



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America
1884 1920

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

Weekly: \$3.00 a Year; 10c Per Copy

NEW YORK, THURSDAY, JAN. 1, 1920

Vol. 52. No. 31

To S. P. & Ind.

Two Chicago Automobile Shows

THE Show Number of The Chicago Daily News will be an Automobile, Truck and Accessory Show in itself, with an attendance of 1,200,000—the readers of the nearly 400,000 daily circulation of The Daily News.

Your announcement in this number, and in the issues of The Daily News during the Show, will reach 7 out of every 9 persons in Chicago who read the English language.

The Show Number will be issued January 24. Forms for the *reprint*, which will go to every dealer in the Chicago territory, close January 16.

The Chicago Daily News
First in Chicago

*23
V. 52
Jan
may
1920*

FD

THE DOMINION *of* CANADA TO THE UNITED STATES

For Merchandise During 1919

\$664,458,133.04

Six hundred and sixty-four million, four hundred and fifty-eight thousand, one hundred and thirty-three dollars and four cents. *Some purchase!*

How much of this money did YOU get? Canada is not only a GOOD customer of ours but a STEADY customer. Last year's purchases were greater than those of 1918, and there is every indication that the purchases of 1920 will be still greater.

Canadian daily newspapers, carrying Canadian news, appeal strongly to Cana-

dian people, and do great good for those who use them.

Perhaps you can see the logic of linking your name up with good Canadian merchants who buy American made goods to the tune of \$2,129,590.17 a day.

It looks pretty much like a paying proposition.

The Daily Newspapers listed here are among the best in North America—and they co-operate in every way.

PROVINCE OF ONTARIO

Population 2,523,274

	Circulation	Lines			Circulation	Lines	
		2,500	10,000			2,500	10,000
Border Cities Star (Windsor).....(E)	12,403	.03	.03	London Free Press.....(MN&E)	37,481	.07	.06
Brantford Expositor.....(E)	10,100	.025	.025	Peterborough Examiner.....(E)	6,100	.02	.015
Brockville Recorder-Times.....(E)	4,225	.17857	.107	†St. Catharines Standard.....(E)	8,032	.0275	.02
Chatham Daily News.....(E)	2,512	.015	.00875	St. Thomas Times-Journal.....(E)	9,115	.0275	.02
†Galt Reporter.....(E)	3,974	.015	.0125	*Toronto Globe.....(M)	86,388	.15	.11
Guelph Mercury.....(E)	3,921	.015	.01	*Toronto Star.....(E)	91,176	.15	.13
†Hamilton Spectator.....(E)	31,932	.065	.065	*Toronto Star.....(S)	81,035	.15	.13
Hamilton Times.....(E)	11,200	.035	.03	Toronto World.....(M)	39,981	.09	.06
†Kingston British Whig.....(E)	6,280	.025	.02	Toronto World.....(S)	98,208	.12	.09

PROVINCE OF QUEBEC

Population 2,002,731—English 397,392

French 1,605,339

	Circulation	Lines			Circulation	Lines	
		2,500	10,000			2,500	10,000
*Montreal Gazette (3c-\$8 yr.).....(M)	31,927	.10	.07	Quebec Le Soleil.....(E)	41,462	.07	.07
†Montreal La Presse (2c per copy)(E)	144,040	.13	.11				

Publishers' Statements.

*A. B. C. Reports, April 1st, 1919.

†A. B. C. Reports, October 1st, 1919.

? ? ? ?

? **WHY** you can't afford to overlook **?**

The Gravure Section ?

of the

New York Sunday World

in making up your 1920 Budget:

- circulation total (average) 580,000 net paid each Sunday,
- the largest Gravure circulation on the Atlantic Seaboard!*
- a New York City circulation **DOUBLE** that of the next leading metropolitan newspaper with a Gravure section and a city circulation *equal to the COMBINED New York City* circulation of the three (3) leading New York newspapers with Gravure sections.
- the World's exceptional *national influence* is reflected in its national circulation approximating 125,000 (Sundays) among discriminative readers in hundreds of outside communities.
- artistically, pictorially, typographically, The World Gravure section, in its recently increased size is worthy of the consideration of the most critical prospective patron in the same measure it has already established itself with its notably critical Sunday readers. That *inherent reader faith* of which The World is proudest and its advertisers are cognizant, is accentuated in this high-class feature.
- through The World's *largest* corps of national and foreign correspondents and its various branch offices (including Paris and London), it is able to secure earliest pictorial material of greatest world news interest.
- above all, if you value New York *dealer co-operation*, advertise in The World's Gravure section. For the Sunday World is the New York retailers' favorite home newspaper. *If you want the dealer to know* what you are doing in the way of advertising, The World should be your first choice, as it is his. Ask us why the oldest and strongest specialty manufacturer in New York Territory is using "The World's Introduction to the Dealer," and why one of Chicago's greatest, with nineteen branches in New York, is routing its local sales-force according to the plan of The World's Merchandising Service Department.

—in November the **COLLECTIVE GAIN** in Gravure advertising of all other New York newspapers totaled 199 per cent while The World's **GAIN** (and at 40% increased rates) for November in Gravure advertising was 241%.

Circulation—Average October 1-December 20, 1919

	Morning	Evening	Sunday
City	282,765	273,177	396,538
Suburban	27,466	49,525	62,609
Country	30,919	9,455	121,032
	341,150	332,157	580,179

91% of the World's and 97% of the Evening World's Circulation is Concentrated in Metropolitan New York

The New York World and Evening World

BRANCHES:	DETROIT	CHICAGO
LONDON 20 Cockspur Street	PARIS 47 Avenue de l'Opera	521 Ford Building (Neil D. McGinn)
		1603 Mallers Building (J. E. Middleton—A. D. Campbell)

Philadelphia

is the third largest market in the U. S.

for Automobiles

Best wishes
for
A Happy
New Year

Now that you have been to the Automobile Shows, you are surely more determined than ever that 1920 shall be your big year.

Let your advertising policy for 1920 be the plan of constant and regular use of space (the year round) in carefully selected dominating newspapers.

Philadelphia holds wonderful possibilities for you and if consistently worked, will help you hang up a big record.

Dominate Philadelphia

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

The Bulletin

The daily circulation of The Bulletin is the **SECOND LARGEST**
in the United States.

November
Circulation

450,509

Copies
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

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



EDITOR & PUBLISHER



Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 52.

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NEW YORK, THURSDAY, JANUARY 1, 1920

863657

ASTOR, LENOX AND TILDEN FOUNDATIONS
R 1920

No. 31

WHAT THE NEW YEAR HOLDS

Journalism's Problems Are Surmountable Obstacles

BY J. H. ALLISON

President, Southern Newspaper Publishers' Association
(BY TELEGRAPH)

WICHITA FALLS, TEX., Dec. 31.—The new year will bring its many problems for the publishers. Although 1919 eclipsed all former years, the difficulties were fortunately offset by the carrying of a greater volume of business than ever before.



J. H. ALLISON

To have told the newspaper makers of a decade back that there would be more advertising than they could find paper on which to print it would have meant being laughed out of the shop. In 1919 it came true. But there is no obstacle insurmountable for the newspaper publisher.

It is to be hoped that 1920 will bring a solution of the newsprint problem and an equitable adjustment of second class postage rates. By the strictest conservation on the part of the publishers, they effecting every possible saving and the manufacturers bending every effort to increase production, the newsprint spot market should pass out of existence. Paper probably will never be bought at as low a price again but prevailing prices should drop by July 1.

Every publisher should secure the co-operation of his representative in Congress in having the extra charge on advertising portions of publications eliminated. A concerted, intelligent presentation of the publishers' claims for favorable second class rates should be met with a full hearing by Congress.

Publishers are already severely handicapped by the newsprint shortage. The Government surely would not further burden one of the nation's most valuable industries.

The outlook for business is equally as good for 1920 as 1919 and as production more nearly equals the demand and as trade becomes nearer normal, competition will be restored and producers will have need for advertising their goods.

May I admonish publishers not to raise advertising rates too much, but rather ask the reader to bear his portion of the increased costs. This they will willingly do, once they understand the situation.

May every publisher enjoy a prosperous New Year and one in proportion to the problems and responsibilities our profession entails.

ADVERTISING WORLD IS PREPARED TO MEET 1920 RESPONSIBILITIES

BY HARRY DWIGHT SMITH

President, American Association of Advertising Agencies
(BY TELEGRAPH)

CLEVELAND, O., Dec. 31.—Nineteen-twenty will be advertising's greatest year. It will be greatest not only in volume and in increases over the past year, but also in character, effectiveness and stability.

The reports from our membership clearly indicate the wholesome state of mind of American business men, for there is no better test of a man's confidence in the future, no better indication of sound optimism, than can be found in his attitude toward advertising expenditures. One cannot view the nineteen-twenty advertising situation as seen through the eyes of one hundred and seventeen members of the American Association of Advertising Agencies and not be convinced that American business men have no fears for the future. They are thinking straight and backing their judgment with real money. They are proving by their commitments for nineteen-twenty that an oversold condition is no reason for underadvertising. They have come to realize that goodwill and public acceptance of a name or brand can never be oversold.

The great volume of advertising now under way, for both old and new advertisers, places greater responsibilities on the shoulders of all advertising interests, and we are proud to say that we believe as a whole the advertising world is adequately prepared to meet these responsibilities. Association effort in all phases of advertising endeavor has done a wonderful work in improving the knowledge and practice of advertising. Co-operation among the several associations has made possible much that could not have been otherwise accomplished. That nineteen-twenty may continue and expand such co-operation is the sincerest desire of the American Association of Advertising Agencies, and we pledge ourselves to do our part individually and through our executive board and committees.

To our fellow associations, to all who are active in the good cause of constructive advertising, we extend most cordial wishes for a happy and prosperous New Year.

Advertising Can Sustain Business Through Coming Year

BY J. C. McQUISTON

President, Association of National Advertisers
(BY TELEGRAPH)

PITTSBURGH, PA., Dec. 31.—America should meet with courage the entrance of the year 1920. Ever since the signing of the armistice we have been passing through a period of readjustment.

Whether we admit it or not, some readjustment has taken place. Labor has been restless in the extreme and this unrest has asserted itself in countless strikes. These strikes, however, have brought about some readjustment of things and while such readjustment may not be permanent (and after all nothing is permanent) still we are certainly day by day adjusting ourselves to meet new conditions as we find them.

Shortage of material of all kinds brought largely by shortage of labor has embarrassed manufacture to such an extent that in most lines today there is an oversold condition. In other words the business of 1920 is pretty largely booked, the effect this condition would have had on advertising ten years ago would possibly have been to abandon advertising for the year.

However, modern business has tied advertising in so definitely with its commercial plans, and the value of advertising for the future is so much appreciated, that it is altogether probable that advertising this year will be carried on at least as large a scale as in the year just closing the publisher will doubtless continue to encounter difficulties in securing paper in sufficient quantities and to secure necessary labor, but during the year it will doubtless be possible to improve conditions relating to production and more nearly equalize the supply with the requirements.

The advertising man should be an optimist and with the courage and conviction that advertising cannot only create but can sustain business. May we all work and plan to make 1920 a successful year.

themselves only to blame, if they fail in the exercise of sufficient perception and of nerve to insure themselves a proper share of the prosperity.

The handicaps of the newspaper business are, of course, the unprecedented
(Continued on Page 20)



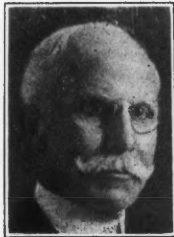
J. C. McQUISTON

CONDITIONS TO TEST STRENGTH OF PUBLISHERS

BY FRANK P. GLASS

President, American Newspaper Publishers' Association
(BY TELEGRAPH)

BIRMINGHAM, ALA., Dec. 31.—The year ahead of the newspaper publishers of the country promises to be the most trying in their history. The shortness of supply of their chief raw material and the extraordinary prices of that supply enforce a new set of problems. The scientific term "survival of the fittest" will take on a new meaning in many cases.



FRANK P. GLASS

The new conditions call for the exercise of the greatest executive ability. Publishers with wide-open eyes must see just

what to do, and then have the courage to act.

The situation calls for sagacity in determining just what the public requires in the contents of the newspaper. Publishers must realize as never before that quality, not quantity, is what the average reader desires. Newspapers must be more compact, better edited.

The unprecedented costs of production demand that publishers shall recognize as never before the value of their space. They have always sold it too cheap. Now they must value their own product so highly as to sell it for enough more than cost to insure a profit. The market conditions are ready to co-operate in an equitable readjustment.

The country's prosperity seems assured for an indefinite period. The publishers of newspapers will have

PRESS OF "DARK AFRICA" LIGHTENS CONTINENT FOR U. S. VISITOR

N. E. A. Correspondent, Now a "Journalist," Sees Room for More Local News and Chance for Live American Cartoons.

BY EDWARD M. THIERRY

AFRICA isn't so much of a jungle as I used to think. South Africa anyway is not so barbarous that it doesn't have newspapers, and more of them probably—in proportion to population—than might be expected.

Not very good taste, I suppose, to criticize the papers of another country. For probably Americans do not know it all—not even newspaper men—and besides they're so apt to criticize ours.

In a sense newspapers in South Africa resemble those of England and the continent of Europe, though they are of distinctly South African type.

One thing is the same. Down here I'm not a "newspaper man"—but a "journalist," as in England, France and Germany.

British Ideas Dominate African Press

The first thing that strikes you about South African newspapers is that they are all made on the same pattern. It's the English style of all adds on the first page or so and the meat inside. But in London there are exceptions—notably the Daily Express, Evening News, Pall Mall Gazette and others—where Page 1 is a news page.

But there are no exceptions here. Page 1, 2 and 3 are always ad pages, with perhaps a bit of news on the two latter. You can depend always upon finding the fourth page solid with theatre ads except the last two or three inside columns, which invariably hold the editorials—called "leaders."

"Locals" Neglected

Turn to Page 5 for news. And then you'll be disappointed in finding it given over exclusively to cable news, practically all from London—except the last column, which is eternally dedicated to politics.

In most papers local news is criminally ignored. This is true especially of small towns which boast a daily paper and which pay practically no attention to rich sources of news at home or in the immediate vicinity but give all their space to cable news. This latter is rather meagre as it comes from London. That's obvious as you read it. Rewrite men at Reuters—which has a cable and telegraphic news monopoly here—are hardworking, if not always clever, at "blowing air" into the cable skeletons.

Even South African telegraphic news is not carried as fully as one would expect. Nobody seems to notice this, nor the local news minimum. But the newcomer, trying to get a line on a new country, is hit between the eyes by the lack.

Sermons Gradually Stopped

The two papers, morning and evening, in Cape Town, and the morning, evening and Sunday papers in Johannesburg and—curiously enough—the morning daily in Bulawayo, which only has 6,000 population, are the only ones that come anywhere near carrying the amount of local and South African telegraphic news I expected to see.

The Sunday Times of Johannesburg is the only Sunday paper in South Africa. There is a law against the sale of anything on Sunday, including drugs, cigars and newspapers.

Ward Jackson, editor of the Times and the Rand Daily Mail, the morn-

BULUWAYO, RHODESIA, Oct. 20,

ing weekday edition, told me they'd have to stop publishing if anybody with a little pep and money to pay court costs took the matter up. Careful propaganda among ministers made it possible for the Sunday Times to start. Jackson said that when he started it he printed endless reams of sermons the pastors of Johannesburg churches were going to deliver. Gradually, however, he cut down on sermon space—until now you can't find a sermon in the Sunday Times with a magnifying glass!



Edward M. Thierry

Many of the papers are so large that they resemble billposters. Some are nine and ten columns wide. Copy-readers—called "sub-editors"—are fond of alliteration and words calculated to send a good many readers to the dictionary.

How about this one, over the story of a football game in the Sunday Times:

KIMBERLEY KYBOSHED Foiled by Fast Forwards Fine Fighting Finish

And this, from the Sunday Times, giving interviews with Magistrates over the inability to find recruits for the police force:

FRESH FAMINE Peculiar Paucity of Policemen Magisterial Emanations

The reporter—I mean, journalist—has a freedom that would make the average U. S. A. editor throw a fit in

fear and trembling. Papers are full of stories that start out like a news story and wind up as a scorching editorial. What a chance for a reporter with a grudge!

South Africa could stand a few clever American cartoonists. I don't mean jobs are plentiful, but with a few exceptions the cartoons are poor.

Chance for Cartoonists

A good many papers print several columns in Dutch for the benefit of the large Boer population. There are several Dutch newspapers, notably "De Burger," a rabid advocate of a South African republic.

Afternoon papers in Cape Town, Durban and Johannesburg get out a larger paper Saturdays, called the "Sporting Argus," "Sporting Star," etc. It's the regular edition, with a couple of pages of racing, football and cricket—for Saturday is the sole day of athletics. They also carry much magazine material, usually clipped from English and American papers. In Bulawayo the magazine or "weekly" edition comes out Friday.

Small weekly magazines are popular. There are two in Cape Town and three in Johannesburg, all frothy with political discussion. Johannesburg also has a weekly called "L. S. D.," meaning "life, society and drama," which is radically Socialist and which also includes the peculiar style of "Town Topics." It prints the baldest kind of jokes, the sort that would bar any publication from the mails back home.

MAHER GETS XMAS PROMOTION

Santa Claus Generous at Bridgeport, Conn., Herald Celebration.

BRIDGEPORT, DEC. 30.—Augustin F. Maher, editor of the Evening Herald, was made a director in the Herald Publishing company at a meeting of the Board of Directors previous to the joint Christmas party of the Evening and Sunday Herald Wednesday afternoon. The holiday celebration was held in the new building facing Herald Square at Wall and Water streets, which will be occupied by the daily Herald about February 1. More than 60 employees from all departments were gathered and "Doc" Eddy, circulation manager, cast as Santa Claus, distributed a Christmas bonus in the form of a warrant for one share of stock to each worker. Announcement of salary increases for all members of the editorial and advertising staffs was also made.

The affair was arranged by "Dad" Barber, veteran cartoonist, and Circulation Manager Eddy. Brief addresses were made by Richard Howell, editor and publisher of the Sunday Herald, in whose plant the Evening Herald has been published since its birth; J. E. Phelan, publisher and treasurer of the Evening Herald, and A. F. Maher, editor. The Herald omitted publication on Christmas day.

Call Carolina Meetings

The Daily Newspaper Association of North Carolina will hold a convention on January 7 and the North Carolina State Press Association will meet in Greensboro on January 8 and 9. The state association banquet will be held on the evening of January 8.

Goes to Eight Columns

CHEYENNE, WYO., Dec. 31.—The Wyoming State Tribune on January 1 will change from a 7-column to an 8-column size. The Tribune has remodeled its editorial and business offices.

STANDARD-UNION GETS W. R. HOTCHKIN

As Assistant Publisher, He Will Direct New Art Gravure Sunday Section—Sunday Price Advanced to Five Cents.

William R. Hotchkin this week joined the Brooklyn Standard Union as assistant publisher, associated with William F. Reynolds, advertising manager, and Roger J. O'Donnell, manager of general advertising.

As advertising director of the New York Wanamaker store for ten years,



W. R. Hotchkin

as advertising manager for the Gimbel Brothers New York store for three years, and as advertising counsel for the New York Evening Journal, Mr. Hotchkin is well known in the advertising world.

During the past few years under the direction of President R. F. R. Huntsman, the Standard Union has had many remarkable developments in policy, size and advertising and still more definite steps of progress have been planned.

The first expansion activity of the new year will be the addition of an art gravure section to the Sunday Standard Union on January 4 and the advance of the price of the Sunday paper to five cents.

Mr. Hotchkin, as assistant publisher, will direct these expansion activities. He will have editorial charge of the art gravure section and also direct its advertising.

New Steam Yacht for Curtis

PORTLAND, ME., Dec. 27.—Cyrus H. K. Curtis, the Philadelphia publisher, native of this city and frequent visitor here, evidently intends to replace the steam yacht Lyndonia, in which he has cruised along the Maine coast for many years, with a new and larger boat. He has placed an order with the Consolidated Shipbuilding Corporation of Morris Heights, N. J., for an ocean-going steam yacht of approximately 275 feet long and expected to cost \$500,000.

Ads Raised \$4,000,000

CLEVELAND, O., Dec. 30.—The Plain Dealer, Press and News and Sunday News-Leader did their share in putting across the 8-day campaign just closed for a 1920 "community chest" fund of about \$4,000,000. The goal was \$3,500,000 but the subscriptions ran half a million or more above this sum.

EXPLAINS CANADIAN NEWSPAPERS' POSITION IN NEWSPRINT CONTROVERSY

Imrie Calls Paper Controller's Temporary Veto on Fort Frances Company's Export to U. S. Fair, in View of Domestic Newspapers' Relatively Small Share of 830,000 Paper Tons Produced Annually.

BY JOHN M. IMRIE
 Manager, Canadian Daily Newspapers Association.

THE action of the Paper Controller for Canada in placing a temporary embargo on the export of newsprint paper by the Fort Frances Pulp & Paper Company, Ltd., has aroused a storm of protest from daily newspapers in the Mississippi and Central States, and threats are being made of an agitation to have the United States Government retaliate by placing an embargo on the export of coal to Canada.

Particularly under these circumstances it is desirable that there should be a clear understanding of the conditions under which this embargo was imposed and of the net effect of the embargo on the shipments of newsprint paper from Canada to United States.

Exports 86 Per Cent

Canada is producing newsprint at the rate of 830,000 tons per year. Canadian newspapers are using in the aggregate only 110,000 tons a year, or less than 14 per cent of the total domestic production. The great bulk of the 720,000 tons exported goes to United States.

The annual production of 830,000 tons of newsprint in Canada involves the using up of vast quantities of Canadian pulp-wood and the utilization of an enormous quantity of electrical energy developed from Canadian water powers. Most of this pulp-wood is cut on crown lands—lands owned by the people of Canada as represented by the various Provincial Governments—which are leased at low rates to the Canadian newsprint manufacturers. This is true also of the water powers from which the bulk of the electrical energy used in manufacturing newsprint in Canada is developed.

Surely when a country is producing seven times as much newsprint as it is using, and when that production is largely from pulp-wood and water powers owned by the people themselves, the Government of that country is justified in insisting that the reasonable and comparatively small domestic requirements shall be supplied. This principle has been cheerfully recognized by almost all of the Canadian manufacturers.

Reductions Threatened

For several years the Fort Frances Pulp & Paper Company, Ltd., has been supplying the daily newspapers of Manitoba and Saskatchewan, whose total requirements are in the neighborhood of 40 tons per day or 12,000 tons per year. That company is the natural source of supply of those newspapers, being located at a point in Canada that gives it the protection of a freight differential of at least \$10 per ton against any other Canadian mill.

During the past few months several Canadian customers of the Fort Frances Company were notified at different times of a material reduction in their supply. In these cases the Paper Controller made definite orders on the company to resume shipments and it obeyed those orders.

On December 2, 1919, the Fort Frances Company notified its Canadian custom-

ers and the Paper Controller that commencing December 12 it would reduce its shipments to Canadian customers to a total of 13 tons per day. This was less than one-third of the actual requirements of the Canadian newspapers which for many years had been getting their supply through the Fort Frances Company.

On December 12 the Fort Frances Company reduced its shipments to Canadian customers in accordance with its notice of December 2. The Paper Controller served formal notice on the company to resume normal shipments, but the company refused to do so.

To meet such an emergency the Paper Controller had been empowered to prohibit the export of newsprint by any manufacturer who refused to obey his

orders until such time as such orders were obeyed. Action under that authority was delayed for several days in the hope that the Fort Frances Company would resume normal shipments to Canadian customers and was not taken until December 18, after the Fort Frances Company had refused to compose its differences with its Canadian customers on a basis that had been agreed to between other Canadian newspapers and all but one of the other Canadian manufacturers.

The embargo on the export of newsprint by the Fort Frances Company was a temporary embargo to continue only until that company resumed its normal shipments to its Canadian customers. The Fort Frances Company did resume normal shipments in a few days and the embargo was lifted.

There must be law and order both in Canada and in United States, and each country must and does provide machinery for the enforcement of its laws. Certain laws have been made in Canada to insure the supplying of the reasonable requirements of newsprint of Canadian newspapers representing, as already stated, only 14 per cent of the total Canadian production.

When the Fort Frances Company refused to obey the orders of the Paper Controller for Canada, there was only one way to enforce those orders and that was to tie up the product of the company's plant until it was prepared to obey.

Only Four Per Cent Cut

Prior to the embargo the Fort Frances Company was exporting newsprint to United States at the rate of about 85 tons per day. Therefore, the net result of the embargo was that for a few days the shipments of newsprint from Canada to United States were reduced by about 4 per cent. Surely that small and very temporary reduction in shipments from a country that is shipping normally seven times as much newsprint as it is using is no justification for the threat of an agitation for retaliation by the United States in the form of an embargo on the export of coal to Canada.

