E)	22,970	.06	.045
Portland Telegram (S)	17,952	.045	.035
<b>Population, 762,787.</b>	<b>40,192</b>	<b>.105</b>	<b>.080</b>
<b>VERMONT</b>			
Barre Times (E)	7,249	.017	.0143
Burlington Free Press (M)	10,304	.025	.0179
<b>Population, 361,205.</b>	<b>17,686</b>	<b>.042</b>	<b>.0322</b>
<b>CONNECTICUT</b>			
Bridgeport Post-Telegram (MES)	47,639	.0850	.06
Hartford Courant (MS)	21,256	.06	.04
Hartford Times (E)	31,339	.06	.06
Meriden Journal (E)	4,897	.025	.0143
New Haven Times-Leader (E)	18,978	.04	.035
New London Day (E)	9,977	.0285	.02
Norwich Bulletin (M)	9,508	.04	.02
Waterbury Democrat (E)	7,986	.017	.017
<b>Connecticut totals,</b>	<b>133,903</b>	<b>.3605</b>	<b>.2663</b>
Population, 1,114,756.			
Government Statements April 1st, 1918.			

# The Most Interesting Insight Into National and International Affairs Since the War Began

Commenced April 8th  
in the  
New York Evening Post



Twenty-six Daily  
Instalments  
to Run a Month

THE LIFE HISTORY OF THE "MAN OF MYSTERY"

## The Real Col. House

By ARTHUR D. HOWDEN SMITH

in

### The New York Evening Post

Few People know the real Col. House, President Wilson's counselor and friend, Ambassador Extraordinary, the astute politician, persistently refusing public office, yet moulding the political fortunes of others. The unassuming private citizen, yet the most powerful personality in present world politics.

Now for the first time you may know Col. House as revealed in his life story in the New York Evening Post.

How he elected four Governors of Texas; why he supported Woodrow Wilson for the Democratic nomination for President in 1912; why he advocated Woodrow Wilson's renomination in 1916 and how he engineered his election. Always a close student of European affairs, he foresaw the World War long before war was declared. As President Wilson's personal representative he visited the European capitals in May, 1914, in an effort to prevent war, only to discover the grim determination of Germany and the unbelief of France and England in the possibility of war. His subsequent visits as representative of the U. S. Government, culminating in the great war conference of the Allied leaders in Paris, where it was conceded that he was the dominant figure.

### The Truth About President Wilson and Col. House

This life story of Col. House is more than interesting biography. It re-writes the entire diplomatic history of the war and explains the war policy of the Wilson administration. Every American will read it with amazement, pride and profit.

### The Man and His Methods

Here is that rare individual who seldom makes mistakes, who sees the future almost as clearly as the present, who rules yet seems not to rule.

With keen appreciation and sympathetic spirit, Arthur D. Howden Smith tells of Col. House's Youth and Early Career—His Methods—His Philosophy—His Purpose in Life.

**REMEMBER**—the Story began in The New York Evening Post April 8 and you should order promptly in order to get all the chapters.

Order The Evening Post from your newsdealer or send this coupon at once with One Dollar.  
Circulation Department, The Evening Post,  
20 Vesey Street, New York.  
Enclosed is \$1.00; send me The Evening Post, daily for one month, and mail me copies of instalments already printed of "The Real Col. House."  
Name.....  
Address.....  
.....

2c

# The Evening Sun

2c

# 180,998

## Copies a Day

### *Four Years of Progress*

From the One-Cent  
Into the Two-Cent Era

Government Report

Six Month Period Ending April 1st

April 1st, 1914	.	.	.	.	.	.	.	110,056
April 1st, 1915	.	.	.	.	.	.	.	140,203
April 1st, 1916	.	.	.	.	.	.	.	170,464
April 1st, 1917	.	.	.	.	.	.	.	186,185
April 1st, 1918	.	.	.	.	.	.	.	180,998

*“New York’s Most Powerful Evening Paper”*

## Now 2 Cents a Copy

# THE EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten A. M. on the Friday 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. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; Edwin Doddridge DeWitt, Secretary and Treasurer

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

Vol. 50

NEW YORK, SATURDAY, APRIL 13, 1918

No. 44

## GENERAL FELIX AGNUS HAS SPENT FIFTY YEARS ON THE NEWSPAPER BATTLE LINES

Publisher of the Baltimore American and Star, With a Record of Service Matched by Few Living Journalists, Owes His Choice of a Profession to a Little Incident That Occurred at the Battle of Gaines' Mills—"Great Frenchman and Great American," Said Blaine

"HE is a great Frenchman and a great American, who came to this country with the same zeal that made Lafayette's coming an honor to the land." Thus spoke James G. Blaine, many years ago, of his friend, Gen. Felix Agnus, publisher of the Baltimore American.

It is now nearly forty-nine years since Gen. Agnus was made business manager of the Baltimore American, and as he had then served for a few years on the business staff of the paper, he has now rounded out more than a half century of distinguished service in journalism.

Gen. Agnus was born in Lyons, France, July 4, 1839. His family traced its lineage back more than a thousand years. His parents moved to Paris when he was a child, and he was educated at the "College Jolie Clair," near Montrouge. At the age of thirteen his spirit of adventure led him to the sea, and he journeyed on sailing vessels to the islands of romance and legend in the South Seas, to St. Helena, to Madagascar, through the Indian Ocean, to the Pacific coast of South America, and around Cape Horn, crossing the Atlantic and completing the circuit of the globe.

His first military experience was as a volunteer in the Third Regiment of Zouaves of the French army in the war against Austria, fighting in the battle of Montebello. Afterward he joined the famous Flying Guards, under Garibaldi.

He came to the United States in 1860, to work as a sculptor for the house of Tiffany, in New York. When Fort Sumpter was fired upon he immediately enlisted as a private in Duryea's Fifth New York Zouaves. Learning the English language quickly, his military experience and his zeal brought him quick promotion. At the battle of Big Bethel, June 10, 1861, he saved the life of Gen. Judson Kilpatrick, and was made a second lieutenant for gallantry. He distinguished himself at Ashland Bridge and Hanover Court House. At Port Hudson, having won the title of major, he was selected to lead what was called a "forlorn hope attack," and again acquitted himself gallantly. In the expedition to Sabine Pass he was on the old transport Pocahontas, which ran aground under the enemy's guns. It was necessary, in order to float the transport, to throw the horses overboard. He shot his own horse, setting an example to the others. Relieved of the weight of



GENERAL FELIX AGNUS.

120 horses, the old ship was floated and saved.

### HE WITNESSED "SHERIDAN'S RIDE"

When Duryea's Fifth New York Regiment had been so cut to pieces that the War Department proposed to consolidate it with other decimated units, Major Agnus obtained leave of absence, came to New York and recruited four companies, then rejoined his regiment, which had been ordered to report to Gen. Grant on the James River. Here he was made lieutenant-colonel. When Gen. Early was threatening Washington in 1864, Col. Agnus joined Gen. Sheridan's forces and participated in the brilliant cavalry campaigns which followed. He was a personal witness of "Sheridan's ride," the Nineteenth Corps, which included his regiment, being fiercely engaged when Sheridan came to their relief.

Gen. Sheridan, when ordered to join

Grant before Richmond, ordered the 165th Regiment, under command of Col. Agnus, to guard the Confederate prisoners at Fort Delaware. The regiment was afterward ordered to Savannah, where Col. Agnus received his brevet as brigadier-general. He was at that time but twenty-six years old, the youngest of his rank in the army. He was detailed as inspector-general, Department of the South, and commissioned to dismantle the old Confederate forts in South Carolina, Georgia, and Florida. He resigned his commission August 22, 1865.

### HOW HE BECAME A JOURNALIST.

The incident of his military life which determined the whole course of his future career, however, has yet to be told. It happened in 1862, when he was leading his company in the final charge of the Fifth Corps in the battle of Gaines' Mills. A bullet shattered his

right shoulder. That shot made him a journalist, although the fact was not to be immediately disclosed. He was sent to Baltimore with other wounded soldiers for treatment.

Charles C. Fulton, proprietor of the Baltimore American, whose advocacy of the Union cause had made him a notable figure in the journalism of that time, found Lieut. Agnus lying prostrate in the cabin of the steamer which had just arrived from the South, and took him to his home to be nursed back to health. When the war was over Brigadier-General Agnus hastened back to Baltimore and was married to the beautiful woman who had ministered to him in his convalescence—Miss Annie E. Fulton, daughter of Charles C. Fulton.

Soon afterward he entered the business office of the Baltimore American, showing the same aptitude for solving the problems of newspaper making that he had shown in military matters. On July 4, 1869, his thirtieth birthday, he was appointed business manager of the American, and has remained in control of its affairs ever since.

### A FRIEND OF PRESIDENTS.

He has been, through all these years, more than a newspaper maker—he has been a militant citizen, rendering devoted public service in many directions. He has received many honorary appointments at the hands of his Presidential friends, Presidents Harrison, McKinley, Roosevelt, and Taft. He values such opportunities to serve as are often afforded by such appointments, one that particularly appealed to him having been that of member of the board of visitors to the Military Academy. He has always taken an active interest in State and municipal affairs, and has also been a delegate to several Presidential Conventions.

He has been urged for Cabinet positions on many occasions, and was tendered the nomination for United States Senator from Maryland at a time when his election would have been assured. But he has consistently declined political honors, preferring only such activities as might well be coordinated with his service to the people as a publisher.

Gen. Agnus is a knight commander of the French Colonial Order of Nichanel-Anouar, which is one of the divisions of the Legion of Honor. He is a writer

(Continued on page 12)

## BOMBARDMENT FAILS TO STOP PAPER

Though Germans May Destroy Homes, Kill Women and Children, They Can't Break a Frenchman's Will, as This Little Story Shows.

PARIS, March 15.—For more than four hours the bombardment from the air had been going on. Houses were being destroyed, women, and children either killed or maimed.

Yet at eleven o'clock at night a group of about twenty persons were gathered around the "stone" in the printing office of L'Est Republicain, a newspaper printed daily before and since the war at Nancy, a little more than fifteen miles from the trenches. The bombardment had let up for a few minutes, but while the small group of editors, compositors, and machine men talked it had started again. The group then shifted back to a big cellar, where they not only discussed the events of the night, but also thought about bringing out the paper as usual in the morning.

Although Nancy had been raided scores of times, the printing office had so far escaped injury, but this night it was not to escape. One of the 180 bombs dropped by the German air pirates struck the building square, sending glass, iron, and bricks hurtling through the air.

"TO WORK, FRIENDS."

Once the dust, which threatened to choke the men in the cellar, had cleared, the group came forward to inspect the damage. A bomb had dropped through the roof, tearing a great hole, and landed full on four linotype machines. Of these machines nothing remained but a heap of twisted iron. Fragments of bricks and broken glass had buried the rotative machine. At a first glance the machine looked as if it would never again print papers.

At this moment the editor in charge turned to his men, saying:

"To work, friends; we must appear in the morning."

As one, and regardless of the light showing through the hole, they went to work getting things into workable order. Wood, bricks, bent iron and glass were cleared upon and swept away.

Out of the ruins of the room two linotype machines appeared unscathed while cases containing loose type were also untouched.

Two linotype operators waited for the lead to melt in their machines, while the others went back to their old job at the cases setting the type.

Finally everything was ready for the rotative, but the machine refused to turn.

Once again all hands were called out. Piece by piece the machine was taken down, cleaned and oiled, and then re-assembled. But still it refused to work. Once more it was taken down and cleaned.

At last the chief machine minder saw that the cylinders turned just one complete turn.

"If it can turn once it will turn a hundred thousand times," he remarked. Effectively, at 4:30 A. M., the rotative worked, slowly but normally.

Less than three hours later the old man at the corner of the street was selling that morning's L'Est Republicain, handing them out like so many hot cakes.

This will show that though the Germans may destroy houses and homes, kill defenceless civilians by wanton air attacks, they are powerless to break a Frenchman's will.—New York World.

## PLANS COMPLETE FOR AERIAL MAIL SERVICE

WASHINGTON, April 7.—Plans are being completed for the installation of the aerial mail service between New York and Washington not later than May 15. Three landing fields have been chosen as follows: Washington, Potomac Park; Philadelphia, Bustleton, North Philadelphia; New York, Belmont Park.

High rentals asked in New York made it difficult to select a place until Belmont Park was tendered by the Westchester Racing Association, free of charge, in a spirit of patriotism.

At Potomac Park hangars are being constructed, and the work at Bustleton and Belmont Park soon will begin.

The Post Office Department has made estimates of the time gained by establishment of air routes between New York and Washington, particularly as to mails destined to points beyond these terminals. Airplanes starting from either city at 12 o'clock will make their destination by 3:30, allowing for a stop at Philadelphia.

Mails arriving at Washington at 3:30 would make immediate connection with trains leaving Washington for the South and West and save eight hours in delivery.

An airplane leaving Washington on the noon schedule would make the late afternoon city delivery over the entire city of New York. To make this delivery by train letters now have to be mailed before 9 A. M.

## GERMAN PAPERS DISAPPEARING

In Two Weeks Nearly a Dozen Teuton Newspapers in This Country Suspend.

Growing mortality among the German newspapers in America is evidencing the fact that Americans of German stock are aligning themselves with the ideals and war aims of the United States, according to Julius Koettgen, assistant secretary of the Friends of German Democracy, New York.

A survey has just been made of the German newspaper field in America by the organization, which is sending out a weekly bulletin to these papers. Within the last two weeks, about a dozen newspapers have notified the Friends of German Democracy that they have discontinued publication. One newspaper, the Texas Deutsche Zeitung, of Houston, Tex., wrote that it had suspended publication until after the war.

"This high death-rate among the German papers," Mr. Koettgen said, "shows conclusively that the German-speaking population of this country is anxious to become assimilated as never before. It bears out our belief that the overwhelming majority of Americans of German birth or descent are eager to array themselves on the side of democracy."

"From our experience, it appears that most of the German papers are loyal. Nevertheless, there are still too many of such papers as the Evansville (Ind.) Demokrat. That paper daily asks the support of its readers, because it was the only Evansville paper fighting for 'Germanism and its sacred rights.' From its editorials it seems that these 'sacred rights' are diametrically opposed to the rights and interests of America."

## Hoover to Address Press Club

Herbert C. Hoover, Melville Stone, and Stephen Lauzanne, editor of Le Matin, Paris, will speak at the thirty-third anniversary dinner of the Pittsburgh Press Club, April 18.

## PRINTING OF BACK TAX LISTS OPPOSED

A measure repealing the present law that provides for newspaper publication of delinquent tax lists in Oregon probably will be submitted under the initiative at the election next November. Petitions to put the measure on the ballot are now being circulated throughout the State. They must receive 23,000 signatures if the issue is to be submitted for a vote.

Most of the newspapers of the State are opposing the bill on the ground that newspaper publication of delinquent tax lists is the most effective way to collect back taxes. They contend that the post card notice that it is proposed to send out, under the initiative measure, will not be effective, any more than general advertising by pamphlets and dodgers is now effective, as compared with the use of newspaper space.

The fight for the new law is being led by the Portland (Ore.) Journal. The Journal for several years has conducted a campaign against delinquent tax advertising, contending that it is a useless burden to the tax-paying public. This year the Journal was one of the papers to publish the delinquent list in Multnomah County, in which Portland is located, but announced that the fees for this advertising would be donated to the Red Cross.

Petitions are also being circulated in Oregon to initiate a measure that fixes the compensation to be paid for the publication of legal notices.

## THINKS CENSOR TOO HARSH

Irish Leader Dillon Makes Move in Interest of American Newspaper Men.

John Dillon, leader of the Irish party, asked Home Secretary Cave, in the House of Commons in London Thursday whether the Press Bureau declines to give any information to representatives of the American newspapers in London, according to a special cable dispatch to the New York World. Mr. Dillon asked also whether dispatches filed by the American correspondents have been stopped or altered and whether he is aware that this action places these correspondents and their newspapers under very serious disadvantages.

Mr. Dillon also asked Mr. Cave whether he is aware that in France and Italy foreign correspondents are at once informed by the censorship authorities whether their dispatches have been stopped or altered, and whether he will instruct the Press Bureau to afford this information to the correspondents of American papers in London, as it can be given without any detriment to the public service, and is essential to the correspondents of American newspapers for the proper discharge of their duty.

## Asks Support for Postal Tubes

The Merchants' Association of New York has sent to business and trade organizations throughout the country a circular letter asking them to rally to the defence of the postal tubes which are now in use in the cities of New York, Philadelphia, Boston, Chicago, and St. Louis, and which the Postmaster-General is seeking to abolish. The Merchants' Association took a leading part in the fight made last winter to preserve the pneumatic tube service as a useful adjunct to the mail service of the country.

## Abandons Penny Price

The New Haven (Conn.) Times-Leader has increased its price per copy from one to two cents.

## HOLDS PAPER LIABLE FOR AD CONTENTS

Washington State Supreme Court Rules That Publishers Assume All Risks in Publishing Advertisements Containing Personal Attacks.

Newspapers can be held accountable in the courts for the contents of the advertisements they carry. Publishers assume all risks in permitting to be published advertisements containing attacks against a candidate for office, or against any other person, when false and damaging, although paid for as advertising and signed by various individuals.

This was the decision given recently by the Supreme Court of the State of Washington in remanding for trial in the superior court an action brought against the Aberdeen (Wash.) World, by N. D. McKillip, who was a candidate for reelection as county superintendent in a recent election. The suit was dismissed in the lower court and McKillip appealed.

McKillip's chief opponent for the office to which he aspired was one T. W. Bibb. The advertisement he complained of accused McKillip of waging a campaign of "slander and lies" against Bibb and was signed with sixty names. McKillip was defeated for office and later sued the paper for damages to his character and feelings.

The Supreme Court holds the article libelous if sustained by evidence and as not privileged because of being published as an advertisement and at the instance of others.

## TELEGRAPHERS PROPOSE STRIKE

Operators Demand Right to Organize—Charge Discrimination Against Union.

WASHINGTON, April 9.—Friction between the Western Union Telegraph Company and its operators, growing out of the refusal of the company to allow the men to organize, is likely to culminate in a tie-up of the telegraph lines of the country, according to information laid to-day before Secretary Wilson, of the Department of Labor, by C. H. Ludwig, representing the Eastern General Committee of the Commercial Telegraphers' Union of America.

Discrimination of the telegraph companies, and, particularly the Western Union Company, against union operators is said to be general. The men allege that experienced union operators above the draft age have been refused work at a time when the companies are seeking exemption for young operators within the draft age who are in the telegraph service on the grounds of industrial necessity.

It is understood that April 28 has been set for "Organization Day," and that on that day all union men will declare their union allegiance to their employers. If discharges follow, a general strike is threatened.

## Press Associations Meet

The Utah Press Association met at Salt Lake City Monday and Tuesday of this week. The Northwest Daily Press Association met Tuesday at Minneapolis. The Louisiana Press Association will meet at New Iberia, La., April 15, 16, and 17. The East Texas Press Association will meet at Longview, April 27 and 28, and the Northern California Editorial Association will meet at Longview, Cal., April 27 and 28.

### NATIONAL PRESS CLUB HOST TO FILM STARS

Mary Pickford, Charlie Chaplin, Douglas Fairbanks, and Marie Dressler, Entertain Washington Newspaper Men at Merry Meeting.

(Special to THE EDITOR AND PUBLISHER.) WASHINGTON, April 8.—Due to the enterprise of a few members of the National Press Club, an unusual treat was afforded the whole membership of the Club and its guests, at an original ladies' night entertainment last Friday evening, when the famous quartet of feature film stars, Mary Pickford, Douglas Fairbanks, Marie Dressler, and Charlie Chaplin, were corralled under one roof, and to the entertainment of all made short speeches and did stunts. These famous stars were brought to Washington by the Publicity Bureau of the third Liberty Loan. They were induced to be present at the ladies' night entertainment through the persuasiveness of La Bert St. Clair, formerly of the Associated Press, and now assistant director of the Liberty Loan Publicity Bureau.

This was one of the most successful ladies' nights ever given by the National Press Club, which has entertained some of the greatest personages in the world. Miss Pickford, looking more lovely than ever; Mr. Fairbanks exhibiting more "pep" than usual; Miss Dressler showing more original antics—one being to climb over the footlights on her way to the stage—and Charlie Chaplin, more comical than we have been led to believe from his screen productions, all entertained the large crowd for an hour or more in their own original ways. Many notable people were in the audience, including Mr. Tumulty, secretary to the President; Mrs. Daniels, wife of the Secretary of the Navy, and others of equal prominence. Gus Karger, president of the National Press Club, made an opening address, in which he gave a brief review of the work of the National Press Club, in which he said:

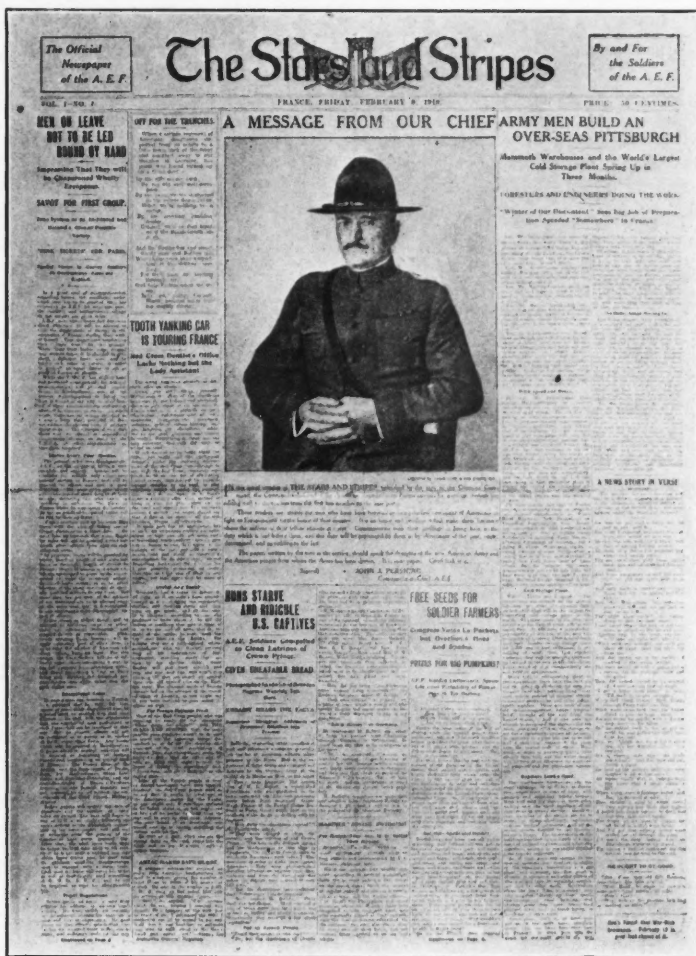
"The patriotism of the National Press Club is the common patriotism of the American people—a patriotism stirred and fanned by indignation and resentment of intimidation and murder; a patriotism determined to defend and maintain our national rights and liberties to the limit—whatever may be the cost.

"And that patriotism the members of the National Press Club have endeavored to translate, and the record of the Club will show to what extent and to what measure we have lived up to our obligation and duty as an organization, and the service flag of the Club, containing eighty or more stars, testifies to the individual patriotism and love of country of its membership. Three of our members have given their lives to the cause.

"We are indebted to the initiative and persuasive influence of our popular fellow-member, the famous La Bert St. Clair, for the evening's entertainment, and it would be ungracious longer to withhold from him the honor of the evening, which he has so richly earned."

Mr. St. Clair introduced the stars, amid much applause. The entertainment was held in the spacious auditorium of the Central High School, seating about 3,000 people. Jesse Cottrell, secretary of the National Press Club, saw to it that all were comfortably seated, and kept things running smoothly.

### "THE STARS AND STRIPES" MIRRORS THE SPIRIT OF THE AMERICAN EXPEDITIONARY FORCES



COPIES of the first four issues of the Stars and Stripes, the weekly newspaper published by the Press Division of the American Expeditionary Forces, have reached New York. As previously told in THE EDITOR AND PUBLISHER, this newspaper is the official publication of the American forces overseas, authorized by General Pershing.

The editorial staff is headed by Second Lieut. Guy T. Viskniskki, known to every editor of a daily newspaper in America as one of the foremost men of the syndicate field. Lieut. Viskniskki, who is also general manager of the Stars and Stripes, set a high mark for other army newspapers to shoot at, putting into this patriotic effort the same keen sense of news values which guided him in the conduct of the Wheeler Syndicate.

The Stars and Stripes is more American in tone and style than many of our home newspapers, and it mirrors the spirit of the American army. Many of the war correspondents on duty at the front for American newspapers contribute feature news matter to its columns. Striking illustrations of war scenes are printed in some of the issues, and Gibson's cartoons from Life are reproduced. The editorials are breezy and strong, indicating the close touch our boys are keeping with the affairs of the world.

The advertising in the Stars and Stripes is in charge of A. W. Erickson, 281 Fourth Avenue, New York, who has been entrusted by Gen. Pershing with the task of securing enough advertising to meet the entire expenses of publication.

Mr. Erickson, in a statement for THE EDITOR AND PUBLISHER, says: "At the request of General Pershing I undertook the advertising directorship and am serving without compensation. General Pershing stated in his cablegram to me that the United States Government had no funds to pay for the paper and that my job was to secure sufficient advertising to pay all the expenses of publishing the paper.

"I have already secured enough advertising to pay for the first fifteen issues and many of the largest advertisers in the country are now supporting the paper and using its columns. A cablegram from abroad last week announced that the paper is now a permanent feature and will continue for the duration of the war. The American advertisements which appear in these first issues were sent by cable. Future ads will carry illustrations and will be printed from plates which we are sending over on Government vessels each week."

The price of the Stars and Stripes is ten cents a copy, and the business office is 10 Rue Sainte-Anne, Paris.

#### Salesmanship Congress This Month

The programme for the third annual session of the World's Salesmanship Congress to be held at Detroit April 24-27, is still in the making. The big topic, of course, will be "The Part of Salesmanship in Winning the War."

#### New Orleans Wants Ad Convention

New Orleans is after the 1919 convention of the Associated Advertising Clubs of the World. Business men of the city are ready with a fund of \$50,000 to make a drive for the 1919 meeting.

### BAKER RELEASES LIST OF CASUALTIES

Understood President Awaits Secretary's Return Before Deciding What Lists of Killed, Wounded, and Missing Shall Contain.

WASHINGTON, April 9.—Acting on cabled instructions from Secretary Baker, the War Department to-night resumed publication of the daily list of casualties among the American expedition forces. Lists which had accumulated between April 2, when the practice was temporarily discontinued, and April 8 were made public, and it was stated officially that the casualties would be announced regularly hereafter.

The issuing of the daily casualty lists was suspended after receipt of a general order from Secretary Baker, in France, that in future all news relating to the expeditionary forces must come from the headquarters of Gen. Pershing. While it was not believed that the order was intended to refer to the casualty lists, Acting Secretary Crowell and Major-Gen. Mareh, acting chief of staff decided to hold them up until a formal ruling on the point could be obtained from Mr. Baker.

Pressure still is being exercised in the attempt to have published the home addresses and next of kin of each man named in the casualty list. This system was abandoned by the War Department after Gen. Pershing had reported receipt of a formal protest from the French Government that it resulted in the enemy's obtaining valuable military information. It is believed here that the feature objected to by the French was the inclusion of the date on which the soldier was killed or injured.

President Wilson is understood to have this matter under consideration now, but he is expected to withhold final decision until he has had an opportunity to discuss the point with Secretary Baker on the latter's return from Europe.

#### MUST SEND LETTERS TO CENSOR

All Communications to Correspondents Abroad Ordered Through N. Y. Office.

Tightening the censorship as a further precaution against information that might be useful reaching the enemy, R. L. Maddox, chairman of the Censorship Board, has notified all newspapers and press associations to send to the Board all letters addressed to foreign countries and containing matter for publication, to the Postal Censor, 20 Broad Street, New York city. The order includes all clippings or quotations from other publications or confirmations of press cablegrams.

The cover is to be addressed to the Board, and should contain an unsealed envelope addressed to the person to whom the communication is to go. "If not routed through the Postal Censor," says the order, "such communications will be subject to suppression without reference to the character of the information contained therein."

#### Idaho Daily Sold

George Post, of Moscow, Idaho, has bought the plant, good-will, and equipment of the Moscow Daily Star-Mirror. The Star-Mirror is the oldest paper in Latah County, having been established twenty-one years as a weekly, and it has issued a daily edition for seven years.

## OFFER NEW CONTRACT FOR NEWS PRINT

Bill at \$3 a Hundred, With Interest and Adjustment When Price Shall be Fixed by Federal Trade Commission.

April 1 having passed without the price of news print having been fixed by the Federal Trade Commission, the paper manufacturers who entered into an agreement with Attorney-General Gregory on November 26, 1917, to sell news print at \$3 per 100 pounds f. o. b. at the mills in carload lots, the agreement to subsist until this first of April, find themselves without a definite price for their commodity. Henry A. Wise, attorney for the mills that made the agreement, has advised them to bill all deliveries until the Commission shall make its decision as follows:

"On account of — lbs. news print paper at three cents. Final invoice to be submitted and adjustment made with interest to meet price fixed pursuant to agreement dated November 26, 1917, between the Attorney-General of the United States and seller, as per terms of your contract."

Counsel for the manufacturers say that this is in accordance with the spirit of the agreement. Claude A. Thompson, associated with Mr. Wise, says that in the determination of costs, now going on, the figures are mounting high and the manufacturers themselves have been surprised at their magnitude. It is expected that they will show, he declares, a necessity for a charge of perhaps \$4 a hundred.

The companies that signed the agreement are: International Paper Co.; Spanish River Pulp & Paper Mills, Ltd.; Gould Paper Co.; Donacona Paper Co.; Ltd.; Price Bros. & Co., Ltd.; Brompton Pulp & Paper Co., Ltd.; Belgo-Canadian Pulp & Paper Co.; Abitibi Power & Paper Co., Ltd.; Kimberly-Clark Co.; Minnesota & Ontario Power Co.

Accountants for both manufacturers and the Commission are now working on costs, and the manufacturers are expected to make their presentation to the Commission April 22. The publishers will make theirs April 29.

A meeting of representatives of labor organizations and of news print manufacturers was held in New York this week supplementary to the similar meeting of several months ago, when the manufacturers asked the labor representatives to see if they could modify their demands. At the recent meeting demands were presented for an increase of 11 cents an hour for common and semi-unskilled labor, and an increase of 35 per cent. for experts, including superintendents and foremen. The manufacturers have the matter under consideration. A definite answer is expected before the end of this month.

### Col. Haskell With International Paper

Col. W. W. Haskell has joined the staff of the International Paper Co. as assistant to the president. Colonel Haskell has been owner and publisher of the Boston Herald, the Chicago Herald, and the Minneapolis Times, and for some time past has been visiting the news print plants in every part of the American continent.

### New A. N. P. A. Member

The Martinsburg (W. Va.) Evening Journal has been elected to active membership in the American Newspaper Publishers Association.

## RENEW MEMBERSHIP IN A. N. P. A.

Three Pittsburgh Newspapers Again Identified with Big Association.

The Pittsburgh Press, the Gazette-Times, and the Chronicle-Telegraph have just been elected to active membership in the American Newspaper Publishers Association. These newspapers, together with the Dispatch, the Post, and the Sun, were formerly members of the Association, but all withdrew three years ago.

The action of Messrs. Hershman and Milholland, of the Press, and of Messrs. George S. Oliver and A. K. Oliver, of the Gazette-Times and Chronicle-Telegraph, in again bringing their newspapers into the big national association will, it is believed, influence their fellow-publishers of Pittsburgh to follow suit. As the Pittsburgh newspapers represented the only important group in America outside the A. N. P. A., their return to the Association will be a matter of keen gratification to all members. Henry C. Milholland and George S. Oliver, two of the most popular newspaper executives in the country, and who were formerly very active in the work of the A. N. P. A. and real factors in the convention deliberations, will receive a warm welcome on their return to the fold at the coming convention.

## SENATE PASSES ESPIONAGE ACT

Lodge Amendment Aimed at German-Language Publications Withdrawn.

WASHINGTON, April 10.—The Senate by a viva-voce vote to-day passed the Espionage act, providing for imprisonment for twenty years or a fine of \$10,000, or both, for those convicted of disloyal utterances against the United States.

The Lodge amendment, to prohibit the use of the mails to publications in the German language unless the text is put in English in a parallel column, was withdrawn by Mr. Lodge after serious objection to it was voiced by Senators Nelson, Fall, Overman, and others.

The bill as passed by the Senate includes the following:

"Nothing in this act shall be construed as limiting or impairing the right of any individual to publish or speak 'what is true, with good motives, and for justifiable ends.'"

The measure will now go to conference of both houses.

### St. Louis Star Wins Suit

The Missouri Supreme Court, sitting at Jefferson City, decided April 9 in favor of the St. Louis Star in the suit for libel brought against it by D. C. McClung, former warden of the State Penitentiary. A judgment for \$30,000 had been obtained by McClung in January, 1914, in the Circuit Court of Callaway County. This judgment was reduced by the trial court to \$10,500. The Star appealed the case to the Supreme Court, whose decision denying McClung anything ends the litigation.

### Commission to Enlarge Duties

WASHINGTON, April 10.—The Federal Trade Commission has made plans for the extension of its work, made necessary by duties growing out of the war. President Wilson has approved plans which have been submitted to him by Commissioner Fort and Secretary Bracken. Investigation of production cases to furnish a basis for price-fixing is one of the tasks of the Commission in its cooperation with the war agencies of the Government.

## STILL URGENT NEED FOR PAPER SAVING

L. B. Palmer, Manager of A. N. P. A., Takes Issue with Robin Damon, Publisher of Salem Evening News, About Print Economies.

L. B. Palmer, manager of the American Newspaper Publishers' Association, disagrees with Robin Damon, publisher of the Salem (Mass.) Evening News, who in a communication to THE EDITOR AND PUBLISHER last week declared the rumor that the Fuel Administration proposed to "regulate" newspapers to conserve fuel and transportation facilities was unfounded. To THE EDITOR AND PUBLISHER Mr. Palmer said:

"During the past three years the bulletins of the American Newspaper Publishers Association have been constantly warning publishers and others of the vital necessity of economy in the use of all grades of paper, as well as the elimination of all waste.

"The warnings have been heard and followed by many, but not by all, or not even by all American Newspaper Publisher Association members. There is every reason to believe that at no distant time there will be a materially reduced production and consumption of paper, and that this condition will be brought about either directly or indirectly by Government action, if not by publishers themselves.

### CERTAIN USES CLASSED AS WASTE.

"Because of this state of affairs, the board of directors of the American Newspaper Publishers Association sounded a further and formal warning to those who continue to use news print unnecessarily by classing certain uses as waste.

"Your correspondent from Salem, whose copy was published in your last issue, suggests that such action would be amusing if the country's transportation problems were not so serious. He also seems to be laboring under the impression, no doubt because of not having had the advantage of the American Newspaper Publishers Association bulletin service, that the necessity of economy in the use of news print is a more or less new discovery. Also he has fallen into the error of proclaiming that 'the regulating rumor proved to be without foundation.'

"That the misinformation sent by your correspondent may not get abroad, with its resultant damage, the attention of your readers should be drawn to the fact that the rumor not only had solid foundation, but that an actual and really serious situation was pending.

### MORE COÖPERATION NEEDED.

"The hearty coöperation of all publishers is needed to obliterate waste and effect severe economy in order to avoid drastic regulation.

"Those publishers who are working together, shoulder to shoulder, know the facts, as well as the existing dangers. Those alone who sit on the side lines discern amusement in present conditions. These are serious—so serious that all must be urged to eliminate returns and in all other ways reduce consumption to a minimum.

"The American Newspaper Publishers Association, by virtue of the coöperation of its many members, may well be depended upon to bring about better conditions. The results of their work will be shared by all, even by those who may seek to retard success by spreading misinformation."

## SAVE 10,000 TONS OF NEWS PRINT

Pittsburgh Papers Apply Drastic Conservation Measures—Believe Similar Action by All Cities Will Avert Threatened Shortage of Supply.

Ten thousand tons of news print a year, approximately 20 per cent. of the consumption of the Pittsburgh newspapers, are being saved by application of conservation measures, according to a report submitted to the Pittsburgh Newspaper Publishers Association. The measures taken to effect this saving, according to the report, are:

Abolishing "return" privileges of newsdealers.

Abolishing all free copies and all exchanges.

Limiting copies only to largest advertisers, and then only one to each.

Prohibiting all extra editions (baseball and otherwise).

Limiting afternoon papers to three editions a day—no editions earlier than 11 A. M., and no make-overs or plate changes later than 4:30 P. M.

Prohibiting morning papers from issuing earlier than 10:30 P. M., or making over later than 8 A. M.

Increasing advertising rates averaging from 12½ per cent. to 33 1-3 per cent.

Increasing subscription rates to 2 cents daily per copy and to 6 cents Sunday.

Elimination of all Sunday magazine and Rotogravure sections (four of the five Sunday papers had been using).

Agreeing to limit size of Sunday papers, using only four comic pages and not more than twelve magazine or feature pages.

Bringing all papers to eight column-page standard.

Reducing column width from 13 to 12½ ems pica.

Reducing column rules to 6 point. Lengthening columns in some cases to 308 lines or 22 inches to column.

Prohibiting all free publicity and eliminating the press agent.

Systematic condensation of news so as to confine size to least possible number of pages.

Refusing advertisements when their acceptance would necessitate four more pages in size of paper and making needless loose news space in consequence.

Utilizing news print waste from rolls by cutting for copy paper, dodgers, scratch pads, etc.

Reducing size of headlines and using fewer hangers to headings.

Extending use of abbreviations in news, and by scores of other lesser important conservation measures.

The digest of the report, which was sent to the A. N. P. A., concludes:

Ten thousand tons a year (or 20 per cent. of Pittsburgh's news print requirements) is a most conservative estimate of the saving effected by the above conservation measures.

If the newspapers of other cities take steps for a proportionate amount of saving of news print paper along similar lines, which are practicable and simple, it is believed that the threatened news print paper shortage will be entirely overcome, and effect the saving of fuel, power, labor, etc., as desired by the Government.

### Pennsylvania Editor Dies

Major Joseph W. Yocum, editor of the Columbia (Pa.) Spy and one of the best-known newspaper men in the State, died recently at his home at Columbia, aged seventy-five years. He established the Columbia Weekly Spy in 1868 and the Daily Spy in 1898.





## LIBERTY LOAN NEWS REPORTERS HANDLED LIKE CITY STAFF

Manager Assigns Them to Cover Stories, Hears Their Reports,  
Determines Space They Shall Use—Daily  
Editorial Conferences

THE LIBERTY LOAN COMMITTEE of the Second Federal Reserve District, 120 Broadway, is much gratified by the manner in which the newspapers of New York have aided in the drive for the third Liberty Loan. So splendid was the treatment of the first and the second loans, that it was felt no better could be expected for this drive. As a matter of fact, however, the Committee has estimated that the New York newspapers have given twice the space to this loan that they gave to the second loan, and there is no indication that the interest, vigor of drive or amount of space will diminish until the campaign is over.

In preparation for the work the Liberty Loan drive the Committee made every effort to bring its news bureau to a high degree of efficiency. Under competent direction, a staff of forty-one reporters, special writers and copy editors was organized, every one of whom has had long training in the service of New York newspapers. The work has been divided into six divisions—news, class, and trade publications, financial, district newspapers, magazines and women's features—to cover adequately the various requirements of the 2,436 publications in the Second Federal Reserve District. The first three are in the news group, the second three in the specialty group.

### Have Editorial Conferences

Plans for the work of each division are worked out carefully and in conferences similar to the editorial conferences held every day in every newspaper office, each division being in direct charge of a chief.

The news division is, of course, by far the most important. It includes the majority of men and women who go to make up what might be termed the "city staff," who gather information about Liberty Loan activities and collect facts for special stories and magazine articles. This staff is in charge of an assistant manager, whose work corresponds to that of a city editor of a large metropolitan newspaper. He gives out assignments to his men just as a city editor does, hears their reports after they have covered the assignments, specifies the space in which they are to write their stories, and shape in which they are to be put preparatory to sending to the papers in the district. All copy is carefully edited by experienced copy readers with a view to its final destination and separate services are maintained for afternoon and morning newspapers, as well as for weeklies and Sundays. Centres of news on the loan are covered regularly, just as a newspaper covers City Hall, Police Headquarters, and courts and other departments, and every Liberty Loan rally, meeting, or feature is covered by a Committee reporter.

### FOR TRADE PUBLICATIONS.

For class and trade publications there is an editor who devotes his time especially to religious papers, a trade-paper editor, fraternal and labor-paper editor, and an editor to handle matter for house organs. The work of these men consists chiefly in revamping news stories and preparing special articles to meet the needs of the various publications.

The division which serves newspapers in the district outside of New York city is in charge of a chief and also has a staff of reporters. Each reporter is assigned to one or two district chairmen, keeps in touch with them, and interviews them and gets information for stories from them, studying the newspapers in his district and preparing his matter with special reference to their needs and requirements. This division also provides editors with specially requested stories, with editorials, and with boiler-plate service. Every week a page of news, editorials, cartoons, and photo-

graphs is prepared for the Western Newspaper Union, which offers it to every weekly newspaper in the district. Besides this, a daily service for the daily newspapers outside of New York city is provided by this division. The financial, the magazine, and the women's-feature divisions are managed in the same manner.

The service bureau is by no means an unimportant feature of the publicity work. It is the province of this bureau to devise means by which to attract attention to the Liberty Loan drive. It arranges for outdoor displays in the form of novelty advertising, meetings, parades, and special "stunts" that tend to couple the thought of the Liberty Loan with the daily life of the people, bring home the realities of the war and the necessity for subscribing to the bonds.

### PAPERS TELL MILLIONS.

As an instance, the meetings on the steps of the Sub-Treasury, where men prominently before the public address enormous crowds is one of the outputs of the feature division, as is the Liberty Bell speaking in City Hall Park every day. The speakers arranged for by the feature division draw great crowds, one of them at least having been estimated to contain 20,000. But the newspapers, furnished with photographs taken on the spot and fully notified in advance of the features of the meetings, take up the story and spread it before the 13,000,000 persons in the Second Federal Reserve District. All the papers, those who do not cover the meetings because of their out-of-town locations, as well as those in the local field, are furnished with full reports of all the happenings.

The Liberty Loan Committee of this district has paid great attention to outdoor advertising. More than 150 novelties, methods, and devices to insure patriotic reminder of the bond-buying duty have been prepared, and they have been scattered over the entire district to the enormous number of 66,500,000, or more than five pieces to every one of the 13,000,000 inhabitants. They consist of advertisements, arm-bands, auto-markers, billboards, cards, car-cards, folders, foreign language appeal, franked cards, handbills, inserts, lantern-slides, motion pictures, novelties, pamphlets, posters, placards, rubber stamps, billboard signs, electric signs, printed slogans, stickers, theatre programmes, transparency covers, window hangers,

and window displays. There are book-marks to the aggregate of 2,500,000, milk-bottle tops 15,000,000, book matches 11,000, and envelope stamps 8,000,000.

The advertising division has about 250 high-class men, released by their firms for this work, soliciting advertising space for the Liberty Loan from about 10,000 firms, representing every line of business and trade in the city. Groups of smaller firms are being formed in eighty-five different industries in New York city to contribute pooled advertising.

### SPECIAL LIBERTY LOAN ISSUE

Indianapolis Star Aids in Big Drive—  
Sunday War Supplement a Feature.

The Indianapolis Star issued an eight-page color, feature Liberty Loan Drive section as a part of its regular edition April 6. The special section contained loan publicity and art of the loan leaders, both men and women.

Indianapolis merchants and public-spirited citizens have contributed most liberally in advertising space for the widespread publicity of war activities and arousing the people to the needs of the hour. Some organizations, merchants, and citizens have used full pages of advertising. Robert Tyler of the Star editorial staff, is the county director of publicity for the Third Liberty Loan. One of the recent features of the Star is the Sunday War Magazine. Photographs of Indianapolis and Indiana boys on the battlefield and in training compose a part of the section. Full front-page pictures of leading war workers give the magazine a distinctive tone. Gen. Pershing's photograph was published as one cover page. Letters and stories from special correspondents and local boys in the service feature the section.

### Ohio Select List Postpones Meeting

The bi-monthly meeting of the Ohio Select List, which was to have been held in Pittsburgh Tuesday, April 9, has been postponed indefinitely.

### THE PRESIDENT'S APPRECIATION

Chief Executive Interested in N. Y. American's Liberty Loan Supplement.

The New York American on Sunday, April 7, issued a special Liberty Loan supplement. With every copy of this issue was given, as a separate supplement, a reproduction of the "honor flag" of the Third Liberty Loan. This supplement was supplied by the United States Treasury Department.

An advance copy of the Liberty Loan supplement was sent by W. P. Anderson, the American's circulation manager, to the White House. By return mail came the following response:

"My dear Mr. Anderson:

"The President has asked me to thank you cordially for your letter of April 4, with enclosures, which he has noted with a great deal of interest. He genuinely appreciates your cooperation and support.

"Sincerely yours, J. P. TUMULTY,  
"Secretary to the President."

The demand for the special Liberty Loan edition of the Sunday American is said to have developed a new high-water mark for Sunday newspaper net paid circulation.

### Distribute Liberty Loan Copy

Twelve million pieces of Liberty Loan copy was distributed last Sunday as an insert to a group of Sunday papers in all the important cities of the country, and before the week is over another eight million will go out in other papers not having Sunday editions. This is the development of the plan first brought to the attention of the Government last August, by A. E. Mackinnon of the Philadelphia North American, when he arranged for the distribution of a three color poster for the Marine Corps, to be shortly followed by another for the War Department. The success attending the first two campaigns seemed to justify the larger distribution.

"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 493, United States Express Building, 2 Rector St., New York;—North American Building, Philadelphia;—Plain Dealer Building, Cleveland;—Courier Journal Office Building, Louisville;—Constitution Building, Atlanta;—Herald and Traveler Building, Boston;—Gazette Building, Worcester, Mass.;—Tribune Building, Providence, R. I.

**"Go South, Young Man, Go South"**



# The South of Today Is the West of Yesterday

PARTICULARLY FOR NATIONAL ADVERTISERS

Advertising agents and space buyers should clear their minds and files of all data about the Southern States unless it is of the most recent origin.

The Southern States have had an amazing revolutionary development, appreciably evident on every hand, and only the latest information will do it justice.

The government is spending millions of dollars in work of a permanent character such as naval and land bases, docks, munitions plants, testing grounds, etc., and this together with the unusual high prices for Southern crops (more diversified than ever before), has caused an unprecedented flow of wealth into the homes of the South.

This is the first of a series of twenty-six page advertisements which will appear in this magazine during the year, made possible through the co-operation of the newspapers appearing in each advertisement.

These publishers believe the Southern States are rich in promise for the National advertiser, they believe in their several cities, and they believe that their newspapers have a greater potential power to sell goods in their trading area than any other form of advertising.

And by the same token they know the principle of advertising well enough to know that promise must be backed by performance which spells R-E-S-U-L-T-S in capital letters to make an advertising campaign worth while.

On request any newspaper here will give facts and figures about the changed conditions in their immediate neighborhood to supplement the statistical facts which will be the basis of the succeeding advertisements.

"Get busy" now and "get next" to the "South of Today!"

**The Potent Advertising Force of the South**

		Net Paid	2,500	10,000
		Circulation	lines	lines
<b>ALABAMA</b>				
Birmingham Age-Herald	(M)	23,242	.07	.05
Birmingham Age-Herald	(S)	31,700	.08	.06
Birmingham Ledger	(E)	40,200	.07	.07
*Birmingham News	(E)	43,089	.07	.07
*Birmingham News	(S)	48,280	.08	.08
Mobile News Item	(E)	9,500	.03	.03
Mobile Register	(M)	15,351	.04	.04
Mobile Register	(S)	20,286	.05	.05
*Montgomery Advertiser	(M)	19,723	.05	.04
*Montgomery Advertiser	(S)	21,782	.06	.05
<b>FLORIDA</b>				
*Jacksonville Metropolis	(E)	17,723	.04	.04
*Jacksonville Times-Union	(M&S)	37,000	.055	.055
Pensacola Journal	(M)	5,385	.0172	.0172
*Pensacola Journal	(S)	5,385	.0172	.0172
<b>GEORGIA</b>				
Atlanta Georgian	(E)	62,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
Augusta Chronicle	(M&S)	6,267	.035	.025
Augusta Herald	(E)	11,408	.03	.03
Augusta Herald	(S)	10,135	.03	.03
Columbus Ledger	(E)	7,425	.0215	.0178
Macon Telegraph	(M)	19,719	.04	.04
Macon Telegraph	(S)	19,719	.04	.04
Savannah News	(M&S)	14,037	.04	.03
<b>KENTUCKY</b>				
Lexington Herald	(M)	9,300	.0215	.0215
Lexington Herald	(S)	9,300	.0215	.0215
Louisville Courier-Journal	(M)	44,989	.10	.07
Louisville Courier-Journal	(S)	61,718	.12	.09
Louisville Times	(E)	57,334	.10	.08
*Louisville Herald	(M)	55,786	.07	.07
*Louisville Herald	(S)	48,562	.07	.07
<b>LOUISIANA</b>				
New Orleans Daily States	(E)	38,412	.08	.06
New Orleans Daily States	(S)	38,412	.08	.06
*New Orleans Item	(E)	62,141	.10	.10
*New Orleans Item	(S)	80,288	.12	.12
<b>NORTH CAROLINA</b>				
Asheville Times	(E)	6,176	.015	.015
Charlotte Observer	(M)	13,696	.055	.03
Charlotte Observer	(S)	17,326	.065	.04
Greensboro	(M)	11,893	.03	.025
Daily News	(S)	16,890	.03	.025
*Winston-Salem Sentinel	(E)	7,525	.0250	.02
<b>SOUTH CAROLINA</b>				
*Charleston American	(M)	7,778	.025	.025
*Charleston American	(S)	11,000	.025	.025
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	18,561	.05	.04
Columbia State	(S)	22,625	.04	.04
*Greenville News	(M&S)	8,620	.03	.025
*Spartanburg Jour. & Car. Spartan	(E)	5,654	.03	.03
*Spartanburg Herald	(M)	5,654	.03	.03
<b>TENNESSEE</b>				
*Chattanooga News	(E)	19,115	.035	.035
Chattanooga Times	(M)	26,341	.06	.06
Chattanooga Times	(S)	21,682	.06	.06
Knoxville Sentinel	(E)	19,036	.05	.04
*Knoxville Journal-Tribune	(M)	19,408	.04	.04
*Knoxville Journal-Tribune	(S)	20,000	.04	.04
*Memphis Commercial Appeal	(M)	77,360	.12	.10
*Memphis Commercial Appeal	(S)	114,671	.14	.12
Nashville Banner	(E)	50,557	.07	.07
*Nashville Banner	(S)	50,000	.08	.08
*Nashville Tennessean & American (M)		38,613	.05	.05
*Nashville Tennessean & American (S)		38,613	.06	.06
<b>VIRGINIA</b>				
*Newport News-Press-Times-Herald	(M&E)	9,033	.025	.025
*Newport News Daily Press	(S)	5,739	.025	.025
Norfolk Virginian Pilot	(M)	25,691	.05	.05
Norfolk Virginian Pilot	(S)	33,016	.06	.06
*Norfolk Ledger-Dispatch	(E)	45,956	.07	.06
Richmond News Leader	(E)	39,401	.08	.06

\* Government Statements April 1, 1918.

## FREEDOM OF PRESS IN NEW MEXICO ENDANGERED, WARNS EDITOR

Henry Barrett Chamberlin, Well Known Chicago Publicist, Declares Newspapers of Country Are Taking Contempt Case Too Lightly

"S HALL the press remain free in New Mexico? May a judge exercise a power to silence adverse criticism? Is any man sufficiently strong or a clique of men so politically entrenched that the constitutional guarantees of the State may be disregarded or interpreted in a manner calculated to abridge liberty of speech whether expressed by the spoken or written word?"

"These are some of the issues to be decided by the Supreme Court of New Mexico in a pending case entitled 'State of New Mexico vs. E. Dana Johnson,' and on which judgment is to be had within the next sixty days," writes Henry Barrett Chamberlin, of Chicago, in the April issue of his magazine.

"To be sure none of these questions is set forth in identical language in the court files, but all parties to the controversy know that they are the fundamental elements in the case. They also know that a decision sustaining the contentions presented in the name of the commonwealth will mean the emasculation of editorial comment within the State and place in the hands of the judges of the courts a censorship as far-reaching as any granted a military authority in time of war. And such a decision will affect newspaper men everywhere, for the attempts to throttle newspaper criticism through the medium of contempt proceedings are so few, and are so similar in their nature, that a decision by any court of last resort in the country is sure to have its effect on all of the other courts; and by the same token a favorable decision will be advantageous throughout the country.