The point may arise as to whether the newsprint requirements of the Canadian newspapers are what may be termed "reasonable." There is no fixed standard by which the point may be determined, but certain comparisons will assist the reader in making up his own mind.

The annual consumption of newsprint in United States is approximately 20,000 tons per million of population while in Canada it is only 13,000 tons per million of population.

Big U. S. Consumers

One United States newspaper is importing from Canada for its own use sufficient newsprint to represent 70 per cent of the combined consumption of newsprint by all Canadian newspapers.

The Sunday edition only of the United States newspaper consumes as much newsprint (Canadian newsprint at that) as is used in two days by all the newspapers of Canada—this according to its own figures in recent full-page advertisements in the trade publications.

In conclusion, I may state that notwithstanding what little loss in exports there may have been through the embargo on newsprint at Fort Frances for a few days, Canada's exports of newsprint to United States during 1919 will be seven times her exports to United States ten years ago.

The newspaper publishers and the people of Canada have sufficient confidence in the fairness and justice of the newspaper publishers and the people of United States to believe that they will not lend themselves to any movement for retaliation in the light of the facts stated above.

A. N. P. A. COMMITTEE ON NEWS PRINT CO-OPERATION AND CONSERVATION, AS COMPLETED TO DATE

CO-OPERATION and conservation in the use of news print under the resolutions adopted by the American Newspaper Publishers' Association's special convention on November 12 is being directed by the following committee, under the chairmanship of Bradford Merrill.

Practically the entire country, with the exception of West Virginia and the Far Western and Pacific Coast States, is now represented on the committee, and as soon as acceptances of membership are received from publishers in the regions not yet covered, they will be announced.

Name	Region
Bradford Merrill, New York American	New York
Benjamin H. Anthony, New Bedford (Mass.) Evening Standard	New England
M. F. Hanson, Philadelphia Record	Pennsylvania
Fleming Newbold, Washington (D. C.) Star	District of Columbia, Maryland, Virginia, Delaware
E. B. Jeffress, Greensboro (N. C.) Daily News	North Carolina, South Carolina
V. H. Hanson, Birmingham (Ala.) News	Alabama, Mississippi
Elmer E. Clarke, Little Rock (Ark.) Democrat	Louisiana, Arkansas
W. H. Dodge, Cleveland Press	Ohio, Lower Michigan
D. E. Town, Chicago Evening Post	Illinois, Indiana
C. I. Stewart, Lexington (Ky.) Herald	Kentucky, Tennessee
E. P. Adler, Davenport (Ia.) Daily Times	Iowa
Norman B. Black, Fargo (N. D.) Forum	North Dakota, South Dakota
E. Lansing Ray, St. Louis Globe-Democrat	Missouri (except Kansas City and St. Joseph)
Governor Henry J. Allen, Wichita Beacon	Kansas, Kansas City, Mo.; St. Joseph, Mo.
Louis J. Wortham, Fort Worth (Tex.) Star Telegram	Oklahoma, Texas
Samuel S. Sherman, Denver (Colo.) Rocky Mountain News	Colorado
A. C. Weiss, Duluth (Minn.) Herald	Minnesota, Wisconsin, Upper Michigan
W. T. Anderson, Macon (Ga.) News	Georgia, Florida
W. B. Bryant, Paterson (N. J.) Press-Guardian	New Jersey
E. H. Butler, Buffalo (N. Y.) News	New York State

CENSORSHIP COMING UP BEFORE CONGRESS

Laws to Control "Red" Press to Be Watched for "Jokers" that Might Affect All Newspapers.

BY ROBERT T. BARRY
(STAFF CORRESPONDENT)

WASHINGTON, Dec. 31.—The first task the Senate will undertake upon its return from the holiday recess is to be consideration of the "red" legislation proposed by A. Mitchell Palmer, attorney-general of the United States, and by Senator Sterling, chairman of the Senate Judiciary Committee.

The old issue of press censorship is involved, because the various measures suggested for enactment to give the Federal Government greater power in the suppression of anarchists, Bolsheviks, I. W. W. and the like, carry provisions against radical newspapers and other publications.

The Sterling bill proposed to give the Postmaster-General board powers to deny the privilege of the mails to papers advocating the overthrow of the Government by force, but many senators, notably Mr. Borah, of Idaho, are fearful lest such authority be used against papers which might advocate a change in administration of the Federal Government.

Case of "The Nation"

In response to suggestions that their fears may be far-fetched, these opponents of press censorship in any form when there are loop-holes for the exercise of autocratic political power, call attention to some notable examples of how post office officials went beyond the letter of the law to reach publications whose views did not meet with approval.

One of the instances cited is that of "The Nation," which was barred from the mails because of an attack upon Samuel Gompers, president of the American Federation of Labor. The Post Office Department, it is contended, was able to advance no other basis for its action than that Mr. Gompers had been intensely loyal to the Government during the war and should not be criticised.

Another instance to which attention is called is that which occurred under the Post Office Department's construction of the law requiring that all advertisements carried in the form of reading matter should be marked "Advertisement."

Distorted Views of Law

This statute, it is pointed out, was intended solely to reach patent medicine ads, yet here is what happened:

Henry Watterson wrote an editorial in The Louisville Courier Journal opposing prohibition. He held very pronounced views on the subject and his editorial did not mince words when it came to stating them. Shortly after the editorial appeared, Mr. Watterson received from Alexander M. Dockery, the third assistant postmaster-general, a copy of the editorial and a curt note inquiring if the matter should not have been labelled "advertisement."

Mr. Watterson's reply is not pertinent here, but similar encounters with Mr. Dockery's distorted view of the law were reported by several other prominent editors.

Senator Borah proposes an amendment to the Sterling bill which would give papers coming under the Post-

master-General's ban a guarantee of a full hearing in the Federal courts of their particular district and prevent the suppression of such publications until the court had ruled on the case.

OKLAHOMA PAPERS SOLD

Cowles, Myers and Brady Buy Hugo News, Herald and Husonian

HUGO, OKLA., Dec. 26.—Fred G. Cowles and L. B. Myers, owners of the McAlester (Okla.) News-Capital, together with Tate Brady of Tulsa, have purchased from Jesse Curd the Hugo Evening News and the Weekly Husonian from D. O. Groff. The plants of the two newspapers will be combined and the Daily News and Weekly Husonian continued under the management of L. J. Penny of Memphis, Tenn. Hugo is a city of some 9,000 inhabitants, located in the southeastern part of Oklahoma.

More than a year ago Fred G. Cowles, for nearly fourteen years one of the publishers of the LaCrosse (Wis.) Leader-Press, purchased from J. Roy Williams a one-half interest in the McAlester News-Capital. In April, 1919, L. B. Myers, son-in-law of Tate Brady of Tulsa, purchased the remaining one-half interest in the News-Capital.

It was recently erroneously reported that Messrs. Cowles, Myers and Brady's deal involved the Okmulgee Evening News. The above is the authorized statement of the transaction.

BACK TO 7-COLUMN PAGE

Shortage of Paper Forces Globe-Democrat to Change.

ST. LOUIS, Mo., Dec. 29.—The Globe-Democrat has temporarily changed its size from eight to seven columns, the following explanation being given:

The acute newsprint shortage, which is affecting papers generally, forces us to change the size of our paper to a seven-column width. Through the purchase of the St. Louis Republic we acquired a limited supply of narrow width paper. The change of page size will be only temporary until the supply of Republic paper is exhausted, by which time we hope to have our own stock of paper in better shape. It will also be necessary for the time being, as in the past few weeks, to continue printing a smaller size paper than we prefer and to continue restrictions as to size of advertising copy. For some days we have declined a large volume of business.

Hartford Times Is A. B. C. Member

On account of a typographical error, the dagger sign, which designated newspaper members of the A. B. C. in the New England co-operative advertisement published in EDITOR & PUBLISHER of December 18, became transposed and appeared before the New Haven Register instead of the Hartford Times, immediately above. EDITOR & PUBLISHER is pleased to state that its attention was first called to the error by the Register, which is not a member of the A. B. C.

Not 3-Cent Paper, Says Blethen

Clarence Blethen, editor and publisher of the Seattle Times, telegraphed EDITOR & PUBLISHER as follows on December 29: "In your publication of November 13, you say Times is publishing evening edition which sells for 3 cents. We have no 3-cent edition. Our special edition which you describe is five cents per copy, as are all our regular editions." The regular subscription price of the Times is \$1.50 per month, daily and Sunday, and \$18 a year.

STAFF HONORS MR. VITTUM

Retiring Publisher of Beverly Times Gets Auto Luncheon Set

BEVERLY, MASS., Dec. 29.—To drop in on a family gathering at the Evening Times office Monday afternoon was the good fortune of EDITOR & PUBLISHER's representative, as he was just in time to witness the presentation of a wonderful automobile luncheon set to former Representative Albert Vittum, who retires as publisher of the North Shore daily after directing its policies since it was founded twenty-seven years ago. The family was made up of all the employees of the business, editorial and mechanical departments.

The day happened to be the birthday anniversary of Mr. Vittum and the presentation came as a complete surprise. He was called into the composing room on a pretext and there found the staff assembled. The presentation was cleverly done by William C. Morgan, veteran city editor, and was accompanied by an engrossed testimonial on parchment signed by the employees of the paper. Mr. Vittum, who retires to enjoy a competency gained through his newspaper and wise investments, responded happily, thanked all for the spirit of co-operation extended to him during his ownership of the paper and asked for the same co-operation with Walter E. Hubbard, the new publisher.

Mr. and Mrs. Vittum are planning to spend the winter in the South at Southern Pines, where they have a fine estate. Mr. Hubbard, the new publisher, is much pleased with Beverly and with the future of his new newspaper property.

Celebrate "Presidents' Day"

The Woman's Press Club of New York City held its December meeting last Saturday afternoon in the Astor Gallery of the Waldorf-Astoria. The occasion was "President's Day" and the Presidents of all New York clubs were invited. Other guests of honor were Joan Benedict of the New York Evening Post, Mrs. Ida Powell Priest, past president of the Press Club, and twenty-five residents of Brooklyn's Homes for the Blind and for the Infirm.

Hapgood's Term Expires

WASHINGTON, D. C., Dec. 29.—The term of Norman Hapgood, former editor of Collier's Weekly, as U. S. Minister to Denmark has expired, it was announced today. Mr. Hapgood has returned here. According to State Department officials, Mr. Hapgood's term automatically ceased when the extraordinary session of Congress adjourned. He was given a recess appointment, which was not acted upon by the Senate.

Clarke Succeeds Blanchard

Sydney R. Clarke has been elected secretary of the Advertising Club of New York, effective today. He succeeds Frank LeRoy Blanchard, resigned. Mr. Clarke has had a wide experience in organization work, and for the past year has been director-in-chief of all motion picture activity in Italy for the Community Motion Picture Bureau. At present he is special representative of the promotion department of that company.

Cut Christmas Cake

DETROIT, Dec. 26.—Between editions Christmas eve all members of the News family were asked to step in the assembly room. An enormous cake, weighing

more than 100 pounds and prepared by the News' own chef, held the center of the stage. This was cut and shared by over 500 members of the News staff. The women workers in addition were gratified by receiving a box of sweets. Immediately afterwards, a distribution of an extra week's salary took place.

Distributed 40,000 Gifts

ST. LOUIS, Mo., Dec. 29.—Through the Post-Dispatch Christmas Festival Fund 10,000 children received 40,000 gifts at the festival at the Coliseum and dinner baskets were distributed to 1,425 homes. It was the twentieth annual festival given by the Post-Dispatch, and the contributions were well past the \$11,000 mark. The baskets represented an outlay of \$4.25 each.

A. A. C. W. Meeting Called

A meeting of delegates for the first district of the Associated Advertising Clubs of the World has been called by Vice-President Rowe Stewart of the Philadelphia Record, for January 6-7 at the Advertising Club of New York. The purpose is to bring about closer association and better acquaintance among the clubs of the district. It is expected that President E. T. Meredith will attend.

Muzzle Club Host to Perrine

HARRISBURG, PA., Dec. 29.—The Muzzle Club of Harrisburg, membership in which is limited to working newspapermen, will hold its monthly dinner January 7 in the Muzzle Room of the Penn-Harris Hotel. William Perrine, editor-in-chief of the Philadelphia Evening Bulletin, is to be the guest of honor.

\$10,000 Xmas Gifts in St. Paul.

ST. PAUL, Dec. 29.—The Dispatch Printing Company gave its employees of the Dispatch-Pioneer Press a week's extra pay as a Christmas present. Those who had been in the employ of the company only six months or less were given half a week's pay. The outlay was over \$10,000.

Oakland Editor Indicted

OAKLAND, CAL., Dec. 26.—J. S. Snyder, editor of the Oakland World, has been indicted by the Federal Grand Jury in a charge of violating the Espionage Act in publishing "disloyal, scurrilous and abusive" articles about the Government and the Constitution.

New Pacific Agency

LOS ANGELES, CAL., Dec. 27.—The Fortune Advertising Company has opened offices in the Markham Building, Hollywood. Richard Robertson, Lute R. Brown and Leonard F. Smith are the founders.

\$300,000 to Advertise Cypress

JACKSONVILLE, FLA.—The Southern Cypress Association has voted to spend \$100,000 a year for the next three years to advertise its members' products. George F. Watson of New Orleans is secretary of the organization.

New Press in Little Rock

LITTLE ROCK, ARK., Dec. 27.—With the arrival and installation of its new printing press, the News is planning a special edition for January 2, 1920, as the first issue printed by the new machinery.

Will Move Soon

AMERICUS, GA., Dec. 29.—The Times-Recorder will move into its new building shortly after January 1.

MORE THAN 38,000 IN USE



THE MACHINE THAT LASTS



LOOKING forward to the new year of 1920, questions of competition, shorthanded-

ness, the increasing demand for quick work and better—all that is here and dead ahead or distant—emphasize the important advantages and worth-while economies of setting your composition in slugs directly from the keyboard of **Multiple-Magazine Linotypes**



MERGENTHALER LINOTYPE CO.

New York, U. S. A.

This Advertisement, Including Border Ornaments, is Composed Entirely of Linotype Material

COPY MUST SAY MORE IN LESS SPACE IN NEW ADVERTISING ERA

Space-Waste of "Klondike Days" Must End Under High Paper and Labor Costs—Better Copy-Writers Needed.

BY N. S. OLDS

Advertising Manager, Julius Kayser & Co.

THE future of advertising is now a question very much worth thinking about. Like all the things we had accepted as part of our daily lives and had become used to, advertising has been influenced by the war. That colossus of destruction has rolled over it, and what is left is not, nor ever will be, quite the same as before.

War is destruction, and many millions of Americans were making things to be destroyed. The total war destruction of the world's goods has been estimated at \$350,000,000,000, and it took only five years to bring the loss up to this appalling total. The question that concerns the world today is how many years it will take to fill up this vast hole and once more bring it level with the production of peace time. I think that upon the answer to this question depends a good deal of the future of advertising.

Space and Interest Vary Inversely

You have noticed in the New York Times, in the Evening Sun, and in the other morning and evening papers, front page announcements that so many columns of advertising have been left out for lack of space that day. The total of this matter thrown away amounts to thousands of columns in the course of a month. These papers are run to make money. Throwing this advertising matter away is not a pleasant thing to do. It means throwing away that much money. But think of a condition in which papers can afford to throw away money and publish the fact that they are doing it.

An Advertising Orgy

In the magazines the condition is similar. Some of the magazines are so heavy with advertising that readers are complaining of their unwieldiness. There is a veritable orgy of advertising.

As you know, there is a shortage of print paper and the prices are soaring. A magazine editor told me a few days ago that his magazine would probably have to contract for next year's paper supply at 12 cents a pound. This, he says, would mean an increase in operating expenses of his publication of \$350,000. A well-known morning daily with an enormous circulation will have to pay \$800,000 more for its print paper than it paid in 1918.

Klondike Days Passing

What will be the next step, and how does it affect advertising men? Well, we have already begun to hear some of the steps.

They all lead in one direction; that is, to an increase in rates. Suppose the cost of space in the New York Times increases 50 per cent. What will the merchant do who must advertise his store to get his customers? What will the general advertiser do who patronizes the magazines and the newspapers and finds his space bill also doubled? Will they buy as much space as heretofore? Will the advertiser who thought nothing of ordering a full page a day for six days in the Evening Sun, or a page a week for 52 weeks in the Saturday Evening Post still continue to use that much white paper?

These are serious questions and have affected the advertiser with unlimited means, but have also affected much more the advertiser whose appropriation is limited.

Now it seems to me that one fault of advertising has been that mass and

size have climbed into a position that has shoved to one side the real guest of honor, the copy. I saw an advertisement the other day in a New York paper which consisted of a full page with half-tone portrait, with a name under it, and the statement that he was the inventor of a well-known article. The portrait and type together took up about one-fourth of a page and the rest was a sea of white space. This rather shocked me, but after all it was a relic of the Klondike days that in my opinion are passing rapidly. That won't happen very often from now on.

After all, what is an advertisement in a newspaper or a magazine? The answer is that primarily it is news about some thing or person, and what is the primary essential of news? Any city editor will tell you that it is interest and accuracy. Unless an item has news interest it won't get the first page—it will probably get the waste basket, and unless it is accurate it will get the city editor into trouble.

Must Have News Interest

An advertisement to be read and get to the reader must be interesting. A story about a thing or a person that brings out the interesting human side of that thing or person, even though it is obviously an advertisement, will be read and will attain its object.

I have an idea that in the long run an interesting advertisement which occupies small space sells more goods and gets more on its space-cost than a full page of stupidity. A full page of interestingly handled copy will do more good than five full pages of emptiness. One of the best advertising writers in this country is Thomas G. Lawson, and he can fill a page of type matter without an illustration and you will read it through from beginning to end. Another copy writer of compelling interest is Arthur Brisbane, the editor of the New York Evening Journal. I don't always agree with Mr. Brisbane's ethics, but he never fails to interest me.

Better Pay for Copy Men

Advertising copy writers with few exceptions are not adequately paid. There is no use disguising the fact. But I think a change is going to come over this lack of appreciation of the copy writer. I believe that in the next few years a copy writer who can produce interesting, attention-holding copy is going to get big pay for his work and will be recognized as a power in business

and in the community. It seems to me that the day of the big, brawny advertisement has passed and that the day of the interesting "brainy" advertisement is coming in, and I want you to think this thought over very carefully.

Try this experiment. Take an advertisement and cut out the adjectives and see how it reads. I think you will find that it will have a simplicity which brings out the meaning like the sun emerging from a cloud. Do you know what makes the Bible such a popular book? Do you know why the great poets like Keats and Shakespeare and Gray are read and loved? It is because they use few adjectives and are easily understood. Try cutting a few adjectives out of Hamlet's soliloquy, or adding one to a line of Gray's "Elegy" or Keats' "Ode to a Grecian Urn," and see what happens.

A fair answer to the above would be: "In your own copy, Mr. Olds, adjectives occur, and many of them." Yes, it is true, but we try, in preparing our copy, to find the thing of interest to women, to describe it in terms which will be simple and easily understood, and will have a news value to women. The best advertisements we print are those which look so much like the fashion or the women's page of a newspaper that women mistake the advertisements for news of interest to women. At least, that is what we try to do.

Ending All Waste

So I think that one of the changes in advertising is going to be the increase in the interest of the copy as news matter. A very wise friend of mine, and a skillful advertiser, says that his experience is like a law, and this law is that his advertising space varies inversely with the interest of his copy. That is, the more interesting the copy, the less space does it require to get results.

In the national field I believe that the method of advertising is going to change along with the interest in the copy. The newspapers in great centres of population are going to get more "national advertising" than they have ever had before. There is going to be a higher advertising concentration in great markets than ever before, and there is going to be closer space-buying. Our own policy has been to advertise our goods in the markets where we know they are distributed and to use newspapers and billboards to tell the people about the goods and where the goods can be bought. In this way we feel we have made our advertising policy and our advertising space go farther than in any other way.

There is bound to be some waste in advertising, but I have never yet understood the economy of using a medium of enormous circulation and widespread distribution to advertise a product which is sold and meant to sell only in a limited part of that medium's territory. It has always seemed to me like sending a \$10,000 salesman to sell goods in cross-road towns.

Market Idea Will Dominate

Of course, the magazines have their side of the argument, and some very wise advertising men believe they are justified in using the so-called national mediums of general circulation, but I venture that before very long the market idea will have a larger following than it has ever had before.

Summed up, the future of advertising is going to see these two changes, the improvement in the writing and handling of copy with a view toward decreasing the space by increasing the interest in the copy matter, and, second, the analysis of market conditions and the use of mediums which, so to speak, follow the flag.

CHURCHES FILLED BY ADS

Rhode Island Ministers Urge Co-operative Publicity

PROVIDENCE, R. I., Dec. 28.—Ministers in Rhode Island are beginning to see great possibilities of advertising and are using considerable display copy in the leading newspapers. It is gradually doing for the churches, they say, what it does for every enterprise.

One pastor says that newspaper advertising in the past has increased the Sunday attendance at his church not less than 30 per cent. Providence clergymen who have tried it and experienced its beneficial results have only one complaint on advertising. This is that church advertising has not yet reached a plane of effectiveness that compares with commercial advertising. The church should have an advertising expert, one pastor states, as the solution of producing the greatest amount of good. Several declare that still better results might be obtained by co-operative, or institutional advertising, supplemented by the individual announcements of the different churches. This would permit the use of more effective display and stronger arguments in favor of church-going for all.

Long Motor Haul to Get Paper

CISCO, TEX., Dec. 30.—New equipment has been installed by the Cisco Printing & Publishing Company, recently organized here with W. W. Bell as president and L. M. Nichols, former managing editor of the Tulsa (Okla.) World, as managing editor and secretary-treasurer, to publish the Morning News. Being unable to get print paper shipped by rail, due to freight congestion, the company has made arrangements to have print paper hauled from Dallas to Cisco by motor truck, a distance of nearly 200 miles.

Appraiser Sues For \$25,000

LITTLE ROCK, ARK., Dec. 30.—Suit for \$25,000 damage was filed in the courts here by Hillory Jennings, against the Arkansas Farmer and Homestead Company, farm magazine publishers. Jameison alleges that the company reported falsely to his employers that he had not made fair estimates on the presses and machinery of the company, and that he lost his position paying \$40 a week thereby. The publishing company is largely owned by C. W. Brannon, of Chicago.

\$600,000 for Ads in Dailies

KANSAS CITY, Dec. 19.—"Newspaper advertising is the best in the local field," declared Robert Frothingham, publicity manager of the Prest-O-Lite Storage Battery Company at a meeting of the Southwestern distributors here this week. "This company and its distributors will spend \$1,200,000 in 1920 on advertising." One-half of this will go to local newspapers.

Ice Ties Up Paper

MUSKOGEE, OKLA., Dec. 28.—The Daily Phoenix was unable to publish its edition one day recently on account of the shutting off of electric power due to the breaking by ice of two of the primary high tension lines of the Muskogee Gas & Electric Company.

Kane Gets University Post

KANSAS CITY, Mo., Dec. 30.—Charles E. Kane, instructor of journalism at the University of Missouri, has been named publisher of the university.

THE Minneapolis Tribune

will

Publish America's Greatest Automobile Show Number

The Twin City Automobile, Truck, Tractor and Industrial Exposition, January 31 to February 7, 1920, is a manufacturers' as well as a dealers' show. It is the first time it has been sanctioned as a National show. Floor space already sold is larger than that of two of the great National shows combined.

The Show Number of The Minneapolis Tribune, to be published Sunday, February 1, likewise will eclipse all previous show numbers.

The Minneapolis Tribune was the pioneer in the Northwest in helping to establish the automobile industry.

Ever since automobiles were known The Minneapolis Tribune has carried, year after year, more automobile advertising than any other paper published in the Northwest, and, in three issues, it carried more than any other show number published in the United States.

The Minneapolis Tribune sells each day, according to latest reports to the government, 21,528 more copies than are sold by any other daily newspaper in the Northwest, and 39,155 more each Sunday.

That is why The Minneapolis Tribune is the choice of local dealers as well as of manufacturers as the medium in Minneapolis in which to carry the bulk of their advertising.

There will be four sections of the Tribune's Automobile Number—Passenger Cars, Trucks, Tractors, Accessories. Copy should reach The Tribune office at least a week in advance of publication to insure proper location.

GERALD PIERCE,

Manager of Advertising

John B. Woodward
Eastern Representative
810 Times Bldg.
New York.