**PERVERSION OF LEGAL PRINCIPLES.**

"The story of the case is fully told in the court files on the appeal of E. Dana Johnson, editor of the Santa Fé New Mexican, a daily newspaper published in the capital city, from a judgment of a lower court which sentenced him to thirty days' imprisonment in the county jail for contempt of that court; but the actual perversion of legal principles involved in the matter is not so plainly

evident to one who has not actually investigated the case. The effort to throttle newspaper criticism of the private act of the judge of the District Court in making an affidavit in an attempt to exculpate an attorney who had been caught signalling to a witness during the trial of a case is apparent on the record; in fact, the ruling of the judge in the contempt proceedings was an admission of the truth of the editor's charges in this respect; but the fact that the process of contempt is actually being used in an attempt to advance a political faction in its fight against the Santa Fé New Mexican and its backers was not expected to come to the light of day, and has only been brought out by the vigorous defence made by Johnson and his associates.

"A careful investigation of all the facts in this case will convince any intelligent and unbiassed person that there was no pending matter as to which the criticism on the part of the newspaper could constitute contempt. Lawyers know that it has been repeatedly held that the mere presence of a cause on the docket of the court does not constitute pendency, within the meaning of the law of contempt. Pendency within the meaning of that law means that there is some matter under submission to, or under consideration by, the court at the time of the publication complained of—the whole theory of the law being that a publication is not contemptuous unless the court has under immediate advisement something as to which its decision may be influenced. This is necessarily so, otherwise freedom of the press would be a myth, since there are always on the dockets of the court cases that are of public interest which the papers are entitled to discuss and the discussion of which the public is entitled to expect. If all publication regarding the matters involved in a case were foreclosed the minute it was filed, newspapers could never perform their public duties in those respects.

"This newspaper contempt case in

New Mexico ought not to be treated lightly by the newspapers of the country or the people of the State and nation. It does not matter much whether E. Dana Johnson serves thirty days in jail. It does matter materially to the men and women of this land whether the right of expressing an honest opinion is to prevail. Abuse of the privilege of free speech is not to be tolerated. It should be punished, and there is ample authority to administer the punishment. But that authority should not be vested in one man as is the case in New Mexico to-day. It is reasonable to believe that it will not be the case when the Supreme Court hands down its opinion. The Supreme Court of New Mexico is not the Supreme Court of Territorial days. Then the eight district judges met together as a supreme court and usually affirmed their own errors. To-day the court is composed of three jurists elected independently from the State at large for a term of eight years. Whatever the political leanings of the individuals the principle involved is too important to be colored by prejudice. Lawyers and laymen alike, some of them bitterly partisan, appear to hold the view that the court will act in a manner to settle for all time the question so clearly that freedom of speech will not suffer."

Failure to put a check on the check habit has given many a chap a checkered career.

## HAS NEWSPAPER SERVICE RECORD OF FIFTY YEARS

(Continued from page 5.)

of drama, one of his dramas, "A Woman of War," having been produced with success some years ago. He has written many stories of fiction, chiefly stories of military life and adventures.

Visitors to Baltimore are nearly always shown a glimpse of Gen. Agnus's country place in the famed Green Spring valley. It is one of the most beautiful and picturesque homes in America, and is named Nacerrima, which, reversed, spells "American." Here Gen. Agnus has entertained Presidents, Cabinet members, distinguished visitors to the United States, and a host of men conspicuous in the public life of the nation.

**THROUGH THE FIRE-TEST.**

When the great fire of 1904 wiped out the business section of Baltimore, the handsome home of the American was burned to the ground. But that did not interrupt the publication of the newspaper, which had weathered so many storms, and had been, in very fact, the chronicler of the nation's history during all of the nation's life—for the American was founded in 1773!

Gen. Agnus printed his paper in Washington, bringing the editions to Baltimore by special trains, thus demonstrating his mastery over difficulties. Before the fire was extinguished Gen.

# On Your Way

to the Publishers Meetings at New York or any time

## WHEN YOU VISIT DETROIT

You are welcome at the New Home of

# The Detroit News

It is the finest newspaper plant in the world well worthy of your inspection. The battery of

## 24 Scott Multi-Unit Presses

which are operated either as twelve Quadruples, eight Sextuples or as six Octuple machines, are the ideal machines for progressive newspapers.

It is the most versatile press in the world, and its great advantage over all other presses is the fact that there are

## No Idle Sections

When you visit New York you and your associates are cordially invited to make your headquarters at our office, 1457 Broadway, at 42nd Street, and our representatives are at your service at all times.

# WALTER SCOTT & COMPANY

New York Office  
1457 BROADWAY

DAVID J. SCOTT,  
General Manager

Chicago Office  
MONADNOCK BLOCK

PLAINFIELD, NEW JERSEY, U. S. A.

Cable Address:  
WALTSOOTT, NEW YORK

Codes Used:  
A.B.C. (5th EDITION) AND OUR OWN

# The Kansas City Post

Kansas City, Mo.

Reported to  
Audit Bureau of Circulations  
for the Six Months ending April 1, 1918

	Evening	Sunday
City Circulation .....	76,457	58,465
Suburban .....	10,371	11,032
Country .....	66,995	70,635
Net Paid .....	153,833	140,132
Unpaid .....	1,350	1,738
<b>Total Distribution .....</b>	<b>155,183</b>	<b>141,870</b>

Subject to verification by A. B. C. Audit

We will furnish complete analysis of audit issued by Audit Bureau of Circulations, on application.

Agnus had planned to erect the present magnificent sixteen-story building from which the American and its evening issue, the Star, are published. This is one of the finest newspaper homes in the South, and was the first big building erected in the fire zone. Every modern facility for making newspapers is found in this great establishment.

The Star was started in 1908, as a complete afternoon newspaper, issuing from six to eight editions a day. For this new venture Gen. Agnus planned well in advance, securing the news and feature services which appealed to him as the strongest obtainable, and organizing his editorial and business forces with that unerring judgment of men which he has always shown. Many of his employees have served with him from twenty to forty years, and it is his pride that he has been able to surround himself with associates on whose loyalty he may always rely. There is a family spirit in the offices of the American and Star, and the head of the family commands not merely high respect for his great capacity for leadership, but affection for himself as a man and comrade.

In reviewing the splendid career in journalism of Gen. Agnus, one is forced to the conclusion that a kindly fate must have guided the marksmanship of that Confederate soldier at the battle of Gaines's Mills!

### CHURCH WOULD GAIN BY ADVERTISING

D. E. Weigle Traces Publicity Back to the Time of Moses—Tells How Modern Methods Would Benefit Religion.

Daniel E. Weigle, of the New York Sun, addressing the League of Advertising Women at the New York Advertising Club, 47 East 45th Street, spoke optimistically of the manner in which religious forces were adopting the powerful agency of advertising. He cited as shining examples the Y. M. C. A. and the Y. W. C. A., the Red Cross drive, and the work being done for Armenian Syrian relief as demonstrating the feasibility of this secular power in the realm of religion.

As applied to the Church, the effect is the same, and he predicted the rapid approach of the day when the Gospel of the Church would be disseminated through this modern agency. The empty pew of to-day will become the filled pew of to-morrow only in this way, he declared.

Mr. Weigle said:

"A careful perusal of the Bible leads us to say, without any fear of contradiction, that God was the first great advertiser. When He lighted the 'flaming bush' which did not burn, and so attracted the attention of Moses, He made our \$50,000-a-year electric signs look insignificant. The interest of Moses was at once aroused. God then took the next step in the rôle of advertising, and inspired his confidence by turning the rod into a serpent and then the serpent back into a rod. The plagues of Egypt was one of the greatest manifestations of the power of God.

TO LET WORLD KNOW.

"Repeatedly, in answer to the question, 'Why did God harden Pharaoh's heart?' we find the reply 'That the works and power of God might be made manifest,' or advertised to the world. Again, in the New Testament, when we find our Lord meeting the man born blind, in reply to the question of the dis-

ciples, 'Who sinned, this man or his parents?' Jesus said, 'Neither has this man sinned, nor his parents; but that the works of God might be made manifest in Him.'

"Throughout the Biblical records the men who accomplished things were the men who advertised themselves by their peculiar traits and characteristics, or their achievements—John the Baptist with his peculiar attire; Jeremiah lying in the streets to attract attention; many of the miracles of Jesus; the tragic death of our Lord; the resurrection; the ascension; the rending of the veil of the temple; the earthquake; all these point to an unusual way of doing things.

"The interest created by the parables and sermons of Jesus, and the stories and history of the Old Testament is marvellous and lasting.

"The confidence inspired by the fulfilled promises of prophecy and the satisfaction and peace of soul, which comes to him who accepts the Word of God in its entirety, are sufficient assurance that we can have the utmost confidence in God as an advertiser of His power and fatherhood, and the demand for this confidence and this satisfaction is always supplied by his Holy Spirit which is here and operating in the world.

IT PAYS THE CHURCH.

"Does it pay the 'Church of to-day' to adopt unusual methods of publicity to attract the attention of the people and create interest, inspire confidence, and supply the demand?

"(1.) It is absolute folly to try to preach to people until you get them into the church.

"(2.) If a man's soul is worth saving, and if the only way to save that soul is by bringing it into vital contact with God through the means of grace, then no legitimate method should be despised nor the cost financially even considered. How can this effectively be done?

"Do not begin to advertise until the church has been made as attractive as possible, thoroughly modernized in equipment and has a perfect programme of service established. There is nothing so derogatory to the science of advertising as to promise something to the public that you can't produce when it gets there.

"After the church has been fitted up for a big campaign, then the newspapers should be used and paid space procured; window cards announcing the programme of service should be placed in store windows, as a business man is always glad to contribute his share toward the maintenance of the greatest business-producing agency in the world, namely, 'religion.'

ORGANIZE A COMMITTEE.

"It will be found advantageous to organize a distributing committee within the church of say one hundred or more, each one to receive every week ten cards of invitation which he or she will promise to mail or hand to friends, thus enlarging the scope of interest in the church. Where billboards can be secured, large and attractive billposters should announce the services and appointments of the church.

"We are living in the age of electricity. Large and attractive electric signs announcing some special feature could be advantageously used. Prominent instrumentalists also aid in attracting the people.

"Jesus said, we should be 'fishers of men.' Whoever heard of trying to catch all kinds of fish with the same kind of bait? The error of the Church of to-day is that she is endeavoring to attract worldly people and sinners with the same kind of bait. The people who

are fond of grand opera and the theatre must be attracted by artists, not reed organs and volunteer choirs. Those who are accustomed to the club and the saloon must be attracted by a spirit of friendliness and cordiality, and by comfortable surroundings.

USE CLUBROOMS.

"To this end, clubrooms for men and women should be established in the church, where legitimate recreation and amusements may be carried on under the supervision of Christian people, for these games should be played away from the environment of temptation and gambling.

"This propaganda is expensive, but it must be started in a small way. Every penny spent in conservative publicity will return in some way, spiritually and financially, to the Church, for God has said, 'I will not permit My Word to return unto Me void.' Every invitation, whether it be printed in the newspaper, on window cards, or in a letter, is an invitation which will be blessed by our Heavenly Father.

"Any church that will enter upon a campaign of publicity in faith, and will adopt modern methods of communica-

tion with the world—then satisfy the crowd which collects with the Bread of Life, adhering strictly and rigidly to the word as the only unvarying rule by which to live, and to the Christ as the only saving power for a lost word, will be amazed and dumbfounded at the success which will attend its efforts.

"It is not a new religion which we are advocating, but the old-fashioned religion, presented to the world through the modern and powerful method of advertising."

A. A. A. Buys Liberty Bonds

The executive board of the A. A. A. A., which met in the office in Metropolitan Tower last Tuesday and Wednesday, appropriated \$5,000 from the treasury for the purchase of Liberty bonds. The Western Council will meet in Chicago, April 20. The Southern Council met in Baltimore yesterday.

Heads Loan Publicity Committee

Frank B. Wilson, editor of the Columbus (O.) Athletic Club Journal, has been elected director of publicity and secretary of the Liberty Loan Committee for the Columbus district.

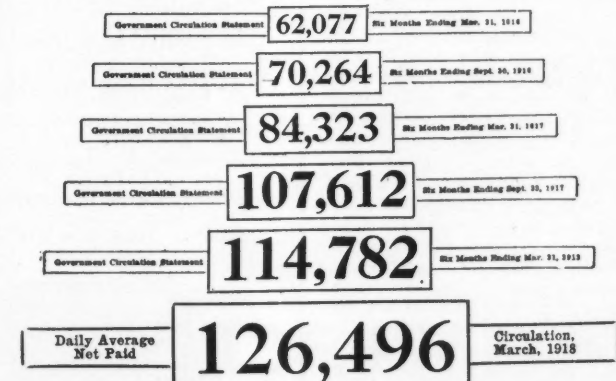
## The St. Louis Star Gains Over 100% in Circulation

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

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

Daily Average Net Paid Circulation, March, 1918	126,496
Daily Average Net Paid Circulation, March, 1916	62,508
<b>Net Gain in 2 Years</b>	<b>63,988</b>

Note the steady, consistent growth during each six month period shown below:



## THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representatives  
**STORY, BROOKS & FINLEY**  
CHICAGO, PHILADELPHIA, NEW YORK,  
Peoples' Gas Bldg. Colonial Bldg. Fifth Ave. Bldg. Trade Mark Reg.

## 5,000 CENSORS AT WORK IN ENGLAND

Examine 114,000,000 Pieces a Month—  
Hold Up Much German Propaganda  
—Translate 150 Languages and  
Dialects—Foil Many Plots.

WASHINGTON, April 9.—The work of the British Censorship Bureau was explained in a speech by Representative Hicks, who visited European battlefronts last fall, on the floor of the House. Mr. Hicks said:

"Among other things we saw during our stay in England was the Censorship Bureau, which exercises control over all communications not domestic in origin and destination, whether sent by cable or messenger, by ship or wireless. Five thousand persons are employed in this important service, 2,000 of whom are attached to the Liverpool office and 3,000 to London. All mail is divided into two great classes, social and commercial.

Every package and every letter, 114,000,000 pieces a month, are examined by the readers. A great staff of language experts is employed, capable of translating 150 different languages and dialects. The newspapers, books, medals, photographs, and merchandise condemned for violation of the censorship or contraband regulations, fill warehouses. Many were the ingenious devices employed to send rubber into Germany. It was sent in the form of candy, macaroni, and even gilded jewelry. We were shown one of the medals struck off to commemorate the sinking of the ill-fated Lusitania, as well as badges bearing the portrait of the deposed King of Portugal, which had been sent to Lisbon in the hope that this would stir up civil strife and thus weaken one of the Allies.

### INVISIBLE WRITING.

"One department is devoted to the detection of invisible writing—a laboratory equipped with chemicals and test tubes, where experts examine every letter suspected of containing hidden information. But no secret code is too subtle, no method of transmission is too cleverly devised to evade the vigilance of the censor inspectors, and every bit of information, no matter how trivial, is examined and tabulated. The Bureau furnishes the navies and armies of the Allies with intelligence of military and naval operations and plans of the enemy and cooperates with the navy in maintaining the blockade by sending to the patrolling fleets advance information pertaining to ocean-borne cargoes. It prevents disloyal British citizens and enemy spies from forwarding valuable information to Germany, and by its close scrutiny of transactions has stopped all trading with the enemy.

"Many tons of propaganda sent out from Germany to neutral and Allied nations have been seized and destroyed. By intercepting all correspondence it has paralyzed the enemy's commercial enterprises in foreign lands; it has also foiled his plots and checkmated his widespread spy system; it has made it impossible for unpatriotic persons in Great Britain to send securities abroad to escape burdensome taxes and the possible conscription of their wealth; and, to a large extent, by withholding their mail, it has put a stop to the machinations of German agents who were endeavoring to raise the cost of supplies by sending to dealers in neutral countries spurious and extravagant offers to purchase foods and munitions.

The British censorship has three principal functions—to prevent infor-

mation of military value from reaching Germany; to collect and coordinate "intelligence" for the use of the various departments of its own Government, and to act as a deterrent to all enemy undertakings. In addition to supplying information to the British authorities, it has also furnished our Government with much valuable information. In many ways it has been an important factor in preventing Germany from obtaining supplies, money, or credit from foreign countries and has lessened to a large degree the full effect of the insidious propaganda which has been carried on."

### Newspaper Men Boosting the Loan

Hugh H. Thomson, of the Ridgway (Pa.) Publications, and Corporal Charles T. Malone, of the Lafayette Flying Squadron of France, opened the third Liberty Loan drive in Scranton, Pa., on Saturday last. With Fullerton Waldo, the war correspondent of the Philadelphia Ledger, they addressed a monster mass meeting in that city. Messrs. Thomson and Malone, the latter of whom was formerly with the County Press Bureau at White Plains before enlisting, addressed a total of eight meetings in four days, Mr. Waldo being at two of these meetings. The latter is on a three weeks' tour in the interest of the loan. Mr. Thomson returned to Ridgway on Tuesday last, where he is making preparations for a monster Liberty Loan parade on April 15.

### Texas Editors to Meet

The Texas Press Association will hold its annual convention in Fort Worth May 9-11. The list of speakers includes Courtland Smith, president of the American Press Association.

### Reward Faithful Employees

All employees of A. H. Belo & Co. in the plant at Dallas on Tuesday, April 2, received a bonus of one week's salary in cash, as an expression of appreciation from the management for the faithful work. The occasion was the fourth anniversary of the Evening Journal, the afternoon publication of the Belo family, which, during its four years, has developed into a healthy youngster, and despite war conditions and the natural curtailment of newspaper business, has secured a clientele which makes it one of the best business ventures of the Belo Company. Tom Finty, editor; E. B. Doran, managing editor, and Harry Withers, news editor, of the Evening Journal, were recipients of many congratulatory messages for their success in putting the Evening Journal across.

### Enlarge Enid News Plant

The Enid (Okla.) Daily News, of which Richard M. Elam and E. C. Dunlap are the owners and publishers, have purchased the Jacksonian, a weekly paper established in 1893. Messrs. Elam and Dunlap purchased the News about four years ago and since that time have enlarged the plant about 100 per cent.

### Newspaper Men Honor E. G. Riggs

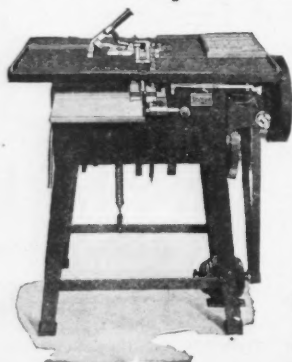
Newspaper men and other old friends gave a dinner last Saturday night in honor of Edward G. Riggs, for thirty years political writer on the New York Sun, and in recent years executive assistant of the New York, New Haven and Hartford Railroad. Louis Seibold, of the World, was toastmaster at the dinner, held at the Andiron Club.

There are 1,071 weekly newspapers in New York. Illinois has 1,039.

## Non-Distribution vs. Multiple Distribution

**T**HE All-Slug System of composition makes Non-Distribution complete and economical. So called Non-Distribution, with movable type, is in reality Multiple Distribution.

A complete Non-Distribution system for Display composition is dependent upon the Ludlow Typograph, because it alone eliminates storage systems and the constant casting and distributing of sorts. Multiple Distribution is waste; Non-Distribution the Ludlow Typograph way is real economy.



Know all about the All-Slug Non-Distribution System for Display. Write for a copy of the new Ludlow Typograph Book.

Manufactured by  
LUDLOW TYPOGRAPH CO.  
720 Old Colony Bldg., CHICAGO

Selling Agents  
MERGENTHALER LINOTYPE CO.  
New York, U. S. A.  
CHICAGO NEW ORLEANS SAN FRANCISCO

# Philadelphia

# Is

# a

# Morning

# Newspaper

# City

**ISAAC WHITE HEADS GLOBE-DEMOCRAT NOT  
WORLD "OLD TIMERS" ON 1-CENT BASIS**

Elected President of Quarter Century Association—Don Sietz and Fourteen Others Become Eligible for Membership in Body.

The Quarter Century Association of the New York World, made up of men who have been with the newspaper continuously for more than twenty-five years, on Tuesday last elected Isaac D. White, manager of the legal department, as president, to succeed Thomas Y. Crafts, who, as announced in last week's issue, will retire from active business on April 20, after thirty-four years' service on the World. Mr. Crafts was elected an honorary member of the Association. Robert H. Deery, foreman of the composing-room, was elected vice-president to fill the vacancy created by the promotion of Mr. White.

Secretary Frank McCabe announced that with the election of fifteen new men, who have just rounded out the required period, there were now 115 active members on the roll. The newly elected members are Don C. Seitz, business manager; Robert H. Lyman, assistant managing editor; Louis Seibold, political writer; Timothy Walsh, Wall Street Bureau; James S. Wells, biographical department; Isaac Mallhouse and Arthur Leary, composing-room; William O'Brien, Samuel Samuels, and W. S. Davis, mail-room; William C. Schwarz, and George Ware, stereotyping department; Jere Wogan, electrotyping department; William Knowlton, press-room, and R. C. Taylor, engineering department. The Association will hold its annual dinner on May 9.

Mr. White, the newly elected president, has been connected with the World since 1885. As manager of the legal department he is ex-officio director of the World's Bureau of Accuracy and Fair Play, which has been in successful operation since 1913.

**Publishers Boost Bond Sale**

The General Committee, in charge of selling the Third Liberty Bonds among publishers, booksellers, printing, and allied industries, has appointed the following special committee for periodicals: A. C. G. Hammesfahr, chairman; George D. Buckley, George E. Cook, R. J. Cuddihy, Luther D. Fernald, Henry Lee, Arthur S. Moore, Don M. Parker, John Adams Thayer, Victor Whitlock, R. C. Willson, George M. O'Neil, secretary.

**Most Failures Non-Advertisers**

ALBANY, N. Y., April 10.—Eighty-four per cent. of the business failures of the world to-day have been found to be non-advertisers, Roderick C. Clare, of the advertising staff of the Knickerbocker Press, told members of the Kiwanis Club, an Albany business men's organization, yesterday. He spoke on the value of advertising. "Any honest business that is advertised consistently is bound to make steady progress on a firm foundation," said Mr. Clare.

**John G. Ham's Wife Dies**

Mrs. Mary Emma Ham, wife of John G. Ham, advertising manager for Fletcher's Castoria, died last Tuesday night in their home at 839 West End Avenue. Services were held in Mr. Ham's home Thursday evening.

The hoarded dollar is a pro-German dollar—buy Liberty Bonds.

Changed to Two-Cent Price Last August, Among Leaders in Advance—Anticipated Strenuous Conditions in News Print Situation.

The following letter has been received from E. Lansing Ray, vice-president of the St. Louis Globe-Democrat:

April 9th, 1918.

EDITOR AND PUBLISHER,  
1117 World Building,  
New York City.

DEAR SIR:

I am surprised to note in an article on page 27 of your April 6 issue regarding "One-Cent Newspaper Is Disappearing," the third paragraph reading as follows:

"Boston, Baltimore, St. Louis, and Montreal are the only large cities where the leading newspapers are still on a one-cent basis."

The Globe-Democrat has been advertising for many months that it raised its price from one cent to two cents on August 1, 1916, which action was followed by a similar one on the part of the St. Louis Republic, the other St. Louis morning newspaper. Our double-page advertisement in your issue of January 19 carried a bold display line at the bottom, stating that the Globe-Democrat has the largest two-cent circulation west of the Mississippi. The Globe-Democrat can certainly be considered as one of the leading newspapers of St. Louis. There is only one, that of the Post-Dispatch which claims a larger circulation. All of the others are way below us. The Globe-Democrat, I might further state, was, as far as I know, the first large metropolitan newspaper in the country that was selling at one cent to anticipate the strenuous conditions which subsequently developed, and therefore to raise its price as far back as August 1, 1916. Whoever wrote the article about which I am protesting evidently was not very familiar with the facts of the situation.

I thought it would be advisable to call your attention to it.

**Patriotic Advertising Exclusively**

Merchants of Dallas, Tex., showed their patriotism in an unusual way at the opening of the campaign for the Third Liberty Loan in that city. Every display advertisement carried by local merchants in the newspapers of Dallas on Saturday, April 6, dealt exclusively with the Liberty Loan and the anniversary of the entrance of the United States into the war. Not a single ad mentioned merchandise or other wares offered for sale by these merchants.

**William K. Semple Dies**

WASHINGTON, April 1.—William K. Semple, newspaper man of Washington and New York, who has been in Washington for the last year, died at Providence Hospital early this morning. Mr. Semple was stricken with heart trouble and had been confined to the hospital since March 25. Mr. Semple had been identified with local papers at various times, and also spent much time in New York, where he wrote for theatrical interests.

**Another Convention Boost**

More than thirty members of the Omaha Advertising and Selling League have already decided to attend the coming A. A. C. W. convention in San Francisco.

**INDIANA  
has—  
190,126  
Automobile  
Owners**

At first glance the statement that Indiana has 190,126 car owners may not appear unusual or striking. But when you consider that Indiana is at WAR, with the whole state organized, working, and fighting to WIN, the statement takes on a new meaning.

Where embargoes hold up freight, motor trucks are carrying it. Where passenger trains are taken off, the pleasure car fills the gap.

In almost every phase of its war activities, Indiana's automobiles are playing a vitally important part.

Speaking in terms of the automobile, Indiana ranks as follows:

2nd in number of cars manufactured.

9th in number of car registrations, with 1 car to every 15 persons.

And 1918 registration figures will show a very substantial gain over those of 1917—cars registered up to March 31st totalled 161,461. All of which simply goes to prove that the prosperous people of Indiana make maximum use of the automobile—for war, business, pleasure, or every-day service.

This year, as never before, the great Hoosier State will buy immense quantities of manufactured goods, from automobiles to mouse-traps. For in Indiana live over 3,000,000 people, thriving amid unequalled industrial, agricultural and economic advantages. It is to this fertile field of prosperous people that the national advertiser may make his sales appeal with assured results.

Indiana awaits your sales message. Tell it to her citizens NOW. Use these papers to COVER the state:

**USE THESE PAPERS IN INDIANA**

	Circulation	5,000-line rate
Indianapolis News ..... (E)	117,403	.14
Indianapolis Star ..... (M)	91,343	.11
Indianapolis Star ..... (S)	112,305	.14
Terre Haute Star ..... (M)	26,003	.04
Terre Haute Star ..... (S)	19,033	.04
Terre Haute Tribune ..... (E)	25,068	.04
Terre Haute Tribune ..... (S)	19,829	.04
Evansville Courier ..... (M)	19,389	.035
Evansville Courier ..... (S)	16,555	.035
Richmond Palladium ..... (E)	10,433	.025
Richmond Item ..... (M)	7,017	.0175
Muncie Star ..... (M)	24,558	.05
Muncie Star ..... (S)	14,145	.05
Muncie Press ..... (E)	9,547	.01786
Anderson Herald ..... (M)	5,427	.0125
Anderson Bulletin ..... (E)	5,731	.01857
Marion Leader-Tribune ..... (M)	8,140	.0215
Vincennes Capital ..... (E)	3,375	.01071
Lafayette Courier ..... (E)	7,667	.015
Lafayette Journal ..... (M)	10,249	.02143
South Bend Tribune ..... (E)	18,177	.03
Fort Wayne Journal-Gazette ..... (M)	29,220	.04
Fort Wayne Journal-Gazette ..... (S)	23,900	.04

Government statements April 1st, 1918.

Prepared by M. G. Lipson, Russel M. Seeds Co., Indianapolis, Ind.

# CIRCULATION MANAGERS OF STATE OF NEW YORK

## CIRCULATORS DISCUSS PRACTICAL PROBLEMS OF MANAGEMENT

In Two Days' Session at Buffalo Members of New York State Association Freely Exchange Ideas—Next Meeting at Albany, October 22-23

THE New York State Circulation Managers convened at the Hotel Statler, Buffalo, Tuesday and Wednesday in their first semi-annual meeting for 1918. President J. M. Annenberg, of the Schenectady Union-Star, in welcoming the visiting circulation managers from other States, including Messrs. W. L. Argue, Toronto Star; P. L. McCleary, Toronto Globe; A. D. Bishoff, London Free Press; C. A. Prentice, Toronto Daily News; W. M. Kerr, Sharon (Pa.) Telegraph; J. L. Stackhouse, Easton (Pa.) Express, and W. J. Oram, London (Can.) Advertiser extended to them the full courtesies of the convention.

Chairman Hixon, of the membership committee, reported seven additional members, bringing the total membership up to forty-five.

### Scarcity of Newsboys a Serious Problem

Report from the Committee on the Child Labor act showed that there was a tendency to assist the newspapers to secure carriers and sellers by slightly reducing the age limit. Numerous suggestions were offered to relieve the carrier shortage. In the morning field, in the larger cities, men over fifty were interested in the proposition through advertising in the classified columns, larger territory being allotted them, increasing possible earnings, proving an inducement. Also, younger men were secured to devote time to canvassing as well as delivery, commissions being allowed which, with keener collections, advanced the revenue to a basis profitable enough to make them permanent.

This also brought improved service. In the afternoon field, in the smaller cities, the girl carrier is being developed, and while smaller territory is covered, excellent service has been rendered. Another proposition to interest the older boy is for morning and afternoon circulators to cooperate in securing the same carriers, increasing their profits to a substantial extent.

James McKernan, of the New York World, spoke very interestingly on the problems confronting circulators. His address appears elsewhere. In speaking of the elimination of the service copy, John W. O'Conner, of the Albany Knickerbocker Press, said:

"We have been using service copies for the past eight years, and find that they not only improve the service, but also reduce the distribution expenses of the department.

"There are different transfer points in our territory where it is necessary for us to transfer our papers from one road to the other, and this work is being done by the station agent for two service copies.

"At another point we make a connection with a special car that delivers our papers to three different towns two hours ahead of our competitor, which is a great benefit to us in that particular section. The traction company in Albany has never allowed the publishers to use of its cars for transportation purposes, but, by giving the crew on a special car two copies each morning, we have been able to send about one thousand copies a distance of about three miles, which, if it were not for the arrangement, would seriously handicap our city delivery. We are also having our papers carried by trainmen through the use of these copies.

"The use of service copies has also enabled us to greatly reduce our distribution expenses, as all our bundles at transfer points are handled by railroad employees; otherwise it would be necessary for us to employ a representative at each place.

"In view of the benefits derived from the use of service copies, I, personally, am opposed to the elimination of them. Then, again, they have the same value to an advertiser that the paid-in-advance copy has."

General opinion on this subject was that service copies help reduce expense

and secure better service than any other remuneration. One evil was to avoid continuation of copy after discontinuance of service. Close checking was necessary.

A. D. Bishoff, of the London Free Press, spoke of a novel distribution plan through the grocer. They average over 6,000 daily, through 175 points. Subscribers call for their copy and are charged two cents less than delivery rate.

On the subject of carrier contests, J. O. Taft, of the Binghamton Republican-Herald, said that, in offering ten prizes, with total value of \$45, in addition to commissions on all new business, in a six weeks' contest he had interested over 50 per cent. of his carriers, and the average net cost per subscriber was not over 28 cents. Carrier service improves, he pointed out, as a result of increased earnings, and the new business held better than solicitors' orders. W. C. Hixson, of the Syracuse Post Standard, had also secured excellent results in opening up the new Sunday edition field by carrier solicitations.

Owing to the absence of William Hoffman, of the New York Staats Zeitung, Mr. Burke read his paper on the subject of proper profits for dealers. He said:

### FAIR PROFITS FOR DEALERS.

"Let me state that I am looking at the question of dealer-profits entirely as a circulator of a metropolitan newspaper.

"In my opinion, there are three distinct classes of news agents with whom we deal.

"No. 1—A dealer in Greater New York who has a large transient trade and delivers his papers in a congested district.

"No. 2—A dealer in the suburbs, or small city, who handles less papers than the city dealer and has a harder problem in making the delivery.

"No. 3—A dealer who some of us call 'a fly-by-night dealer.' This agent generally locates in a large city and has the slogan, 'Mention Your Town, and I Have Your Paper.'

"Dealer No. 1 should make a profit of sixty cents per hundred on each one hundred papers sold from the stand. When the paper is delivered at the risk of the dealer, and by risk I mean both the delivery as well as the collection, he should be permitted to charge an additional fifty cents per hundred. This means, as far as New York city is concerned, that the retail dealers should pay \$1.40 per hundred for all his daily papers and be instructed to sell at his stand for two cents per copy, or twelve cents per week; if delivered to the home, two and one-half cents per copy or fifteen cents per week.

"The Sunday proposition of this dealer is absolutely wrong and should be righted. He now pays four cents for the large and heavy Sunday papers and sells for five cents. This profit is too small and should be increased immediately. A fair profit would be an increase of 50 per cent., i. e., one and one-half cents profit on each copy, either at the stand or delivered.



MEMBERS IN ATTENDANCE AT THE BUFFALO MEETING OF THE NEW YORK STATE ASSOCIATION OF CIRCULATION MANAGERS

"Dealer No. 2 is in an entirely different position than No. 1. The largest percentage of this class must haul the papers from the depot, and in many cases drive a mile or two to their respective stores. However, this disadvantage is overcome partly by the fact that competition is not so keen. You gentlemen, no doubt, know what this advantage means, so I am not going into detail. This dealer also has his direct or stand sale, and a delivery sale like No. 1. Where No. 1 makes a profit of 60 cents and \$1.10, respectively, or an average of 8 cents per hundred, Dealer No. 2 should average at least \$1 per hundred. This dealer's Sunday proposition is satisfactorily arranged, for the reason that he generally adjusts the price himself. He pays 5½ cents and sells from 7 cents up, an average charge of 8 cents, allowing him 2½ cents would be a fair profit for the dealer, and a price which the public will gladly pay.

"Dealer No. 3—Our 'Your Home Paper Dealer' is a class by himself. With few exceptions, he sells the daily paper at five cents and the Sunday at 10 cents. His profit on each paper naturally should be higher than Dealer No. 1 or No. 2, and I think it would be a mistake to compel him to lower the above-mentioned prices. His charge for a metropolitan daily paper should be from 2 to 2½ cents, and the Sunday paper no more than 5½ cents, on a strictly non-returnable basis. I believe that papers from smaller cities of the States should sell the daily to him for less than 2½ cents.

"These rates, gentlemen, are what I believe to be the best for a metropolitan newspaper, and to prove that I practice what I preach, the Staats Zeitung is now selling successfully at the rates I herein suggest."

At the luncheon tendered the Association by the Buffalo Times, Courier-Enquirer, and the News, Commissioner John F. Malone welcomed the members to Buffalo. Interesting and humorous talks were made by John D. Wells, managing editor of the Buffalo News; Gerald K. Rudolph, managing editor of the Buffalo Enquirer, and Henry Glavin, Chief of Police.

### THE AFTERNOON SESSION.

On reconvening for the afternoon session, President Annenberg announced that William Henry, of the New York American, was unable to reach Buffalo, owing to a railroad accident. A telegram was forwarded him at the St. Mary's Hospital, Amsterdam, N. Y.

C. E. Blewer, Binghamton Press, in speaking of developing country agency business, said:

### TAKE CARE OF THE NEWS FIRST.

"Developing country agents' business is a problem that requires considerable study. The first thing to be done is to find out if papers

can be gotten into the town in time to insure an early and regular delivery. The next important matter is to get a correspondent who is popular with the people, will be able to get the up-to-date news of the town, and also write a story now and then of local interest. He should make the people feel that your paper is interested in their welfare and the good of the town. After you have had your correspondent working for a time and are sure that the news end is taken care of, you are ready for your canvassers to go to work. They should get two reliable boys to sample the town, leaving a paper at each home for several days ahead of them, so that when they call on Mr. Smith or Mr. Jones they will be interested and feel that the canvasser has something to sell them that will be a benefit to them.

"The sampling should continue over each district until the end of each week, for that will insure the delivery of your paper to the new subscribers, and oftentimes will get a subscriber that the canvasser has to make a back call to see at the end of the week.

"The canvasser should give the agent or carrier a complete list of all new subscribers and a list of prospects who may subscribe later than he can work for. Impress on the carrier the importance of an accurate and regular delivery every night; tell him that he must make each customer feel that they can depend on him for their paper. The carrier must also feel that the circulation manager has a personal interest in his success, and if he will make a good delivery and increase his bundle, a certain amount, he will be rewarded, and also the circulation manager must never fail to fulfill any promise he makes.

"It is well to keep in as close touch with new agents and subscribers as is possible. The agent should report to the circulation manager each week until he feels he is permanently established. The canvasser should also instruct the new subscriber to notify the office if he does not get good service or if the news in the town is not kept up."

Mr. Bishoff then read a paper prepared by N. W. Cowherd, of the Niagara Falls Journal, who was not able to attend because of illness. Mr. Cowherd's suggestions on the subject of newsboy welfare work follow:

### MAKING THE NEWSBOY A SALESMAN.

"The welfare of the newsboy is a decidedly important factor and one which requires more than passing attention from all publishers.

"Until a few years ago the newsboy was considered a minor quantity in the publication of a newspaper. 'Tis true he does not contribute to the daily news; nor is he called upon to 'cover' a particular happening or help in any other manner. He's just a newswale; he's merely supposed to get 'steen papers, hustle out on the street, annoy prospective customers, dodge between cars and automobiles, take a greater chance than Steve Brodie or Columbus, for a few



# NEW YORK HOLD SEMI-ANNUAL CONVENTION AT BUFFALO



NEW YORK STATE ASSOCIATION OF CIRCULATION MANAGERS, APRIL 9-10, 1918.

pennies which he EARNs, and then— He does the same thing to-morrow, the next day—and so on throughout the years rain or shine, regardless of general conditions. He does it because he's just a newsie.

What is a newsboy? Everybody knows that he is a chap who sells papers, but WHAT VALUE IS A NEWSBOY to the publisher?

"The mind of the newsboy has not developed; he's just a boy and like the rest of us when we were young—he likes to play. Or, he may be gosh-awful mischievous and playing jokes on the rest of the boys. Well, they are all the same; they want to PLAY, but, if the boy is managed by the circulation manager in the proper manner, he will reserve his 'fun' until business is done.

"How can this be accomplished? Let us assume that the newsie is a candidate for a position on our sales organization; he has had no experience and we want him to be the BEST EVER, so—we'll take him under our wing and coach him along the lines of a policy conforming with that of the newspaper itself.

"We must impress upon him that his ability as a salesman is of vital importance to the organization; that he should act as a gentleman, and should play the game fair with his pals; and, while he is working for the organization he should be loyal, and before accepting bribes from competitors for this or that information, he should think whether it is right or wrong, or whether it will injure the people for whom he is working.

"Would it be a good plan to give the newsie the same benefits as those enjoyed by a solicitor as regards the obtaining of new business? If the boys are taught the main points of soliciting, the ambitious chaps will produce results.

"A newsboys' club isn't a bad idea. Here they could congregate and in cities where there are several newspapers it is sometimes possible to have the various publishers unite in this movement; and house the boys under one roof so they could unite in their games and sport. Have a representative of each paper speak to the boys at regular intervals. In this way a real educational movement will be started. Incidentally, publish or allow them to publish a small paper weekly or monthly.

Let them supply the news, which should consist of happenings among the newsboys while on duty and club news.

Make them feel important in their present capacity. Supply those who show the greatest aptitude with business cards; tell them why the cards are furnished; tell them how salesmen for manufacturers use the cards as an introduction when calling upon a prospective customer; show them how they can apply the same ideas to soliciting subscriptions.

"After all is said and done, the newsboy is exactly what the newspaper wants him to be."

In speaking of ways to increase the net profits of the publisher by careful handling of the circulation department, Alfred M. Cockerill, of the Utica Press, said:

"It is without question the aim of every circulation manager to make money for his publisher. The publishing of a daily newspaper is a business enterprise, and, like any other business, requires money to make it go and more money to keep it going. If it is to be a success, there must be a net profit somewhere, and there is no reason why the circulation department should not contribute a liberal share toward the cost of publishing the paper.

"There has been so much said and done with reference to cutting down waste, cutting off dead heads, returns, and all that sort of thing, that I think we have all very nearly completed our education in that respect; so I will not dwell on that may be saved in the cost of production, but will endeavor to show ways in which more money may be realized from the sale of papers when offered to the readers.

"The circulation manager should carefully analyze his own position and should impress upon himself the importance of making his efforts and the efforts of every man in his department productive, not only of gross business but of paying business. It is a waste of energy to promote circulation for the sake of circulation. In other words, to increase the number of papers sold simply for the sake of making a big showing when daily, weekly, or monthly reports are furnished to the publisher, regardless of whether or not such circulation carries its own overhead expense. The value of the circulation department to the publisher can not be based on gross sales, but on the net profits accruing from such sales. It is a good plan to figure out the average selling price per paper of the entire circulation and then endeavor month after month to raise that figure.

"It is important for the circulation manager to see things from the publisher's point of view; that is, endeavor to feel and appreciate the necessity of running his department so that it may be of the most value to the business as a whole. We should guard our department jealously, but should not be unmindful of the fact that there are other departments contributing to the success of the publication which we represent; and, to make our own efforts most effective, the circulating machinery must work in harmony with the other machines to make for efficiency in the manufacture and sale of our paper.

#### WHERE PROFITS MAY BE EARNED.

"It should be our aim at all times to endeavor to sell our paper where it will reach the most readers, and at the same time pay the highest price. At the present cost of production there is no profit from papers sold at wholesale and the only circulation that clears itself is that which goes direct to subscribers at the regular subscription rate. Granting that there is an even break on papers sold at the wholesale rate, then the working margin of profit is the difference between the wholesale and the retail price. It is on that margin that much of our efforts should be expended. It is important to get more circulation, and it is quite as important to improve the condition, enhance the value and get more money for what we already have. It costs the reader no more to buy direct from

(Continued on page 19.)

## CIRCULATION MANAGER MUST HAVE QUICK AND CALM JUDGMENT

He Must Keep in Touch With the Editors, Know the Selling Points in the News and Try Always to Beat His Competitors in Deliveries

Address at the Convention of New York Circulators  
By JAMES MCKERNAN, New York World.

WE must not create an impression outside of our association that the circulation manager believes he is the whole works in a newspaper office. That the position is an important one will be granted by any one familiar with the workings of a newspaper office but we must not lose sight of the fact that we are but a cog in the great wheel.

One of the greatest mistakes that I have observed, both in large and small cities, and which I think would be a good thing for circulation managers to keep away from, is the idea that they are answerable for the editorial policy, or the handling of news items. This branch of the business belongs entirely to the editor, and circulation managers who meddle with this usually get themselves in hot water.

### The Circulator Should Stick to His Own Task

I am a firm believer in cooperation between the circulation department and the other departments. It is of great value to the circulation manager to have the editor advise him, as far in advance as possible, of any special news or feature, in order that he may exploit same, and it is not beyond his duties to make suggestions to the editor whenever he may have ideas that would be beneficial to the paper; it is also a great advantage to be on such friendly terms with the heads of the various departments—composing, stereotype, and press rooms—that full cooperation will be accorded at all times, but on the whole he will meet with much greater success by applying his entire thought and energy to the proper handling of the department he is responsible for. If he does this in a thorough manner, he will have very little time to devote to giving unsolicited and often unappreciated advice.

A circulation manager who is conscientious in the discharge of his duties has responsibility that is second to none in the conducting of a successful newspaper. In his particular field it is just as great and important as any of the other departments of a newspaper, but he should not get the erroneous idea that the entire success of the paper rests upon his shoulders. The publisher or business manager is responsible for the general success of the paper, and the circulation manager can only be held accountable and given credit for the success of his own department. Publishers and business managers generally, with few exceptions, appreciate and value a circulation manager who does his work in an intelligent manner. This is quite a different condition than that existing a decade or so ago, when a circulation manager had no standing whatsoever and was little more than a clerk. At the present day any man may feel proud of holding the position, which is one that calls for cool, quick, and calm judgment; and to hold it successfully one must not be afraid of hard work and close attention to details.

#### A GOOD NEWSPAPER THE FIRST ESSENTIAL.

At our meetings we should be careful to confine discussion to those matters which concern the circulation department only; otherwise we may appear ridiculous in the eyes of our publishers or business managers by taking up matters which absolutely belong to the editorial or advertising departments and which we are neither responsible for

nor have any jurisdiction over. The circulation department is looked to just as much as any other to make a successful newspaper. I do not know of a paper that has grown to any proportion without a good circulation department, and of course you cannot have a good circulation department without a good circulation manager. However, his success does not depend entirely upon his own efforts; he may be intelligent, conscientious, and a hard worker, and have his department running in a manner that would defy criticism and still not be able to show results, because the editor is either not making a good paper or is not making as popular a paper as his competitors. I believe this point will show clearly to what extent the circulation manager can be held for the making of a successful paper, for after all is said and done, the best he can do will not offset these conditions. If it were possible to concentrate the entire wisdom of every circulation manager in the business, they could not secure circulation without a good newspaper.

#### "KEEPING EVERLASTINGLY AT IT."

There are numerous cases where newspapers have had an efficient circulation manager who has tried every circulation scheme and stunt imaginable, but still made no headway, only a slight temporary gain which dropped back as soon as the schemes or contests ended. When these papers began to improve their make-up, news, and special features, the circulation manager, with his well-equipped department, was able to show results.

The circulation manager's efforts should be untiring, and he must not be easily discouraged, and, above all, he should not lay the failure to increase circulation to the editorial department. I wish to lay great stress on the necessity and importance of a newspaper having a good editor, who will no doubt make a good paper. My reason for calling attention to this is that circulation managers may realize that they are not responsible for the entire success of a newspaper, but only for their own department; and if nothing is left undone in their department, they cannot be censured for the failure of the newspaper to forge ahead. The thing is to make sure that the department is so constructed that no blame can be attached to it for failure; get your papers delivered as early or earlier than your competitor; keep in touch daily

(Concluded on page 21.)

# EDITORIAL

## THE ATTACK ON GEORGE CREEL

AT the National Conference of American Lecturers, held in Washington on Monday, George Creel, chairman of the Committee on Public Information, in the course of an address expressed his personal conviction that the Government had done well in failing to make adequate preparation for war previous to the declaration by the Congress.

Mr. Creel's view was that, to have made such preparation, while maintaining an attitude of neutrality and while urging peace negotiations upon the fighting nations would have served to nullify our efforts to bring about conciliation. He rejoiced, therefore, that our Government had held to a policy consistent with its professions of high intent.

In sum, Mr. Creel simply voiced his personal approval of the course actually followed by the Government previous to the war declaration.

In the Senate, on Tuesday, Mr. Penrose condemned Mr. Creel's remarks as contemptible, and referred to Mr. Creel as being "smeared all over with treason." Other Senators were almost as extreme in denunciation. In the House Mr. Longworth led the attack on Mr. Creel, contending that his speech was the most unpatriotic utterance of the war, calculated to give comfort and satisfaction to the German war lords.

Assuredly, in the light of events, the vast majority of Americans now realize the tragic handicap placed upon us through our failure to prepare on a large scale for our participation in the defence of the democracy of the world. The President's Baltimore speech indicated that he had become utterly disillusioned as to the capacity for international good faith on the part of the Teutonic Powers. In his call for the exertion of Force, Force and more Force as the only argument available with outlaw nations the inference may be fairly drawn that the President now considers our former policy of military unpreparedness in the light of a grave blunder. It is in his mind, we must believe from the tenor of his latest utterances, that America must now fully atone for her easy years. What was not done in leisure must now be done in haste, under the lash of events which are shaping the destinies of free peoples.

Few American's may now share Mr. Creel's satisfaction with the course of our Government from the time when Belgium was invaded up to the sixth of April, 1918. True, we did square our military policies with our political professions—but to what avail? Were our motives of disinterestedness, attested through our failure to prepare to fight either recognized or valued by the war-mad rulers of the Germanic peoples? Were they not, rather, interpreted as a sign of national weakness and an invitation to disregard our national rights?

Mr. Creel's critics in the Congress should not lose sight of the fact, however, that he is working with the zeal of a crusader to aid in winning the war. He is rendering great service to the nation through his efforts to combat the ardor for utter secrecy as to our military activities which controls bureaucratic minds in Washington. He has accomplished much—and there is much more for him to do. The attack made upon him because of this single utterance is a partisan one, and to the extent to which his patriotism has been assailed it is an unjust and unfair attack. It is unjust because Mr. Creel is a loyal American, fighting for his country faithfully in the post to which he has been assigned. It is unfair because he is not in a position to answer his critics.

PRESIDENT R. F. R. Huntsman, of the Brooklyn Standard Union, has reason to be proud of the loyalty of that newspaper's readers as shown under the test of a raise in price to two cents a copy. The figures would indicate that Brooklyn people as a whole have recognized the propriety of the higher price for the Standard Union, and that their allegiance to this high-class newspaper has not been shaken. The Standard Union reports a daily and Sunday net paid circulation for the six months' period ending April 1, of 66,620 copies each issue, showing a loss of but 1,097 copies over the average for the previous six months. These figures attest the soundness of the two-cent price, which was adopted at the time the other New York newspapers abandoned the penny basis; and they attest, as well, the continued circulation leadership in its field of this sterling newspaper.

***EVEN opinion is of force  
Enough to make itself be es-  
poused at the expense of life.—  
Montaigne.***

## THE CASUALTY LISTS

THE casualty list of the American Expeditionary Forces for the period of April 3-8, published here on the 10th, omits the home addresses, next of kin, etc., of the dead, wounded and missing soldiers.

On the list of slightly wounded appears the name of "Walter P. Allen, private." There are doubtless many Walter Allens in the service. To have made public the name of the nearest relative of this Walter Allen, even without the home address, would have avoided giving to the relatives of all the Allen boys cause for anxiety. If, after the name, a line should have appeared giving the name of the father or mother, would that have disclosed military information of value to the enemy? The War Department seems to assume that it would.

All through this casualty list appear names that are common in every American community—Davis, Smith, Martin, Reed, Wallace, Parker, Hill, Williams, Hall, Daley, and many others that are familiar in every town or hamlet in the country. The relatives of these men have been informed of what has happened to them by the War Department direct. But the relatives and friends of men of similar names are racked with the fear that the boy dear to them may be the one referred to. The possibility of mistakes in printing first names, or initials, is always in their minds. The mother of Bert L. Smith is informed of his death; but the mothers of Bertram and of Albert Smith will feel, on reading the casualty lists, that their boys may be meant.

We are not a militaristic nation, and we learn but slowly to estimate the value in a democracy at war of conserving the peace of mind and the morale of the people at home. Yet the will to win the war, held and translated into action by the fathers and mothers of the boys at the front, is the factor which, in the last summing up, will spell victory for us.

As we outgrow the period of fidgets through which we have been passing, less anxiety will be felt about the danger of printing the news of the war and more stringent measures will be taken to prevent communication of information to the enemy. It should not be possible for anyone in America to communicate, directly or indirectly, with anybody in Germany. It should not be possible for anybody here to send a message of any sort to any neutral country until the validity of that message has been established. When we make it impossible for Germany to get news from this country we shall have made it perfectly safe to print all important news in American papers. To attempt to suppress the publication of news here is to admit that we cannot suppress the communication of German spies among us with their home officials. These spies will always be able to secure the information we guard from our own people—but we should make it impossible for them to transmit it to their masters.

DO not plan to attend the A. A. C. W. convention in San Francisco as a pleasure-seeker or tourist. Go on a business mission, of grim seriousness, and the time and expense will be justified.

April 13, 1918.

Volume 50, No. 44.

THE EDITOR AND PUBLISHER.

Published weekly by

THE EDITOR AND PUBLISHER CO.,

1117 World Building, 63 Park Row, New York.

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

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

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

## LIBERTY LOAN EDITORIALS

THE editorial writers for American newspapers are rendering distinguished service in the campaign for the sale of the third Liberty Loan. They are writing the meaning of the third Loan into the record—getting to the people the clear call of the nation to its sons and daughters.

The ideal advertising campaign, of course, would be one in which the Government should talk directly to the people—in which every advertisement of Liberty Bonds should carry the authority and voice the message of Uncle Sam. We shall come to that policy in due time. But, for the sale of the third Loan, we are relying upon the voluntary service and generous donations of individuals. These are materializing on a gigantic scale. They will avail. We shall sell the three billions of bonds—and more.

But the part the editorial writers is taking in the great campaign will have a result more far-reaching than that achieved in the sale of these bonds. He is aiding in "selling the war" to the people. In making plain the duty to support the cause of the country in this world crisis he is creating anew in the minds of his readers the understanding of freedom, the capacity to appraise the worth of liberty, the realization that democracy can survive in the world only as its flame burns brightly in the hearts of men.

Thus the editorial writer serves the future ages as usefully as he serves the present hour. He is recalling to a sense of personal responsibility the man who is disposed to lull his conscience with the vague faith that, somehow, in the course of events, the right will win. He is assailing the ears of the luke-warm patriots with a bugle-call to service.