C. A. Cour
St. Louis Representative
Globe-Democrat Bldg.
St. Louis, Mo.

Joseph S. Scolare
Detroit Representative
701 Ford Bldg.
Detroit, Mich.

Guy S. Osborn
Western Representative
Tribune Bldg.
Chicago

Baranger-Weaver Company
Pacific Coast Representative
520 Examiner Bldg.
San Francisco, Cal.

PAPER PRODUCTION INCREASE BELOW CONSUMPTION ADVANCE IN 1919

Trade Commission Statistics Show 8 Per Cent. More Paper Was Made and 14 Per Cent. More Consumed Than in 1918.

WASHINGTON, D. C., Jan. 1.

NEWSPRINT production in 1919 exceeded that of 1918 by a little more than 8 per cent and that of 1917 less than 1 per cent, according to tentative statistics prepared by the Federal Trade Commission for the past three years.

Production and shipment figures show that 15,656 tons were on hand at the mills at the start of 1919, as compared with 26,477 tons on January 1, 1918, and 26,477 tons on January 1, 1917. Production for the year, with December's amount estimated at 101,000 tons, approximated 1,352,736 tons, with shipments, December's total estimated at 110,500 tons, of about 1,356,308 tons.

Last Quarter Increased Consumption 25 Per Cent.

Figures on stocks carried by publishers indicate that the increase in consumption for 1919 over 1918 was about 14 per cent and that the increase for the fourth quarter of 1919 over the fourth quarter of 1918 was between 25 and 30 per cent.

Another interesting table prepared by the commission relates to prices, spot market and contract averaged, paid by publishers for newsprint during the past seven years. A rise of 2 cents a pound is indicated for the period January 1, 1913-Dec. 1, 1919. The table follows:

Weighted Average Prices of Newsprint Paper Per 100 Pounds F. O. B. Mill, by Months, from January, 1913, to December, 1919

	1913	1914	1915	1916	1917	1918	1919
January	\$1.92	\$1.92	\$1.91	\$1.94	\$2.87	\$3.029	\$3.682
February	1.94	1.97	1.95	1.97	2.87	3.029	3.588
March	1.96	1.94	1.96	1.97	2.85	3.033	3.606
April	1.94	1.95	1.91	1.96	3.11	3.427	3.636
May	1.97	1.94	1.88	1.97	3.15	3.566	3.690
June	1.97	1.97	1.95	1.94	3.13	3.604	3.656
July	2.01	1.95	1.91	2.03	3.17	3.723	3.652
August	1.97	1.96	1.91	2.09	3.17	3.730	3.682
September	1.96	2.00	1.97	2.12	3.20	3.737	3.779
October	1.99	1.95	1.90	2.18	3.18	3.734	3.844
November	1.95	1.95	1.93	2.20	3.16	3.756	3.902
December	1.94	1.96	1.93	2.30	3.17	3.736	

NOTE: The prices prior to 1919 have been computed from manufacturer's reports which in some instances were incomplete. The prices for 1919 have been computed from the reports of publishers using newsprint paper. The average is a weighted average determined by the tonnage involved in each transaction and includes all grades whether in rolls or sheets and market purchases as well as contracts.

PRESS MEETING CRISIS AS 1919 ENDS

New York Times Will Share Its Lean Paper Supply With Small Dailies—Rates and Prices Rise All Over Country

Constructive action to relieve the paper shortage among the smaller publishers of the United States has been taken by the New York Times in offering to draw from its already inadequate supply of 1920 400 tons to be distributed among more needy publishers. The proposition was presented to the Publishers Association of New York City, both by Louis Wiley, business manager of the Times, and by Bradford Merrill, chairman of the association, but the other publishers of the city have not yet decided to do likewise. Mr. Wiley's letter, addressed to Mr. Merrill as local chairman of the A. N. P. A. conservation committee, follows:

Our present and future supply of newsprint paper is entirely inadequate. We have been able to contract for only 12,500 tons for 1920, at a price far in excess of the contract price set for 1920. In addition, we have the product of the Tidewater Mill but shall probably need at least 10,000 tons more next year.

Notwithstanding this precarious situation, we confirm the offer made at the meeting of the Publishers Association of New York City, Wednesday, December 17, to draw from our inadequate stock a supply to assist in meeting the needs of newspapers in smaller cities. Our offer was 400 tons to be delivered in January, which exceeds the saving of paper on a ten per cent basis, recommend-

ed by the Congressional Committee investigating the newsprint situation. While this proposal did not meet with the acceptance of the other New York newspapers, we should be happy to have it presented to the leading daily newspapers in Chicago, Boston, Philadelphia, Baltimore, Cincinnati, Cleveland, St. Louis and other cities, with the possibility that they might join with the Times in making a similar offer and so relieve the shortage of paper which is proving so serious a problem to the publishers of newspapers in the smaller cities of the United States.

Publishers in New York City, as in every other section of the country, are cutting consumption in every way possible, by the omission of news and advertising and in some cases, the elimination of large heads and binder heads on the front page and maintaining the economical circulation practices of the war period. Advertising rates are being gradually raised by individual papers, a few of which are handicapped by the existence of contracts with as much as five years yet to run.

INCREASES IN PRICE

Newspapers in other cities have been active during the past week in cutting down their paper use, and increasing their circulation and advertising revenues to cover the heavier production costs that the new year is bringing. Up to the time of going to press, the following changes had been noted:

DETROIT, Dec. 29.—The Detroit Free Press has increased the price of its Sunday edition to 10 cents.

BATH, ME., Dec. 27.—The Bath Times

increased its price from 2 to 3 cents beginning January 1.

AUGUSTA, ME., Dec. 27.—The Kennebec Journal announced today that, effective Jan. 1 the newsstand price of the Journal will be 3 instead of 2 cents.

DETROIT, Dec. 29.—The price of the Sunday News will be increased from 8 to 10 cents, effective Jan. 4.

RICHMOND, VA., Dec. 29.—Although no papers in Virginia have been forced to increase prices on account of the shortage of print paper, it is a known fact that this situation has had a marked effect upon papers in certain sections. At Harrisonburg and Staunton, Va., where two morning papers were in the field, consolidations were necessary and only one paper is published in the morning at each place.

SYRACUSE, N. Y., Dec. 29.—The price of Sunday papers has been increased from 7 cents to 8 cents. Advertising rates are being adjusted.

ROCHESTER, N. Y., Dec. 29.—The price of the Sunday Democrat and Chronicle will be advanced as follows beginning January 4: Single copies, 7 cents; per month, 21 cents; per year, \$2.50. The Herald increases on its Sunday edition to 7 cents per copy; 25 cents per month and \$3 per year.

TOLEDO, OHIO, Dec. 29.—The Times announced an increase in the price of its Sunday paper to 7 cents, starting next Sunday.

TOPEKA, KAN., Dec. 29.—The two local daily papers here have sent out notices of an increase in rates from 12 1-2 cents to 15 cents per week for local deliveries and by mail from \$4.80 to \$6 per year, beginning January 1.

SEATTLE, Dec. 29.—The Post-Intelligencer has increased its Sunday rates to subscribers 10 cents by the month and \$1 by the year. Through dealers, the street sale price of the Sunday Post-Intelligencer will be raised 2 cents in the city and 3 cents outside the 25-mile limit.

CHARLESTON, W. VA., Dec. 29.—The Mail has increased subscription and advertising rates, effective January 1. The advance in subscription rate is from 50 to 60 cents a month, and the increase in advertising prices will vary with the amount of space used.

HUNTINGTON, W. VA., Dec. 29.—The Advertiser and Herald-Dispatch have increased subscription rates from 15 cents to 20 cents a week. Mail subscription prices are raised from \$7 to \$9 a year and street papers from 3 to 4 cents a copy.

The Gloversville (N. Y.) Morning Herald from \$6 to \$7.20 a year, payable in advance.

The Greenville (Pa.) Evening Record to 3 cents a copy and 12 cents a week.

The Canonsburg (Pa.) Notes increased its subscription rates, effective January 1.

AD RATES INCREASE

The Cheyenne (Wyo.) State Leader and the Wyoming State Tribune of Cheyenne have increased their classified advertising rate 50 per cent., with the minimum charge for an ad increased 33 1-3 per cent.

Greeley (Colo.) Daily Tribune increased to 30 cents per inch.

Canon City (Colo.) Record increased to 25 cents per inch.

JOHNSTOWN, PA., Dec. 29.—The Tribune has announced an increase in advertising rates effective January 1, averaging 30 per cent.

HARRISBURG, PA., Dec. 29.—An advance of 21 cents in all advertising rates has been made by the two daily publishing companies here, effective the first of the year. The Patriot-News (morning and afternoon) new rates will become \$1.12 for two issues, and the Evening Telegraph will become 98c for one issue, display.

ALTOONA, PA., Dec. 29.—Effective January 1 the Altoona Mirror will make an average increase of 30 per cent. on all advertising rates.

ALBANY, N. Y., Dec. 29.—Three of the four daily Albany papers have increased advertising rates, and the fourth will put higher rates into effect January 1. The Sunday paper has also raised its advertising rate.

BOSTON, Dec. 29.—The Boston Transcript will raise its advertising rates, effective Jan. 1, to 25 cents a line, with an extra raise of 30 cents a line for Saturday only advertisers.

SPOKANE, Dec. 30.—The Spokesman-Review has issued a rate card, effective Jan. 1, quoting a basic rate of 10 cents daily and 14 cents Sunday on less than 5,000 lines and 9 1-2 cents daily and 13 1-2 cents Sunday on 5,000 lines and over.

OTHER EFFECTIVE MEASURES

HARRISBURG, PA., Dec. 29.—Harrisburg papers are increasing advertising rates and exercising vigorous circulation economies in an effort to meet the present news-print situation. All papers have announced an increase in both foreign and local advertising rates. For several years past the Telegraph has operated on a no-return basis and allowed no free copies except one to each advertiser. No circulation rate increases are contemplated at this time as such increases were made last fall by the Patriot-News and two years ago by the Telegraph.

TACOMA, WASH., Dec. 28.—The News-Tribune inaugurated a policy on Christmas Day of suspending publication on legal holidays to conserve newsprint and reduce operating expenses. It takes the stand that the overtime union pay demanded for holiday work and the amount of advertising and news carried on holidays does not justify publication under existing circumstances.

FORT WORTH, TEX., Dec. 31.—The Western Advertising Agency is sending the following notice to publishers.

"In order to co-operate with the publishers in the conservation of white paper during the present shortage of paper, this agency has the authority of making the insertion of this copy flexible. Kindly run on date specified, or as near as possible, giving same good position. However, see that it does not conflict with any other copy you may have from us for this client."

Merger in Aberdeen

ABERDEEN, S. D., Dec. 22.—More economical management has been effected by the recent merger of the Aberdeen (S. D.) Daily News with the Daily and Sunday American, all three papers, and the Weekly News, being published from the plant of the American. The American is issued mornings except Monday, and the News is issued evenings, under the management of J. H. McKeever, D. M. Neill and E. P. Neill.

Daily Suspends

HINTON, W. VA., Dec. 30.—The Independent-Herald will discontinue publication on December 31.

THE PITTSBURG PRESS

in 1919

Beat ^{Its} _{Own} World's Record

Of the preceding year, by publishing during the year just ended a total volume of paid advertising of

24,562,048 Agate Lines

Exceeding its unequaled lineage of 1918 by

4,880,792 Agate Lines Gain

In Addition, THE PRESS

Omitted Nearly One Million Lines

Of advertising offered, on account of restriction on size of paper in the interest of newsprint conservation.

Reason: Greatest Result Getter
Largest Daily and Sunday Circulation

MEMBER A. B. C.

Oliver S. Hershman, President and Publisher.

Harry C. Milholland, Vice President & Adv. Mgr.

I. A. Klein, Mgr., New York office,
Metropolitan Tower, New York.

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

SHOWS HOW LUMBER CAN BE ADVERTISED

St. Louis Lumber Trade Exchange Conducts Public Education Campaign Through Daily Newspapers

ST. LOUIS, Dec. 28.—The Lumber Trade Exchange, which is composed of the leading retail lumber dealers of the city, recently conducted a campaign of advertising in the daily newspapers, which has attracted wide attention. The campaign was in charge of Joseph O'Neil, Jr., a young lumberman with vision, and it was done for several purposes.

The primary purpose of the campaign, as outlined by Mr. O'Neil to the St. Louis representative of **EDITOR & PUBLISHER**, was to demonstrate to the people of St. Louis that the lumbermen are real factors in the progress of the city. The advertisements gave to many St. Louisans a realization of the importance of the lumber industry of the city, presenting many facts which have never been made clear before.

Carefully Planned Copy

The advertisements each occupied four full columns of space and the same copy was used in the Post-Dispatch and Globe-Democrat.

The first advertisement told of the important part wood plays in our everyday life, and outlined the scope of the series. The second gave figures to prove that St. Louis is the logical location for any wood-working industry.

The third advertisement was devoted to showing what a big part wood played in the home, asking "Did you ever hear of a steel cradle or a metal rocking chair?" The fourth in the series urged and asks "What Are You Doing?" The sixth and final piece of copy was headed "An Axe to Grind? Yes," which is, "We want the man who never bought or who never expects to buy a stick of lumber to understand the exchange. We want public opinion behind St. Louis as a lumber center and behind the constructive work of this Exchange."

Idea Favorably Received

The advertisements have been gotten together and sent out to members of the St. Louis Chamber of Commerce, to architects and contractors and others. They show "What the St. Louis Lumber Trade Exchange is Doing for St. Louis," that greater use be made of the Mississippi River in the transportation of lumber and what it would mean to St. Louis.

The work of the Exchange and how chair?" The fourth in the series urged and asks "What Are You Doing?"

Mr. O'Neil says that the members of the Exchange have been hearing favorable comments on all sides for the advertisements. Retail lumbermen all over the country have been asking for copies of the series.

Rush Paper on Passenger Train

KANSAS CITY, Mo., Dec. 26.—The Star found itself a few days ago with barely enough paper to print the Sunday editions—and none coming in. An S. O. S. call went to mills at Grand Rapids, Wis., and International Falls, Minn., and paper was started on three routes, arriving on a passenger train.

U. P. Wire For College Daily

AUSTIN, TEX., Dec. 25.—The Daily Texan, student publication at the University of Texas, has closed a contract for the full leased-wire service of the United Press. With the inauguration of

the telegraphic news service, William Weeg of Big Spring, has been appointed telegraph editor, with Wendall Mayes as assistant. Milton F. Ling of San Antonio is editor in chief; Everett L. Looney of Ennis is managing editor and Nugent E. Brown and Maurice J. Lovelady business managers.

FEATURES HAVE BEEN HOBBY WITH CONKLIN FOR YEARS

HAZEN CONKLIN, the new managing editor of the Thompson Feature Service, New York, has a pretty well established reputation for giving



HAZEN CONKLIN

thought-birth to big ideas that make attractive newspaper features at the right moment and time of greatest need.

Mr. Conklin joined the Thompson Features on October 13, going to them from the magazine desk of the New York Evening World. The greater part of his newspaper career has been spent in the employ of the World. He joined the Press Publishing Company nine years ago as a reporter on the Evening World.

Two years later, Mr. Conklin joined the staff of the Sunday World as a special writer and assistant editor. Another year found him holding the position of idea man on the Evening World as a special assistant to John H. Tennant, managing editor. His principal duties were the development of a comic

page and the suggestion of ideas for special features.

When Albert Payson Terhune resigned as magazine editor of the Evening World, in 1917, to devote all his time to writing, the magazine comic and special feature departments were combined into one magazine section of three pages, a fourth page being later added. Mr. Conklin served as an editor of this enlarged section until the early part of October when he was called by the Thompson Features to take editorial charge of their growing service.

Two Papers Hit by Fire

HARRISBURG, PA., December 30.—The Allentown Leader, owned and edited by George R. Roth, was last week totally destroyed by fire, which also wrecked the job printing plant of Wilson J. Hartzell and the Allentown Friendsbote, a German weekly established as the herald of American freedom in the War of 1812.

Editors Will Meet in Denver

DENVER, COLO., Dec. 31.—The Colorado Editorial Association will hold its midwinter meeting here January 19 and 20. S. S. Sherman, director of the A. N. P. A. newsprint conservation and co-operation committee for Colorado, will lead a discussion on paper-saving.

Ads for "Watch Night"

All of the 9,800 Presbyterian churches in the country were urged to hold Watch Night services on New Year's eve and to advertise it beforehand in the public press, according to Presbyterian headquarters in New York. Each church was asked by J. B. Wootan, director of publicity, to run a paid display advertisement of the services of at least four or five inches across two columns in the local newspapers.

Hughes Holding Two Jobs

CLEVELAND, Dec. 31.—Sam T. Hughes, whose resignation as editor-in-chief of the Newspaper Enterprise Association was recently noted, is now acting in an advisory capacity to the N. E. A., with the full salary of his old position and is also editor and part owner of the newest division of the Scripps institution, the Publishers Autocaster Service. Both concerns are in the same building.

Henderson's Hat in the Ring

DES MOINES, IA., Dec. 28.—Robert Henderson, of Council Bluffs, former editor of the Council Bluffs Nonpareil and former state printer, has announced his candidacy for state auditorship.

The New York American

has a daily circulation of

301,942

Six other newspapers in New York City have a combined circulation of

1,095,289

an average circulation of

187,649

People buy

The New York American

from choice. There are seven papers to choose from.

Advertisers buy circulation.

More than twenty per cent of ALL the morning newspaper circulation in New York city is represented by

The New York American

The Indianapolis Star The Terre Haute Star The Muncie Star

Comprising the

Star League of Indiana

During the first eleven months of 1919, from January 1st to November 30th, published a total of

26,684,756

Agate Lines

of Advertising

Reaching the able-to-buy readers of each and every one of Indiana's 92 counties, every morning of the year.

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Building, New York
Western Representative: John Glass, Peoples Gas Building, Chicago

The Shaffer Group

Indianapolis Star
Terre Haute Star Muncie Star
Louisville Herald
Chicago Evening Post
Denver Times
Rocky Mountain News



THE SUN 5 A.M.

VOL. CLXVI—NO. 15 BALTIMORE, WEDNESDAY MORNING, DECEMBER 3, 1919. 20 PAGES. TWO CENTS.

WOOD INDORSED TO LEAD G. O. P. IN 1920 RACE Canton Lumber Wharves And State Oyster Steamer Are Destroyed By Fire MEXICO QUICKLY FREED KIDNAPPED BRITISHER CARLISLE, WOUNDED CAPTURED BY POSSE Wilson Devotes His Message To The Pressing Problems Of National Housekeeping

Vertical text on the left side of the page, including names and small notices.

Vertical text on the right side of the page, including names and small notices.

I am the National Advertiser of Building Materials. The Baltimore market looks better to me than any I know.

In the first eleven months of 1919, Baltimore issued 3,377 building permits, contemplating an expenditure of \$9,751,279 for homes alone. And there were 11,730 other permits issued contemplating expenditures of \$10,442,041 more!

One contractor is putting up 2,500 houses on a single street. Another is building a \$1,200,000 apartment house. Scores of other big building projects are under way in busy Baltimore.

New industries appropriated \$33,975,000 from June, 1919, to November 30, 1919, for the purchase of real estate and plant equipment. The Columbia Graphophone Manufacturing Company (employing 6,000) has chosen Baltimore as the site of its new factory. The plant of the Eastern Rolling Mills Company, the largest exclusive manufacturers of automobile body and stove sheets in the country, is rapidly nearing completion. More new homes.

One reason manufacturers are flocking to Baltimore is because Baltimore has no labor troubles. Nearly half of the families own their homes. Bolshevism never thrives among home owners.

I'm going after some of Baltimore's big business. I can get it through the Sunpapers alone. The Sunpapers will take my message to most of Baltimore's best buyers—owners and builders of homes and business property—with quick results because

Everything in Baltimore Revolves around the Sun

MILLIONS OF FEET OF LUMBER

ATC CLEARANCE SALE

WEDNESDAY LIFE TEST

WEDNESDAY LIFE TEST

WEDNESDAY LIFE TEST

WEDNESDAY LIFE TEST

WEDNESDAY LIFE TEST

WEDNESDAY LIFE TEST

WEDNESDAY LIFE TEST

CALEB VAN HAMM DIES IN MIAMI

New York American Managing Editor, Long Active in Journalism of Metropolis, Was Seeking Health in Florida

MIAMI, Fla., Dec. 27.—Caleb Marsh Van Hamm, for several years managing editor of the New York American, died here today after an illness of several



THE LATE CALEB M. VAN HAMM

weeks. He had left New York for his annual vacation here a week ago, in the hope that the change of climate might benefit him, but the most expert medical attention failed to check his malady.

Mr. Van Hamm was born in Cincinnati 58 years ago, was educated for the law and practiced it for a short time before entering journalism as editor of a sporting weekly. He then became a writer for the Cincinnati Enquirer, leaving in 1891 to become sporting editor of the New York Morning Journal, then owned by the late John R. McLean, who also owned the Cincinnati Enquirer. He joined the New York World staff in 1893 as a reporter, was advanced to city editor, news editor and managing editor, resigning in 1910 to go with the Hearst newspapers. Since then he had been successively news or managing editor of the New York Evening Journal, the Chicago Examiner, and later of the New York American.

Frank Marshall White

Frank Marshall White, aged 58, died Sunday night at Brooklyn, after a year's illness. He began his newspaper career as a reporter on The Buffalo Evening News in 1881, was a reporter and editorial writer on The New York Times from 1882 to 1885, and he then became an editorial writer on The New York Commercial for two years. Mr. White became literary editor of Life, remaining in that position until 1889,

FICTION

Papers in New York City, Boston, Philadelphia, Baltimore, Washington, Kansas City, Detroit, Toronto and Winnipeg are already taking our short stories.

Why?
Write for samples of copy and illustrations.

**METROPOLITAN
NEWSPAPER SERVICE**

432 4th Ave. New York

then he became London correspondent of The New York Sun, and while he was abroad edited the Paris edition of The New York Times, published during the Paris exposition of 1900. Mr. White is survived by a brother, Isaac D. White, of The World.

Obituary

DR. C. S. McCLAIN, aged 77, former publisher of the Springfield (Mo.) Advertiser, was found dead at his home December 23. Death was due to escaping gas, from a heater.

ALLISON SCHWARTZ ROBERTS, the three-year-old son of Roy A. Roberts, Washington correspondent of the Kansas City Star, died at the family home near Washington, December 23.

WILLIAM H. ROWE, aged 62, founder of the Dearborn Independent, died in Detroit Dec. 23. Mr. Rowe, well known as a printer and publisher, had been ill two months. He was also publisher of the Advocate, the West Side Advertiser and some smaller publications.

ARTHUR E. NORRIS, aged 28, assistant night editor of the Waterville (Me.) Sentinel, died suddenly of heart disease Dec. 27.

HENRY R. COBB, editor of the Oelwein (Iowa) Daily Iowan, died suddenly of heart disease December 24. He was 63 years old.

LAWRENCE L. BENNOTT, aged 70, for more than fifty years associated with the Charles F. Johnson Company, manufacturer of printers' ink in Philadelphia, died December 26 in that city.

JOHN MOSES, aged 74, for forty years business manager of the West Chester (Pa.) News, died there Christmas Day. Mr. Moses was a Civil War veteran and had retired from the newspaper business several years ago.

MRS. WINFRED M. HOSTETTER, wife of Van Vechten Hostetter, a copy reader on the Philadelphia Evening Ledger, died of accidental gas asphyxiation last week in Philadelphia. Her brother, William Conrad, is editor of a newspaper in Medford, Ill.

PATRICK J. CLEARY, formerly in the advertising departments of the Baltimore News, New York Evening Journal and New York Globe, died in Flushing, N. Y., on Christmas night after six weeks' illness with pneumonia.

CHARLES A. SPRAGUE, for many years an owner of the Augusta (Me.) Kennebec Journal, died recently in Los Angeles, where he had made his home since 1887.

LYNCH PERRY, editor of the Maury County Democrat, Nashville, Tenn., died last week in Columbia, Tenn., aged 65.

MRS. JENNIE H. LINKSKILL, wife of Charles P. Linkskill, Wilkes-Barre

(Pa.) editor, died recently in Wilkes-Barre.

ALICE KENNICOTT REILLY, aged 78, mother of Leigh Reilly, former managing editor of both the old Chicago Herald and Chicago Evening Post, and of Frank K. Reilly, head of the Chicago book publishing house of Reilly & Lee, died last week in Evanston, Ill.

ELEEN M. BICKETT, mother of James P. Bickett, assistant managing editor of the Chicago Evening American, died December 19 in Chicago, following an illness of several months.

MISS BLANCHE DUROSS, a contributor of special articles to the St. Louis Globe-Democrat, died December 25 in Switzerland.