To be able thus to serve is satisfaction akin to the privilege of bearing a share of the shock of battle. Truly, it is a great thing to be able to write the appeal of the Liberty Bonds—for to write it fittingly means to put into the thought and purpose of men and women a new resolve and a new consecration to the task of safeguarding in the world the reign of liberty under law.

## RAILROAD ADVERTISING

THE Director-General of the Railways has ordered that hereafter railroad advertising, in the newspapers and otherwise, must be confined to the giving of necessary information to the public.

Advertising of train service, health and pleasure resorts, all forms of pictorial advertising, calendars, wall maps, etc., are to be discontinued until further orders.

Under this new ruling we shall, if it is enforced to the letter, see railroad advertising limited to the regular publication of time tables. These, it must be conceded, will afford "necessary information" to the people. And because of the frequent changes in train schedules the published time tables will have, in fact, a definite news value.

The effect of the order will be to cut out the advertising of resorts by railroads, and will naturally stimulate such advertising by hotel proprietors and other private interests. There should be no loss of such advertising to the newspapers. It will merely come from different sources. Heretofore the railroads, profiting through the popularity of summer resorts, have cooperated in advertising them. Now the advertising must be done entirely by the private interests served. That it will be done on a big scale is assured.

UNDER the new priority orders of the Fuel Administration newspaper plants are placed on the list of essential industries, with preferential classification. News print manufacturing plants are not. If it is desirable that the newspapers should have fuel it is equally desirable that they should have news print. It is proper, of course, for the Government to provide a way for keeping editors and employees of newspapers warm, and for operating their plants, but it is also important that it should be made possible for them to issue their papers. If the news print mills are not protected in their fuel supply and in their shipping facilities it will not greatly matter about keeping newspaper establishments supplied with coal. Happily, the priority list is open to change, and the oversight will be corrected in due course.

PERSONALS

CYRIL ARTHUR PLAYER, for more than seven years a member of the editorial staff of the Seattle Post-Intelligencer, rising from reporter to night editor and then to feature writer and Sunday editor, has responded to a call from the Detroit News to take charge of a newly created feature and exchange department of that newspaper.

Nyman E. Helland, assistant business manager of the Seattle Times, has enlisted in the Washington Coast Artillery and is stationed at Fort Warden in the accounting department.

Miss Margaret Crehan has become assistant society editor of the Seattle Times, succeeding Miss Ruth Thompson, who has been transferred to the reportorial staff.

Jack Stevens, who has worked for eight years on newspapers in Oklahoma City, Houston, Dallas, Kansas City, Tulsa, Guthrie, Coffeyville, Kan., and St. Louis, has purchased the Iowa Park (Tex.) Herald.

Hans Adamson, county court reporter for the Albany (N. Y.) Times-Union has joined the staff of the Albany Evening Journal.

C. Miles Scott, for eleven years city hall reporter on the Seattle Times, has resigned to accept a position as deputy city clerk in the Seattle City Controller's office. His old associates on the Times staff tendered him a banquet as a farewell token. Richard Hayes has succeeded Scott on the city hall beat.

A. C. Gordon, formerly editor of the Bellingham (Wash.) Journal, has left that paper and gone to England to join a Scotch battalion for service at the front. Arthur Watts, former Seattle and Port Angeles newspaper man, has succeeded Mr. Gordon.

T. M. Irvine, police reporter for the Portland (Ore.) Journal has left that paper to join the staff of the Spokane (Wash.) Chronicle.

Herbert B. Nagler, formerly of the New York Evening Call, is now with the Bridgeport (Conn.) Morning Telegram. Mr. Nagler was with the Call for two years, during the last year was sporting editor.

Ernest E. Colvin, who has been with the Associated Press for the past eleven years, six as manager of the St. Louis office, has resigned to join the editorial staff of the St. Louis Republic.

Chester Jones, who has been head of the copy desk at the St. Louis Globe-Democrat, is filling a similar position on the Republic.

Wendell McRae, formerly sport writer for the St. Paul Pioneer Press, has been commissioned as lieutenant in the marines. He was trained at Mare Island, Cal., and Newport, R. I., and is now at Quantico, Va.

Miss Helen Brodrick, one of the most valued members of the St. Paul Pioneer Press reportorial staff, has gone to the Minneapolis Tribune, where she has charge of war activities.

H. B. R. Briggs, editor-in-chief of the St. Paul Daily News, is visiting in Omaha.

Vidian Vye, who has been in the ambulance service in France, is spending a month or two in St. Paul and putting in his time on the reportorial staff of the Dispatch, on which paper he was employed before going to war.

R. M. Burkhardt of the St. Paul Pioneer Press copy desk has enlisted and joined the troops at Camp Dodge.

Wilbur Keith, city editor of the Dallas Morning News, has been appointed vice-president for Texas of the National Association of City Editors, by Hassel

**THE people of Asia were all slaves to one man, merely because they could not pronounce that syllable No.—Plutarch.**

T. Sullivan, of the Indianapolis News, president of the Association.

George A. Lindsay has joined the staff of the Albany (N. Y.) Evening Journal as special writer and copy reader.

John P. Flanagan, city editor of the Bangor (Me.) Commercial, has enlisted in the medical department of the army and is now at Camp Devens, Ayer, Mass.

Fred G. Smith, of the reportorial staff of the Albany (N. Y.) Times-Union, has been drafted into army service. He left for Syracuse to report for service last week.

**NEW YORK CIRCULATORS HOLD HELPFUL MEETING**

(Continued from page 17.)

the publisher than through the news dealer, and the publisher saves for himself the middleman's profit. Promote street and news-stand sales only as governed by the demand, but push and push hard for subscribers. Do not be satisfied with news-stand sales in the nearby country towns, but get in there with service and build up a subscription list. The papers which go to regular subscribers are far more thoroughly read than the average paper sold on the street or at a news-stand.

"The person who buys on the street or at a news stand does not buy regularly; that is reflected in the fluctuation of street sales. Many are occasional buyers, while the regular subscriber has the paper in his home to-day, tomorrow, and every publication day in the year.

"The result of this is far-reaching, for papers which are thoroughly read are bound to carry the message of the advertiser to such an extent that it will increase the sale of his product and will eventually promote more advertising. Advertisers must get results, or they will not advertise; and, if circulation is so handled that it brings results to the advertiser, right there the circulation department may claim credit for increased revenues for the publisher, even though it may not all count in the cash till of circulation. Circulation that does the advertiser no good is a loss to the publisher."

**COST OF PROMOTION WORK.**

W. L. Argue, in speaking to the Association, referred to an expression made by Don C. Seitz, business manager of the New York World, a number of years ago, in which he said "representation" was the most expensive word in the dictionary in reference to the circulation department. He pointed out that the circulation managers were more and more educating themselves along the lines of salesmanship, advancing their ideals so that the cash returns were taken into consideration wherever a promotion was in view.

Simply getting the papers out of the office did not mean circulation, he said. He also noted that the paper situation had been fundamental in bringing the circulation department to a more rigid business basis, forcing the revenue to a point which shows profits. The serial story, comic, and features were all considered as circulation builders.

As to the new rate on second-class postage, to go into effect July 1, it was suggested that a committee get in communication with the postal authorities, to ascertain how reports are to be filed with the post office.

**APPRECIATION FOR THE EDITOR AND PUBLISHER.**

James McKernan, of the New York World, paid a tribute to THE EDITOR AND PUBLISHER for excellent service and cooperation. He said that this journal should be complimented for its untiring efforts in the interest of both State and International associations. His remarks were endorsed by the Association.

At the Wednesday morning session

Mr. Cockerill presented a paper by A. J. Gerber, of the Syracuse Journal, on the subject of "More Dealer and Less Mail Circulation," as follows:

**FAVORS SMALL-TOWN AGENTS.**

"Circulation, and by circulation I mean either mail or carrier, whether on a two-cent, or one-cent, or five-cent basis, is worth going after, providing the business doesn't cost more than you get out of it. As to which is the most preferable, I would say that I have always spent more time and energy on carrier or dealer circulation rather than mail, for the reason that I am firmly convinced that it is the cheapest and best in the long run, no matter what is the selling price of your newspaper.

"For example, take any small town, with only two or three hundred inhabitants, establish an agency there, and if the paper is what the people want it is unnecessary to ever go there again. The agent, if he is a live wire, is on the alert for more business. He realizes that the more papers he sells, the more his profits are, and as a result your business will steadily grow in the town.

"With mail business it is entirely different. No matter how good your paper is or how low a rate you make, you must send canvassers back to the town renewing your old subscribers; and after you get all through you have spent more money and have less subscribers than if you had established an agency in the first place.

"Mail business has its advantages, we all will admit, but give me a good, live agent if the town is of any size whatsoever, and I will wager that without a canvasser ever going to the town, I will have more business there than could be secured by a dozen canvasses for mail business.

"I believe in going after mail business on the R. F. D. routes, but don't believe it good policy to take mail orders in towns where you have an agent. When an agent finds that his newspaper will take mail orders from people in his town at a lower rate, he becomes discouraged and will not work as hard for business as otherwise. We have made a rule not to accept a mail order in any town where there is a carrier-boy agent, unless, of course, the subscriber lives too far out, where the agent is unable to deliver.

"I believe mail business can be secured at less expense by sampling and circularizing than by canvassing. We have had very good success with sample copies mailed to names furnished us by agents, postmasters, etc. A circular letter sent before the first sample and followed by another letter when the samples have been stopped, has brought considerable business. Have a printed order blank at the bottom of the letter and enclose self-addressed return envelope and coin card for the convenience of the farmer. Make sure that your mail clerks take special pains with the sample copies, otherwise the money you spend is wasted.

"In canvassing in towns for an agent or dealer, I have found the best results can be obtained when worked with a crew. Put a crew manager in charge who is capable and knows his business. More money can be wasted by an inefficient crew manager than in any other way. Sampling ahead of the canvass is a big help in getting business. Pay the crew manager well and hold him strictly accountable for all business secured by his men. Have him do nothing but verify and see that all orders are started properly. Let him feel that he is above the ordinary canvasser and he will take pride in the results accomplished."

J. C. Taft, of the Binghamton Republican-Herald, in speaking of the best method to employ to hold mail subscriptions at increased rates, said:

**GREAT INCREASES IN PUBLICATION COSTS.**

"Increase in cost of production has hit every line of manufacturing and especially the newspapers, for during the past few years publication costs have more than doubled, as the following figures will show: Print paper a few years ago was down to about \$1.65 to \$1.75 per hundred, now it is \$3 to \$3.25, f. o. b. mills; ink which was from 3 1/2 to 3 3/4 cents, now is 6 1/4 to 6 1/2 cents per pound; stereotype metal could be bought at about 6 cents and now is 12 3/4 cents per pound; stereotype tissue, which was formerly about 90 cents per ream, now is \$2.50; white backs about 6 cents, and now 14 cents per pound; wrapping paper has jumped from 3 1/2 to 9 cents per pound and twine from around 10 or 11 cents to nearly 30 cents per pound. Labor costs have increased nearly 40 per cent, in the last ten years. It is safe to say that costs have doubled in nearly every department.

"The day of the penny newspaper is past, and papers in all parts of the country have increased their rates. The Republican-Herald was sold for years at \$3 per year by mail. Early in September, it was decided after a conference with the Binghamton Press, to increase its mail rates to \$5 per year. It was a big increase, but a big increase was necessary to meet the steadily increasing costs.

"An educational and publicity campaign was mapped out which included advertising, both display and readers, editorials, news articles, and circular letters. A series of news articles was prepared to be printed at different times early in the campaign pertaining to the increase in cost of production, increase in the second-class postal rate, stories about the way in which the Associated Press gathered its news, and the cost, etc. Editorials showing the way costs had mounted during the last ten years were used. In general the articles were intended to educate the public and pave the way for the big announcement which came in November.

"This announcement was in the nature of a big display advertisement and news item. It carefully explained the reasons for the advance and the necessity of it. In this announcement, we offered to accept subscriptions at the old rate for any period up to January 1, 1919, if paid any time before January 1, 1918.

"Following the first announcement came a series of display advertisements which were run



## The Pueblo Chieftain Has Signed a Contract for the Haskin Service for One Year



almost every day until January 1, 1918, at which time the advance in price was effective.

"One slight error was made in our plans and was pointed out to us by Mr. Hixson. We announced that subscriptions would be accepted at the old rate for any period up to January 1, 1919, if paid before January 1, 1918. It can be readily seen that many subscribers would take advantage of the old rate. It is safe to say that at least 65 per cent. of our mail subscription accounts expire during the last of December or on January 1, 1919. Mr. Hixson suggested that a better plan would have been to allow payment for one year in advance of their date at that time. This would have spread the expirations over a year instead of one month. The suggestion however, came too late.

"The success or failure of any plan rests with the amount of publicity given it and with the preliminary work and educational articles. Both the Birmingham Press and the Republican-Herald are entirely satisfied with the results of their campaign, for both have gone through so far with a very small loss."

In discussing Mr. Taft's paper it was shown that increased mail rate advanced dealer business. It was also noted that the mail subscribers were decreasing greatly, which was attributed to the very unsatisfactory second-class mail service.

R. J. Bulger, of the Buffalo Courier, next read a paper on "Street Sales: Best Method of Promoting and Increasing Them." In part, Mr. Bulger said:

PROMOTING STREET SALES.

"The first and final editions of afternoon newspapers sell better than any of the editions in between. This is due to the fact that they get first and last crack at the big stories of the day.

"Always of great assistance in street sales is a proper 'flash,' an attractive typographical display of the latest and best of the news. A big story, well displayed in large and comprehensive headlines, undoubtedly assists to sell papers. You must have each edition in the hands of agents and newsboys on time, right on the dot when they are scheduled. The sooner off the press the better. This is most essential. If a certain hour is set, it should be seen that that hour is respected. Papers should be delivered promptly at the time promised. Every minute means more sales and better chance to beat the other fellow.

"I believe that much of the success in selling newspapers lies with the personality of the newsboy. Give me the combination of live news and a live newsboy and I've got the greatest seller and the greatest salesman on earth. The polite, gentlemanly, courteous boy, with aggressiveness and progressiveness, will sell more papers than his competitor, if the latter is in the business solely to make money. An attractive news-stand display also helps.

THE BOYS MUST KNOW THE NEWS.

"There are many successful newsboys in Buffalo, but I believe the leading and most successful ones are those who are interested in the news themselves, know what the big stories are, and what the public is interested in. They are able to tell their customers and casual street buyers what it is all about. Being interested, they don't have to use fake cries. Different newsboys owe their success to different things. They all have their own, individual methods, but I believe most of them will agree that part of their success is due to their desire to treat their customers on the square and once in a

while to go a little bit out of the way when they can be of service.

"These are abnormal times. It is difficult to determine just what angle to pursue from one day to the next. Above all things, I believe the leading stories must be true. If headlines are devised merely to sell the papers, regardless of whether the story is borne out by facts, whether it stands or not, then a purchaser, after being fooled a few times, never requires confidence in that paper, and is lost forever.

"What we will do for headlines after this terrible war is over, I don't know. We will have to develop some new ideas, I guess. However, we will wait and see."

PAYING FOR CORNER STANDS.

Following this paper, the subject of street stands was discussed. It was shown that newspapers were held up for the cost of corner stands, and that in a number of instances they were to a large degree used for handling novelties and magazines. A number of newspapers are discontinuing the initial cost, putting it up to the dealer to stand the expense. In some places the newspapers are combining in keeping them in condition for their advertising advantages. The sentiment of the Association seemed to be in favor of discontinuing the furnishing of stands.

At the Wednesday luncheon the Association was addressed by Henry Saunders secretary of the Convention Bureau, formerly city editor of the News; Louis Lane, chief editorial writer of the Times, and Guy B. Moore, District Attorney.

MR. MACK'S ADDRESS.

Immediately following the luncheon Norman E. Mack, publisher and owner of the Times, addressed the circulators. He said that while he did not want the circulation manager to overestimate his position, still he felt that he was one of the most important executives of a newspaper. "You cannot get circulation without a circulation manager with vision and proper organization to create circulation in a systematic way," Mr. Mack asserted. "It is true you might have a good newspaper, but nevertheless, a newspaper must have circulation to get advertising. There was a time when business could be had through misrepresentation, but not in these days. It is the true, legitimate circulation that counts. I have been publisher of the Times for thirty-nine years, ever since 1879, and I always had a vision that I wanted to have a great newspaper, and I am still striving for that goal. There is no limit to the building up. I have given a great deal of thought and time to the circulation end, and I must say that to me it is one of my greatest assets. I must confess that I do not always feel that it is the greatest of all the departments. Sometimes the editorial department is of that opinion, as to its own relative value in the organiza-

# THE SPIRIT OF ILLINOIS

Is Ably Expressed in This Document:  
**A PROCLAMATION**  
By the Governor of Illinois

Illinois is the greatest food-producing state in the nation. Her farmers fully realize the duty resting upon them during the continuance of the war, to strain every energy in order to produce the maximum of food.

What they most need to accomplish this is additional labor. There are in our schools and in occupations not essential to the conduct of the war many thousands of active, vigorous and patriotic boys between the ages of 16 and 20 years. They are not subject to the selective draft. Most of them desire to do their bit if only the way be pointed out to them.

The problem is to fit them in some way for the farm and to bring them into practical relations with the farmers who need their help. The educational committee of our State Council of Defense, co-operating with our department of agriculture and State College of Agriculture of the University of Illinois, has arranged a special three months' farm course, together with some practical training, by which these boys may be fitted, by the end of April, to undertake work upon our farms.

These boys are to be enrolled in the United States Boys' Working Reserve, with the consent of their parents, but in no event are they to be employed in military service. The boy will receive full credit in his school work, and his moral and physical welfare will be conserved by volunteer visitors. Instead of detracting from their education, this service, in my opinion, will greatly aid it.

Agriculture, as an occupation, is becoming more and more attractive. The drudgery and isolation which drove those of a generation ago from the farms to the cities are rapidly giving way. Science has laid its hand upon the soil, and the farmer of today finds full scope for the exercise of his mind. Many, very many, of the boys who shall go from the schoolroom this spring to the farm will find the farmer's life so attractive that it will determine their permanent occupation.

I earnestly urge upon the able-bodied youth of our state, of from 16 to 20 years of age, to enroll themselves in the United States Boys' Working Reserve, and for this purpose I hereby designate the week of Jan. 21-26 inclusive as special registration week.

Given under my hand and the great seal of state at the capitol in Springfield this fourteenth day of January, in the year of our Lord one thousand nine hundred and eighteen and of the independence of the United States the one hundred and forty-second.

FRANK O. LOWDEN, Governor.

By the Governor:

LOUIS L. EMMERSON, Secretary of State.

These are just the sort of people you should cultivate. Here are the best instruments for doing so:

	Circulation Paid	Lines 25,000	Lines 10,000
Anrora Beacon News (E).....	16,187	.04	.04
Bloomington Pantagraph (M).....	16,691	.03	.03
Chicago American (E).....	326,998	*.42	.38
Chicago Examiner (M).....	200,378	.30	.25
Chicago Examiner (S).....	513,000	.53	.46
Chicago Herald (M).....	150,308	.36	.25
Chicago Herald (S).....	180,207	.40	.28
Chicago Journal (E).....	110,641	.24	.21
Chicago Daily News (E).....	386,775	.43	.43
Chicago Post (E).....	55,477	.25	.12
Chicago Tribune (M).....	367,798	.50	.35
Chicago Tribune (S).....	606,000	.60	.45
Egin Courier (E).....	7,787	.02	.02
Freeport Journal-Standard (E).....	6,154	.015	.015
Galesburg Evening Mail (E).....	9,147	.015	.015
Rate after July 1st, 1918, will be .0178 per line flat.			
Moline Dispatch (E).....	9,339	.025	.025
Peoria Star (E).....	21,201	.045	.035
Quincy Journal (E).....	8,224	.02	.02
Rock Island Argus (E).....	6,400	.015	.015
Springfield State Register (M).....	20,492	.035	.035
Sterling Daily Gazette (E).....	5,228	.017	.017
Government Circulation Statements, April 1st, 1918.			

## First in Growth

In three months of 1918 The New York Times published 3,106,112 agate lines of advertising—a gain of 227,152 lines compared with the corresponding period last year, the only New York morning newspaper to record an increase.

*Average net paid circulation, daily and Sunday, 352,794 copies*

tion. In fact, the managers of all departments should have the same notion, but then, when all is said and done, it is up to the circulation department to be the standard-bearer."

Mr. Maek said a young man just entering on his business career should always have deep interest in his work and think of the future. He should not be the last one to reach the office, nor always intent on watching the clock.

A. E. McKinnon responded, thanking Mr. Maek for the high esteem in which he placed the circulation managers.

It was decided to hold the next meeting on October 22 and 23 at Albany. Thanks were extended to the Buffalo papers, and especially to Messrs. Treble, Thierrien, and Bulger, for the complete and entertaining features provided. On Tuesday evening the members were their guests at a theatre party.

LIST OF MEMBERS.

The complete membership roster of the Association follows:

J. M. Aunenber, Schenectady Union Star; E. A. J. Barry, New York Sun; Vernon S. Batty, Gloversville Leader-Republic; C. E. Blewer, Binghamton Press; Harry B. Bouart, New York Herald; Samuel P. Booth, New York Globe; Robert J. Bulger, Buffalo Courier-Enquirer; M. J. Burke, Brooklyn Eagle; Thomas W. Clay, New York Mail; Robert W. Cleland, New York Post; Alfred W. Cockerill, Utica Press; Charles H. Congdon, Watertown Times; Eugene Cornwell, Kingston Freeman; N. W. Cowherd, Niagara Falls Journal; R. D. M. Decker, Albany Knickerbocker Press; Elmer E. Decker, Middletown Times-Press; Glyn England, Gloversville Leader-Republican; Charles Flanagan, New York Times; Frank L. Erugone, New York Bolletina Della Sera; Edward Gans, New York Editor and Publisher (honorary); A. J. Gerber, Syracuse Journal; Edgar C. Hanford, Poughkeepsie Eagle-News; William H. Henry, New York American; W. C. Hixson, Syracuse Post-Standard; William Hoffman, New York Staats-Zeltung; John Mansfield, New York Journal; W. G. Masterman, Hornell Tribune-Times; Frank McDuff, Albany Times-Union; E. F. McIntyre, Syracuse Herald; James McKernan, New York World; Martin A. Miner, Utica Observer; John W. O'Connor, Albany Knickerbocker-Press; Frank O'Raw, New York Tribune; Raymond Parramore, Gloversville Herald; Frank A. Roberts, Rochester Times; Victor Ryberg, New York Telegraph; Fred Stone, Brooklyn Citizen; Daniel W. Tanner, Utica Herald-Dispatch; J. O. Taft, Binghamton Republican-Herald; George N. Therrien, Buffalo Times; M. D. Treble, Buffalo Times; E. W. Van Duesen, Schenectady Gazette; E. E. Decker, Middletown Times-Press; James Henessey, Brooklyn Standard-Union; Fenton Dowling, New York Globe, and R. E. Kurz, Brooklyn Times.

**STRIKE THREAT MADE BY PAPER WORKERS**

Give Canadian and U. S. Manufacturers Until May 1 to Grant Pay Increases Ranging From 20 to 45 Per Cent.

(Special to THE EDITOR AND PUBLISHER.) OTTAWA, April 12.—That a strike of the International Union of Mill Workers for increased wages and better conditions will go into effect on May 1 in Canada and the United States if their demands are not met, was the statement made Monday at the resumed sitting of the inquiry of Commissioner R. A. Pringle, K. C., into the cost of news print in Canada.

The statement was made by Mr. George F. Henderson, counsel, for the John R. Booth Company, one of the largest pulp and paper corporations in Canada. Mr. Henderson said a serious situation had arisen owing to the fact that the manufacturers found themselves unable to meet the demands of the men, which would result in a difference of \$3 to \$5.50 per ton in the manufacture of paper.

B. G. Dahlberg, vice-president of the Minnesota & Ontario Power Company

and the Fort Frances Pulp & Paper Company, told the Commissioner that the manufacturers were notified ten days ago that the union was arranging a new contract which called for an increase in wages ranging from 20 to 45 per cent. and an eight-hour day. The manufacturers informed the labor leaders, he said, that they could not accede to their demands. They were answered that the union had prepared the most reasonable demands possible and they were not subject to compromise or arbitration.

Commissioner Pringle stated that this situation might explain the making of new contracts by publishers in the province of Quebec for supplies of paper at \$3 a hundred during the period between April 1 and December 31, 1918. This, he said, had been done in spite of the price of \$2.85 fixed by the Government until May 1 next. He thought that the publishers may have been anticipating such a contingency.

BASIS FOR DIFFERENTIAL.

The representatives of the manufacturers announced that they had practically decided on a basis upon which the accountants could fix the differential, or the amount which the contributing mills will be called upon to reimburse the mills which have supplied a larger percentage of paper to the Canadian newspapers than that which would be properly attributable to them.

At the morning session there was a discussion regarding the position of the Ontario Pulp & Paper Company, of Thorold, which claims that it should not be called upon to pay the differential with which it is chargeable under the statement prepared by the auditors. The company is a subsidiary of the Chicago Tribune.

The inquiry was adjourned until April 23.

**CIRCULATORS MUST HAVE ABILITIES OF SALESMAN**

(Concluded from page 17.)

with your selling points; keep the goodwill of dealers and boys. Keep on trying; don't be afraid of doing too much; don't begin to feel too confident; if you are showing a little increase, keep everlastingly at it. Hard work, yes; but that is a real circulation manager's middle name.

San Francisco Chronicle Joins A. B. C.

(Special to THE EDITOR AND PUBLISHER.) CHICAGO, April 11.—The San Francisco Chronicle has applied for membership in the Audit Bureau of Circulations, Managing Director Stanley Clague announced to-day. The application for membership was made following a conference here between Mr. Clague and M. H. de Young, publisher of the Chronicle.

Listen to and heed Hoover's instruction: "Eat less wheat."

For fullest information on

**NEW JERSEY NEWSPAPERS**

Daily and Weekly write or phone to

The Specialist in the Field

**R. W. Cooke,** Special Representative

Daily and Weekly Newspapers,

New Jersey—New York and Connecticut

154 Nassau St. (Phone Beekman 2376 N. Y.)



**Why Go to the Woods to Sell Your Goods**

It may be admitted that there is a field for goods in even the most remote corners of the country. It may be conceded that all states have some good argument that will give you reasons for exploiting your wares in their faraway fields—

but—why hunt out such fields when you can find a market for all the goods you can produce in the more populous centers—

**In New Jersey For Instance**

—where every section teems with life and agricultural, industrial, and commercial activity—the state that is at once the country's busiest hive of industry and its biggest playground.