CHARLES T. WILDER, editor of the Colorado Springs Gazette for twelve years, died recently in the Springs, following an illness of three years.

HENRY A. HANDY, for nearly 45 years with the Boston Transcript, died recently.

ASHTON PHELPS, former president of

the New Orleans Times-Picayune Company, died in Cincinnati, Dec. 11.

FRANK M. WHEELER, for twenty years Newport (R. I.) correspondent for The Associated Press, died Dec. 29. Among the notable news "beats" scored by Mr. Wheeler was the first announcement of the arrival in the harbor of the German submarine U-53 on October 7, 1916. Mr. Wheeler was a graduate of the old navy. Twenty-seven years ago he joined the staff of the Newport Herald. Five years later he was appointed correspondent of the Associated Press.

MISS EMILY LORD, affectionately known as "the little gray lady" in the composing room of the Brooklyn Daily Eagle, died December 21, aged 81 years. She served the Eagle as a compositor for 41 years.

ARTHUR J. ANDERSON, editor of the Pennsylvania Farmer, Philadelphia, died December 10 at Shelby, Mich.

GEORGE E. B. PUTNAM, for many years connected with the Boot & Shoe Recorder and the India Rubber World, died at Newton Center, Mass., Dec. 1

"America's Foremost Industrial Advertising Agency"

Over a quarter of a million dollars—714,285 lines—of special advertising secured in two and one-half years for one of Boston's leading newspapers.

No Special Editions—all in the regular run of the paper and entirely among non-regular advertisers, many of whom have since become regular advertisers.

The Advertising Director of this newspaper says this of our work—

"I want to take this opportunity to thank you for the wonderful cooperation you have rendered us for the past two and one-half years in our industrial department. I cannot conceive of an industrial department handled more effectively, or in a more clean-cut manner than your own.

Mr. Publisher, if you are publishing a good live daily newspaper in one of the larger cities we can do as well for you. Let us take up the matter of a "Weekly Industrial Review" page with you to run on either of your light days, Monday or Saturday. Our representative will call on request.

John B. Gallagher Company
Home Office
Ninth Floor, Dexter Building
Boston

The Boss says :

We hope to make 1920 a "Happy New Year" for ad-folk. Here's our first step—we are changing our agency discount from 15% to

17%

effective on new contracts as of January, 1920.

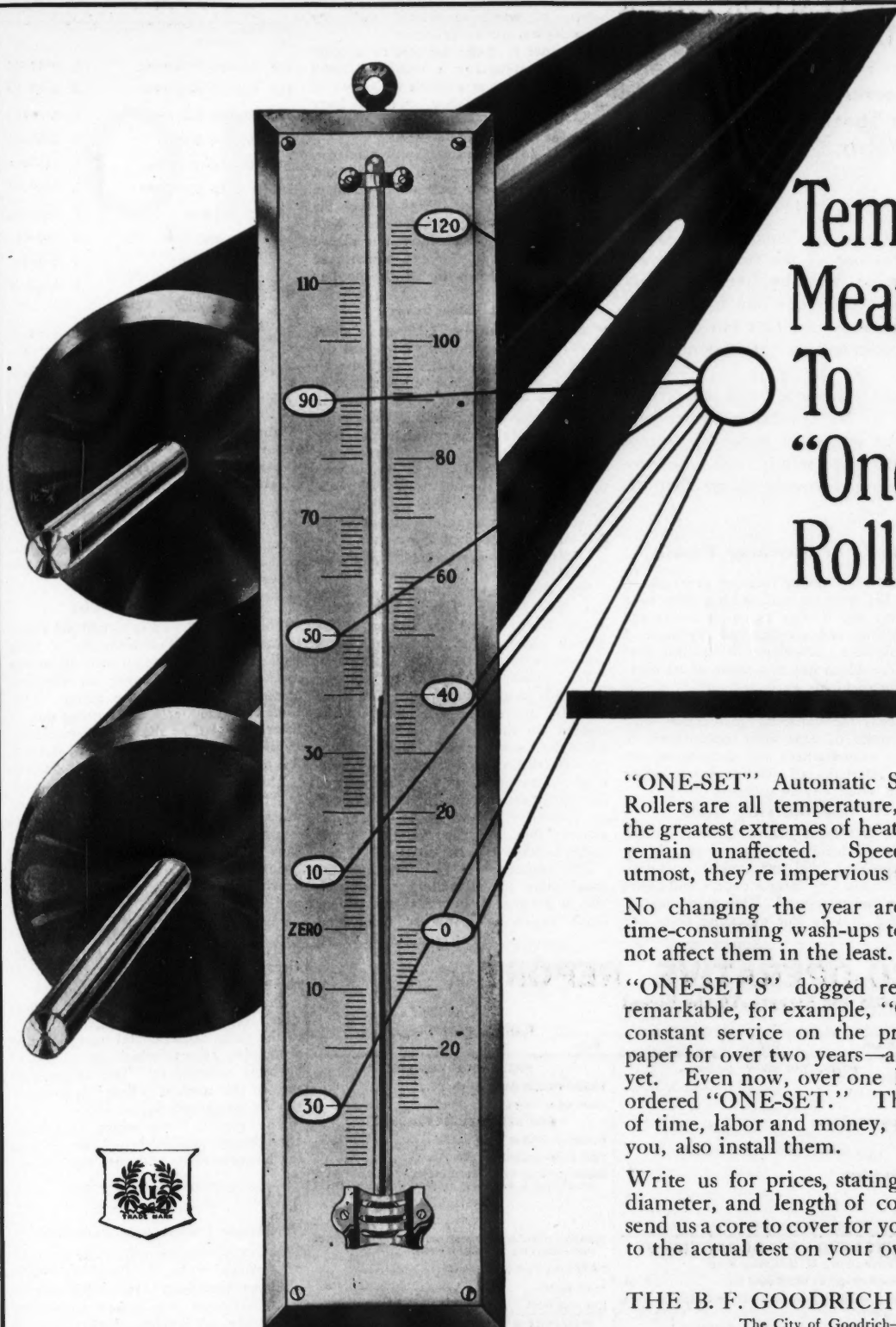
The West Virginian

The Evening Newspaper
Published at Fairmont, W. Va.

Population 25,000—November A. B. C.
Circulation 5,560.

Represented by Robert E. Ward
New York and Chicago

Com
y year
for Th
Among
by M
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Germa
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ndent o
ionate
in th
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31 year
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of th
hia, die
r man
& Sho
World
Dec. 1



Temperatures Mean Nothing To "One-Set" Rollers

"ONE-SET" Automatic Suction Ink Distributing Rollers are all temperature, all climate Rollers. In the greatest extremes of heat and cold, "ONE-SET" remain unaffected. Speed your presses to the utmost, they're impervious to frictional heat.

No changing the year around. No bothersome, time-consuming wash-ups to worry you. Water will not affect them in the least.

"ONE-SET'S" dogged resistance to wear, is truly remarkable, for example, "ONE-SET" have been in constant service on the presses of a leading newspaper for over two years—and have not shown wear yet. Even now, over one hundred publishers have ordered "ONE-SET." The tremendous economy of time, labor and money, makes it imperative that you, also install them.

Write us for prices, stating core diameter, finished diameter, and length of cover face—or, better yet, send us a core to cover for you, and put "ONE-SET" to the actual test on your own presses.

THE B. F. GOODRICH RUBBER COMPANY
The City of Goodrich—AKRON, OHIO

GOODRICH

ONE-SET AUTOMATIC SUCTION ROLLERS

MODEL EFFICIENCY SYSTEM FOR PAPER IN MEDIUM-SIZED CITY

Visit of Editor & Publisher Correspondent to Richmond (Ind.) Item Discloses Plan That Might Well Be Adopted Widely.

[BY A SPECIAL CORRESPONDENT]

I HAD occasion to be in Richmond, Ind., a famous old Quaker town, the other day, and found that one of the two good newspapers published therein and therefore, was the Item, the name of which immediately struck me as a dangerous one for a newspaper in that the inference is such an easy one that but one Item a day is printed—which in fact is positive fact. It is done every morning except Monday.

Being interested in efficiency and expediency and short cuts and kindred subjects I called upon A. M. Dodd, the owner-publisher, who confessed to printing but one Item each day except Monday, and getting by with it most successfully, but who pronounced my interpretation as a false one, proving to me that the Item really prints many items each day.

Inexpensive to Install and Brings Far-Reaching Results

Mr. Dodd disclosed to me, prompted by my interest in efficiency and short cuts, some inventions of his own in that direction which were so unique that I was led to believe that he is almost capable of publishing one Item a day and making a regular newspaper of it if he set his mind to it

A Statistical Shark

He is a statistical shark. Before he went into the newspaper business he was an expert accountant. He bought the Item as an undeveloped property and was faced with the necessity of building it up without adequate capital in a rather hard field. So he had to economize to the last practicable degree in operating expenses.

In order to accomplish this he installed an accounting system which

would keep minute track of every phase of his business and inform him to a penny day by day as to his assets and liabilities and earning and expenses. I know of no newspaper of its class anywhere which has this phase of its operation so highly perfected.

The general books and the collateral records for statistical information, such as units of cost and comparisons, in their completeness and elaboration, are characteristic of metropolitan rather than small city newspapers.

Low Operating Costs

In fact these records provide practically all information about circulation, advertising, and mechanical operation which the very largest papers find desirable and necessary. This work has resulted in very low operating costs and

the elimination of practically all elements of waste to which small city newspapers are so prone.

In order to make the cost of keeping such a system for a relatively small business as low as possible a number of short cut accountancy methods have been devised. I have selected two of them as worthy of description.

One is an office made rapid calculator. It consists of a wooden frame about twelve by eighteen inches in size upon a revolving pedestal. Cross-wise of the frame is a sliding wooden bar, held lightly in whatever position it is placed by flat springs in the end which ride against the grooves in which the bar runs.

Great Time Saver

One side of the frame contains a chart of the display advertising rates and the various quantities of space involved with calculations of total amounts arranged in such a way that by moving the bar up and down as desired the amount of the charge against an advertiser for any amount of space at any contract rate can be determined almost instantaneously without the necessity of arithmetical calculation. This tremendously facilitates the preparation of advertisers' bills at the end of the month

Classified advertising rates are shown on the reverse side of the chart.

The accompanying illustrations show this device. No. 1 is a picture of the device itself. No. 2 is a section of the display chart. The advertising rates run crosswise and the inches lengthwise.

The inches run from 1 to 100 and above 100 in even hundreds. For items involving more than 100 inches to the amount for the even hundreds there is added by mental calculation the amount for the fraction of a hundred. For example, if an advertiser's account showed 243 inches the amount for 200 inches at the respective rate would be determined and to this add the amount for 43 inches as shown by the chart.

The method saves fully one half the usual time in calculating advertising bills at the end of the month and is very much easier as a matter of mental

ROUTE A GREENSBORO, IND.

Box No.	Name	Address	Subscription Dates
162	Vacant		
163	George Linderman	1	4-15-20
164	Martin Nicholson	P	8-28-20
165	Edward Gamber	1	9-5-20
166	Howard Cook	S	2-21-20
167	Charles H. Bond	1	11-15-20
168	Barney Linderman	1	2-19-21
169	E. L. Bane	P	2-15-21
170	Mrs. May Bond	1	6-3-21
171	L. M. Gamber	1	9-5-20
172	Earl Webb	1	11-11-20
173	Vacant		
174	John Linderman	(1	2-19-21
		P	7-1-20
175	John W. Ernberger	1	6-18-21
176	Glenn Pickett	1	6-25-20

Illustration No. 5.—Page from rural record of postal box numbers, residents, and newspapers taken with expiration dates.

labor. The Item has all its bills in the mails within a few hours after the last paper is charged.

Making the Mail List

The second device is a mail list counter as shown by illustration No. 3. The mail galleys are made up with the names and addresses occupying an identical amount of space on the galley. This somewhat facilitates the putting out of the single mail by the mailing machines. It also permits the measuring of the galley proofs by this special stick quickly.

The "on" and "off" method of keeping track of the number of names on the mail galleys for statistical purposes is used day by day but at the end of each month the galleys are actually counted, to correct errors, which are nearly certain to be made by the "on" and "off" method.

Two Other Devices

Mr. Dodd also has two efficiency devices of different character which while not entirely new have unique phases.

One is a daily co-operative report which corresponds along general lines to the daily departmental operation and production reports which are employed by most newspapers. The unique feature of this method is that it is progressive by co-operation.

The report form, which is printed upon heavy manilla board, starts with the business office and goes successively

(Continued on Page 34)

Honor Pershing in Paid Ads

ATLANTA, GA., Dec. 27.—The occasion of General John J. Pershing's first visit to the South since his return from overseas was taken advantage of by the advertising department of the Georgian by the issuance of a special advertising edition yesterday. A large number of important business concerns used about thirty columns of advertising.

Radical Editor on Trial

BOSTON, Dec. 28.—John J. Ballen, editor of the Worker, a radical publication, who was arrested in New Orleans recently at the request of the Boston police, has been brought here to stand trial on a charge of promoting anarchy through the sale and distribution of revolutionary literature.

DAILY CO-OPERATIVE REPORT

FROM the Street--TO the Street

ISSUE OF	Day of Week	Month	Day	Year	Number of Pages
NEWS AND ADVERTISING					
Total Columns of NEWS				
Total Columns of ADV.				
Total Columns				
<small>(To be supplied by Business Office.)</small>					
ADVERTISING DEPARTMENT					
Advance Estimate of all ADV. (in inches)				
Number inches of ADVANCE COPY				
Total inches in Composing Room, 6 P. M.				
Dummies up at P. M.				
Dummies up at P. M.				
ALL Dummies up at P. M.				
Remarks				
<small>(This report to be sent to Composing Room with Dummies.)</small>					
COMPOSING ROOM					
Number of Pages sent to press room up to lunch time, 10:30 P. M. A. M.				
Times of sending down last 3 pages A. M.				
Number of pages used in "Bull Dog" A. M.				
The above does not refer to a double run. When there is a double press run show time last page on first run went down P. M.				
DELAYS					
On account of Cuts from Stereo Room:				
On account of News:				
COMPOSING ROOM—Continued.					
On account of Adv.:				
Other Reasons:				
<small>(This Report to be sent down with LAST Form.)</small>					
STEREOTYPE DEPARTMENT					
Delivered all cuts to Composing Room, except stragglers which came late P. M.				
Time of receiving forms as shown by Composing Room Report:				
Correct	<input type="checkbox"/>				
Incorrect	<input type="checkbox"/>				
If Incorrect state number of pages sent down up to lunch time A. M.				
Time of receiving last 3 pages: A. M.				
<small>(If Composing Room time agrees with your time do not fill in.)</small>					
Number of pages made over due to errors in other departments A. M.				
Number of pages made over due to injury to mats or other causes in Stereo. Dept. A. M.				
PRESS ROOM					
Press started at A. M.				
First Mail (9:35) finished A. M.				
Press Run completed at A. M.				
PRESS ROOM—Continued.					
PRESS Counter shows (Copies)				
Press waste estimated in copies				
LIST BELOW PRESS TROUBLES:					
Number of Broken Webs				
Time on Mechanical Troubles				
Explain here any failure which consumed unusual time or caused delay in delivery of papers to Circulation Dept.:				
.....					
The above refers to single press run. When there are two runs furnish the following information:					
LAST form, First Run, received				
Press started				
Run completed				
CIRCULATION DEPARTMENT					
First Papers received A. M.				
All First Edition papers received A. M.				
ALL Papers received A. M.				
All Mails Caught	Yes <input type="checkbox"/> No <input type="checkbox"/>				
Mails Missed:				
Fault Due to				
First Boy Out A. M.				
Last Boy Out A. M.				
Number of Routes Down				
<small>This Report to be Delivered EARLY each morning to Business Office.</small>					

Illustration No. 4.—Daily production report, in compact, convenient form, used by Richmond Item.

OHIO FIRST

Ohio has finished harvesting the greatest crop in the history of the state.

Greatest in acreage, greatest in yield and greatest in prices. Ohio is rich.

Ohio is catching up on back orders for manufactured goods. Ohio manufacturers have not caught up YET, but they are mighty busy trying to meet the demand.

Ohio has money—lots of it—more money per capita than ever before.

Business is good in Ohio—people buy liberally—steadily and demand plenty of everything.

Get your share of Ohio business. Get it through local Ohio merchants—for Ohio's people set a lot of store on their home folks and are pretty well educated into spending their money in their own home towns—for localized expenditures mean localized prosperity.

Link up with local merchants and get to them through the same media they use—for in so doing you are still further localizing your work and linking your proposition up with people they know.

Twenty-two daily newspapers published in eighteen cities in Ohio as listed

herewith offer a daily circulation of 672,434 at an agate line rate of \$1.2062.

Nine Sunday newspapers, published in seven cities in Ohio as listed herewith offer a Sunday circulation of 453,935 at an agate line rate of \$.8014.

Daily newspapers produce for Ohio retail merchants and daily newspapers will produce for you. They work consistently steadily and effectively.

Don't hesitate about Ohio.

	Circulation	2,500 lines	10,000 lines
Akron Beacon Journal.....(E)	31,781	.06	.06
Akron Times	21,254	.035	.035
Bellaire Daily Leader.....(E)	4,462	.02	.0125
Cambridge Daily Jeffersonian (E)	7,768	.02	.02
Chillicothe News-Advertiser.....(E)	3,081	.00714	.00857
Cincinnati Enquirer, 5c....(M&S)	64,598	.12	.12
Cleveland Plain Dealer.....(M)	177,421	.26	.26
Cleveland Plain Dealer.....(S)	205,985	.30	.30
Columbus Dispatch	75,662	.125	.115
Columbus Dispatch	70,492	.125	.115
Columbus (O.) State Journal (M)	53,597	.10	.09
Columbus (O.) State Journal..(S)	28,399	.10	.09
*Dayton News	35,858	.065	.065
*Dayton News	28,904	.045	.045
East Liverpool Tribune.....(M)	5,829	.015	.015
*Lima Daily News.....(E&S)	11,415	.03	.025
Lima Republican Gazette..(M&S)	10,103	.02	.02
Middletown Journal	4,234	.01143	.01143
Newark American Tribune... (E)	6,178	.0179	.0179
New Philadelphia Daily Times (E)	4,379	.0129	.0129
Piqua Call & Press-Dispatch (M&E)	6,123	.025	.025
*Springfield News	14,791	.03	.03
*Springfield News	11,986	.03	.03
Toledo Blade	86,033	.17	.15
Warren Daily Chronicle.....(E)	5,300	.02	.02
*Youngstown Telegram	20,950	.05	.05
Youngstown Vindicator	23,654	.06	.06
Youngstown Vindicator	22,053	.06	.06

*A. B. C. Report, October 1st, 1919.
Government Statements, October 1st, 1919.

AGENTS CO-OPERATING WITH NEWBOLD

Urging Clients to Conform With Newsprint Conservation Requests, Reports A. N. P. A. Regional Committeeman

WASHINGTON, D. C., Dec. 26.—Not only are the advertisers in the Washington newspapers giving their hearty support to the appeal for newsprint conservation in Delaware, Maryland, the District of Columbia and Virginia to observe strictly the ruling of the War Industries Board regarding paper, but the various advertising agencies are urging their clients to conform with the terms of the request, according to Fleming Newbold, regional newsprint conservation committeeman for the A. N. P. A.

"That I heartily indorse the action of the newsprint service committee for this section of the country goes without saying," said G. A. Lewis, head of the Lewis Advertising Agency of this city. "Immediately upon receipt of the committee's appeal to reduce the advertising space in the newspapers 10 per cent I got in touch with my clients and told them that in order to save space their advertisements must be cut down appreciably.

"Despite the fact that the appeal for reduction of space will work great hardship on the advertisers, now that the Christmas season is on in full blast, we are going to co-operate to the fullest extent with the newsprint service committee. The merchants who are the heaviest advertisers have always co-operated in movements of this kind, and I know they will not fail to give their fullest measure of support in this one."

Gardner F. Johnson of the Gardner Johnson Advertising Agency, said he didn't have to appeal to his clients to observe the 10 per cent reduction in advertising space.

"My clients did it of their own free will," said Mr. Johnson. "They are always willing to co-operate in movements such as this one. If the fuel administrator says, 'Cut down your working hours to conserve coal,' they do so cheerfully, despite the fact that their business suffers as a result. And they will do all in their power to assist in averting a print paper famine by reducing their advertising space in the daily newspapers."

ROSS WITH FARMERS' SUN

Toronto Publication Contemplates Changing to Daily Soon

MONTREAL, Dec. 31.—J. C. Ross, who has been a resident of Montreal for the past dozen years, first as correspondent and business manager of the Toronto Globe, later as managing editor of the Journal of Commerce, where he was associated with the Hon. W. S. Fielding, ex-Finance Minister, and still later as special newspaper representative, is leaving Montreal tomorrow to assume the managing editorship of the Farmers' Sun of Toronto.

The Farmers' Sun is the official organ of the United Farmers of Ontario, who have lately assumed the reins of government in that province. The paper at present is being published as a weekly, but it is the intention of the publishers to shortly change it into a semi-weekly and ultimately into a daily. Mr. Ross, who assumes the editorship of the

paper, is an arts graduate of the University of Toronto and has had some 15 years' newspaper experience.

BICKNELL RETIRES

Popular Hearst Employee Not Ready to Announce Plans

Henry M. Bicknell has resigned from the Hearst organization effective January 1. Since 1896 Mr. Bicknell has continuously filled the exacting position of cashier and general accountant with the New York American and Evening Journal and during this long period of service he has become one of the best known and most popular figures in the local journalistic field.

Previous to his joining the Hearst forces Mr. Bicknell was engaged in public accounting practice in New York, but for the past twenty-four years he has seen almost constant service in the financial department of the Hearst New York papers, except for a short period when he was assigned to Chicago to install accounting methods there when Hearst's Chicago American was started in 1900.

In 1914 Mr. Bicknell, who had pursued the study of law for some years, was graduated from New York University Law School and the following year he received his admission to the New York Bar. Mr. Bicknell has not as yet made known his plans for the future but his host of friends both in and out of newspaperdom, will wish him every success in his further career.

Grand Jury May Probe Leak

WASHINGTON, D. C., Dec. 31.—Assistant Attorney General C. B. Ames has requested a grand jury investigation of the "leak" on decisions of the Supreme Court of the United States revealed a few days ago by Marlen E. Pew, editor and general manager of the International News Service. While the Department of Justice has made no formal announcement, it is expected that a special grand jury will be impanelled and that a number of persons will be examined. Additional evidence has been turned up by Mr. Pew and Department of Justice operatives, both in New York and at the capital, since the initial disclosure of the alleged leak.

Form Trade Press Service

ATLANTA, GA., Dec. 29.—Roy C. Booker and Harold F. Podhaski have purchased the trade press department of the Dixie News Service, Ltd., Healey Building, Atlanta, and will conduct it as a separate organization under the name of the Business Press Correspondents. Mr. Booker established the trade press department in connection with his business representation in the Southern field of the Manufacturers Record, Jewelers Circular, Boot and Shoe Recorder, and other national trade magazines. He will continue to represent these journals in the South but Mr. Podhaski will assume active charge of the trade press work. Mr. Booker was for six years staff correspondent for the Manufacturers Record before the war. Mr. Podhaski was formerly in the editorial department of the Indianapolis News and since his discharge from the service has been in the editorial department of the Atlanta Georgian.

Inland Meeting in February

CHICAGO, Dec. 29.—The annual meeting of the Inland Daily Press Association will be held at the Hotel La Salle, Chicago, February 16 and 17.

INDICTMENTS QUASHED

N. Y. Times and Tribune Deny Malice Toward Mrs. Hearst

Indictments charging criminal libel against the publishers of the New York Times and the New York Tribune for articles alleged to have attacked the patriotism and loyalty of Mrs. William Randolph Hearst (while she was chairman of the Mayor's Committee of Women for National Defense, were dismissed on December 30 by Judge Wadhams in General Sessions.

The judge acted on motion of the assistant district attorney, approved by Mrs. Hearst, in which he said that because of statements by counsel for the defendants, and because of printed declarations that no malice was intended, nor did the papers intend to question Mrs. Hearst's Americanism, he did not believe a conviction could be obtained.

Kaufman Buys McClure's

McClure's Magazine has been sold to Herbert Kaufman, poet and newspaper writer. It will henceforth be edited by Mr. Kaufman, whose associates in the management will include George L. Storm, chairman of the board of the American Safety Razor Corporation and the Sweets Company of America; Leon Schinasi, cigarette manufacturer; J. F. Bresnahan, vice-president American Chiclé Company; John O'Hara Cosgrave, well known magazine editor and lately associated with the New York World; Edgar Sisson, former editor of the Cosmopolitan Magazine, and Frederick L. Collins, who has been publisher of McClure's for several years. McClure's Magazine was established in 1893 by S. S. McClure. Under the new ownership, it is announced, the periodical will "pursue a strong, aggressive and constructive policy, both nationally and internationally." The magazine will continue to be published from New York.

Georgia Paper Sold

(BY TELEGRAPH)

WEST POINT, GA., Dec. 31.—W. Trox Bankston has sold the Lancet-News to the West Point Publishing Company and leased the News Building to the company for three years. Mr. Bankston was owner and editor of the News for twenty years. The News suffered heavy damages in recent floods.

Altoona Papers Merge

(BY TELEGRAPH)

ALTOONA, PA., Dec. 31.—Merger of the Tribune and the Times, both

morning newspapers, takes place with tomorrow's issue under the name of the Times-Tribune. W. H. Schwartz, for 39 years editor of the Tribune, remains as editor of the new paper. The Tribune was established as a weekly in 1856 and became a daily in 1873. The Times was established in 1884. The Tribune was owned by Col. Henry W. Shoemaker. The Times was owned by a corporation.

YEAR 1920 WILL TEST STRENGTH OF PRESS

(Continued from Page 5)

costs of production and the existence in many places of more papers than the public needs. There is a new era of efficiency developing, and many space buyers under the pressure of high rates are sooner or later going to confine their patronage to the best medium, or mediums, rather than to a reckless shot-gun scattering of money in every direction.

It takes the struggle of hard conditions to bring out the strength of men. This year will prove the strength of publishers, their capacity to meet conditions and to overcome them.

MONTREAL, Dec. 29.—The Star has informed its editorial employees that no union news writer will be permitted to hold his position after Wednesday next.

Keeping Up With The Times

A FACT A WEEK

The most recent acquisition to The Times advertising staff was at one time a traveling salesman for men's underwear and clothing in the territory which includes Washington.

The other day he said to the publisher:

"I know personally a half dozen highly desirable and successful merchants in Washington who could be interested to take on and push a dependable line of men's clothing.

"I know personally more than a dozen important stores that would feature a good line of men's underwear in co-operation with the manufacturer — stores that would back the manufacturer's advertising with their own advertising.

"Why can't we bring the two together?"

Is anybody who reads this interested to follow up this opportunity?

The Washington Times, Washington, D. C.

"Features that Sell Newspapers"

—

BAILEY CHILDREN'S SERIES

DICKEY'S DOGS

FAIRCHILD FASHION NEWS and IDEA SERVICE

SHORT FICTION

SERIALS

"YOUR HOME AND YOU"

—

METROPOLITAN NEWSPAPER SERVICE

432 4th AVE. NEW YORK

"Quality Features for Quality Papers"

IN A SINGLE DAY

(December 31)

These

Wonderful Names

appeared in oversigned articles in the leased wire report of the

International News Service

These leaders of thought and action wrote for the clients of I. N. S. sparkling Happy New Year messages glowing with wit and brimful of wisdom, and it's this sort of newspaper enterprise that is making I. N. S. famous among American newspaper editors.

Thomas R. Marshall, Vice-President of the United States
 Charles W. Eliot, President Emeritus of Harvard
 Secretary of War, Newton D. Baker
 William Jennings Bryan
 President Venustiano Carranza, of Mexico
 Attorney General A. Mitchell Palmer
 Gen. Peyton C. March, Chief of Staff of U. S. Army
 William G. McAdoo, former Secretary of the Treasury
 Gen. Leonard Wood, U. S. A.
 Rear Admiral William S. Sims, U. S. N.
 Champ Clark, Minority leader in the House of Representatives
 Franklin K. Lane, Secretary of the Interior
 Governor Frank C. Lowden, of Illinois
 Joshua W. Alexander, Secretary of Commerce
 Samuel Gompers, President of the American Federation of Labor
 Miles Poindexter, U. S. Senator from Washington
 Homer S. Cummings, Chairman of the National Democratic Committee
 Glenn E. Plumb, Author of the Plumb Railway Plan
 Ex-King Nicholas, of Montenegro
 Prince Alexander, Prince Regent of Jugo-Slavia
 Louis Klotz, Minister of Finance in the French Cabinet
 Premier Venizelos, of Greece
 Charles M. Schwab, Financier
 Sir A. Conan Doyle, Author
 Arthur Brisbane, Editor

Senator Warren G. Harding, of Ohio
 Lord Birkenhead, Lord Chancellor of England
 Mary Pickford, Actress
 Charles Dana Gibson, Artist
 Horatio Bottomley, Member of British Parliament and Editor
 David Belasco, Playwright
 Dr. Harvey W. Wiley, Food Expert
 Booth Tarkington, Author
 Meredith Nicholson, Author
 Howard Chandler Christy, Artist
 Douglas Fairbanks, Actor
 Elsie Janis, Actress
 John Galsworthy, Author
 Gordon Selfridge, leading London Merchant
 George Creel, Author
 Havelock Wilson, President of the International Seamen's Union
 Kenneth C. Beaton ("K. C. B.")
 Raymond Hitchcock, Actor
 William S. Hart, Actor
 Rev. F. B. Meyer, President Free Churches Union of Great Britain
 Alexander M. Thompson, leading English Labor Writer
 George McManus, Creator of "Bringing Up Father," Cartoons
 Walker D. Hines, Director General of Railroads
 Gov. W. P. G. Harding, of Federal Reserve Board

I. N. S. makes great newspapers because it aims to cover the spot news field thoroughly and accurately and also to put the wholesome spice of enterprise into its telegraphed news features. The reader gets an eye-ful every day.

Write for particulars: Leased wires, pony telegraph and telephone reports, automatic printers, news mats and the best special features obtainable.

INTERNATIONAL NEWS SERVICE

M. KOENIGSBERG, President

MARLEN E. PEW, Editor and General Manager

10th Floor, World Building, New York

SAN FRANCISCO, 201 Sharon Building

LONDON, 69 Fleet Street, E. C.

CHICAGO, 310 Hearst Building

PARIS, No. 2 Rue de la Paix

BERLIN, Hotel Adlon

NEWS IN BRIEF of the NEWSPAPER AND ADVERTISING WORLD

Investigation by EDITOR & PUBLISHER of reports that fifty daily and weekly newspapers of Colorado had been compelled to suspend publication by the print paper shortage revealed that only six papers have succumbed, for various causes, during the entire year of 1919. They are: Greeley Star, Fleming Courier, Matheson News, Penrose Press, Pierce Leader and Wild Horse Times.

C. C. A. Baldi, publisher of an Italian newspaper in Philadelphia and head of the Federation of Italian Societies in that city, has been accorded the decoration "Commendatore" by the King of Italy as a mark of honor for his social uplift and educational work among Italians.

Florence J. O'Brien is now the sole owner of the Chico (Cal.) Enterprise, having bought the interest of his late partner, John S. Briscoe. Mr. O'Brien has been in Western newspaper work since 1893, when he became manager of the Tucson (Ariz.) Citizen. For thirteen years prior to 1908, when he purchased a half interest in the Chico Enterprise, he had been with the Sacramento Union, retiring as business manager.

The Elyria (Ohio) Chronicle-Telegram and the Frederick (Md.) News and Post are two newspapers which announce the establishment of profit-sharing plans at the close of 1919. In Elyria, the Chronicle-Telegram pays its interest on capital and then pays a profit on \$60,000 worth of stock to its employees. The Frederick News and Post has founded an employees' surplus fund, for which a portion of the earnings will be set aside and from which dividends will be paid semi-annually according to their shares.

John Burton Davis, formerly city editor of the Brownsville (Tex.) Herald, is now doing feature work for the San Antonio Evening News.

William P. Epperson, formerly editor of the Colorado City Iris, but for several years a resident of Kayesville, Utah, has recently been elected mayor of that city. Mr. Epperson is still engaged in the newspaper and commercial printing business.

Wilfred D. Bagley, city editor of the Bridgeport (Conn.) Post, has been ordered by his oculist to take a six weeks' vacation. He has gone to Florida for a rest.

S. Deane Wasson, formerly of Fort Worth and Oklahoma papers, has leased the plant of the San Benito (Tex.) Light, a six-day afternoon paper. Mrs. Wasson is city editor.

Myer Cohn, a copy reader on the Philadelphia Evening Ledger, will marry Miss Minette Haskins Dembo, daughter of Mr. and Mrs. Meyer Dembo, in Lancaster, January 6.

Speaking on the subject of "Women in Advertising" at the Triad League last Saturday evening, Miss Jane Martin, president of the New York League of Advertising Women, said that there are many openings in the

advertising world, other than the overcrowded copy field, for women, and that these other fields, practically untouched, are in great need of reinforcement.

One of the most unusual papers in the South is Byways and Hedges, published daily by the Church of the Incarnation, of Atlanta. It is printed on the back of a postal card with the sub title, "A Journal Devoted to Saints and Sinners." The purpose of the publication is to quicken interest in the nation-wide campaign of the Episcopal Church for broader usefulness and spiritual awakening. Each number is devoted to a single editorial expression.

The Dublin (Ireland) Freeman's Journal has lost its suit for damages against the authorities who caused its recent suppression, the Chancery Court judge ruling that the suppression was justified.

The W. R. Baranger Company has been appointed Pacific Coast representative of the Honolulu (H. I.) Star-Bulletin, Phoenix Arizona Republican and the St. Louis Post Dispatch.

Albert Frank & Co., advertising agents, 26 Beaver Street, New York, have purchased for sole occupancy the four-story building at 14 Stone Street. The present structure will be entirely remodelled inside and out, and two floors and a marble front will be added.

Employees of the Wilkes-Barre (Pa.) Times-Leader have just shared in the profits of the newspaper to the extent of \$4,000. Each employee who has been with the newspaper for over a year received a percentage of the total earnings for the preceding twelve months.

The John Budd Company has closed an arrangement with the W. R. Baranger Company, San Francisco, Los Angeles and Seattle, formerly Baranger & Weaver, to represent its list of newspapers on the Pacific Coast. This does not affect Mr. Baranger's connection with his Pacific Coast list or with other Eastern newspapers.

The Mergenthaler Linotype Company held its sales convention in New York on December 27-30. There will be another meeting in Chicago January 3-6. Walter Savory was in charge of the New York convention and will be associated with Norman Dodge in charge of the Chicago meeting.

Andrew Lawrence, former publisher of the Chicago American and Examiner, has purchased the San Francisco Daily Journal of Commerce.

The trade and technical section of the British Weekly Newspaper and Periodical Publishers Association recently discussed a proposal by Reuters, Ltd., for the establishment of a special service of overseas trade news for the British trade press. Reuters' representatives at the conference stated that much news of special interest to trade journals went over the wires to the daily newspapers and was not pub-

lished because of its extremely technical character. The news agency, however, in presenting its proposal, insisted that the organization of the new trade news service be no bar to the service of the daily press with the same news.

A daily newspaper exclusively for the automobile industry has been started in San Francisco as the Daily Automotive News. It is a little four-page paper, printed on pink stock and carries the California daily automobile registrations and trade gossip. Ramsay Oppenheim Company is the publisher.

Audit Bureau of Circulations reports have been issued on the following newspapers: Columbia (S. C.) Record, Columbia State, Crawfordsville (Ind.) Journal, Crawfordsville Review, Minneapolis Daily News, Minneapolis Journal, Minneapolis Tribune, Newport News (Va.) Daily Press, Newport News (Va.) Times-Herald, Victoria (B. C.) Daily Colonist.

Miss Elizabeth M. Hamil is the new society editor of the Cheyenne (Wyo.) State Leader. Miss Hamil goes to Cheyenne from Washington, D. C., where she was engaged in war work.

F. B. Nichols, who has been on the editorial staff of the Capper Farm Press, Topeka, Kan., since 1913, has been made managing editor.

Albert W. Keane, for the past 12 years a member of the New Bedford (Mass.) Times staff, has been named city editor of the Waterbury (Conn.) Republican.

Frank L. Wright, former Denver and Kansas City newspaper man, but for the past year advance publicity man for the Hagenbeck-Wallace circus, is now on the copy desk of the Kansas City Post.

Ed. Strain, who left the Kansas City Journal to enter the advertising business in Oklahoma City, has returned to the Journal copy desk.

Miss Bernice A. Trevor has joined the staff of the Okmulgee (Okla.) Times as society editor, succeeding Miss Anne Lord, who went to the Okmulgee American as society editor.

Earl Craven, until now editorial writer for the St. Paul Dispatch-Pioneer Press, has been made managing editor of the Farmers' Dispatch. S. E. Elliot, whom Mr. Craven succeeds, will concentrate upon agricultural development.

Ben Ferriss, who for some time covered the city hall run for the St. Paul Dispatch-Pioneer Press after resigning the city editorship of the Pioneer Press, is now press agent for the Finkelstein & Ruben theatres.

J. G. Hayden has been appointed Washington correspondent for the Detroit News. He was one of the five accredited American correspondents selected by his fellow newspaper to attend the armistice proceedings in November, 1918.

William K. Kelsey has been sent to London as correspondent by the Detroit News.

Mrs. Jessie F. Smiley has just become society editor on the Cheyenne (Wyo.) State Leader.

George Jones, assistant Sunday editor of the Philadelphia Inquirer, received a broken knee cap in a fall recently at his home in Swarthmore, Pa.

Hubert R. Kotterman, of the Associated Press New York office, who suffered a nervous breakdown several weeks ago, has gone to his former home at Noblesville, Ind., to rest, on advice of his physician, and later expects to go to the Pacific Coast.

Hazel R. Aiken, former city editor of the Wilmington (N. C.) Star, has entered insurance work as district manager for the Pacific Mutual Life Insurance Co., with headquarters at Hickory, N. C.

Gus Torgerson, former state capitol correspondent of the Birmingham (Ala.) Ledger and previous to that time city hall reporter for that newspaper, has joined the Birmingham News as special staff writer. Mr. Torgerson was, previous to his connection with the Ledger, a member of the District of Columbia bar and was admitted to the Alabama bar, but soon returned to his first love, the news room.

H. B. Niesse has been made city editor of the Houston Post, taking the place of F. A. Maes, resigned. E. R. Millis, a staff writer on the Post, has been made assistant city editor.

Miss Camille Dosch, sister of Arno Dosch Fleurot, well-known European correspondent, is now on the society desk for the Portland Oregonian, on which Mr. Dosch-Fleurot began his journalistic career.

Miss Bertha Hempstead, former society editor of the Topeka State Journal, is returning from Europe, where she went to do Y. M. C. A. work, seriously ill.

Arnold D. Prince, formerly with the New York Evening Sun, has joined the city staff of the New York Tribune.

E. E. Albertson, financial editor, has taken charge of both the financial and market ends of the San Francisco Call and has taken on as his assistant Lee Nelson, a young man who has grown up in the Call service. Previous to the war Mr. Nelson was in the sporting department.

H. M. Walker, formerly of the Grand Rapids (Mich.) Herald, has become telegraph editor of the Winnipeg Tribune.

Caroline Kirkland of the Illinois Women's Press Association, has compiled and edited a volume of letters and reminiscences of early Chicago, entitled "Chicago Yesterdays."

Richard D. Cannon, formerly managing editor of the Portland (Ore.) Telegram, has taken up publicity work in the real estate field for a large syndicate of Portland capitalists.

GATHERED AT RANDOM

More than the usual number of Christmas and New Year greetings came to our desk during the last few days of Santa Claus, turkey and a crippled bank book, and they, for some reason, seemed to be of more than the usual merit. Here, for instance, is a little verse that came to us in a folder from the Chambers Agency, of New Orleans, done in Christmas colors and depicting on its front cover an old-fashioned Yuletide red lantern:

Ye lanthorne lyghtte
In days of yore
Did draw ye folke
To traydesman's doore.

Ye drawinge lyghtte
For nineteen twentie
Is advertyseinge
Goode and plentie.

* * *

Robert J. Bender, of the United Press, went over to Brooklyn last week and spent an entire evening in Barney Furay's attic helping to sort a new bundle of foreign postage stamps.

* * *

Europe, Sign Here.....

Capt. Bud Fisher, thought-father of Mutt and Jeff, and Lieut. Jack Wheeler have sailed for England. It will be the former's second visit this year. Before returning home Capt. Fisher and Lieut. Wheeler expect to visit France.

* * *

One Hundred Years Ago Today

Editor's Assistant—What'll I do with this poem called "The Stream?"

Editor—Put it in the "Current Verse" column.—Bide Dudley in the Evening World (New York).

* * *

Corrected

Dec. 19, 1919.

"Gathered at Random:
"We note with pleasure the little item about The Independent's "Sunshine Offer" in your issue of Dec. 11. Thanks.

"But your information is about two years behind time, as our offer has stood continuously for more than nine years. The Independent named St. Petersburg "The Sunshine City," and to fix the claim beyond dispute made its "Sunshine Offer."

"Am taking the liberty of enclosing you a copy of the first page of our edition when we were last called upon to 'make good,' which will explain to your our unrestricted give-away plan. We pay our newshoys to run the streets and cry The Independent and give it away—just as if they were selling—and do not allow them, the newsstands or anybody else to take a cent of money for the paper that day. The penalty is being promptly 'fired.'

"With best wishes, we are
LEW B. BROWN."

* * *

The editor of the Eau Claire Telegram is somewhere in the woods of Wisconsin. In assembling the church news for last Saturday's paper the make-up man neglected to remove the slug line, "Add Holy Junk."—Chicago Tribune.

* * *

When Dreams Come True

George Deckard, editor and publisher of the Liverpool (Pa.) Sun, recently suspended publication for one week and went for his annual deer hunt. Mr. Deckard publishes only fifty-one issues in the year, his hunting taking up the other week.

* * *

Ditto, Ditto, Ditto

(SPECIAL CORRESPONDENCE)

Dalton, Ga., Dec. 31.—It was a cold and dismal night and T. S. Shope, editor of the Dalton, Ga., Citizen, awoke right in the middle of it. Likewise it was very dark and Mr. Shope was conscious of that feeling the fiction writers are wont to talk about when one awakens suddenly from sound sleep in the dead of night, as it were. As a matter of fact he was conscious of the fact that he had a bed-fellow and he was certain that he had not had one when he retired.
Mr. Shope reached over and turned on the

light and there, sleeping peacefully and with its head cuddled up under his shoulder was an enormous gray rat. Mr. Shope resented the uninvited presence of the rat and combat followed in a battle to the death, the rat coming off second best.

* * *

Another Walkout Threat

(SPECIAL CORRESPONDENCE)

Topeka, Kan., Dec. 23.—An editorial "walk-out" at Washburn University here, is promised by Elliott Belden, editor-in-chief of the Washburn Review, the college publication, who has informed John Troxwell and Dewey Hutchinson, business managers of the paper, that unless he receives compensation for his services, they can edit the paper after the Christmas holidays. Belden complains that the managers are making excessive profits from advertising, and demands \$5 a week, in addition to his tuition, which is paid by the college. The managers claim that while they are selling plenty of advertising space now, after the holidays business will be poor.

NICE EDITOR THROWS THINGS

Was Not Informed of Strike-Forced Co-operation, Says Opposition

(Editor & Publisher Special Correspondence)

PARIS, Dec. 4.—Nice has two morning papers quite as excellent as those published by its far greater neighbor Marseilles. Recently a sudden strike of typographers compelled the two, Le Petit Nicois and L'Eclairer, to use the same forms, as only sufficient non-unionist comps could be enlisted to set one paper for the two. Each kept its own title, which was the only thing different in the two papers.

The incident would have passed as a natural result of a sudden strike, only that it occurred in the height of the election campaign.

The two papers were, of course, backing rival lists for the Chamber of Deputies, and M. Jean More, director of the Petit Nicois, is a candidate. He was making a tour in the constituency when he received the copy of his paper, which was identical with that of his opponent's.

Not knowing what had happened and furious at seeing the rival list with the same publicity as his own, M. More returned hastily to Nice and, according to the Eclairer, gave his staff a considerable piece of his mind, going so far as to throw a telephone receiver at one and threaten another with his revolver. The wire attached to the telephone prevented it reaching its mark, and eventually all was explained.

The strike was settled in a few days, the men receiving the increase of 30 per cent they were asking, which, it may be added, is the usual way any strike is settled in these days in France.

Church Ad Body Elects

PHILADELPHIA, Dec. 27.—New officers of the Church Advertising Association have been chosen here to conduct the proposed advertising campaign in which city churches will spend from \$200,000 to \$250,000. They are: President, Rev. Aquila Webb; vice-president, Rev. Virgil Rorer and Rev. J. Henry Harnig; secretary-treasurer, Samuel B. Fares; layman's co-operating committee—Alba Johnson, A. J. Drexel Biddle, William R. Nicholson, Harry Paisley, George C. Shane, W. Freeland Ayer, John Wanamaker, George Wharton Pepper, John Gribbel, E. Clarence Miller, Edward Bonsall and Harvey C. Miller.

Prize for Women Writers

LAWRENCE, KAN., Dec. 26.—The Theta Sigma Phi honorary journalism sorority at the University of Kansas has established a scholarship in memory of James ("Uncle Jimmy") Green, dean of the law school, who died recently. A gift of \$25 annually will be given to the woman journalism student doing the most commendable work in journalism.

Any
State
That
Can
Produce
Seventy
Million
Dollars'
Worth
of
Merchandise
a
Year
Is
a
Good
State
For
Business

NEW JERSEY
produces over
\$70,000,000
worth of manu-
factured prod-
ucts annually.

New Jersey is one of the
greatest resort states in
the Union.

New Jersey is a good
state for truck garden-
ing—one of the best in
the Union.

New Jersey daily news-
papers present golden
opportunities for na-
tional advertisers for
real business.

New Jersey Newspapers

	Circulation	Rate 5,000 lines
Asbury Park Press (E).....	7,651	.0225
Atlantic City Press (M) Union (E).....	16,591	.035
Elizabeth Journal (E).....	17,516	.05143
Hackensack Record (E).....	4,868	.0179
†Hudson Observer (Hoboken) (E).....	42,799	.08
†Passaic Herald (E).....	7,453	.03
†Passaic News (E).....	7,967	.03
†Paterson Press-Guardian (E).....	11,705	.03
Perth Amboy Evening News (E).....	8,312	.03
Plainfield Courier-News (E).....	7,749	.0214

Government Statements, October 1st, 1919.
†A. B. C. Report, October 1st, 1919.

EDITORIAL

1920, SECOND YEAR OF RECONSTRUCTION

THE wounds sustained by Civilization in the great war were not mortal. They are healing slowly but surely. Some of them have already been forgotten. Others cause anxiety but not despair.

More than a year after the firing of the last great gun on the Western Front the world remains in a state of half-peace and half-war. The new maps cannot yet be drawn. The new nations have not yet found themselves.

Economic as well as political illusions have been shattered. Money has ceased to exercise its old magic spell over life. Service is enthroned. We are coming to realize that wealth is not created by fiat but by faith and purpose and toil.

The great task of the world is production. There is no place under the smiling heavens for an idler, for a parasite, for a non-producer. The homage of mankind in the new days will be reserved for those who make two blades of grass grow where but one was found in the outlived times.

Our newspapers face duties which are obvious and inescapable. They must restore sanity and the reasoning mind to millions who have yielded to the sway of that madness which stalks through the world in the wake of every great disaster. To these millions the old anchorages have been lost. They seek fantastic remedies for social and economic ills. They would continue in peace the orgy of destruction which the war witnessed.

The newspapers hold the keys. They must measure up to their responsibilities under the new order. They must turn the thoughts and energies of all the people toward new effort, toward the replenishment of the plundered treasure-houses of the world. They must give new force and beauty to the doctrine of toil and thrift.

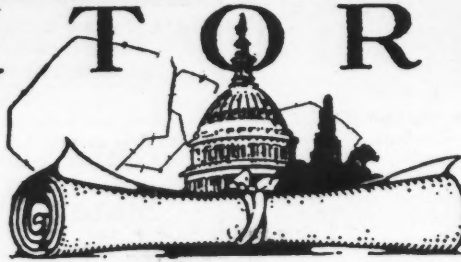
And they must teach by example as well as by precept. They must attain to a still higher stage of usefulness in their communities. They must set new standards of service. They must voice the craving for brotherhood among nations and peoples. They must war against vice and crime and profligacy and evil intent. They must hold public servants to an accountability which is real, not merely sentimental.

And they must meet their own problems with broad vision—not with mere devices of expediency. To be explicit, they must realize that the disturbing problem of a newsprint supply is the vital business of all, not merely of a few publishers—that temporary relief for one paper, bought at the expense of the life of another and weaker paper, constitutes economic homicide. The second commandment still holds in human affairs.

For our newspapers, for those who make them; for our advertisers, whose vision and faith keep the wheels of industry and progress turning, EDITOR & PUBLISHER extends cordial good wishes for 1920—the year of years!