In this great state you will find abundant selling opportunities if you will utilize its splendid newspapers to give publicity to your product.

**Put These On Your List:**

Paper	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,336	.0207
Atlantic City Press (M) Union (E).....	13,135	.0350
Camden Courier (E).....	11,300	.025
Elizabeth Journal (E) (A.B.C.).....	16,339	.0318
Haekensack Record .....	5,072	.0178
Newark Sunday Call (S).....	49,570	.11
Newark Star Eagle (E).....	53,913	.10
Morristown Record (E).....	3,925	.0107
Passaic Herald (E).....	6,614	.015
Passaic News (E).....	7,627	.0215
Paterson Call (M).....	13,824	.0321
Paterson Press Guardian (E).....	13,983	.03
Paterson Sunday Chronicle (S).....	8,534	.03
Perth Amboy Evening News (E).....	7,505	.018
Plainfield Courier News (E).....	7,427	.0215
Union Hill (Weehawken) Hudson-Dispatch	14,000	.02

Government Statements April 1st, 1918

(K) Ad Plan by Theodore S. Fettinger Advertising Agency, Newark, N. J.

## AD CLUBS LINING UP FOR CONVENTION

Programme of San Francisco Meeting to Feature War Service Problems—Representative Attendance Now Fully Assured—Market Survey Trips Planned.

(Special to THE EDITOR AND PUBLISHER.)

INDIANAPOLIS, April 10.—The special envoy of the San Francisco Advertising Club reached the centre of population on last Thursday on his 10,000-mile tour of the United States, and delivered to Indianapolis advertising men and women an official invitation to attend the fourteenth annual convention of the Associated Advertising Clubs, July 7 to 11, at San Francisco.

Celestine J. Sullivan, the envoy, declares that his warm reception in Indianapolis, headquarters of the Associated Advertising Clubs of the World, was typical of the greeting accorded everywhere, in the South, in the East, and elsewhere. Dallas, Tex., for example, is to have a special train and a crowd of 100, according to reports. New Orleans promises that the South will send a larger delegation than ever before. Atlanta promises to surpass former attendance records. Richmond is pledged to send a delegation.

New York advertising men and women, both organizations, have promised to see to it that they are well represented at the July convention, and this example has had a rousing effect on other clubs in the East. Mr. Sullivan's patriotic message, and his vigorous call for the war conference of business and advertising at San Francisco in July has had the effect of impressing on advertising clubs and business folk wherever he has spoken the fact that the big convention is primarily to engage in solution of war service problems on patriotic lines.

### A WAR-TIME PROGRAMME.

Lewellyn E. Pratt, head of the national programme committee, who is at San Francisco preparing the programme for the convention, says that the central idea in the programme will be a discussion by experts of ways and means by which advertising and business can help win the war speedily, and adjustments for the solution of war-time business problems, and the problems that are sure to arise following the war.

It is expected that the Federal Government will send departmental and bureau representatives to speak on war subjects.

Recognizing that the country's chief business at this time is war, the convention is to be a serious affair, carefully planned to achieve the utmost for America.

One big feature will be an educational advertising exposition, the greatest of the sort ever attempted by the advertising clubs. This is in the charge of Max Schmidt, of San Francisco, former president of the Association of Employing Lithographers of the United States. It is probable this exposition will include as a special timely feature a display of war advertising, a unique collection of historic value.

The advertising women's conference in connection with the convention will be an important feature. Reports from women's advertising clubs, and from clubs admitting women as members, indicate a good attendance, and California women are preparing a hearty welcome

for the business women who make the trip to the Pacific Coast in July.

Miss Jane J. Martin, chairman of the women's conference, is president of the League of Advertising Women of New York. Miss Mary B. Ennis, of San Francisco, advertising manager for the Emporium, is in personal charge of preparations at the convention city, and is assisted by Miss Florence Shindler, president of the Los Angeles Women's Advertising Club.

The Pacific Coast is unitedly behind the plans for the big convention. Pacific Coast cities, commercial organizations and business and civic associations everywhere in the Far West have combined, federated their traditional hospitality, and are getting ready to help make a big success of the meeting of advertising and business men and women.

### FOR MARKET SURVEY TOURS.

M. H. De Young, publisher of the San Francisco Chronicle, as director of finance, assisted by William H. McCarthy and some 200 workers in San Francisco, raised in fifty minutes a fund amply sufficient to care for the convention. Many cities on the Coast are to maintain information bureaus at the convention to suggest to the delegates that they make market survey tours by automobile over California's famous good roads, following the sessions. It is to be pointed out that the nationalizing and educational effect of the convention will be valuable beyond estimate.

Summer excursion fares have been granted for visitors to the convention. For example, the rate from Chicago to San Francisco, San Diego, or Los Angeles will be \$80.50 for the round trip, with stopovers everywhere, other cities in proportion. One way by the North Pacific Coast route, will cost \$17.50 additional.

The climax of patriotic enthusiasm at the convention will come with the dedication of an immense service flag and the Honor Roll for members of the Associated Advertising Clubs who have gone to the colors. Names for this great Roll of Honor and stars for the flag are now being collected from the advertising clubs by the headquarters office in Indianapolis, and it is reported that the flag will display far more than the 1,000 stars at first estimated.

The attendance committee at San Francisco is getting from all over the country and from Canada, lists of names of persons who ought to attend the convention, and letters are being sent to these individuals. The hotel committee, proposing to provide 2,500 rooms for the visitors to the convention, have put out questionnaires to advertising clubs asking for specific data as to the desires and needs of prospective visitors to the July meeting, and arrangements are being made in advance to handle each person promptly and efficiently on his arrival.

### Editors Hold War Rally

The Connecticut Editorial Association held a newspaper men's war rally in New Haven last Saturday. The members of the Association held a short business meeting late in the afternoon. A reception for Gov. Marcus H. Holcomb followed, then a dinner, and then the rally. Included among the speakers was Dr. Talcott Williams, director of the Columbia School of Journalism, New York.

Alaska has fourteen daily newspapers.

## CONVENTION OUTLOOK BRIGHT

Ad Club President Says Business Men Should be Interested in Meeting.

This is what John Ring, jr., president of the Advertising Club of St. Louis, thinks about the coming A. A. C. W. convention: "In view of the fact that conditions over the nation are so abnormal, it is only reasonable to suppose that the attendance at the San Francisco convention will be smaller than probably that of any previous convention. This is especially true, as only about 25 per cent. of the Associated Advertising Clubs' membership is west of the Mississippi River. So many men have gone to the front and so many are engaged in war work at home that it is difficult to take three weeks' time away from business.

"I think the San Francisco Club should endeavor to interest attendance at this convention of business men who use advertising in their business or perhaps do not use it and should use it. In other words, the value of advertising to these men would make the convention of practical benefit. By a campaign of this kind to the larger cities west of the Mississippi, they would be assured of an attendance of business interests that would prove new

converts to the use of modern advertising."

### Big Convention Delegation

Frank L. Madden, president of the St. Paul Advertising Club, expects much good to result from the A. A. C. W. convention. "I am confident that we shall prove of most valuable assistance to the Government in the prosecution of the war," he says. "Our club will have twenty-five delegates in the convention."

There are 1,000 daily and weekly newspapers in Missouri.

EDITOR!

**HAMILTON M. WRIGHT**

Is about to leave for

**OVER THERE**

What can he do for you? He is a well known writer and WAR correspondent. Was Editor at the San Francisco

**EXPOSITION**

He traveled with Gen. Wood in the PHILIPPINES. Can specialize on Industrial and Educational material.

Address: 305 World Bldg., New York City.

## The Man Who Buys Advertising Is Influenced By Advertising

The space-buyer thinks in terms of advertising.

The language of advertising is HIS LANGUAGE.

He understands it, uses it in selling his own commodity and responds to its appeal when it is addressed to him.

The man who buys space for a NATIONAL ADVERTISER does not act upon tradition and precedent. He seeks the facts about markets and mediums AS OF TODAY. If newspaper conditions in your field are changing—if your paper is looming larger in the equation all the time—he wants to know it, and to know why and to what extent the situation has altered in your city.

He will get that information from the advertising columns of THE EDITOR AND PUBLISHER if he can. He will seek it there. If he finds YOUR PAPER'S STORY THERE he will "get it"—every bit of it, and it will stick in his mind as he makes up his lists.

Is there something in your mind concerning your paper which you feel ought to be in the mind of the space-buyer?

**THE EDITOR & PUBLISHER**

—The Newspaper Advocate—

1117 World Building

New York City

## NATIONAL CONVENTION OF CITY EDITORS

Delegations from Fourteen States Assured for Annual Meeting at Indianapolis, May 11-12—James Schermerhorn, Scheduled for Address.

Hassal T. Sullivan, of the Indianapolis News, president of the National Association of City Editors, and Clyde P. Steen, of the Lima (O.) Daily News, secretary of the Association, are co-operating in making plans for the annual convention which will be held in Indianapolis May 11 and 12, and reports that they have received from various States indicate a large attendance. The Illinois State Association has set its annual meeting for the same dates, and negotiations are in progress to have the Illinois city editors move their entire delegation to Indianapolis and combine their meeting with that of the National Association.

President Sullivan and Secretary Steen have given out the following on the prospects for attendance at the national meeting:

Michigan—George W. Stark, Detroit News, is lining up the city editors of Michigan to attend the convention. James Schermerhorn, of the Detroit Times, also is boosting. Mr. Schermerhorn will be on the programme for an address on "Journalism—Safeguarding Factor of a Redeemed Democracy."

Missouri—Max B. Cook, St. Louis Republic, has sent in the names of twelve Missouri city editors who will attend, including himself.

New York—K. A. Biekel and L. B. Mickel, United Press, are boosting in New York city and vicinity. Robertson T. Barrett, Yonkers Daily News, will attend and is boosting.

Arkansas—R. O. Schaefer, Southern Construction News, will attend and says others also will be there from his State.

South Dakota—C. L. Dotson, Sioux Falls Press, hopes to attend and he is interesting others.

West Virginia—David H. P. Parrish, Wheeling Intelligencer, will attend, and he is writing letters to other West Virginia city editors urging them to attend.

Wisconsin—John R. Wolf, Evening Wisconsin, and president of the Wisconsin State Association, and Claude Diegle, managing editor of the Milwaukee Evening Leader, have sent word that they will attend and bring others from Wisconsin.

Louisiana—King H. Pullen, former city editor and now publicity man for the Southern Pine Association at New Orleans, will attend, and R. Semmes Colston, New Orleans Times-Picayune, says he will attend if possible to get away. Others also are being urged to attend.

Ohio—George Burba, Columbus Dispatch, and Secretary Steen, say they will bring with them a delegation of Ohio city editors.

Tennessee—E. P. MacNichol, Memphis News-Scimitar, will attend, and he says he will do all in his power to help make the convention a success.

California—Holland Saunders, San Francisco Examiner, member of the board of governors of the Association, has just gone to the colors, and some one else will represent California at the convention.

Minnesota—James A. Stuart, Duluth Herald, will be sent to the convention by the publisher, who believes the Association is a good thing. W. S. Bowers, St. Paul Dispatch-Pioneer Press, also

will attend, and says he will bring a Minnesota delegation.

H. R. Beckman, Chicago Evening Post, and George Rowe, of the same paper, have sent word that they will attend, and they are working for others Chicago editors.

Maryland—Winson C. Gott, Annapolis Evening Capital, says he will bring several city editors from Maryland.

This assures attendance from at least fourteen States, which is very gratifying to the officers of the Association.

### OCCUPY NEW NEWSPAPER HOME

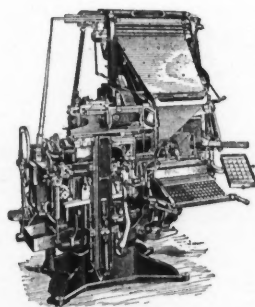
Syracuse (N. Y.) Herald Is Now Housed in Strictly Modern Plant.

The Syracuse (N. Y.) Herald formally opened and dedicated its new home, the fifth in its existence since 1877, on Wednesday, April 2. The plant is considered one of the most modern and ideal for its purpose to be found in the Eastern States.

The building is six stories in height, with a basement in which are located the presses. The business offices are on the first floor, the second, third, and fourth are devoted to business offices, the fifth contains the editorial and executive departments, and the sixth the composing room and photographer's gallery. The mailing room is situated on a mezzanine floor at the rear of the building, directly over the huge presses.

### New Missouri Daily Appears

The Hannibal (Mo.) Daily Democrat made its first appearance April 7. The publishers are Volney Burnett and Eugene Pool, who were formerly with the Morning Journal, which recently consolidated with the Evening Courier Post. The paper will be issued every morning except Monday.



## Inspection

Machinists and operators often comment on the smoothness with which newly installed Intertypes begin their work.

This is one result of an unusually thorough factory inspection.

Intertype inspectors are under the direct supervision of our executive offices. The factory must produce machines of the high standard demanded by the President and every machine must pass his own representatives.

## INTERTYPE CORPORATION

50 Court St., BROOKLYN, N. Y.

# IF YOU DON'T READ ANOTHER ADVERTISEMENT

Please Read This One On

# WISCONSIN

It won't take long, but note these points carefully:

In advertising there are three prime factors to consider: The Copy, the Class of Media and the Distribution of the Article.

The copy you must take care of yourself.

The class of media and their location must tie up to your merchandising distribution.

Very simple, isn't it? Sounds almost like a school primer. But so many, sad to relate, go no farther than the copy.

Now where does Wisconsin come in, you ask?

In this way:

If you have a national distribution, you cannot cover the great state of Wisconsin effectively with the scattering circulation of outside national media. You must use the Wisconsin newspapers, for of all the people of the country, the Wisconsin people are most loyal to their home newspapers.

If you are figuring on distribution—say a few states at a time, then by all means include Wisconsin first.

No, it is not the greatest state in the union, but it includes about the highest percentage of steady, home-owning, industrious and well to do citizens. Wisconsin gives you a potential market unsurpassed. It gives you a central location and excellent rail and water transportation to that market. And it offers you the best means of reaching that market—the newspapers of Wisconsin, all of them substantial, enterprising papers, highly thought of by their readers and advertisers.

Here They Are—None Better

	Circulation	Rate for 5,000 lines
Beloit News (E).....	* 6,274	.02
Eau Claire Leader-Telegram (M&E&S).....	*† 8,282	.027
Fond du Lac Commonwealth (E).....	**† 5,510	.02
Green Bay Press Gazette (E).....	* 10,096	.02
Janesville Gazette (E).....	7,540	.0214
La Crosse 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 Leader (E).....	* 35,741	.07
Milwaukee Sentinel (M&E).....	65,313	.11
Milwaukee Sentinel (S).....	63,028	.11
Oshkosh Northwestern (E).....	*† 13,378	.03
Racine Journal News (E).....	7,415	.02143
Racine Times-Call (E).....	6,255	.0150
Sheboygan Press (E).....	**† 5,714	.0143
Superior Telegram (E).....	15,095	.035

Government Statements, April 1st, 1918.

## TIPS FOR THE AD MANAGER

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, placing orders with Twin City newspapers for Diamond Match Co., 11 Broadway, New York. Same agency placing orders with newspapers in selected sections for the United States Rubber Co., "United States" tires, 1790 Broadway, New York.

GEORGE BATTEN CO., Fourth Avenue Building, New York, making new contracts with newspapers for Bayer & Co., "Bayers" Aspirin tablets, 117 Hudson Street, New York.

BERRIEN & DUBSTINE, 25 West 45th Street, New York, places the advertising of the L. Adler Brothers & Co., "Adler" clothes, Rochester, N. Y.

BLAINE-THOMPSON CO., Fourth National Bank Building, Cincinnati, O., placing orders with newspapers in selected sections for Dalton Adding Machine Co., Cincinnati, and Woolworth Building, New York.

NELSON CHESMAN & Co., 200 Fifth Avenue, New York, will shortly place orders with newspapers in selected sections for Manahan Moth Paper Co., "Tarine Moth Proof Garment Bags," 270 Pearl Street, New York.

COWEN CO., 50 Union Square, New York, placing extra Liberty Loan copy with newspapers for Lorillard Tobacco Co., "Murad" cigarettes, Jersey City, N. J.

CUTCHFIELD CO., Brooks Building, Chicago, making 3,000-line contracts with some Pacific Coast newspapers for Champion Ignition Co., Flint, Mich.

D'ARCY ADVERTISING CO., International Life Building, St. Louis, placing orders with a Texas newspaper for Magnolia Provision Co., shortnings, Houston, Tex.

WILL H. DILG AGENCY, Chicago, making contracts with some Western newspapers for Hamm Exelso Co., "Exelso" beverage, St. Paul, Minn.

J. R. HAMILTON ADVERTISING AGENCY, Hearst Building, Chicago, making contracts with some Western newspapers for Kuh, Nathan & Fischer Co., "Sincerity" clothes, 330 South Franklin Street, Chicago.

HOWER ADVERTISING AGENCY, Foster Building, Denver, handles the advertising of the Tungsten Products Mining Co., 212 Williams Block, Boulder, Col.

W. H. H. HULL & Co., Tribune Building, New York, reported will place orders with a selected list of newspapers for Emery-Beers Co., "Onyx" hosiery, 1107 Broadway, New York.

MARTIN V. KELLEY CO., Second National Bank Building, Toledo, O., again placing copy with newspapers in selected sections for Cole Motor Car Co., Indianapolis.

MORSE INTERNATIONAL AGENCY, 449 Fourth Avenue, New York, again placing copy with some New York State and New England newspapers for Weir Stove Co., "Glenwood" stoves and ranges, Taunton, Mass.

FRANK SEAMAN, 461 Eighth Avenue, New York, placing special Liberty Loan copy with newspapers in selected sections for Colgate & Co., "Colgate's" perfumes, etc., Jersey City, N. J.

SIMPSON ADVERTISING SERVICE CO., St. Louis, places the advertising of the Sunshine Chemical Co., St. Louis, manufacturers of "Sunshine Metal Polish." Reported will extend their advertising in Western cities.

J. WALTER THOMPSON CO., 242 Madison Avenue, New York, placing copy in selected sections for Corning Glass Works, "Novia (Yellow Tint) Conaphore" auto headlight glass, Corning, N. Y.

WALES ADVERTISING CO., 110 West 40th Street, New York, again making a few new contracts with newspapers in selected sections for Boston Varnish Co., "Kyanize" varnish, Everett Street, Boston.

LOID & THOMAS, Chicago, places the advertising of the Dennon Food Co., 361 East Ohio Street, Chicago, manufacturers of "Dennos" food for infants.

H. W. KASTOR & SONS ADVERTISING CO., Chicago, places the advertising of Johnston & Larimer Mfg. Co., Wichita, Kan., manufacturers of the "Sensible" work suit.

H. E. LESAN ADVERTISING AGENCY, New York, places the advertising of the Lastlong Underwear Co., 349 Broadway, New York, manufacturers of "Lastlong" union suits.

FEDERAL ADVERTISING AGENCY, New York and Chicago, places the advertising of the H. Mueller Co., Decatur, Ill., manufacturers of "Mueller" plumbing fixtures.

H. WALTON HEEGSTRA, INC., Chicago, places the advertising of the Purity Bedding Co., Nashville, Tenn.

MERRITT-VAN CLEVE CO., 1790 Broadway, New York, places the following advertising: Boyce, Wheeler & Boyce, 346 Broadway, New York, manufacturers of "Cumfy-Cut" underwear; Standard Music Roll Co., 35 Central Avenue, Orange, N. J., manufacturers of piano player music rolls; Brett Mfg. Co., 162 West 34th Street, New York, manufacturers of "Kurlay Kew" hair wavers; Jacobs Bros. Co., 78 Warren Street, New York, manufacturers of "Detecto" family scales.

M. WEINGARTEN, 286 Fifth Avenue, New York, placing orders with some newspapers in New York and vicinity for Otto Stahl, provision dealer, 2322 Third Avenue, New York.

WILLIAMS & CUNNINGHAM, 59 East Madison Street, Chicago, again placing copy with newspapers in selected sections for Kabo Corset Co., "Kabo" corsets, Milwaukee Avenue and Carpenter Street, Chicago.

SIMPSON ADVERTISING SERVICE, St. Louis, places the advertising of the Sunshine Chemical Co., St. Louis, manufacturers of Sunshine Metal Polish.

POWERS-HOUSE CO., Cleveland, places the advertising of the Fertile Chemical Co., Cleveland, manufacturers of "Nitro-Fertile," a liquid fertilizer, and "Lime-Fertile."

THE FLETCHER COMPANY, Widener Building, Philadelphia, is handling the account of the Automobile Devices Company, 1619-1621 Sansom Street, Philadelphia, manufacturers of Burke Automobile Products.

THE SUPERIOR TIRE & RUBBER COMPANY account henceforth will be handled by the Fletcher Company, Widener Building, Philadelphia.

FRANK SEAMAN, INC., 461 Eighth Avenue, New York, places the advertising of the Runkle Brothers, Inc., 451 West 30th Street, New York, manufacturers of cocoa and chocolate. Will use newspapers, magazines, etc., for which lists will be made up during the next two months.

MERRITT-VAN CLEVE CO., 1790 Broadway, New York, handles the "Maxwell" car account of the Maxwell Motor Sales Corporation, Detroit.

VAN PATTEN, INC., 50 East 42d Street, New York handles the "Chalmers" cars and "Maxwell" trucks accounts of the Maxwell Motor Sales Corporation, Detroit.

D'ARCY ADVERTISING CO., International Life Building, St. Louis, places the advertising of the Sanitoi Chemical Laboratory Co., St. Louis, manufacturers of "Sanitoi" tooth and toilet preparations. To make up lists about June 1.

J. WALTER THOMPSON CO., INC., 244 Madison Avenue, New York, places the advertising of the Richardson Paper Co., Lockland, O., manufacturers of wall board and roofing.

CAMPBELL-EWALD CO., INC., 117 West Fort Street, Detroit, places the advertising of the Hyatt Roller Bearing Co., Detroit, manufacturers of "Hyatt Roller Bearings." To make up lists about June 1. Will use newspapers.

SMITH, DENNE & MOORE, LTD., Toronto and Montreal, places the advertising of Ames, Holden, McCreary, Ltd., of Montreal, a large manufacturer of boots and shoes. Plans have just been completed for an extensive advertising campaign.

C. HENRY MASON, Rochester, N. Y., places the advertising of the Selden Truck Sales Co., Rochester.

THE CANADIAN ADVERTISING AGENCY, LTD., Montreal, places the advertising of the Canadian Consolidated Rubber Co., Ltd. of the Dominion Rubber System. To advertise "Rinex" soles in newspapers exclusively.

## AD FIELD PERSONALS

O. C. HARN, chairman of the nominating committee of the New York Advertising Club, has called a meeting of his committee, consisting of Wm. H. Johns, T. A. Barrett, A. C. Reilley, Frank Blanchard, Jesse H. Neal, and W. L. Larned, for Monday noon, April 15, to make nominations for offices to be filled by the club at the annual election May 14.

W. N. BAYLESS, advertising manager of the Conklin Pen Manufacturing Company, Toledo, O., is chairman of a local committee to secure newspaper space from Toledo advertisers to advertise the third Liberty Loan.

JOHN C. BLACKMORE is now representing John Glass, publishers' representative, of Chicago. He has been advertising manager of Bunte Brothers, Chicago manufacturing confectioners, with whom he is succeeded by Earl C. May. Mr. May has been in charge of Bunte Brothers's cocoa advertising.

E. W. BODELL has joined Knill-Burke, Inc., publishers' representatives, with offices in New York and Chicago. Mr. Bodell first served with the Nelson Chesman Chicago office, general agency business, and after that for seven years as Western manager for Howard C. Story, also assisting in the Story, Brooks & Finlay organization for six years. Mr. Bodell in joining the new organization will confine his efforts to the same field in which he was working with his former organization—Western territory.

V. E. PRATT has been appointed advertising manager of the American Druggists' Syndicate, 227 Borden Ave., Long Island City, N. Y., manufacturers of "A. D. S." preparations, pharmaceuticals, etc. Preparations are now being made for a campaign in the near future. No agency has been appointed as yet.

T. F. FLANAGAN has resigned as sales and advertising manager of the Pyrene Manufacturing Co., New York, to join the Allen Sales Service, New York, a new company just organized by C. Louis Allen, who has resigned as president of the Pyrene Company.

H. J. WINSTEN, advertising manager of the Schuylkill Silk Mills, Reading, Pa., will become sales and advertising director of the H. Black Company, Cleveland, in June or July. His successor in Reading has not been appointed.

HAL T. BOULDEN, formerly sales director of the Selden Truck Sales Co., Rochester, N. Y., has been elected a vice-president of the company in charge of sales and advertising.

E. K. LEECH, formerly advertising manager of the Philadelphia Evening Telegraph and before that with the North American, of that city, is now associated with the O. J. Gude Co., New York.

### Sphinx Club to Meet

The New York Sphinx Club will hold its last dinner of the season on April 16. The speakers will be the Hon. James E. Cattell and the Hon. Job E. Hedges. The dinner will be held, as usual, at the Waldorf-Astoria.

### Increases Capital Stock

The Okmulgee (Okla.) Democrat Publishing Company, publishers of the Daily Democrat, has filed an amendment to its charter increasing the capital stock from \$10,000 to \$75,000.

The war must be financed through your earnings. Earn more that you may serve the better.

## 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

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

**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 Oct. 1, 1917

**38,412 Daily**

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis



## WOULD TAKE ADS FROM NEWSPAPERS CLASSIFIED AS WAR INDUSTRY BROOKLYN PAPERS

Bill Introduced at Albany to Amend Charter Eliminating Payment of \$100,000 Annually for Corporation Announcements.

A bill has been introduced in the Senate at Albany to amend the Greater New York charter by abolishing the designation of corporation papers in Brooklyn and making the City Record the sole corporation newspaper for publication of various notices and items as provided in the charter.

The charter now names the Brooklyn Daily Eagle, the Brooklyn Daily Times, the Standard-Union, the Citizen, and the Freie Presse as corporation papers for advertising purposes, devoting to them the sum of \$100,000 annually, shared equally. It is this payment that the proposed amendment would cut off. Similar bills have been introduced from time to time, usually to die in committee.

For advertising besides this appropriation the city of New York, according to returns sent to the City Record by the Controller's office, expended in 1917 but \$26,189.

### NEWSPAPER AD FIELD

T. A. Brown, who was with the advertising department of the Albany Knickerbocker Press some time ago, has rejoined the department as promotion manager.

C. A. Abrahams, business manager of the Vancouver (B. C.) Daily Sun, will sever his connection with that paper in the near future. C. E. Coiling, formerly advertising manager of the Winnipeg Free Press, will be his successor. The Daily Sun and Daily News-Advertiser, the two morning newspapers in Vancouver were merged last September, and since then under Mr. Abraham's direction, the advertising has shown big advances.

C. H. Tobey, formerly with the Boston Herald, is now advertising manager of the Boston American.

Frank F. Daugherty, of the Seattle Post-Intelligencer advertising staff, has enlisted in the United States Signal Corps.

### WITH THE AD AGENCIES

J. L. Schiffman, formerly of Frank Kiernan & Co., New York, has become associated with the Metropolitan Advertising Company of that city.

Miss Minna Hail Simmons, chairman of programme committee and one of the directors of the League of Advertising Women of New York, has resigned her position with the Blackman-Ross Company to become associated after April 15, with John Campbell & Co., of 75 Hudson Street, New York city, who are leaders in the movement to create a self-sustaining American dyestuff industry. Miss Simmons has been with the Blackman-Ross Company for the past three years.

Frank Presbrey, president of the Frank Presbrey Company, New York, has been appointed chairman of the publicity committee for Greater New York for the second Red Cross War Fund drive.

John Parker Hawthorn, of the United States Naval Reserve, formerly a mem-

ber of the John O. Powers Company, New York, was lost overboard from the Scout Patrol Rytoma on March 26.

Herbert L. Towle has become associated with the David Lupton's Sons Company, Philadelphia. For two and a half years he has been with the J. H. Cross Company, Philadelphia advertising agency, handling the technical advertising department. The Lupton company, whose account has been in the charge of the Cross company, makes special construction for light and ventilation in fireproof buildings.

William A. Pritchard, manager of the Detroit office of Critchfield & Company, Chicago, has been elected vice-president of the company.

Arthur G. Heller, formerly associated with Churchill-Hall, Inc., New York, on April 1 joined the Merritt-Van Cleave Co., Inc., also of New York.

#### Ad Club Boosts Loan

The finance committee of the Houston (Tex.) Advertising Association, which has charge of the campaign for the Third Liberty Loan, has raised a fund of nearly \$5,000 to be used for advertising in connection with the efforts to raise the full quota of the loan assigned to Houston.

#### Business Better than Usual

The St. Paul Daily News reports that the month of March, 1918, produced the largest earnings in local display advertising for any one month of any year of its existence.

WASHINGTON, April 10.—Revised priority regulations, designed to assure fuel and transportation to industries necessary to the war and essential to the public welfare, were issued to-day by the War Industries Board.

A lengthy preferential list, made public classifies dozens of transportation and fuel users as essential. Newspapers and periodicals are about half-way down the list.

The preferred industries under a plan now in preparation, also are to be given preference in obtaining raw materials and other supplies.

Automobile plants, it was noted, are not in the new list.

The paper mills do not appear in the list. Their exclusion, it is felt, would seriously affect the newspapers. It is considered probable that a plan now in preparation will correct this by giving preference to the industries specified as preferred in obtaining raw material and other necessary supplies.

"It is proper to say," a statement by the Board set forth, "that the Board has not undertaken to classify any industry as non-essential or at this time to limit the quantity of fuel which any particular industry or plant shall receive. The Board has, however, listed certain industries, whose operation of exceptional importance is measured by the extent of their direct or indirect contribution, either toward winning the war or toward promoting the national welfare, and these industries will be accorded preferential treatment by the Fuel Administration in the distribution of coal and coke, and also in the transportation of such coal and coke by the railroads."

## 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.

<p><b>ALABAMA</b> Birmingham ..... NEWS Average circulation for Feb., 1918, Daily 44,600; Sunday, 50,673. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.</p> <p><b>CALIFORNIA</b> Los Angeles ..... EXAMINER A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>San Jose ..... MERCURY-HERALD Post Office Statement.....11,434 Member of A. B. C.</p> <p><b>GEORGIA</b> Atlanta ..... JOURNAL Clr., Daily, 55,687; Sunday, 67,870.</p> <p><b>ILLINOIS</b> Joliet (Circulation 15,190) HERALD-NEWS</p> <p><b>IOWA</b> Des Moines ..... SUCCESSFUL FARMING More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.</p> <p><b>LOUISIANA</b> New Orleans ..... TIMES-PICAYUNE</p> <p><b>MICHIGAN</b> Jackson... (No Monday Issue)... PATRIOT Last Gov. Statement—Daily, 11,082; Sunday, 12,001. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 56 cents inch; yearly contracts, 35 cents inch; position 20% extra.</p> <p><b>MINNESOTA</b> Minneapolis ..... TRIBUNE Morning and Evening.</p> <p><b>MONTANA</b> Butte ..... MINER Average daily, 13,781; Sunday, 22,343, for 6 months ending April 1, 1917.</p>	<p><b>MISSOURI</b> St. Louis ..... POST-DISPATCH Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more paper in St. Louis and suburbs every day in the year than there are homes in the city. Circulation for entire year, 1917: Sunday average ..... 361,263 Daily and Sunday.....194,593</p> <p><b>NEW JERSEY</b> Elizabeth ..... JOURNAL Paterson ..... PRESS-CHRONICLE Plainfield ..... COURIER-NEWS</p> <p><b>NEW YORK</b> Buffalo.....COURIER &amp; ENQUIRER New York City... IL PROGRESSO ITALO-AMERICANO. New York City..... DAY The National Jewish Daily that no general advertiser should overlook.</p> <p><b>OHIO</b> Youngstown ..... VINDICATOR</p> <p><b>PENNSYLVANIA</b> Erie ..... TIMES Wilkes-Barre ..... TIMES-LEADER</p> <p><b>TENNESSEE</b> Nashville ..... BANNER</p> <p><b>TEXAS</b> Houston ..... CHRONICLE The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.</p> <p><b>VIRGINIA</b> Harrisonburg..... DAILY NEWS-RECORD Largest circulation of any daily paper in the famous valley of Virginia.</p> <p><b>WASHINGTON</b> Seattle ..... POST-INTELLIGENCER</p>
--	--


## ROLL OF HONOR

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

<p><b>ILLINOIS</b> Chicago ..... SKANDINAVEN</p> <p><b>KENTUCKY</b> Louisville, Ky. . MASONIC HOME JOURNAL (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.</p>	<p><b>GEORGIA</b> Athens ..... BANNER A gilt-edge subscription—not a mere circulation claim.</p> <p><b>NEBRASKA</b> Lincoln... (Cir. 128,384)... FREIE PRESSE</p> <p><b>NEW YORK</b> New York... BOELLETTINO DELLA SERA</p> <p><b>PENNSYLVANIA</b> Johnstown ..... DAILY DEMOCRAT</p>
--	---

**R. J. BIDWELL CO.**  
Pacific Coast Representative of  
**DAILY NEWSPAPERS**  
SAN FRANCISCO OFFICE  
of the  
**Editor and Publisher**  
742 Market Street  
SAN FRANCISCO

**MANHATTAN PHOTO-ENGRAVING CO.**  
ENGRAVERS AND DESIGNERS  
251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.



## EXECUTIVES LAUD A. B. C.

## Pittsburgh Newspaper Heads Glad to be Members of Audit Bureau.

Joining the Audit Bureau of Circulation was the individual decision of six Pittsburgh newspapers recently.

C. R. Sutphen, treasurer and business manager of the Pittsburgh Dispatch, said recently:

"The Dispatch always considered the A. B. C. an important adjunct to the advertising business. Until recently it was not possible for the Pittsburgh newspapers to join as individuals. Happily this matter was recently made a matter for each paper to act upon. Then the Dispatch immediately wired its Chicago representative to present our application for membership."

T. R. Williams, business manager of the Press, says:

"This action is a good one, and the only reason the Pittsburgh Press was not a member of the A. B. C. before was that we waited for concerted action on the part of the Pittsburgh Newspaper Publishers' Association. When this became an individual matter for each paper to decide the Pittsburgh Press immediately joined the A. B. C."

A. E. Braun, vice-president and treasurer of the Pittsburgh Post, says:

"The Pittsburgh Post has always considered the A. B. C. a valuable ally of newspaperdom, and immediately joined when the Publishers' Association made joining a matter for each newspaper to decide individually."

George S. Snyder, of the Pittsburgh Chronicle-Telegraph and Gazette-Times, says:

"We are, I feel sure, the first Pittsburgh newspaper to join the A. B. C."

## Mr. Houston's New Book

"Blocking New Wars" is the title of a book by Herbert S. Houston, just issued by Doubleday, Page & Co. Mr. Houston is a member of the committee of the Chamber of Commerce of the United States on the economic results of the war. In this volume he presents with power and clarity the possibilities of a League of Nations to Enforce Peace, showing how such a league might have prevented the present conflict through the exertion of economic pressure on Austria in 1914. Mr. Houston shows the entire feasibility of an international agreement, to be consummated after the close of the war, through which the peaceful settlement of the quarrels between nations shall be made mandatory upon all rulers, with disastrous consequences awaiting all international outlaws who attempt to enforce their will with the sword.

## Repeal of Law Sought

At the next session of the Ohio Legislature an attempt will be made to repeal the law requiring publication of legal advertising in German language newspapers. As the law now stands German language papers get thousands of dollars each year for legal notices that State laws say must be published in counties where German newspapers have a circulation of 550 or more copies. It is said that legislative candidates on both the Republican and Democratic tickets will declare in favor of this movement.

## Now Active A. N. P. A. Member

The Denison (Tex.) Herald has been transferred from the associate to the active class of membership in the American Newspaper Publishers Association.

GERTRUDE GORDON SAYS  
"SOB-SISTER" IS AN  
ASSET TO A NEWSPAPER

GERTRUDE GORDON.

Gertrude Gordon, special writer on the staff of the Pittsburgh Press for the past ten years, believes that the work of the so-called "sob sister" is an asset of very high value to a newspaper.

Why and how? Miss Gordon contends that the woman writer, assigned to find the note of human interest in a sordid story of crime, is often able to draw such a realistic, "close-up" picture of the ugly or of the pathetic side of the story as to force people to think. She believes that the women writers on the big daily newspapers have had a great share in bringing about better social conditions, due to the fact that they take for a target the heart rather than the mind of the reader.

Miss Gordon can write "the simple annals of the poor" in an understanding way because she has shared their state of life and has borne their yoke. She has been a working girl, and has no book-born illusions about what life means to working girls.

Miss Gordon, adopting for herself the principle of self-determination of occupation, chose that of writer long before she found an opportunity for realizing her ambition. That opportunity came at last through T. R. Williams, managing editor of the Press, who saw in her offerings the hint of exceptional talent. He sent her to cover the police courts—not in the routine way, but as a gleaner of heart-interest stories. She won her first laurels in that task. Later she did stunts and thrills, going up in a balloon, entering a den of lions, etc.

Now she is a part of the big institution for which she works. "Gertrude Gordon, of the Press" is a celebrity in Pittsburgh. People write to her for advice. They enlist her help when they want to adopt an orphan baby just as naturally as they come to her to find out

## BURWALL NEWS SERVICE

1465 Broadway  
New York City

A service by newspaper men for newspapers.

Most reasonable service on earth.

All live topics handled in condensed and attractive style.

Matrix or plate form.

Write for particulars.

how to cook and to bake in these wheatless and meatless days.

Miss Gordon is the only Pittsburgh woman on the list of "Four-Minute Talkers" on Government activities. This work brings her face to face with thousands who feel that they know her through her work on the Press.

## AN EDITOR HONORED

## Newfoundland Journalist Given Recognition for Service by King George.

Hon. Patrick Thomas McGrath, president of the Legislative Council and chairman of the boards of Food Control, War Pensions, and Disabilities of Newfoundland, has been made, by King George V., Knight Commander of the Most Excellent Order of the British Empire, of which the Prince of Wales is grand master, instituted in recognition of service either at home or abroad. Sir Patrick connected with St. Johns newspapers for more than a quarter of a century, writing extensively for English and American periodicals, and also long officially associated with the Government, has been particularly active since the beginning of the war in raising and disbursing funds for the benefit of soldiers, sailors, and their dependents. Lieut. John McGrath, his adopted son (nephew), of the Royal Dublin Fusiliers, is convalescing from wounds, on the western front which won him the military cross. Women being eligible for the Order of the Empire, Lady Margaret Davidson, wife of ex-Gov. Sir Walter Davidson, lately transferred from Newfoundland to New South Wales, and sister of Gen. Geoffrey Fielding, commanding the Guards Brigade on the western front, has been appointed dame commander.

The badge of the order is a silver gilt cross, enamelled pearl gray, in the centre of which, in a circle, enamelled crimson, is a representation of Britannia seated. The circle contains the motto, "For God and Empire."

## Raises Subscription Price

The Victoria (B. C.) Daily Colonist has raised its monthly subscription rate from 50 to 60 cents a month. The street price of 5 cents per copy remains the same.

Not every editor is rich—but no editor is too poor to buy another Liberty Bond.

## The McClure Method

Our features are sold on individual merit. Any service may be ordered singly. THIS MEANS: The greatest possible variety from which to choose. The submitting of each feature to your own editorial judgment. The opportunity to order a budget consisting only of what you want. A material reduction from individual prices on budgets. Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate  
120 West 32nd Street, New York City

You can materially increase your advertising receipts by the publication of a series of

## Anti-Mail Order Articles

written in an easy conversational, human interest style, compelling the readers' attention from start to finish.

The Mail Order house methods are made to appear ridiculous, their mysterious lure and varied misleading ramifications laid bare without antagonism or offence.

These articles will cause favorable comment and attention in the community and bring increased advertising. They are different.

## PHIL DEAN

Astor Court Building New York City

## 2-CENT PRICE WINS IN BROOKLYN

## Standard Union Sustains Merely Nominal loss Through Raise in Price.

In printing a table showing the circulation figures of New York and Brooklyn daily newspapers, as shown in Government Statements from 1914 to April 1, 1918, inclusive, THE EDITOR AND PUBLISHER in its issue of last week inadvertently misquoted the figures showing the net daily and Sunday average for the Brooklyn Standard Union for the period ending April 1, 1918. These figures as published showed the Standard Union's daily average for the period named as 56,620 copies; a loss of 11,097 copies from the figures for the previous six months period. The correct figures should have been 66,620 copies, and the loss—due to the raise of price to the two-cent basis—should have been given at 1,097 copies.

The error, which was a grave injustice to the Standard Union, was due to a mistake in transmitting the figures by telephone. In calling attention to the error President R. F. R. Huntsman of the Standard Union notes the fact that, on Friday last, his newspaper carried nearly as much display advertising as appeared in all of its Brooklyn contemporaries combined. The Standard Union, by the way, is the only "A. B. C." newspaper in Brooklyn.

Drop in to see us during the  
ASSO. PRESS

and

A. N. P. A.

meetings. ROOM 141

The International Syndicate

Features for Newspapers

Est'd 1899

BALTIMORE, MD.

## Wilder and Buell

Newspaper Features and  
Advertising copy

225 Fifth Avenue  
New York

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.

## JOURNALIST-OF OLD SCHOOL DIES

Surviving Member of Band of Newspaper Men Who Covered Convention Which Nominated Lincoln, Passes Away in Chicago in 82d Year

Francis A. Eastman, one of the few remaining figures that linked the newspaper world of to-day with American journalism before the Civil War, is dead. The end came at the Presbyterian Hospital in Chicago on April 6, where he was taken Thursday night, suffering from pneumonia. Mr. Eastman was eight-two years old.

He was born in Littleton, N. H. After completing a course in the grammar schools he was graduated from the



FRANCIS A. EASTMAN.

Newbury, Vt., seminary. Shortly afterwards he became identified with newspaper work in Vermont and became editor of the Vermont Patriot, after serving on the reportorial staffs of various local newspapers in and about Littleton and Newbury.

In 1858 he went to Chicago and immediately joined the staff of the Chicago Times as an editorial writer. Stephen A. Douglas and Mr. Eastman were boyhood friends, and it was the former who induced Mr. Eastman to go to Chicago and engage in newspaper work. In spite of this the young Easterner became a follower of Lincoln and supported him in his campaign against Douglas, being at that time an editorial writer on the old Chicago Herald.

Mr. Eastman was the only surviving member of the little band of newspaper men who "covered" the historic "Wigwam" convention which nominated Lincoln for the Presidency. He left his editorial work to become a reporter when the first gun was fired on Fort Sumter in 1861, and later, in 1862, was elected to the Illinois House of Representatives and three years later to the State Senate, where he remained until 1867. In 1869 he was appointed Postmaster of Chicago by President Grant, and served in that capacity until 1873.

He next joined on the Chicago Chronicle, and then served as associate editor and part owner of the Chicago Morning Post, a paper which was later absorbed by the Daily News. In 1888 he went West as editor and publisher of the Los Angeles Daily Tribune. In 1891 he returned to Chicago, and engaged in newspaper work in that city until his appointment to the office of city statistician in 1908.

In the last years of his life he wrote

many articles on the early history of Chicago, a number of which appeared in the Chicago Evening Journal and in the reports of the Chicago Historical Society, of which he was an active member. His history of Chicago is regarded as one of the most authentic accounts on record.

He was the father of the late Barrett Eastman, well-known newspaper man and former Sunday editor of the Chicago Tribune and dramatic critic for that paper.

### OBITUARY NOTES

HENRY R. MURPHY, a political writer on the Milwaukee Journal, is dead after an illness of three days with typhoid pneumonia. Mr. Murphy toured Wisconsin with Joseph E. Davies, defeated Democratic candidate for United States Senator at the recent election. He had been Washington correspondent of the Journal since the death of United States Senator Paul O. Husting, of Wisconsin, whose secretary he was. While acting as Mr. Husting's secretary Mr. Murphy did newspaper work also. At the University of Wisconsin he was instrumental in organizing the Daily News, a college paper, of which he was managing editor and business manager. The paper later was consolidated with the Cardinal, the present student newspaper.

C. ARTHUR DANSEREAU, formerly editor of the Montreal La Presse, the most important French daily in Canada, died recently. Mr. Dansereau was educated as a lawyer, but turned to journalism and for many years was a leader in journalistic work in Montreal.

JOHN TAYLOR, formerly business manager of the Montreal Herald and later business manager of the Financial Times died in Montreal last week.

SEERGEANT ALFRED W. HALL, of the 322d Field Signal Battalion, Camp Lewis, former newspaper man of Honolulu, died recently of heart disease at the American Lake cantonment, near Tacoma, Wash.

WILLIAM H. KAYLOR, for many years State editor of the Indianapolis News, died suddenly, March 31, from a stroke of paralysis. He was one of Indiana's pioneer newspaper men.

MARTIN W. KOEHLER, for fourteen years circulation manager for the Chicago Abendpost, died recently following an operation at a Chicago hospital.

P. F. TOEWS, for several years city editor of the McPherson (Kan.) Republican, died recently at his home in McPherson.

MAJOR WILLIAM J. RICHARDS, for many years publisher of the Indianapolis News, died in Indianapolis March 25, in his seventy-eighth year. Major Richards was long prominent in Associated Press affairs, and helped to organize the A. N. P. A.

To Reach the Rich Trade of Kansas

Topeka Daily Capital

Net Circulation (latest Government report)

34,487

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper  
Publisher

Member A. B. C.

### RAILROAD PUBLICITY CUT

Advertising Limited by McAdoo to Actual Needs of the Public.

WASHINGTON, April 9.—Railroad publicity and advertising will be limited to information needed by the public, under orders issued to-day by Director-General McAdoo.

"The custom of exploiting train service, pleasure or health resorts, and the like must be discontinued until further notice," said the order. "All forms of general advertising, such as pictures, calendars, wall maps, etc., must also be discontinued. Newspaper and other advertising must be confined to the giving of necessary information to the public.

"Timetable folders must be standardized, and distribution carefully checked to avoid waste. All advertising of luxurious trains, claims of superior service, and extraneous matter of every description must be eliminated and the folders made purely informative."

### Montreal Star Raises Price

(Special to THE EDITOR AND PUBLISHER.)

MONTREAL, April 9.—The Montreal Star has just announced that commencing with the issue of April 13 the Saturday edition of the paper will sell for two cents per copy. For the other five days of the week the old price of one cent still holds, although it is hinted that this will not long continue. In giving the reasons for increasing the price of the Saturday paper, the Star points out that the present cost of producing their paper is \$300,000 per year more than in pre-war days.

### Employees Boost Thrift Campaign

An active campaign for the sale of thrift and war savings stamps is being conducted by the employees of the Portland (Ore.) Journal, who have formed a War Savings Society. Macdonald Potts is president, and Harold Hunt is secretary. Every employee of the Journal has pledged himself to invest his savings in war stamps. C. S. Jackson, publisher of the Journal, is manager of the W. S. S. in Oregon.

### Southern Editors Meeting To-day

The North Carolina Association of Afternoon Newspapers is holding its semi-annual meeting at Greenboro, N. C., to-day.

## 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

### U. S. P. O. REPORT

For the period ending April 1, 1918

## The New Orleans Item

Daily .....62,141  
Sunday .....80,288  
Average .....64,733

Foreign representatives

THE JOHN BUDD COMPANY  
New York Chicago St. Louis

### Long Mail Route by Auto

V. C. Batie, a Post Office Inspector, began Monday laying out an automobile mail route from Poughkeepsie to Pittsfield, Mass. This means of moving mail over the seventy-six mile course will be adopted immediately as a war-time remedy to relieve congestion. The auto trucks will run through Pleasant Valley, Millbrook, Amenia, and Millerton. They will cross Connecticut through Lakeville and thence proceed to Stockbridge, Lenox, and Great Barrington, Mass. There will be a truck, which will handle local and through mail, leaving each end of the route every morning at 7 o'clock.

### Watch Out for This Man

Persons living in the vicinity of Rye, N. Y., have reported that a man representing himself as an employee of the International News Service has been soliciting magazine subscriptions. This man is alleged to have said that every subscription he gets will help him in his effort to obtain a scholarship at Columbia University. The International News Service has no representatives soliciting magazine subscriptions, and warns the public against paying money to any persons claiming to represent it in any such capacity.

### Publishes Automobile Edition

The Glens Falls (N. Y.) Post-Star recently issued a creditable automobile edition of fifty-six pages, containing 5,308 column inches of advertising. The automobile supplement is the biggest of its kind ever published north of New York city, and the entire edition is the biggest ever published north of Albany. The edition was the work of Chester B. Grandey, who resigned in February, 1918, as editor of the Glens Falls Times to organize and accept the management of the feature and service bureaus of the Post-Star.

### Peoria Ills. TRANSCRIPT

Only morning newspaper in Peoria.

### Peoria Ills. JOURNAL

Only evening paper in Peoria with Associated Press franchise. Member A. B. C. SUNDAY JOURNAL-TRANSCRIPT Combination Advertising Rate HENRY M. PINDELL, Proprietor. CHAS. H. EDDY CO., Representative NEW YORK BOSTON CHICAGO

1/3 is Some lead!!  
The Morning Record Meriden, Conn.

Has nearly a third more circulation PROVED than the local evening paper CLAIMS.

The Record is the only A. B. C paper in the city.

The population of Des Moines is 110,000.

The paid circulation of The Daily Register and Tribune is over 110,000. The Register and Tribune completely cover the Des Moines trade territory.

## FINE PROGRAMME FOR BOSTON MEETING

Quarterly Convention of New England Association of Circulation Managers to Be Featured by Discussion of Wide Range of Topics.

The quarterly meeting of the New England Association of Circulation Managers will be held at the City Club, Boston, convening at 9:30 A. M., April 17.

Members have been urged to reach Boston on the evening of the 16th, in order to be present at an informal gathering at Young's Hotel, where opportunity to get acquainted will be afforded.

A feature of the luncheon on Wednesday will be an address by C. Reising, division superintendent of the Railway Mail Service, stationed at Boston. Mr. Reising will tell the circulators what is being done and what it is proposed shall be done to improve the mail service for newspapers in the New England States.

George H. Reynolds, president of the Association; J. P. Barry, vice-president, and H. M. Wheeler, secretary-treasurer, have cooperated in the preparation of a notable programme for this meeting, as follows:

### TOPICS AND SPEAKERS.

The position of circulation manager. His responsibilities and importance in the newspaper field, and to what extent is his department responsible for the success of his paper.—J. P. Barry, Providence Journal.

The elimination of service copies. Can better service be had when free copies are used and charged as service copies? Do service copies really cut down circulation distribution expense.—Mr. Hastings, Lynn Item.

The best method of handling weekly collections with carriers.—G. H. Reynolds, New Bedford Standard.

How may the circulation department cooperate to increase advertising?—L. M. Hammond, Jr., Boston Transcript.

Latest economies in news print consumption.—C. W. Palmer, Woonsocket Call.

Form letters to mail subscribers.—Frank S. Hoy, Lewiston Sun.

Best way to handle delinquent mail subscribers whose accounts are overdue, in order to prevent "stops".—Seth J. Moore, Lewiston Journal.

With the increased price of newspapers is the tendency in country circulation towards more dealer and less mail circulation, or more mail and less dealer? Which is the best, and why?—J. A. MacNeil, Bridgeport Telegram.

What is the effect and result so far obtained from raising rates to wholesale and retail dealers outside of Boston and New York—giving dealers option of charging one or two prices and allowing dealers to add a service charge for delivered papers?—W. S. Mitchell, Portland Express.

Relative importance of comets, features, serials, editorials, and other special news events in making the paper saleable.—J. W. Nolan, Springfield Union.

Securing mail subscriptions from commission agents.—R. H. Beach, Springfield Republican.

The mail service—what trouble are you having? What can we further suggest to get better service? The one weak link in circulation building.—W. E. Potter, Manchester Union.

Child Labor law.—Harry Stocks, Lowell Courier Citizen.

The best form of bonds for county agents.—H. R. Frickenhaus, New Haven Journal-Courier.

Value of service and confidence as factors in circulation building.—Lewis A. Gross, Lawrence Telegram.

Handling travelling solicitors on commission basis.—F. L. Nutting, Brockton Times.

Is it wise to make bargain offers for short-term subscriptions? Does the per cent. retained pay for the campaign and expense?—D. T. Williams, North Adams Transcript.

What are the fundamental causes in the growth of circulation, other than service? Just what kind of promotion is the best for this result—news, solicitor, advertising promotion, or effort through boys?—P. F. Veits, Hartford Courant.

Welfare of the newsboys. How best can the circulation department improve it?—Frank A. Chapman, Providence Tribune.