IT is stated that the Minnesota and Ontario Company has made contracts for 1920 with all old customers at \$98 a ton at the mill, in the face of offers from other sources for the whole output of the company at prices as high as \$150 a ton. The company doubtless feels reasonably satisfied with the rate as fixed. It means for one of its customers, the Davenport Times, an increased cost for paper for the coming year of \$30,000.

IT is predicted that a good many publishers will visit Washington during January. Proposals for various forms of congressional action on the newsprint question will be under consideration—and some of these are pretty sure to be inadequate or inequitable.



MR. COLVER'S COMMON-SENSE VIEWS

EDITOR & PUBLISHER was privileged to present in the issue of December 25 a clear-cut analysis of the advertising and publishing problems of the moment by Hon. W. B. Colver, Federal Trade Commissioner. It is conservative to say that no other recent contribution to the trade journalism of this field has carried so much of constructive value and sound doctrine as may be found in this article.

Mr. Colver paints no gloomy outlook for either newspapers or advertisers in his summing up of conditions. Rather, his picture is heartening and inspirational. He sees no elements of disaster in the need for readjustment of newspaper sizes and advertising space and rates. These readjustments, made necessary through economic conditions, spell betterment, in his view; betterment of the editorial product, betterment of the advertising appeal.

The Commissioner, himself a former newspaper executive, is in a position to speak with peculiar authority on the business outlook. And he sees, for the next five years, a constantly increasing demand for advertising. This is assured, as he points out, by the great expansion of industry and commerce now under way. Business concerns of the enterprising kind are reaching new levels in volume of trade. They are organizing enlarged facilities for production, and seeking new markets and wider distribution. Accustomed to appropriating a fixed per cent of the gross volume of business for advertising, the increased expenditure for this item occasioned by business growth is not due to the adoption of new policies but to adherence to old and tried ones. As business grows, advertising grows.

He sees no prospect for cheaper newsprint in the immediate future. So restriction of sizes of issues and higher rates for advertising he believes to be imperative. He urges the value of the quarter-page spread for advertisers instead of the use of full pages. And he contends that this would mean a distinct "trading-up" in newspaper and advertising values.

So, out of the confusion and difficulties of the moment, Mr. Colver points the straight road to progress and prosperity. The old standards of competition are no longer sound. Policies of waste, of recklessness as to sizes of issues, of encouragement of mere volume of advertising—often accepted at ruinously low rates—must be dropped like outworn garments, and the code of common sense must take their place.

USUALLY the line of least resistance in spending an advertising appropriation is the line of least wisdom. It may involve less office detail to place an appropriation in a few magazines than in many newspapers—but the form of economy will not appeal to the manufacturer who wants results.

HOW "PUNCH" SELLS ADVERTISING

ROY V. SOMERVILLE, advertisement manager of Great Britain's most widely quoted periodical, *Punch*, tells EDITOR & PUBLISHER that he has in hand orders for a great deal of the highest class American advertising which he cannot fill.

In fact, on November 25, 1919, the available advertising space in *Punch* for the entire year of 1920 was sold out. Mr. Somerville says that there is no probability of his having any space to sell to anybody during 1920 except such as may be relinquished from time to time owing to change of plans on the part of advertisers.

Thus *Punch* would seem to be one publication which has established a "seller's market" in advertising. To a certain extent the chief daily newspapers of Great Britain have for some time been headed in the same direction. EDITOR & PUBLISHER has related how the *Daily Mail* sells space for future delivery. The management is more concerned with reservations for space to be used six months from the date of negotiations than in current business—for the good reason that in many instances the space in current issues was sold months ago.

This condition has come about through the necessary limitation of advertising space in English newspapers, due to their arbitrary restrictions in sizes of issues. Earning a profit on circulation, as most British newspapers are said to do, this adherence to a fixed program eliminates many of the hazards faced by American papers and assures a profit on operation which may be forecast with near-certainty for any given period.

Here in America many newspapers have been compelled during the past few months to omit substantial volumes of advertising because of the paper shortage. This fact has doubtless brought home to the advertisers affected a new sense of the value of advertising space. They have, perhaps for the first time, realized that there really is a limit to the amount of advertising a newspaper may accept. It is a novel experience for an American advertiser to be asked to use smaller space than his plans have provided for. Yet this has happened and may be a still commoner experience in the coming year.

THE Philadelphia Evening Bulletin, which has won second place in circulation among the evening newspapers of the continent, is restricting the size of its issues to 32 pages, in spite of the fact that the volume of advertising offered would require for its publication 36 to 40 pages daily. This is a policy of newsprint conservation which takes into account the needs of less favored papers, even at the cost of profits earned and tendered to it. It is a policy in action, not under discussion. And it is characteristic of William L. McLean, the man who has built his great newspaper with malice toward none and with charity for all. If every metropolitan newspaper would practice similar conservation it might serve to quickly end the newsprint shortage. Happily, some of them are doing just that.

CHARLES I. STEWART, chairman of the Cregional paper committee for Kentucky and Tennessee, says that the newspapers of those states are assured of eighty per cent of their full requirements for 1920 at prices ranging from four and a half to five cents at the mill. The manufacturers have stated that the shortage in the 1920 supply, computed on the consumption for 1919, would be ten per cent. Mr. Stewart's statement would indicate that some manufacturers, in allotting tonnage, are protecting themselves by a twenty per cent margin of safety. This should permit the quick restoration of normal reserve stocks at the mills. Will that happen—or will the spot market prove too alluring?

January 1, 1920.

Volume 52, No. 31.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.
W. D. Showalter, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news.

James Wright Brown, publisher.

J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

San Francisco: H. C. Bernstein.

Washington: Robert T. Barry.

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

Canadian, 50c.

PERSONALS

DANIEL W. HOEGG, JR., associate editor of the Portland Express-Advertiser; Frank B. Nichols, publisher of the Bath Times, and Charles H. Fogg, publisher of the Houlton Aroostook Times, were elected directors of the Maine Automobile Association at its annual meeting in Bangor.

Dan R. Hanna, Jr., is now assistant general manager of the Cleveland News and Sunday News-Leader. The announcement of his promotion followed the election of George F. Moran to the position of vice-president and general manager, a few days ago.

George A. Hough, editor of the New Bedford Standard, was in New York over the Christmas holidays.

Randolph Leigh, editor of the Cheyenne (Wyo.) State Leader and the Sheridan (Wyo.) Enterprise, is spending a three-weeks' vacation in Nashville, Tenn.

Edward Marshall of the Edward Marshall Newspaper Syndicate has gone into the motion picture business as head of the production committee of Films Incorporated, New York.

William D. McJunkin, president of the W. D. McJunkin Advertising Agency, Chicago, was this week appointed secretary to Mayor Thompson's special traction committee to bring about the restoration of five-cent carfare on local elevated and surface lines.

W. L. Halstead, former general manager of the Minneapolis Tribune and other prominent newspapers, has become executive director of the American Constitutional League, with headquarters in Milwaukee.

Whitney Warren, who wrote many interesting sidelights on the war for the New York Times, arrived last week in New York, after an absence of 30 months in Europe. In his capacity as an architect he assisted in the preparation of plans for the restoration of Rheims Cathedral and other ruined monuments in France and other countries.

David Schein has been appointed advertising manager of the Beaumont (Tex.) Enterprise. He had charge of the copy and service department for the Atlanta Georgian American.

George J. Knoll, Jr., business manager of the Northampton (Mass.) Herald, has been elected secretary of the Kiwanis Club of Northampton.

Charles H. Donahue, formerly of the Boston Post, has become editor of the Northampton (Mass.) Daily Record. Mr. Donahue returned a few weeks ago from Army service in France.

F. M. Feiker has been elected vice-president, in charge of editorial policies, of the McGraw-Hill Company's publications in New York. For the past four years he has been editor of the Electrical World and was previously for three years chairman of the editorial board of the A. W. Shaw Company, Chicago.

Mrs. William Brown Meloney, editor of the Women's Magazine, associate editor of Everybody's Magazine and consulting editor of the Delineator, has received from the Queen of Belgium the Decoration of the Order of Queen Elizabeth.

IN THE EDITORIAL ROOM

Elwyn L. Chadbourne, formerly night editor and later associate editor of the Augusta (Me.) Kennebec Journal, and Miss Hildur S. Johnson were married

Christmas in New York. Mr. Chadbourne is at present with the E. A. Strout Farm Agency, New York, in charge of publicity.

John F. Rector, Jr., until recently telegraph editor of the San Antonio Light, has quit the daily field for the weekly, and is now publishing the Mercedes (Tex.) Tribune.

William K. Hutchison, formerly a member of the staff of the Harrisburg (Pa.) Patriot and the Buffalo (N. Y.) Courier, has joined the news staff of the Scranton (Pa.) Republican.

Reeves Espy, lately of the copy desk of the St. Louis Republic, is selling automobiles for the Meissner-Skelton Motor Car Co., St. Louis, of which John T. Rogers, a former Post-Dispatch reporter, is general manager.

Dick Hart has been added to the staff of the Cheyenne (Wyo.) State Leader.

Bert H. Sinclair, formerly in newspaper work in Omaha and Cheyenne, is now editing a monthly publication for the Midwest Refining Company of Wyoming.

Miss Lillian M. Grinnell, who has been associated with the Newcastle (Wyo.) News-Journal during the last two years, the latter part of the time as manager and editor, has resigned.

Arthur Irwin, formerly assistant city editor of the New York Evening World, is in town over the Christmas holidays. He is now doing Mid-Western promotion manager of the Select Pictures Corporation, Indianapolis.

Leola Allard has joined the editorial staff of the Chicago Tribune. She has for long past been one of the well known women special feature writers of the city.

Anne Jordan, for a year chief feature writer on the Birmingham (Ala.) Ledger, has joined the staff of the Age-Herald, doing special feature and general assignment work.

C. Edward Hogue of Albany, Ore., has left for Shanghai to take up newspaper work there on a three-year contract. Mr. Hogue has been connected with papers in New York, Chicago, Los Angeles and Portland.

Gilbert Leech, of the Leesburg Commercial, has been elected president of the South Florida Press Association. R. B. Brossier, of the Orlando Reporter-Star, is the new vice-president, and A. D. Miller of the Eustis Lake Region is secretary.

H. W. Thompson, for two years in charge of the Associated Press office in Portland, Ore., has been transferred to San Francisco. Edgar Reinhart of Salt Lake takes charge in Portland.

Lawrence M. Benedict, recently city editor of the Toledo Times, has joined the staff of the Columbus Citizen.

F. D. Papin, who was city editor of the St. Louis Republic, is now managing editor of the Interstate Grocer, St. Louis.

J. J. Hutchinson has resigned as news editor of the Waco (Tex.) Times-Herald to become assistant general manager of the Central Texas Traction Company. He has been in newspaper work for 20 years.

WITH THE AD FOLKS

C. W. Wilson has resigned from the American Weekly, New York, to become a member of the firm of Howser & Wilson, grain brokers.

Peter B. Carney is now handling the national publicity of the Winchester Company, as well as acting as editor of the National Sports Syndicate, New Haven, Conn. It was recently erroneously reported that Mr. Carney had severed his latter connection.

John K. Allen of Lee, Higginson &

RIKER RISING FAST IN AGENCY WORK

FROM office boy to assistant secretary of one of New York's largest advertising agencies is a rapid rise, but, nevertheless, that is what happened to Harry I Riker; and in a short time, too.



HARRY J. RIKER.

It was but four years ago, at the age of 17, when he became the office boy for Maclay & Mullaly. He proved so efficient that in a short time he was made assistant check clerk, then assistant order clerk, and just a few days ago was promoted to the office of assistant secretary.

Young Mr. Riker's home is in Brooklyn and he was educated at the public schools, later attending City College of New York. He has "pep" and ideas, and promises to continue to advance as rapidly as he has begun.

Company, Boston, has been appointed a member of the publicity committee of the Investment Bankers' Association of America.

Mrs. Robert C. Glover has resigned as advertising manager of the Dallas (Tex.) Saturday Night to become advertising manager of Beau Monde, a pictorial weekly in Dallas. She is also Dallas representative for Nugent's Garment Weekly and is president and a founder of the Dallas Women's Advertising League.

L. A. Whittier has been appointed advertising manager of E. M. Kahn & Co., Dallas, Tex., succeeding L. Louchard. Mr. Whittier recently returned from service in France as a first lieutenant.

William H. Yale, at one time connected with EDITOR & PUBLISHER, has opened a special advertising agency in New Haven, with offices in the Chamber of Commerce building.

Joseph Katz, for eight years advertising manager of the Hub, Baltimore,

has resigned to engage in the advertising service business for himself. He will also represent in Baltimore the New York advertising agency of Ruthrauff & Ryan, Inc.

J. E. Pickens, for five years advertising manager of the Federal Motor Truck Company, Detroit, has become advertising manager for the Selden Truck Corporation, Rochester, N. Y., which has withdrawn its advertising work from agency supervision.

V. W. Peterson, former advertising manager of the Stewart-Warner Speedometer Corporation, has formed the Perfection Company, to manufacture window curtains. Mr. Peterson is president of the new concern.

C. T. Miller, formerly connected with several well-known advertising agencies in the East, has joined Frank Seaman, Inc.

James Harold Baldwin, president of the Dunlap-Ward Advertising Agency, Cleveland, and Miss Katherine Willard were married recently.

Carroll H. Smith, speaking bureau chairman of the 6th Federal Reserve District, has joined the Massengale Advertising Agency, Atlanta. Mr. Smith was for twelve years prior to the war with the Merchants & Miners Transportation Service, and in an executive capacity with the old Plant System, the Savannah, Americus & Montgomery Railroad, and the Seaboard Air Line. More recently he has represented the Globe Rubber Tire Manufacturing Company in the Southern territory.

Harvey A. Smith, secretary and advertising manager of the B. E. Taylor Company, Detroit, is the latest new member to join the Detroit Ad-craft Club.

Oliver L. Marcks resigned as manager of the Brandt Advertising Company, of Chicago, on December 31 to return to St. Louis to engage in business as a special representative for several well known publications. He has not yet concluded all necessary arrangements but expects to be actively engaged in his new work by January 5. Previous to the starting of the Brandt Advertising Company Mr. Marcks was connected with the McJunkin Advertising Company, Chicago, for about one year. Before going to Chicago he was connected with Nelson Chesman & Co. of St. Louis for eleven years.

Facts about the Haskin Service



The Wheeling Daily News has renewed its contract for the Haskin Service for another year

The Haskin Service is more than a business organization — it is an American institution

Frederic J Haskin Washington D C will tell you the price and plan for your paper

CIVIL WAR JOURNALS VIED WITH RAINBOW

News, Brought by Pony Express, Was Printed on Any Colored Wall or Wrapping Paper Handy

HOUSTON, TEX., Dec. 28.—A recent issue of the Houston Chronicle carried an interesting story from the pen of Dr. S. O. Young, a pioneer newspaper man of this city, setting forth how the paper-publishing problem was solved during the Civil War by E. H. Cushing, who became owner of the Houston Telegraph in 1856.

It was also difficult to gather news during the Civil War, as the only so-called telegraph line from Houston went to the east and the news came from the north. In order to get news from across the Mississippi, a pony express was established by Mr. Cushing. Hundreds of ponies were stationed along the line and dispatches, newspapers and other mail were promptly received.

How to get the news into print was the next question, for white paper could not be bought. First, Mr. Cushing used ordinary brown wrapping paper, then wall paper was utilized, and some wonderful editions were evolved, with one side bearing the news and the other the highly colored designs of the wall paper artist.

In the face of it all, Mr. Cushing published his paper, never missing a single issue and frequently printing "extras," the latter vying with the rainbow in hues and shades.

Unfortunately, the files of the Telegraph of those war days, and the only ones in existence, Dr. Young states, were lost in a fire which destroyed Mr. Cushing's home about twenty years ago.

Dr. Young, with the late J. L. Watson, was the founder of the Houston Post.

More Capital for Escanaba Mill

ESCANABA, MICH., Dec. 29.—The Escanaba Paper Company, which is building a big plant here, has decided to expend an additional \$1,000,000 in the erection of the plant. The addition practically doubles the capital invested in the building, which, when completed, is expected to have an annual capacity of 27,000 tons of print paper. The first mill may be completed by January 1, and the second mill is expected to be in operation about April 1.

Merger in La Junta

LA JUNTA, COLO., Dec. 30.—The La Junta Daily Democrat and the Otero County Press have consolidated, and the Democrat equipment has moved into the building occupied by the Press office in the Elks' Building. The firm is now known as the Democrat Publishing Company. James B. Pearce is manager, J. A. Sevitz editor and J. B. Johnson mechanical superintendent. All employees of the two papers were retained.

Issues Aviation Edition

OTTAWA, ONT., Dec. 30.—The Journal recently issued an aviation edition of 16 pages, the bulk of the advertising for which was provided by English manufacturers of planes, airships and accessories, especially by those with branches in Canada.

Car Ads "Stay Put"

KANSAS CITY, Mo., Dec. 28.—Barron C. Collier, Inc., Philadelphia car advertising company, in its suit against the Southwest Missouri Railroad Company, operator of the Joplin street cars, ob-

tained a temporary injunction restraining the railway company from refusing to take advertising for its street cars, after having made a contract to do so. The case will be heard at the January term in Joplin.

ADS MAY CARRY SERMONS

Newspapers the Best Pulpit When Fuel Lack Closes Churches

How the newspaper may be utilized as a substitute for the pulpit in emergency is indicated in a proposal made at Presbyterian Headquarters, 156 Fifth Avenue, New York. The fact that the fuel crisis was closing a great many churches in the country, particularly in the West, caused Dr. William Hiram Foulkes, general secretary of the Presbyterian New Era Movement, to issue the following national message:

"As a practical matter, I would like to suggest that the ministers and leading laymen of the communities whose public meetings are being abandoned on account of coal shortage, immediately get together and prepare suitable Christian messages to be inserted in the local papers as paid advertising, so that the people who cannot attend church, and the whole community, may be reached with the messages of cheer and guidance, which are so much needed now."

Dr. Foulkes also suggested that the group or unit organization of a number of the leading denominations could be used to splendid effect in carrying printed messages to the people in their own homes every Sunday. He also pointed out that a series of printed sermons which had been prepared by the leaders of the Presbyterian New Era Movement was available.

S. S. "AMERICAN PRESS" NATION'S TRIBUTE TO JOURNALISM



Copyright Underwood & Underwood.

PHILADELPHIA, Dec. 29.—Miss Elizabeth C. Stone, of New York, daughter of Melville F. Stone, general manager of the Associated Press, first christened the cargo carrier American Press at Hog Island last week and then drove rivets in one of the big ballast tanks that fit into the forward part of the ship's hull.

Her part as a riveter was not scheduled. After she sent a bottle of champagne crashing against the side of the American Press, she walked to a riveter and laughingly asked him for his gloves. Then she picked up the heavy automatic air gun and drove two red-hot rivets into the tank. Matthew C. Brush, president of the International Shipbuilding Corporation, acted in the capacity of holder-on for Miss Stone.

The American Press was named as a tribute to the loyalty of newspapers throughout the nation during the war. Miss Stone will be invited to make the trial trip on the vessel late in January.

"I cannot tell you how proud I am that I was selected to christen the American Press," she said. "It gives me genuine pride to confer the great name on the sturdy craft in honor of one of our country's institutions—the press."

In addition to Miss Stone the launching included her mother, Mrs. M. E. Stone, Miss A. M. Boyd, Mrs. J. M. Pratt, three of Melville Stone's grandchildren, Herbert S. Stone, Jr., Melville Stone 3d, and Eleanor, and J. R. Youatt, treasurer of the Associated Press, and William Conner, local representative of the "A. P."

NEW C. P. A. HEAD A PRESS APOSTLE

THE first president of the recently reorganized Canadian Press Association, E. Roy Sayles, editor and proprietor of the Port Elgin (Ont.) Times, is regarded as one of the ablest weekly newspaper publishers in Canada. He has made a success of his own paper and has done good work in going about the country explaining and advocating better methods among his brother publishers.



E. ROY SAYLES

Mr. Sayles has spent 20 years around newspaper offices and has had experience in every department of daily newspaper work, besides his ten years as proprietor of the Port Elgin Times. During the past few years he has been prominent in Canadian Press Association work, has assisted in organizing and has served as chairman of the Weekly Section and on the general executive.

Prize for Japan Editorial

COLUMBIA, Mo., Dec. 28.—The Missouri Society of Japan has voted to offer a prize of \$50 to the student of the School of Journalism of the University of Missouri who writes the best editorial on a subject dealing with the relationship of Japan and the United States. The specific subject for the year 1919-20 is: "Two Monroe Doctrines—Is Japan fitted and does she have the right to exercise in Eastern Asia a hegemony similar to that the United States is admitted to exercise in the Western Hemisphere?"

Newsboys Allowed to Yell

DES MOINES, IA., Dec. 29.—Des Moines newsboys can cry their wares late at night and not transgress the city ordinances, according to a decision by Judge Franklin of the city court. Francis Smith, a newsboy, was arrested twice within a week for having disturbed the peace and quiet of the city by selling newspapers late at night. Judge Franklin held there was nothing in the city laws prohibiting his selling papers at that hour.

Naval Radio Gives the News

CONSTANTINOPLE, Dec. 30.—Americans in Constantinople are kept in touch with the outside world by the wireless of the American cruiser Galveston, which has been anchored in the Golden Horn for several weeks, says a special dispatch to the Chicago Tribune. Some members of the Galveston's crew have started a cartoon supplement to the regular daily edition of American news.

Paper for American Ideals

CLEVELAND, Dec. 23.—A semi-monthly publication which has appeared in this city is called the Cleveland Americanization Bulletin, published by the Cleveland Americanization Council. The paper is a semi-monthly.

Goes to Eight Columns

WILKES-BARRE, PA., Dec. 31.—The Wilkes-Barre Times-Leader in the near future will go from 7 to 8 columns.

AGENCY LETS PAPERS CHANGE SCHEDULES

Advertising Can Run At Publishers' Convenience, With Notification to Assure Billing and Checking

AUSTIN, TEX., Dec. 27.—Real co-operation by an advertising agency to relieve the print paper shortage is seen by Texas and Oklahoma newspaper publishers in a letter sent them by the Southwestern Advertising Company of Dallas and Oklahoma City, signed by H. C. Howard, business manager of the agency. The letter, which is self-explanatory, follows:

"We just want you to know that we appreciate the difficulties under which every newspaper is today operating.

"Never before in the history of advertising has its force been so greatly in demand by all classes. This unprecedented demand following closely on the heels of war-time paper shortage could not fail to bring about a situation such as we are confronted with today.

"Your advertisers are making many demands on you, and for that reason we want you to feel that in the handling of advertising placed by this agency we are going to leave the matter largely in your hands and to your discretion.

"Of course, we can't anticipate the dates on which your advertising demands are going to be extraordinarily large, and while we would appreciate your following the schedules laid out to you just as closely as possible, yet we are more than willing to have you make such changes in the schedules as becomes necessary in order to take care of your advertisers. All we ask is that you, on every occasion where a change in schedule is made, notify us so that we may properly correct our records and be in a position to check and properly pay your bills when they come in to us.

"We want you to feel that the Southwestern Advertising Company is always ready to co-operate in every way possible with the publishers who have so liberally co-operated with us and we shall appreciate any suggestions you may have to offer."

WAR CAMP WRITERS UNITE

Bert Ford of Boston Is Commanding General of Corps

BOSTON, MASS., Dec. 25.—The Camp Devens War Correspondents' Corps was organized at a meeting and dinner at Boston Tavern of newspaper reporters assigned to write military news at Camp Devens and other army stations during the World War.

The purposes of the organization, as set forth in resolutions adopted, are to "uphold the government of the United States against the forces apparently seeking to hamper and possibly destroy it and to continue to render to the public the best services of which we are capable in the future as in the past, and through the columns of our respective publications to present the news in accurate and unbiased form and with all the power at our command to combat the said forces."

Those present included newspaper correspondents from Connecticut, Rhode Island and Massachusetts. Bert Ford of Boston, accredited war correspondent in France, was chosen head of the corps with the rank of general commanding. Other officers elected included:

Chief of staff, William J. Robinson; adjutant, Charles E. Folsom; finance officer, Jerome V. Keating; chaplain, J. S. Price, Providence, R. I.; quartermaster, Leslie F. Catton; surgeon, Lawrence L. Winship; signal officer, Herbert L. Baldwin; machine gun officer, Ray T. Tucker, Hartford, Conn.; aide-de-camp, George W. Murphy; provost marshal, Thomas F. Phelan; morale officer, John J. Mahoney; intelligence officer, J. Alfred Belisle, Worcester; judge advocate, John Dickerman Bates; sanitary inspector, Harvey C. Howard, New York; inspector general, Tyler H. Bliss, New York; ordnance officer, Herbert W. Murkland; chief of artillery, Charles Manson; engineer officer, J. H. Fifield, Springfield.

D. H. LAWSON GOES WITH MANILA BULLETIN

LOS ANGELES, CAL., Dec. 29.—D. H. Lawson, for many years western representative of the Kansas City Star,



D. H. LAWSON

has associated himself with Carson Taylor, publisher of the Manila (P. I.) Daily Bulletin. Mr. Lawson will have the business management of the Bulletin and will direct the advertising, succeeding A. R. Tuohy, who is retiring after twelve years of service as advertising and business manager of the paper. Mr. Lawson will arrive in Manila early in February.

Mr. Lawson began his newspaper career in Hutchinson, Kan., and later joined the St. Joseph News-Press and the Kansas City Star. He served the Star for ten years, six of which were spent as western representative of that paper in Chicago. He then entered the organization of the Curtis Publishing Company, Philadelphia, and during the past two years he has been associated with the newspapers on the Pacific Coast.

Magazine for Newsies

WICHITA, KAN., Dec. 26.—The Daily Eagle has established a regular monthly magazine, called "Superior Service," in the interests of its carriers, newsboys and newsdealers. The first issue contains 20 pages and is attractively bound in colored cover. It is devoted to stories of former Eagle carriers who made good in other lines of endeavor. Sidney D. Long, business and circulation manager of the Eagle, is editor.

Culver on Agency Staff

ROCHESTER, N. Y., Dec. 28.—Lloyd W. Culver, for six years on the Post-Express advertising staff, has become associated with the advertising agency of Home & McLeod, Inc., Rochester.

Herald Man Engaged

John G. Logan, a member of the New York Herald editorial staff, and Miss Edith Watson Stokes of New York, have announced their engagement.

U. S. Paper for China?

HONOLULU, H. I., Dec. 29.—The United States Government is planning to establish a newspaper for propaganda purposes in China, according to a Tokio dispatch to the Honolulu Japanese Daily Hochi.

Golf Publishing Company has been incorporated in Wilmington, Del., by M. L. Rogers, L. A. Irwin, W. G. Singer.

Indiana

Indiana as a try out territory possesses advantages difficult to duplicate in any other state in the Union.

In the first place Indiana is about the center of population of the United States.

This means that one may spread, either east, west or south—and find good adjoining territory.

It means that Indiana is splendidly honey-combed with railroads. Transportation facilities in Indiana equal those of any state in the Union.

Indiana has the largest per cent of native-born white people of any state in the Union.

Indiana people, by and large, have the reputation of being the best educated people of any state in the Union.

Indiana cities are prosperous—tremendously prosperous—and Indiana daily newspapers edited to appeal to these progressive, prosperous people, equal the daily newspapers of any state in the Union.

Over three million people in Indiana and three million of the pick of the nation.

Try out in Indiana.

Use these daily newspapers.

	Rate for Circulation 5,000 Lines
Elkhart Truth	(E) 8,353 .03
Evansville Courier	(M) 22,897 .04
Evansville Courier	(S) 20,535 .04
Fort Wayne Journal-Gazette.....	(M) 29,230 .05
Fort Wayne Journal-Gazette.....	(S) 26,000 .05
Indianapolis News	(E) 110,552 .18
Indianapolis Star	(M) 85,446 .13
Indianapolis Star	(S) 96,317 .18
Kokomo Dispatch	(M) 5,567 .015
*Lafayette Courier	(E) 8,527 .025
*Lafayette Journal	(M) 10,669 .025
La Porte Herald.....	(E) 3,472 .0179
Logansport Pharos-Reporter	(E) 6,809 .02
Muncie Press	(E) 9,140 .025
Muncie Star	(M) 25,681 .06
Muncie Star	(S) 16,133 .06
Richmond Item	(M) 8,206 .03
Richmond Palladium	(E) 11,865 .04
South Bend News-Times.....	(M&E) 16,726 .04
South Bend News-Times.....	(S) 18,593 .04
South Bend Tribune.....	(E) 14,227 .035
Terre Haute Star.....	(M) 27,334 .05
Terre Haute Star.....	(S) 19,597 .05
*Terre Haute Tribune	(E) 23,712 .04
*Terre Haute Tribune	(S) 18,894 .04
Vincennes Capital	(E) 1,504 .01071

Total Daily Circulation and Rate..... 432,917 .12001
 Total Sunday Circulation and Rate..... 215,559 .42
 Total Daily and Sunday..... 648,476 1.24001

Government Statements, October 1st, 1919.

*A. B. C. Report, October 1st, 1919.

POST EMPLOYEES HONOR R. B. M'CLEAN

Give Him Diamond Ring and Resolutions on Departure for Washington—New Executives Take Office on Post

Parting honors were paid on Monday by the pressmen, mailers and carriers of the New York Evening Post to Robert B. McClean, who resigned yesterday as business and circulation manager to go to Washington as business manager of David Lawrence, Inc., and the Washington Feature Service. Mr. McClean was clearing his desk of the last few details when he was called to the lower regions of the Post building, where Murray Kupfer, foreman of the carriers, presented him with a diamond ring and a set of resolutions, wishing him prosperity and good fortune, drawn by the carriers, mailers and pressmen.

With the beginning of 1920, the new management of the Evening Post took command, with the following organiza-



R. B. McCLEAN.

tion: Edwin F. Gay, president and general manager in sole charge of business and editorial policies; Charles McD. Puckette, managing editor; Zenas L. Potter, business manager; Chester C. Lane, production manager; Robert Floyd, promotion manager; J. Mora Boyle, advertising manager; Jacob Aarons, circulation manager.

J. S. Seymour and Rollo Ogden have resigned as directors of the Evening Post.

Send-off for Andrews

HARTFORD, CONN., Dec. 26.—Seventy newspaper men and women gave a farewell dinner Christmas Eve to Captain Roland F. Andrews, chief editorial writer of the Times, who, as recently noted, takes up his new duties as managing editor of the Worcester (Mass.) Telegram today.

NEW DIRECTING HEAD OF N. Y. EVENING POST



EDWIN FRANCIS GAY

Who heads new management that today takes charge of famous old daily newspaper.

Army Ads Start January 19 In First of 950 Papers

James O'Shaughnessy, Manager of Placing Organization, Tells Publishers of Campaign's Details

Plans are fast getting into shape for the next newspaper advertising campaign of the War Department, which, as noted in EDITOR & PUBLISHER of December 18, is being handled by the Advertising Agencies Corporation. James O'Shaughnessy, general manager of the latter organization and secretary of the American Association of Advertising Agencies, who has charge of the campaign details, has just sent this letter to each of the 950 newspapers in 520 cities for which the copy is scheduled:

"Please enter our order for 5,000 lines or 357 inches of space in your paper for the United States Government, advertising the United States War Department. "Space to be used within one year from present date, at present existing rates. "The advertising is to be run in connection with the work of the Army recruiting officers.

"Date of insertion will vary in different cities. The total space to be used is the same in all papers on the schedule. The advertising in some of the cities will start in

the week of January 19. Each week it will start in a different group of cities.

"The War Department directs that the campaign shall be finished in all cities not later than April.

"It is therefore impossible to give you now the exact date on which this advertising will start in your paper because we cannot tell when the Army recruiting officers will be ready to make their recruiting drive in your city.

"Formal order with schedule of copy will go to you just as soon as the War Department fixes upon the date for the recruiting drive in your city.

"This is the second campaign of paid advertising we have been privileged to offer to the newspapers for the United States Government. We appreciate the splendid co-operation you gave to us in the other campaign and feel a particular pleasure in having the opportunity of the further business relations with you which this advertising affords."

"One Way to Save Paper"

"ANNOUNCING A NEW S & M SERVICE" JANUARY 1st, 1920

"The Schworm-Mandel Page Delivery" to agencies; safer than first class mail. DIRECT to checking dept. manager by "personal touch service." Simple in operation, and costs considerably less. No paper too big or too small to use—profitably. SPECIAL RATE OFFER EXPIRES JANUARY 15th. Write me personally, at once, for particulars.

George V. Schworm, President.

SCHWORM - MANDEL INC.
NEW YORK CITY

Last P. O. Report

For the period ending Oct. 1, 1919
Average Daily and Sunday Circulation

76,806

New Orleans Item

Send for a copy of our \$3,000 Book of Facts and Figures concerning selling 1/2% of all the people in the United States.

THE GREATEST VOLUME

of paid advertising of any newspaper in Ohio is consistently carried by

The Plain Dealer
Cleveland

To sell this richest and most densely populated territory between New York and Chicago, The Plain Dealer is

ALL YOU NEED

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Wants a Million

Complaint in a \$1,000,000 libel suit has been served on the publishers of the New York Evening Post by attorneys representing Charles F. Murphy. The bases for the suit for alleged libel brought by the Tammany leader is an editorial which appeared in the Evening Post on Oct. 29.

Dinner to Maeterlinck

Mme. Madeleine Clemenceau Jacquemaire, daughter of Premier Clemenceau, and Maurice Maeterlinck, the Belgian poet, will be the guests of the Association of Foreign Press Correspondents at a dinner Saturday night at the Hotel Vanderbilt, New York.

SYRACUSE, N. Y., Dec. 28.—The Sunday Herald and the Sunday Post-Standard advanced their selling prices today from seven to eight cents. High costs of newsprint and other materials used are given as the reason.

TOLEDO, OHIO, Dec. 29.—The Sunday Times has advanced its price from five to seven cents.

Houston is the great Railroad, cotton, oil, lumber and rice center of Texas. It is one of the greatest inland ports in this country and is growing faster than any town in Texas.

The Houston Chronicle

is the great advertising medium of all that section, reaching 50,000 people daily and over 60,000 Sunday. Representatives in New York, Chicago, St. Louis, Kansas City and Atlanta, John M. Branham Company.

supremacy

The Indianapolis News carries practically as much space both from local and national advertisers as all other Indianapolis papers combined including Sunday editions. It has been doing this for fifty years.

THE INDIANAPOLIS

NEWS
for 50 years a Newspaper.

ADVERTISING RECORD

4,732,042 Agate Lines of advertising were published in the

Clarksburg Telegram

WEST VIRGINIA during nine months ending September 30, 1919

A gain of 31.8% over same period last year.

NATIONAL ADVERTISING shows a gain of 87.9% for the same period.

It pays to advertise every day in the

Clarksburg (W. Va.) Telegram

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

DR. ELLIS NOW ASKS FULLER RETRACTION

"Complete Exoneration" Before the Senate by British and U. S. Governments Leaves Questions Unanswered, He Says

Newspaper reporters and correspondents are so often made "the goat" by public officials, that when one of them forces a retraction from two Government Departments the incident is of public interest. It will be recalled that considerable stir was created last summer over the detention of Dr. William T. Ellis, New York Herald correspondent, in Cairo, during the Egyptian insurrection.

The United States Senate demanded to know why. In answer, the State Department transmitted four charges—that Dr. Ellis was fraudulently wearing an American uniform; that he had made an inflammatory speech at El Azhar mosque; that he had led street demonstrations of Nationalists, and that he had used an assumed name in evading the censor.

These charges were all flatly denied by the Herald man, who declared that he was wearing the regulation war correspondent's uniform at the express advice of the Press Headquarters of the American Expeditionary Force in Paris; and that the other three accusations were utterly false.

After six months of investigation, the State Department transmitted to the Senate a supplemental statement which the Associated Press dispatch describes as a "complete exoneration." Dr. Ellis evidently does not think it complete enough, for he says:

"I suppose the novel sensation of securing any sort of retraction and apology from two government departments which had subjected him to indignities abroad should be satisfaction enough for even the most sorely aggrieved newspaper man.

"If the State Department, in correcting its former entirely erroneous report to the Senate upon my detention in Cairo, could promptly make a clear, straightforward, manly statement of the case, saying unequivocally, what it knows to be the case, that its charges, supplied originally by the British censorship, have been proved wholly untrue, then it would better have remained silent. The document it issued is disingenuous and misleading. It shows that the department is more concerned for its own prestige, and for the protection of the British reputation, than for the most elemental rights of an American citizen abroad.

"Nobody would know from reading it that I had been called back to Cairo from Suez under humiliating circumstances, my travel permits taken from me, all knowledge of the reason for this action denied me, the right of appeal to the American government refused me, and that I could move in no direction save to accept deportation to America via France. When, many weeks later, I learned the reasons given for my detention, they proved to be preposterously false.

"Since, as Webster said, 'Justice is the supreme concern of Heaven on earth,' I hope that the Senate may call for all papers in the case, which will prove how uncandid is this grudging and inadequate retraction, and how subservient to British domination are certain representatives of the State Department."

AGED EDITOR SHOT DEAD

Old Political Feud in Missouri Ends in Gunplay

GALLATIN, Mo., Dec. 27.—Wesley L. Robertson, 70 years old, editor of the Gallatin Democrat, was shot dead in his office late yesterday afternoon by Hugh Y. Tarwater, city clerk of Gallatin. The slain man, commonly known as "Uncle

Wes," and the slayer for years had been aligned with opposing political factions, and a feud that resulted in the stabbing to death of Circuit Judge Frank P. Divilbiss at Richmond is believed to be responsible for the shooting.

That the editor had feared for his life and had made some preparations for a tragedy was indicated by the fact that he had recently prepared a complete statement of the facts in the political feud, as he saw them.

NEWSPRINT MAKER HOME

President Dodge Sees No Recession in Newsprint Prices for 3 Years.

Philip T. Dodge, president of the International Paper Company, has just returned from an extensive tour of investigation in Europe. Although he said that newsprint can now be sold in Europe in large quantities at prices representing advances of 25 per cent over quotations in effect in this country, he added, that the International Paper Company is not looking for any export business at the present time.

Europe, Mr. Dodge said, will not be able to compete with the newsprint industry of this country in the future as it did before the war as cheap labor, the chief factor which enabled European countries to ship newsprint to this country, has been removed and is a thing of the past. The International is now turning out newsprint slightly in excess of 300,000 tons annually and Mr. Dodge estimates that it could dispose of 100,000 tons additional in this country alone. He does not look for any recession in newsprint prices for at least two or three years, if then.

No Hearing on Zone Law

WASHINGTON, D. C., Dec. 27.—A meeting of the Southern Newspaper Publishers Association postal committee, set for January 6, has been called off, Chairman Fordney of the House Ways and Means Committee advising that his committee had decided not to accord publishers another hearing on possible changes in the postal zone law. The House committee is scheduled for a meeting on January 7 and the S. N. P. A. committee expected an opportunity to strengthen the arguments presented by publishers last fall.

Col. McCormick Returns

CHICAGO, ILL., Dec. 31.—Col. R. R. McCormick, of the Chicago Tribune and the New York News, arrived home today after a six weeks' business visit to England and France. He is enthusiastic about the continuing success of the Paris edition of the Tribune.

Fire in Winsted

WINSTED, CONN., Dec. 26.—Presses were damaged, but print paper was saved in a fire which last night did \$10,000 damage in the plant of the Daily Citizen. The paper did not miss an issue.

U. S. Feature Service, Inc.

423 World Building,
New York, N. Y.

The kind of service you've been looking for. Over three hundred and fifty newspapers, well distributed throughout the United States, use our service, due to all around efficiency and a liberal policy.

Rotogravure Supplement in preparation.

Join Us and Enjoy Our Quality Service for Newspapers.

OLD-TIMERS FETE MOORE

Philadelphia Newspaper Men Honor New Mayor of City

PHILADELPHIA, Dec. 29.—J. Hampton Moore, mayor-elect of this city and a former newspaper man here, was the guest of the Newspaper Veterans of Philadelphia, of which he is president, tonight at a dinner given in his honor at the Hotel Walton. His hosts were 103 men who have had at least 25 years' service in the newspaper field. The only other guests at the dinner were members of the new cabinet, the city solicitor, the city purchasing agent and the secretary to the mayor.

A solid gold eyeglass case was presented to Mr. Moore by the association. Henry Starr Richardson, of the Evening Star, made the presentation speech. Peter Bolger, formerly a reporter and editor of the Public Ledger, read an original poem composed for the occasion, and Thomas Francis Healey made a brief speech.

PROFIT-SHARING IN DIXIE

S. N. P. A. Members Split Gains and Make Generous Xmas Gifts

CHATTANOOGA, TENN., Dec. 27.—Secretary Walter C. Johnson of the Southern Newspaper Publishers' Association states that his paper, the Chattanooga News, has insured all its employes for \$1,000 each under the group plan of insurance. The policies were given to employes as a Christmas present in addition to turkeys and other gifts, which were presented according to custom. The News has had the profit-sharing plan in effect for two years with splendid results, Mr. Johnson says, and he states that a number of papers throughout the South are inaugurating similar plans, some of them making distributions every six months and others every month, following the News plan. The Nashville Banner, which has for thir-

ty years distributed turkeys to its employes at Christmas, this year also gave insurance policies ranging in value from \$500 to \$3,000 each.

Going to California

CHICAGO, Dec. 29.—C. George Kroggress, until recently general manager of the Minneapolis Tribune, will leave here January 6, with Mrs. Kroggress to spend the winter in California, where their daughter Gladys has been visiting since August. Their address will be 611 Mission Street, San Francisco.

Killed by "Harmless" Rifle

BATTLE CREEK, MICH., Dec. 28.—Irving Stone, Jr., 12-year-old son of I. K. Stone, president of the Duplex Printing Press Company, was shot and killed last evening by his younger brother, Arthur, 8 years old, who was toying with a supposedly harmless rifle.

Mills Turn to Newsprint

WATERTOWN, N. Y., Dec. 26.—Several mills in this section, including Knowlton Brothers, Inc., and the Unionville plant of the Racquette River Paper Company, have turned machines from wrapping paper to newsprint, attracted by the high prices for the latter paper. The Knowlton Brothers plant is turning out 15 tons a day of 80-inch news for another mill in the Black River valley.

Herman R. Frickenhaus has resigned as circulation manager of the New Haven (Conn.) Journal-Courier, to become circulation manager of the Worcester (Mass.) Telegram.

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers
Print Our Service

Send for our Headline History
of the World War

Ye Towne Gossip

By K. C. B.

Provides thirty states

with

Sunshine and Laughter

Send for samples of

his humorous column

INTERNATIONAL
FEATURE SERVICE, Inc.

246 W. 59th St., New York

PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

The True News FIRST

Always - Accurately

International News Service
World Bldg. New York

Fuller Bunk

A corking daily comic

By Meyer Marcus

NEWSPAPER
FEATURE SERVICE, Inc.

241 W. 58th St., New York

PREMIUMS
That Are Real Subscription Producers
S. BLAKE WILLSDEN
Manufacturers and Publishers
Representative,
1606 Heyworth Building
29 E. Madison St. CHICAGO

LEAGUE OF NATIONS FAVORS PUBLICITY

British Recognition of Publicity Values Prompts Organization of New York Department—Lord Birkenhead Tells Press Duty

By HERBERT C. RIDOUT

London Editor, Editor & Publisher

WHATEVER the feelings in Great Britain as to the misunderstanding concerning the United States attitude in relation to the ratification of the League of Nations proposal, the authorities are not allowing the British end to slide into nothingness. EDITOR & PUBLISHER is in a position to announce that plans are already in prospect for the formation of a publicity department in connection with the league, just as soon as the opportunity presents itself.

This movement arises out of the official recognition of the valued work of Sir George Riddell and his capable staff in co-ordinating the international interests of the press during the Peace Conference in Paris, and Sir George Riddell is to be associated with the project, which will be in the active hands of G. H. Mair, who will be remembered as having been responsible for the clever abridgment of the peace treaty furnished to the press for cabling all over the world.

At the moment, of course, no active steps are being taken, but the journalistic world will be interested to see this sign of British enterprise as a result of the phenomenal success that attended the war-advertising of official departments of Great Britain.

British Lord Chancellor's Tribute to Press

THAT the press of the world is actually recognized as an important factor in the successful working of the League of Nations is further to be seen in the fact of the Lord Chancellor of Britain (Lord Birkenhead) addressed a generous tribute to journalists at a gathering of the British International Association of Journalists at the House of Commons early in December. Lord Birkenhead, as original head of the Press Bureau on its formation, had exceptional opportunities for observing the work of the press, so that his remarks come as from one having authority.

Lord Birkenhead said he would attempt a short examination of what the press had contributed to the great struggle from which we had emerged. The debt owed to the press had never been adequately paid. Many criticisms had been directed against the newspapers, some just, many probably unjust, and while he had seen these criticisms repeated and circulated he had never

seen an examination of the very remarkable part played by the press.

In his book, recently published, Ludendorff expressed his opinion that those who had charge of the preservation of the morale of the civilian population in Great Britain were exceedingly able and successful, while in the Central Empires they were extraordinarily incompetent.

Ludendorff was deeply committed to an extreme policy. He was a remarkable man, resolute and obstinate, and the more dangerous grew the hazard the stronger grew his determination to play that hazard. He held that during the struggle the morale of the people of this country was more skilfully maintained and sustained than was the case in Germany, and that that contributed very largely to the defeat of the Central Empires.

Without detracting in the least from the magnificent qualities of our fighting forces, he felt that Ludendorff was right. At least on three occasions the whole fortunes of these islands trembled, and during these crises it was impossible to say on which side the sequel would come.

On those occasions the stubborn character of the population was displayed and no one asked: Does this mean defeat? The only observation was that it was terrible, because it meant the war must go on so much longer.

If, during these periods, the government had not been able to rely on the efforts of the press, he did not believe, he said, that they would have been able to depend as absolutely on the morale of the people. That was no reflection on their morale, because there were limits to endurance. The press were told exactly what the government wanted them to do in the interests of the country.

He did not say they were always told or allowed to publish things which might very well have been published, or that they were not subjected to restrictions imposed by men who had not the slightest qualifications, but the point he wished to emphasize was that the government told the press that the country was passing through a period of imminent danger, and it was essential that the spirit of the people should be maintained and that our disasters should be exhibited in due perspective, because a man who read of a disaster on the battlefield, or that the Germans had a superior type of aeroplane, might think all was lost. Those who belonged to the profession might be proud indeed of the service that had been rendered.

Advertising Agents Association Opens Publicity Campaign

SOME criticism has been leveled at the Association of British Advertising Agents on the score of its failure to do anything in the way of

creating new advertisers or in propaganda on behalf of advertising itself.

The association has now boldly launched out with an advertisement in the newspapers of its list of members and a statement that the "A. B. A. A. exists for the purpose of providing wider understanding of the value of advertising as applied to industrial and commercial development."

The announcement comes at a psychological moment, and is one that should go far to stimulate confidence in publicity and awaken an interest in the potent force. Its further pronouncements and the methods by which the Association proposes to serve advertising as it suggests will be watched with interest.

Famous Editors in University Journalism Courses

THE journalism diploma courses instituted by the University of London have awakened wide interest, and numerous applications from all parts of the country and Empire, and from many foreign lands, have been received for admission. Permission to join the courses has now been granted to 100 students, fully three-fourths of whom are demobilized officers and men.

It will be remembered that the National Union of Journalists has already entered a strong protest against encouraging ex-officers to believe that journalism is an easy path, to the detriment of legitimate journalists out of employment, and it will be interesting to see what action the Union will take in face of this new fact. Among the addresses arranged for from leading journalists in connection with the University Course are the following to be given once a month from October 28 to June 21, 1920:

Sir Owen Seaman (editor of "Punch") on "Parody."

Hartley Withers (editor of the "Economist") on "Journalism and Finance."

J. C. Squire (editor of the "New Statesman and London Mercury") on "Journalists' English."

Dr. W. L. Courtney (of "The Daily Telegraph") on "Ancient Literary Critics."

Robert Donald (editor of the "Globe") on "Tendencies in Present-

A. B. Walkley (dramatic critic of the "Times") on "Dramatic Criticism."

J. L. Garvin (editor of the "Observer") on "The Press and Foreign Affairs."

A. G. Gardiner (formerly editor of the "Daily News") on "Some Pitfalls of Journalism."

J. A. Spender (editor of the "Westminster Gazette") on "The Art and Craft of the Leader-writer."

That journalism has a business side seems to have escaped the organizers of the course!

Banks Reprint Newspaper Ads

ATLANTA, GA., DEC. 31.—Twelve full page advertisements that have been published in the three Atlanta newspapers during the past six months by the Atlanta National Bank, have just been republished in the form of an attractive booklet issued by the bank and presented to clients and friends of that institution. "The Atlanta National Bank and Atlanta's Progress," is the title of the book. A modern history of the city from a civic standpoint is contained in the booklet.