Ways to increase the net profits of the publisher by careful handling of circulation department.—F. E. Johnson, Taunton Gazette.

Street sales—best method of promoting and increasing.—C. M. Schofield, Worcester Gazette.

Developing country agency business. Roger Cristy, Worcester Telegram.

What subjects do you want discussed at the Washington I. C. M. A. convention.—Open Discussion.

### Wife of Dean Williams Dies

Mrs. Hulda Harned Williams, wife of Walter Williams, dean of the School of Journalism of the University of Missouri, died at her home at Columbia, Mo., on April 9, after an illness of a year. She was fifty years old. One daughter, Mrs. John F. Rhodes, wife of a captain in the United States army, and one son, Edward Moss Williams, and Mr. Williams survive.

George W. Cherry, assistant circulation manager for the St. Paul Daily News for two years, was the fifty-third member of the organization to join the American forces for service "over there." Mr. Cherry is a member of the Aviation Squad in training at the University of Minnesota.

## USE OF WHEAT FOR PASTE CUT OFF

Newspapers Must Apply to Food Department for Permits Unless Substitute Can Be Found for Making Dry Matrices.

The Food Administration has issued an order forbidding the use of wheat flour for any purpose other than human consumption. The prohibition applies, of course, to the use of wheat flour in making paste for the mailing-room, the stereotyping department, and other places in newspaper plants. Investigation by THE EDITOR AND PUBLISHER elicited the information that comparatively few newspaper publishers were aware of the inhibition, or if they knew of it, realized that it applied to their industry. Specific inquiry at the New York office of the Food Administration brought the definite statement that it does apply to newspaper production.

Substitutes for wheat flour in making paste have been found useable in every department except that of stereotyping, where, it appears, wheat flour must be used for the desired results in making

matrices. It is not needed, of course, in making dry matrices, but not every paper is equipped for dry matrix work.

Applications for permits to use wheat flour, without which it cannot be used even in the stereotyping department, must be made to George A. Zabriskie, Distribution Department, Food Administration, Washington, D. C.

The news value of the Third Liberty Loan campaign is compelling—dwarfing the importance of petty local affairs.

Since February 1st

The Circulation of  
**THE BALTIMORE NEWS**

has averaged over

**107,000** net paid Daily

**113,900** net paid Sunday

—and still it grows!

FRANK D. WEBB  
Advertising Manager

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

In the Northwest  
**The Daily News**  
St. Paul, Minneapolis

with a combined circulation of  
**155,000**

with not a single copy duplicated is the best and simplest way to cover the Twin Cities and adjacent territory.

19c  
per line

C. D. BERTOLET  
General Advertising Manager  
Boyce Building Chicago

**The Detroit Free Press**

"Michigan's Greatest Newspaper"

offers unusual advantages to advertisers. First, because of its large circulation, consequently purchasing power; second, because it is the only morning newspaper in Detroit—the fourth largest market in the United States.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

**The Boston Evening Record**

gained in every advertising classification last year. Only two other Boston papers showed gains over 1916.

Circulation, 50,000 net paid.

Member Audit Bureau of Circulations

**The Virginia Enterprise**

VIRGINIA, MINNESOTA

**Double the Paid Circulation**

of any daily paper published on the Mesaba Range

APPLICANT FOR MEMBERSHIP

**Audit Bureau of Circulation**



**DOMINATES**

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN  
General Manager  
New York

**IDAHO COUNTY FREE PRESS**

8,000 Readers in  
CENTRAL IDAHO

Thoroughly Covers a Territory Greater Than the Combined Area of Massachusetts and Connecticut.

EXCLUSIVE CIRCULATION among rich Stockmen, Ranchers and mining men, who spend their money liberally.

A Splendid Advertising Medium  
J. C. SABLEY, Publisher,  
Grangeville, Idaho.

**HIGH LIGHTS ON THE FOREIGN SITUATION**

The kind of reading that appeals to all classes with the United States now in the world war.

Feature articles from leading soldiers,

**THE INTERNATIONAL NEWS BUREAU, INC.**

J. J. BOSDAN, Editor

statesmen and authors of Europe. We handle more important articles of this description than any other agency in America.

15 School Street, Boston, Mass.

**The Times-Dispatch**

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley

Special Representatives

200 Fifth Ave. New York  
People's Gas Building Chicago  
Mutual Life Building Phila.

**LARGE ATTENDANCE ASSURED**

Circulators of Virginia and the Carolinas to Meet at Roanoke April 15.

The Virginia-Carolinas Circulation Managers' Association, recently organized at Charlotte, N. C., will hold its second meeting in Roanoke, Va., on Monday, April 15. The headquarters of the Association will be at Hotel Roanoke, and the sessions will be held in the rooms of the Chamber of Commerce.

The officers of the Association are: Wiley B. Baker, president, Charlotte (N. C.) Observer; J. P. Raleigh, vice-president, High Point (N. C.) Enterprise, and J. O. Gardner, secretary-treasurer, Roanoke (Va.) Times and World-News. Directors—F. R. Long, Wilmington (N. C.) Dispatch; C. J. Steed, Raleigh (N. C.) News and Observer, and J. L. Irwin, of the Columbia (S. C.) State.

There are eighty-one daily newspapers in the three States for which the organization was formed. J. O. Gardner, who has charge of the arrangements for the meeting in Roanoke, says that all plans have been perfected, and a cordial invitation has been extended to the manager of every newspaper in the district to unite with the Association. He expects not less than fifty representatives in attendance.

**Circulation Notes**

The presence on the streets of Spokane, Wash., of newsboys under twelve years of age will be prevented hereafter, under an order issued by the police chief of that city.

Frank L. Nutting, formerly of the Brockton (Mass.) Times, is now with the circulation department of the Brooklyn Daily Eagle.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF**

**THE EDITOR AND PUBLISHER,**

published weekly at New York, N. Y., for April 1, 1918.

State of New York, County of New York, ss.: Before me, a Notary Public in and for the State and County aforesaid, personally appeared James W. Brown, who, having been duly sworn according to law, deposes and says that he is the editor of THE EDITOR AND PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:  
 Publisher, Edwin D. DeWitt,  
 37 South Maple Ave., East Orange, N. J.  
 Editor, James Wright Brown,  
 234 Valentine Lane, Yonkers, N. Y.  
 Managing Editor, W. D. Showalter,  
 701 West 179th Street, New York City.  
 Business Manager, George P. Lefler,  
 21 Bennett Avenue, New York City.

2. That the owners are:  
 THE EDITOR AND PUBLISHER CO., 63 Park Row, N. Y. City; James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.; Edwin D. DeWitt, 37 So. Maple Ave., East Orange, N. J.; T. J. Keenan, Keenan Bldg., Pittsburgh, Pa.; George P. Lefler, 21 Bennett Ave., New York City; John Hulderman, Harrisville, W. Va.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

JAMES W. BROWN,

Sworn to and subscribed before me this 8th day of April, 1918.  
 (Seal.) E. A. PRATT,  
 (My commission expires March 30th, 1920.)

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**Newspaper Executive**

Now employed seeks position on evening paper anywhere. A worker with a punch who can handle men and entire plant. No freak policy or style owners need apply as I want latitude and a chance for initiative. Young (35), forceful, cheerful, but firm. Best references. Address D. 333, care of Editor and Publisher.

**Newspaper Executive**

with ten years' experience on large and small dailies. Now on New York paper wants change immediately. Would consider position on small evening daily as city editor or take charge entire plant. Best references from big men. Address D. 382, care of Editor and Publisher.

**Telegraph Operator**

Young man now employed as assistant news editor on Southern daily wants position as telegraph editor on Eastern paper. References. Address D., 379, care Editor and Publisher.

**Circulation Manager**

with years of experience on both large and small papers. Now employed. Can furnish American or Canadian references. A man who goes out after the business as well as a desk man. Address Box 855, Sapulpa, Okla.

**HELP WANTED**

Advertisements under this classification, twenty cents per line. Count six words to the line.

**Advertising Managers**

or City Hall reporters at present engaged can do some local work for us and earn a nice little nest egg. Address Box 105, Ashtabula, Ohio.

**MISCELLANEOUS**

Advertisements under this classification, twenty cents per line. Count six words to the line.

**Editor**

Experienced editor, Republican, will furnish exclusive editorial matter regularly at reasonable rates. Middle West paper preferred. Might eventually become interested in paper. Address D. 384, care of Editor and Publisher.

**Special Writer**

Articles written to order from data you shall supply or after my personal investigation and research. Also advertisements of explanatory or instructive character. Address D. 385, care of Editor and Publisher.

**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.

**LEGAL NOTICE**

Advertisements under this classification, thirty cents per line. Count six words to the line.

**International Paper Company**

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable April 15th, 1918, to preferred stockholders of record at the close of business April 9th, 1918. Owen Shepherd, Treasurer.  
 New York, March 27th, 1918.

**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.

**Representative**

Who wants a Chicago representative? I want to represent an eastern publication in this field. I have not sold advertising—but I will. I have marketed branded merchandise from Cleveland to Denver—put 'em over big, too. I want a publication of merit and plenty of pep. My terms are commission with substantial drawing accounts. Address D. 387, care of Editor and Publisher.

**Editorial Man**

Assistant to editor or report on trade or class journal; young man, under draft age; high school graduate; several years' experience reporter and solicitor on trade publications; desires position where chances to advance are good, and remuneration is commensurate with ability displayed. Address D. 389, care of Editor and Publisher.

**Advertising Man**

You need an advertising man who can put character into business and hold respect of the community. Nearly ten years' experience in newspaper advertising, from soliciting to advertising manager. Have built up weak papers. Want to locate with paper in city where ability and hustling counts. Believe in PRODUCING business. HOLDING business produced, and expanding. Am hard worker. Write GOOD COPY. Can manage reasonable sized paper. Believe in facts, not talk. Let me show you. Married, class 4-A war draft. Know how to handle men, get best results out poor material. I'm the man you want. Address D. 388, care of Editor and Publisher.

**Newspaperman**

New York newspaper man wants advertising job where ideas and ability to write could be cashed in. Address D. 390, care of Editor and Publisher.

**Advertising Man**

Strong, aggressive display man of successful experience as manager and solicitor seeks position with substantial daily in any Eastern city or with special agency, preferably in New York. Strong references for the necessary qualifications which, coupled with originality in ideas, copy writing and executive ability successfully sell space and assist solicitors to do likewise. Have conclusively demonstrated skill in creating new business and in developing and controlling hard accounts. At present handling the advertising of substantial daily and have established splendid record. Am exempt from draft and have good reasons for making change. Position must offer opportunity where results produced will commend advancement. Address D. 378, care of Editor and Publisher.

**Circulation Manager**

aggressive and economical, successful business and money getter. Clean record. Age 36. Address D. 374, care of Editor and Publisher.

**Editorial Man**

Man thoroughly experienced in both editorial and business end of daily and weekly publication open to engagement. Worth good salary. Willing to go anywhere. Address D. 373, care of Editor and Publisher.

**Composing Room Foreman**

Have had remarkable success while in charge of two largest Eastern newspapers; 40 years old; total abstainer; original, energetic; a real executive; well educated; highest references; an unusual opportunity to secure services of expert in modern methods and a tireless worker. Capable of taking charge of all mechanical departments, and show efficient, economical results. Address D. 372, Care of Editor and Publisher.

**Circulation Man**

with clean record as a producer desires an immediate connection. Can handle either city or country circulation. Know how to get new business as well as take care of the old. Married, age 34. Address D., 380, care Editor and Publisher.

Leading weekly newspaper property of a western town of 2,500 can be bought for \$7,500. Gross business of \$10,000 a year. Well equipped and returns owned \$4,000 a year for his personal effort and investment.

Proposition Q. R.

**Charles M. Palmer**  
 Newspaper Properties  
 225 Fifth Avenue, New York

Sales  
 Purchases  
 Consolidations  
 Appraisals of  
 Newspaper and  
 Magazine  
 Properties

Aubrey Harwell Henry F. Cannon  
**Harwell & Cannon**  
 Times Building NEW YORK

**Readers Decide**

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service  
 M. KOENIGSBERG, Manager  
 37 WEST 39TH ST., NEW YORK

**The True News**

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

**GOSS OCTUPLE STRAIGHTLINE PRESSES**

with Two or Four  
 Folders

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**

60-62 Warren St., New York City  
 Established a Quarter of a Century

## HARD TO TELL WHAT POST OFFICE SEEKS

Reasoning Fallacious, A. N. P. A. Points Out—Seems to Desire Only Decrease in Volume of Second Class Matter.

The following discussion of the postal situation under the War Revenue act has been prepared by the A. N. P. A. and will be sent out in bulletin form to its members:

While many have believed the postal sections of the War Revenue act were adopted for the purpose of raising revenue, and others have been of the opinion that they are of a punitive nature, there is now reason to assume that the object sought by their enactment was the decrease of volume of second-class mail. This would indicate a desire to curtail a Government service in order to reduce a deficit caused by it.

This process of reasoning is applied to second-class mail rates on the theory that the publishers of the country have been receiving a subsidy stated to amount to some \$90,000,000 per annum. In the 1910 report of the Postmaster-General, we read:

"Next to the heavy loss resulting from the low postage rate on second-class mail, the principal inroad into the profits of the postal service is that made by the excessive cost of rural delivery. The large expenditures for rural mail service are far more justifiable, however, than are the much heavier payments required to meet the losses incurred on account of second-class mail. Millions of dollars disbursed each year for the latter purpose are paid out chiefly for the benefit of a comparatively small class of publishers, while the appropriations annually granted to maintain and extend the rural delivery system are extended in the interests of a vast population. The advantages of rural delivery are such as to warrant a further extension even at a considerable loss to the Government."

### FULL CREDIT LACKING.

In the 1913 report of the Postmaster-General, we read that the department has not received credit for all functions performed such as "free transportation of frank and penalty mail and a virtual

subsidy of \$50,000,000 second-class matter."

Since 1912 the report of the Postmaster-General does not seem to contain any statement of the deficit caused by the rural free delivery service and the Post Office Department does not, so far as we can learn, make public the deficits caused by either the rural free delivery, the parcel post, or branches of the service other than that of second-class mail, but we find in the report for 1912 that the rural free delivery deficit was in excess of \$34,000,000, and further inquiry leads to the conclusion that such deficit has more than doubled and now amounts to approximately that accredited to second-class mail.

### CHARGEABLE TO EXPENSE.

It would seem to be stating the case fairly to say that from the postal or Congressional viewpoint the deficit incurred through the franking privilege including the free distribution of seeds through the mail and the free-in-county subsidy are properly charged to Government expense; also that the deficits caused by the rural free delivery service and other branches of Post Office activities are justified because they are a service in the interest of a vast population. We are unable to draw this fine distinction or perceive any difference in either theory or practice between the Government's delivery at its own cost, in part of a pound of cheese to remote parts of the country over the rural free delivery routes, and the delivery of current reading matter; or why the delivery of the cheese at a loss should not be a subsidy to the cheese manufacturer if a similar deficit is a subsidy to the manufacturer of newspapers.

The public is served in either case. If the daily press has been in receipt of a subsidy in like manner so have all who use the rural free delivery or other postal services which are not self-supporting. Not so with the free-in-county or the franking privilege, which are clearly subsidies.

The public and the Government as well are surely rendered as great a service by the receipt of newspapers containing columns of Government propaganda of all sorts and appeals for subscriptions to the Liberty Loan as is the individual who gets his pound of cheese.

## PRESS SUIT AGAINST CURTIS CO.

Federal Trade Commission Files Amended Complaint Against Philadelphia Publisher.

The Federal Trade Commission has filed an amended complaint against the Curtis Publishing Company, of Philadelphia, charging, in addition to the charges contained in the original complaint issued July 5, 1917, that the company has constituted independent wholesale distributors of periodicals as their exclusive agents, a large percentage of whom were formerly under sales contracts with the Curtis Publishing Company, the terms of which contracts were practically the same as the exclusive agency contract.

It is stated in the amended complaint that the wholesale distributors who have been made such exclusive agents of the Curtis Company are the principal and most efficient, and in many cases the only medium, for the distribution of weekly and monthly publications in various localities. This, it is charged, is in violation of section 5 of the Federal Trade Commission act, as it tends to stifle and suppress competition.

### Brown Ad Manager for Movies

Colvin W. Brown has been appointed advertising manager of the Mutual Film Corporation. Mr. Brown is a newspaper man of twelve years' experience in the Middle West and the East. He entered the motion-picture business from the newspaper syndicate field, in which he was sales manager for the Evening Mail Syndicate, New York.

There are 2,514 daily newspapers in the United States.

## Clive E. C. Chambliss Dies

GREENSBORO, N. C., April 12.—Clive E. C. Chambliss, managing editor of the Asheville (N. C.) Times, died suddenly Wednesday morning, following an illness of five days. Mr. Chambliss was a member of the class of 1915 of Wake Forest College, and was connected with several papers before joining the staff of the Times. He was a son of T. W. Chambliss, editor and general manager of the Times, and was nearly twenty-four years of age. Mr. Chambliss was formerly connected with the High Point (N. C.) Enterprise.

### Simler Vice-President of Kobbe

At a recent meeting of the stockholders of Philip Kobbé, Inc., W. E. Simler was elected a vice-president and director of that company. Previous to Mr. Simler's connection with the Philip Kobbé Company he was with the Dry Goods Economist, and prior to that was advertising manager for Smith, Hogg & Co.

A cheap cigar seldom cements political friendship.

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

You MUST Use the  
LOS ANGELES  
EXAMINER  
to cover the GREAT SOUTHWEST  
Sunday Circulation MORE THAN 150,000

### ADVERTISERS

If you have any product or service to offer to the shipping trade, you can advertise it most advantageously in

### THE NAUTICAL GAZETTE

the recognized weekly journal of ships, shippers and ship building. The great present stimulus to the shipping industry means increased business for advertisers in this high class medium.

Subscription \$3.00 a year  
20 Vesey Street, New York



## The Evening Star

"One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included. Net A.B.C. Circulation 2 Cent Basis March 1st, 1918—98,714

## The Pittsburgh Dispatch

has been a potent factor in the success of Pittsburgh's big stores.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago

H. C. ROOK,  
Real Estate Trust Building, Philadelphia

## The Home Newspaper

In the classifications of advertising which have the greatest appeal to the home—department stores, women's specialty shops, boots and shoes and foodstuffs—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1916.

Department Stores	19,017 lines
Women's Specialty Shops	4,536 lines
Foodstuffs	3,941 lines
Boots and Shoes	1,609 lines

This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

The New York Evening Mail

## The Pittsburgh Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



CONE, LORENZEN & WOODMAN,  
Special Representatives  
New York, Detroit, Kansas City, Chicago

### 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

## Hemstreet's

## PRESS CLIPPINGS

Tenth Avenue at 45th Street  
New York

### Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

### The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and 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.

# Why Are There 500 American Branch Factories in Canada?

Nearly all of the American industries with branch factories in Canada started to do business in the Dominion in a limited way.

They found it was the most accessible Country in the world for their exportable surplus; that there was rapid all-rail transportation and prompt settlements. There was no bar in language, currency, or business practice.

They advertised in the leading dailies of Canada and their business grew to such dimensions that they found it profitable to establish branch factories to supply the ever-increasing Canadian demand. In some cases these industrial infants have so thrived that they rival the parent concerns. They have outgrown the Canadian field and compete in the export markets of Europe, Asia, Africa and Australia.

Other American firms will follow them after the war, and they will adopt the same method. They will start by advertising their goods in Canada's best daily newspapers.

Now is the time to prepare the field. The Canadians are buying more goods in the United States than ever before. They have money to spend and imports from other countries are curtailed owing to war conditions.

The firms establishing trade in Canada now will reap rich rewards in the near future.

Write to the advertising managers of any of Canada's leading dailies for information about Canada.

PROVINCE OF ONTARIO									
Population 2,523,274									
	Circulation		Lines			Circulation		Lines	
	Net Paid	2,500	=	10,000		Net Paid	2,500	=	10,000
Brantford Courier (E).....	5,093	.015		.01	Toronto News (E) .....	49,000	.06		.05
Galt Reporter .....	4,000	.0128		.01	Toronto Star (E).....	93,911	.11		.0850
Guelph Mercury .....	3,471	.0128		.0085	Toronto Star (S).....	55,365	.0650		.0550
Hamilton Spectator (E) .....	29,157	.0550		.05	Toronto World (M).....	41,214	.095		.06
Hamilton Herald (E) .....	18,479	.04		.0350	Toronto World (S).....	89,614	.11		.08
Kingston British Whig (E).....	5,859	.0150		.01	Windsor Record (E).....	10,373	.0275		.0225
A. B. C. statement for 6 months' period, ending April 1, 1918.									
London Advertiser (M N & E)...	44,737	.06		.05	PROVINCE OF QUEBEC				
Net paid circulation for week ending April 6, 1918.					Population 2,002,731—English 397,392				
London Free Press (M N & E)...	38,071	.06		.05	French 1,605,339				
A. B. C. statement for 6 months' period, ending Sept. 30, 1917.									
Peterborough Examiner (E) .....	4,900	.0131		.01	Montreal Gazette (M) (2c-86 yr.)	34,294	.0725		.06
Sarnia Observer .....	2,600	.0125		.01	Montreal La Patrie (E).....	35,827	.06		.045
Stratford Herald .....	3,303	.01		.0071	Montreal La Press (E).....	149,718	.11		.09
St. Thomas Times (E).....	6,559	.0125		.01	Montreal Le Devoir (E) (2c-85 yr.)	20,337	.05		.04
St. Catharines Standard (E).....	8,189	.025		.015	Montreal Star (E) .....	113,878	.12		.1050
Toronto Globe (M) .....	90,145	.12		.09	Quebec Le Soleil (E) .....	35,000	.05		.05
					Sherbrooke Record (E).....	10,274	.03		.0250

Prepared and written by Geo. F. Hobart, Hamilton, Canada.

# The World's Greatest Market Place

10,000,000 People who *must buy*

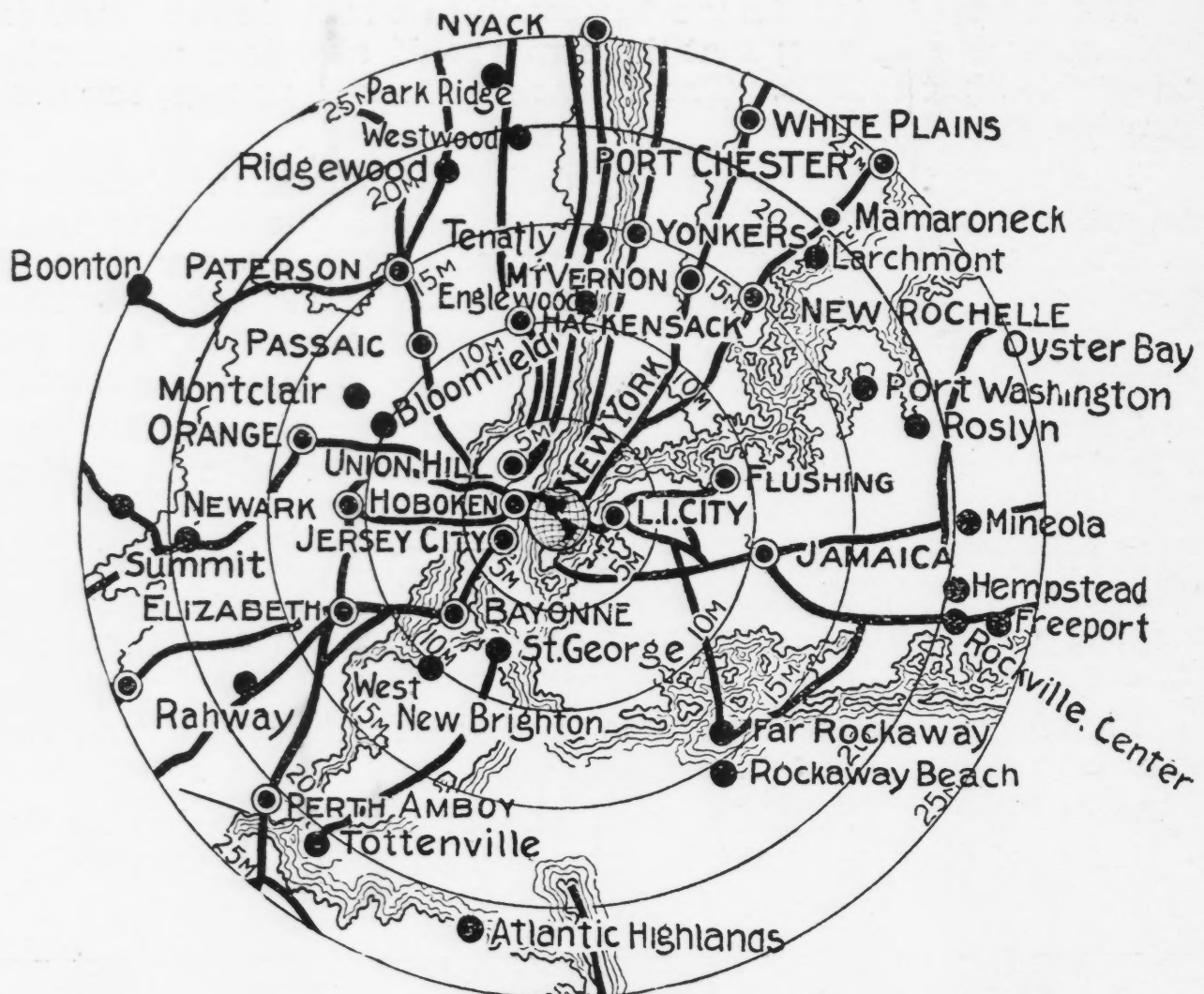
FOOD, CLOTHES, FURNITURE; ALL LIFE'S NECESSITIES, AND WHO

**HAVE THE MONEY TO BUY WHAT THEY WANT**

*Here Lies the  
Greatest Opportunity  
for the Advertiser*

To meet WAR conditions the GLOBE has organized an effective Sales Promotion Service—Big men of wide experience will take charge of your campaign—and Deliver YOUR Goods.

*Now is the Time  
Here is the Place  
for Increased Sales*



The Globe's unique Service Plan includes advertising in Other newspapers to thoroughly cover the 10,000,000 field—It includes the preparation of result producing copy, furnishes cuts, illustrations, hooks up your advertising with the dealers.

**IF YOU NEED MORE BUSINESS**—write freely for further information without incurring any obligation at all. Address

## JASON ROGERS

Publisher New York Globe

73 Dey Street, New York City