Advertising Drew Tourists

ST. PAUL, MINN., Dec. 26.—The Minnesota Ten Thousand Lakes Association reports that the results of its extensive and systematic advertising the past year were surprising. Tourists from other states spent \$6,000,000 in Minnesota in 1919, the number of visitors being three times as large as in 1918. More than 15,000 automobile touring parties came to the state last summer for vacations.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

This is an acknowledgement of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

Tried and Found True

Whether as a household necessity for the family or a productive salesman for advertisers

The
Pittsburg Dispatch

has stood the test for generations.

Branch Offices:

Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

The Test Town of the Country for the National Advertiser Beloit, Wisconsin

It's one paper—the Daily News—has the finest plant in any city of 22,000 in the United States and prints one of the ablest and handsomest newspapers in the middle West. Why? Beloit is rich in factories and agriculture, is highly educated; has \$7,000,000 in local banks. Workmen own their homes. City is 100% American.

The Daily News alone serves this splendid population. Circulation, 7,700. Rate, 3½¢ per square line.

(300 ft. x 280 ft.)



The Detroit News

Advertisers guided by A. B. C. reports, know that in Detroit, the News has more circulation than all competitors combined weekdays, and on Sundays a 48% lead over its only competitor.

The Asbury Park Evening Press

for the six months ending September 30, 1919, had an average daily paid circulation of

7,651 copies

This steadily mounting circulation is due solely to the high place the Press, both evening and Sunday editions, holds in the confidence of its readers, and was entirely unsolicited—no premiums nor other circulation inducements being offered.

Standard Rate Card. Member A.B.C.
Frank R. Northrup
Special Representative
303 Fifth Avenue, New York City
Association Building, Chicago
J. Lyle Kinmonth, Publisher.
Asbury Park, New Jersey.

LOS ANGELES EVENING HERALD

CIRCULATION

123,305

DAILY

FIRST IN EVERYTHING

Member A. B. C.

Sworn Statement Sunday Circulation New Orleans States

Oct. 5, 1919.

City 22,319
Country 14,916

37,235

Nov. 9, 1919.

City 25,731
Country 17,434

43,165

GAIN..... 5,930

LOCAL ADVERTISING FOR THRIFT WEEK

Banks and Industries Will Co-operate in Newspaper Campaigns Under Y. M. C. A. Auspices Week of January 17-24

Advertising and publicity will be principal factors in putting across the National Thrift Week campaign which opens on January 17, Benjamin Franklin's birthday, and continues until January 24, according to Arthur M. East, national secretary of the campaign. "The success of the campaign in the individual community will depend to a large degree on the support given it by both the advertising and news departments of the local papers," says Mr. East.

National Thrift Week, as a part of the year-round economic program of the Y. M. C. A., has the active co-operation of the Treasury department, American Banker's Association, National Credit Men's Association, National Association of Real Estate Boards, Chambers of Commerce and other organizations representing industry and commerce. The plan is nation-wide in its scope and will be actively carried on wherever the Y. M. C. A. has a local branch with the co-operation of local banks, insurance companies, real estate boards and kindred agencies.

The community idea of thrift as it relates both to the individual and to the community as a whole is the fundamental basis of the campaign. The week beginning January 17, which is designated as "Bank of National Thrift Day," will emphasize one particular thrift feature on each day including "Thrift Sunday," "National Life Insurance Day," "Own Your Own Home Day," "Make a Will Day," "Thrift in Industry Day," "Family Budget Day," and "Pay Your Bills Day."

Tip for the Ad Managers

"It should be understood," says Mr. East, "that the National Thrift Week committee has nothing to sell. It is principally concerned in establishing during Thrift Week a basis of provident spending and investing that can be so planted throughout our industrial community life that a year round economic program will be the natural result. So the Thrift Week idea is one of education, not general, but specific. For instance on January 17, Bank Day, emphasis will be given to the service a bank renders a community.

"That a bank is the fundamental and tremendously valuable asset to any community, and to the economic welfare of the country is a fact few people appreciate and understand. By common consent of the many banks that have heretofore observed National Thrift Day on February 3, the date has been changed to Jan-

uary 17, so that the start for National Thrift Week will be given greater impetus. This same plan will be carried out during the other days of the week. On Monday, January 19, the emphasis will be placed on the importance of protecting loved ones with life insurance. Reasons for a man owning his own home will make up the program on January 20, and so through the week.

"It will be readily seen that National Thrift Week has something to sell, that something being an idea. And selling loses most of its power unless it has the power of advertising back of it. No national budget for advertising has been made by the National Thrift Week Committee. The whole working out of the campaign as it applies to the individual community lies with the local Thrift Week committee. Advertising and publicity plans have been made by the National Committee but it remains for the local committee and the local advertising and newspaper men to put them across."

PAPER MILLS BOOST CAPITAL

Laurentide and Howard Smith Companies Are Reorganized

MONTREAL, Dec. 31.—Further developments in regard to the Laurentide Company and the Howard-Smith Company show how the pulp and paper industry in Canada is booming. The Laurentide Company, Ltd., has just increased its capitalization, giving stockholders three shares in the new company for one held in the old concern, and putting the new stock on a 6 per cent basis, five to be paid from the earnings of the paper company and one from the earnings of the Laurentide Power Company, a subsidiary concern. The present capital of the Laurentide Company is \$9,600,000, with \$600,000 bonds outstanding.

The Howard Smith Paper Mills, Ltd., are re-incorporating under the same name with an authorized capital of \$7,000,000. This company recently took over the Toronto Paper Company and now operates plants at Beauharnois and Crabtree Mills, both in Quebec, and at Cornwall, Ont.

Dallas Police Ban Handbills

DALLAS, TEX., Dec. 25.—Campaign posters pasted by zealous publicity directors upon the windshields of automobiles are to be barred under an order just issued by the chief of police, who holds that they violate a city ordinance which makes it unlawful for any person to carry or hold by hand or otherwise any billboard, show card, placard or advertisement on the streets of Dallas.

Twenty Pages for Miami

ATLANTA, GA., Dec. 27.—A recent issue of the Atlanta Journal carried a supplement of twenty pages entirely devoted to Miami, Fla.

TIPS FOR AD MANAGERS

H. B. HUMPHREY COMPANY, 581 Boylston street, Boston. Preparing a campaign in newspapers for Lockwood & Brackett Company, "Loco" Castile Soap and Olive Oil, 232 State street, Boston.

DEL-RAY CORPORATION, 15 West Swan street, Buffalo. Handling the accounts of Dahlstrom Metallic Door Company, Jamestown, N. Y., and the Transmission Ball Bearing Company, Buffalo.

GLOGAU & COMPANY, 180 North Dearborn street, Chicago. Will make up lists during February using newspapers and will place accounts direct.

FIDELITY ADVERTISING AGENCY, 322 Euclid street, Cleveland. Will make up lists January using newspapers for National Safe Company, Cleveland.

LESSING ADVERTISING COMPANY, 225 Fifth street, Des Moines. Will place the advertising for Close-To-Nature Company, canvas houses, Colfax, Iowa.

CALKINS & HOLDEN, 250 Fifth avenue, New York. Will place the advertising for The Sherwin-Williams Company, paints, varnishes, dyes and chemicals, Cleveland.

S. HATTALA COMPANY, 75 East 10th street, New York. Is placing numerous accounts with Foreign Language Newspapers.

ERICKSON COMPANY, 381 Fourth avenue, New York. Will place the advertising for Valentine Company, 456 Fourth avenue, New York.

BUZBY - RAUGHLEY COMPANY, 1214 Arch street, Philadelphia. Planning campaigns for "Manchester Motor Trucks," "Morton Four-wheel Drive Tractors," manufactured by The Pennsylvania Tractor Company, Philadelphia; "Alert Tools."

WILLIAM H. RANKIN COMPANY, 50 Madison avenue, New York, handling advertising of John R. Thompson restaurants and cash-and-carry grocery stores. Newspapers will be used.

LORD & THOMAS, Mellers Building, Chicago, will handle advertising of Alfred Decker & Cohn, Chicago, using newspapers and general mediums.

WILLIAM R. STAPLETON, New Haven, Conn. Placing orders with Eastern newspapers for Kelly Tire and Rubber Company, New Haven.

Looking Backward

HOUSTON, TEX., Dec. 25.—At its last weekly meeting, the Advertising Asso-

ciation demonstrated the great progress that has been made in the methods of advertising, copies of advertisements in publications of 1840 and 1880 were shown beside modern specimens. An invitation has been extended to the bankers of the city to be present at the next meeting to hear a discussion of banks and banking.

New Guide for Correspondents

CLEVELAND, Dec. 28.—Alton D. Spencer, of the Columbus Dispatch, is sending out copies of "The Newspaper Correspondents' Guide," a 46-page brochure. Nine pages are devoted to advice, based on his experience in handling and transmitting news to daily papers. The book gives a list of newspapers which are in the market for reliable, live news from every nook of the United States.

Hogue Teaching Journalism

DALLAS, TEX., Dec. 28.—Bradley B. Hogue, editorial writer on the Dallas Times-Herald, has been selected as instructor in the new course in journalism to be offered by the School of Commerce of the Young Women's Christian Association. Instruction will be given in news gathering, news stories, feature stories, special stories, interviews and other phases of newspaper work.

Recruiting For Ad Club

JOPLIN, Mo., Dec. 25.—A campaign for fifty new members of the advertising division of the Joplin Chamber of Commerce will be conducted by Martin Brotherson, chairman of the committee of re-organization, and Guy T. Humes, and a committee selected by them.

Des Moines Register and Tribune

104,558 Daily
Morning and Evening

71,240 SUNDAY

Net Paid Average Six Months
ending September 30, 1919
Member A. B. C.

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES

I. O. Klein,
Metropolitan Bldg., New York.
John Glass,
Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.

Most Rapidly Growing City in East
Thoroughly Covered by the

Evening News

Member A. N. F. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

THE PEOPLE OF
NEW LONDON, CONN.
have money to spend for nationally
advertised goods. The city was never
as prosperous as it is today.

Advertise your goods at dawn
and sell them before dark

The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representatives
Payne-Burns & Smith, New York—Boston
J. Logan Payne Co. Chicago—Detroit

3 OF A KIND

New England Market
Merchandising

BOSTON AMERICAN

Service Department

To cover the first effectively you
need the other two.

Govt. Statement for Six Months
Ending April 1st Shows

301,270

The Congregationalist Changes Page Size

Beginning with the issue of
January 1st, 1920, our column
length changes from 160 lines
to 150 agate lines. Width
from 14 to 15 ems.

Three columns to page
BEACON ST., BOSTON

The Pittsburg Press

Daily and Sunday
Has the Largest

CIRCULATION
IN PITTSBURG
Member A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN, JOHN GLASS,
New York. Chicago

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

MERRY XMAS IN CLEVELAND

News-Leader, Press and Plain Dealer Staffs Well Remembered

CLEVELAND, Dec. 28.—The Press and the News and News-Leader, as well as the Plain Dealer, gave workers substantial Christmas gifts. The Plain Dealer people had their annual "round up" in the composing room, where "Daddy" Samuel Johnson, oldest employe on the payroll, was given his annual "donation," quite a snug sum of cash. Mr. Johnson has drawn pay from the P. D. for nearly 54 years, but years ago he ceased to work, and spends much of his time looking after sick members of the paper's mutual benefit association.

The P. D. for years has given every employe \$2.50 Christmas, the amount after the first year being increased to \$5.00 a year. Ten years' continuous service entitles an employe to \$10. Dozens of employes drew their \$10 gifts, and some were disappointed because no gold coins were distributed. None were available.

Happy Fathers

William G. Shepherd, famous war correspondent, is celebrating the arrival of a son at his home, 50 Riverside Drive, and John F. Redmond, managing editor of EDITOR & PUBLISHER, smiles because his is a girl. Both arrived on the last day of the year.

New Chicago Daily

CHICAGO, Dec. 31.—A new morning five-cent daily, The Chicago Press, will be launched here with a limited circulation of 20,000, according to the announcement from the office of a weekly of which it will be the outgrowth.

Fairchild Ad Manager

William Fairchild has been made advertising manager of the New York Evening Telegram, succeeding Bates Spencer, who joins the American Association of Foreign Language Newspapers.

INCORPORATIONS

NEW YORK.—S. Hattalla Company; \$10,000; B. F. Laum, A. F. Spiegel, T. K. Peeples, 2 Rector street.

Film Bulletin Corporation; \$10,000; L. E. and E. K. Chadwick, F. J. Willis, 126 West 46th street.

Charles Hendricks, Ind.; printing; \$25,000; C. and C. L. Hendricks, I. B. Feinberg, 51 Chambers street.

Select Printing Company; \$300,000; L. and H. Lipschitz, C. Trosk, 52 Broadway.

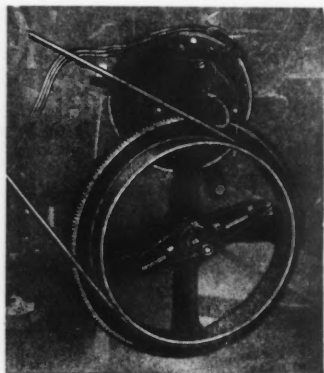
Uniform Printing & Supply Company of Illinois; authorized, \$50,000; J. B. Gray, 50 Washington street, Brooklyn.

World-Wide Advertising Corporation; \$3,000 shares common stock, no par

EQUIPMENT FOR SALE

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

THE CUSHMAN



OFFSET LINOTYPE MOTOR Has No Equal

EFFICIENCY for SERVICE

and

STURDY CONSTRUCTION

We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.

Write for prices. Address:

CUSHMAN ELECTRIC CO.

Concord, N. H.

For Sale

Goss straight line printing press (8 pages) with complete stereotyping outfit. Can be seen in operation. A splendid buy if you act quick. The Record Publishing Company, Greensburg, Penna.

Goss Comet, Used 7 Months

Taken in exchange for 32-page press. Can be shown running; \$4,600.00 erected and guaranteed in your plant. Peckham Machinery Co., 1328 Broadway, New York City.

EQUIPMENT WANTED

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

Wanted

Linotype Machine, model No. 8, in good condition. The Post-Star, Glens Falls, N. Y.

value, active capital, \$5,000; H. Gale, H. A. Ahern, E. M. Scholz, 1 West 34th street.

Spotlight Publishing Corporation; \$20,000; P. Dasher, W. Williams, A. Sterling, 220 West 42d street.

Publicity Printing Company; capital increased from \$10,000 to \$25,000.

Anchor Press; capital increased from \$25,000 to \$40,000.

DOVER, DEL.—National Paper Products Company (Delaware Corporation); \$500,000; M. L. Rogers, L. A. Irwin, William G. Singer, Wilmington.

Composers' Printing Corporation; \$1,750,000; Samuel B. Howard, George V. Reilly, Harry C. Hand, all of New York.

McClure's Magazine, Inc.; \$19,105,000; Robert K. Thistle, George V. Reilly, Harry C. Hand, all of New York.

MALDEN, MASS.—Universal Advertising Agency; \$50,000; Clarence E. Worthen, William H. Walsh, Catharine A. O'Brien.

For Sale

Two Hoe Sextuple Presses with two folders. Each press prints an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rolling Machines can be shipped at once.

Walter Scott & Company
Plainfield, N. J.

Take It To

POWERS

Open 24 hours out of 24
The Fastest Engravers on
the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by
Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business
BOUGHT AND SOLD

Printers' Outfitters

American Typefounders' Products
Printers and Bookbinders Machinery
of Every Description
CONNER, FENDLER & CO
24 Beckman St. New York City

GOSS

the name that stands for
SPEED, DEPENDABILITY,
SERVICE

THE GOSS

High Speed "Straightline" Press

Used in the largest newspaper plants
in U. S. A. and Europe.

THE GOSS

High Speed "Unit Type" Press

Built with all Units on floor or with
Units superimposed.

THE GOSS

Rotary Magazine Printing and Folding Machine

Specially designed for Catalogue
and Magazine Work.

GOSS STEROTYPE MACHINERY

A complete line for casting and finishing
flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

New York office:
220 W. Forty-second St.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

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

Classified Manager Wants to Change

I am 28 years old, married, have had ten years' experience in the newspaper work, five successful years as classified manager, know how to get the business without spending all the income on promotion. Now employed on an evening paper with 50,000 in a city of 70,000. Have personal reasons for wanting to change. Will be glad to give further details as to character and ability. Address B-511, care of Editor & Publisher.

Advertising Manager

on live paper who has had wonderful success and can give best recommendations. Age 30. Want to connect with good paper that would appreciate capable man. Address B-516, care of Editor & Publisher.

Manager

of newspaper in community of 50,000 wants to connect with live paper. Am 29 years old and have had 13 years' experience in both news and business ends. Fully capable of handling any or all departments of live paper. Address B-515, care of Editor & Publisher.

New Deal Wanted

Blocked by office politics near top of staff of great metropolitan daily, experienced editor-writer desires change. No weaking only no scrapper. Training on large and small sheets qualifies for editing and writing in smaller cities. Will go any reasonable distance. Address B-504, care of Editor and Publisher.

Competent Reporter

or desk man wants position—preferably in Southern city situated on water. However, will consider any offer. Ten years' experience. Married. Address B-519 care of Editor & Publisher.

Editorial or Special Writer

Winner of Certificate of Distinguished Merit in Fourth Liberty Loan editorial writing contest conducted by Editor and Publisher desires correspondence with any publication requiring the service of an experienced newspaper man as editorial or special writer. Keeps in touch with the political trend of the times, is familiar with national and industrial issues, has some knowledge of what is going on in world affairs. He is holding a very responsible position now but it is a full stop so far as advancement is concerned unless he gains a foothold in a larger field. This is the only reason for desiring change. Address B-527, care of Editor and Publisher.

Newspaper Executive

seeking larger opportunity would be pleased to hear from publisher of daily in city of 100,000 or over who desires the services of a practical man, competent to take charge of all departments. Can operate plant economically, conduct business details systematically, develop advertising to the maximum and increase circulation as far as advisable. Will consider offers to take complete charge or as advertising or promotion manager. References will prove ability to produce all that any publisher can desire. Address B-530, care of Editor and Publisher.

Experienced Ad Man

desires position with daily newspaper in city of not less than 20,000. Employed at present but desires to make change. New York or Ohio preferred. Address B-529, care of Editor and Publisher.

Unusually Successful Editor

and manager having sold out his property at a handsome profit will make new connection with or without investment. Efficiency expert, time and money saver. If you have a proposition that needs a man who knows and has a record, address B-526, care of Editor and Publisher.

Experienced Circulation Manager

open for engagement. Understand all phases of circulation work on both morning and evening papers. Past record shows accomplishment of results. Capable executive and organizer. Could make change on reasonably short notice. Satisfactory references. Address B-525, care of Editor and Publisher.

HELP WANTED

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

Assistant Circulation Manager

wanted at once for Morning, Evening and Weekly papers in Eastern Canadian town of 60,000 inhabitants. One fully qualified to take complete charge if required. Applicants must be thoroughly reliable, conscientious and temperate. Excellent position for competent person. Apply with full particulars to Box B-507, care of Editor & Publisher.

Circulation Builder

Wanted—An experienced circulation builder for a stock and farm paper in the Rocky Mountain West. Must be a man who knows how to organize a working force and secure bona fide circulation. State salary expected. Box 758, Cheyenne, Wyoming.

HELP WANTED

Accountant Office Manager

One of my clients in the southwest desires to secure services of young newspaper accountant. If you are experienced and can furnish references, I will forward your application to publisher. State your case fully in first letter. Pierre C. Starr, 110 West 40th St., New York.

Managing Editor

Wanted: Managing editor of live newspaper in one of the best cities of 40,000 population in the South. Man who could make a small investment would be desirable, but investment not necessary. Address B-528, care Editor and Publisher.

Managing Editor

for afternoon paper of 11,000 circulation in good town in Southwest. Man who can take full charge of news department and can handle his force. Give particulars as to past experience and salary expected. B-508, care of Editor & Publisher.

City Editor

Wanted, for a daily evening newspaper, a city editor who understands the newspaper game, knows how to go after news and recognizes it when he sees it. Must be able to direct work of repertorial staff, to organize makeup and to meet people. We offer free scope for originality and personality. Good salary to the right man. Address B-524, care of Editor and Publisher.

Wanted—Circulation Manager

for afternoon daily in Southwest. Circulation about 12,000. Want man who can take initiative and take full charge. Give full particulars as to past experience, and salary expected, etc. We are looking for a man who can produce and him we are willing to pay well. Box B-509, care of Editor & Publisher.

Newspaper Accountants and Auditors

A large New York organization has several rare and desirable openings on general auditor's staff for accountants who thoroughly understand every phase of newspaper accounting and office management. Only men 30 to 40, of unusual ability, experience and attainment with complete understanding of modern theory and practice will be considered. Write a letter of application with photo, covering in detail positions held, salary received, specifically stating special accomplishments. Only men of proven ability capable of earning \$60 to \$100 per week need apply. Exceptional opportunity for advancement. Complete expense allowance to New York address. Confidential. P. O. Box 1248, City Hall Station, New York City.

Wanted

Advertising Manager and Solicitor for Italian-American publication of Newark, N. J. Italian-American population of Newark is 80,000; of the state 350,000. 50% commission. Large field. Excellent opportunity. Write La Tribune, 98 8th Ave., Newark, N. J.

BUSINESS OPPORTUNITY

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

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

To Address Tarheel Meeting

ROCKY MOUNT, N. C., Dec. 27.—Governor T. W. Bickett and Dr. E. C. Brooks, state superintendent of public instruction, have accepted invitations to speak at the mid-winter meeting of the North Carolina Press Association at Greensboro on the evening of Jan. 8.

Moye Resigns

J. H. Moye has resigned as manager of city and suburban circulation of the Atlanta Constitution to become circulation manager of the Birmingham (Ala.) Ledger. Mr. Moye was formerly connected with the Birmingham News.

Hopkins Agency Expands

The George W. Hopkins Advertising Agency, New Haven, has just opened a branch in Hartford. W. J. Slator, a former New Haven newspaper man who went overseas with the 102d Infantry, is associated with Mr. Hopkins.

ENRIGHT TO INVADE BOSTON FIELD

Publisher of Lynn Telegram-News Will Start Morning and Afternoon Issues of the Telegram About March 1

(BY TELEGRAPH)

BOSTON, MASS., Dec. 29.—Frederick W. Enright, publisher of Lynn Telegram-News, will enter the Boston newspaper field with a morning and evening publication, to be known as the Boston Telegram. The first issue will make its appearance about March 1 from offices to be established in the financial district and only about a stone's throw from newspaper row.

Mr. Enright's newspaper will be Democratic in its local and national politics and will range between 16 and 30 pages in size. The paper will be incorporated with a capital of \$200,000 and Mr. Enright states that a surplus fund of \$1,000,000 will be available to carry on the publication until such time as it is reached a paying basis.

Mrs. Eleanor M. Enright will be vice-president of the corporation and Walter T. Enright, brother of the Lynn publisher, will be a director.

In an interview with a representative of EDITOR & PUBLISHER, Mr. Enright said: "At the present time there is no Democratic newspaper in the City of Boston. All the Boston papers are rock-ribbed Republican papers working solely



F. W. ENRIGHT

for the so-called interests. The Boston Telegram will fill a long felt want in the ranks of the Democratic party in this section of New England. It will employ a staff of about 800 hands in all departments."

Mr. Enright states that two high speed presses have been purchased and a battery of about 30 latest model linotype machines will be installed. An entire building of six stories has been leased for 50 years for the plant and extensive alterations will be made, which according to Owen J. F. Farley & Co., real estate brokers, will be the last word in architecture from a newspaper standpoint.

John O'Flanagan, at present managing editor of the Lynn Telegram-News, will be placed in charge of the editorial department of the Boston publication. Mr. Enright will have charge of the business department and he assisted by Arthur Erwin, at present his business manager. John Miller, formerly advertising manager of the Bridgeport Telegram-Post, who has recently joined his staff, will probably succeed Mr. Erwin at the Lynn office.

\$5000 for first payment on an Ohio Valley daily newspaper property. Ohio properties preferred.

Proposition T. U.

CHARLES M. PALMER,
Newspaper Properties
225 Fifth Avenue New York

New England Daily

Evening paper in city of over 20,000 population. No competition. Large undeveloped advertising field. Price \$35,000, one-half cash.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building -1- New York

Mr. Enright was formerly a reporter employed at different times of the staffs of the Boston Herald, Post and American. He established the Lynn Telegram in December, 1912, and in July, 1918, purchased the Lynn Evening News from James Higgins, general manager of the Boston Herald, and consolidated the two papers.

World Finds Santa Claus

"Mister Editor, is there a Santa Claus?" was the inquiry of thirty-four New York children in letters to the New York World last week and the World found a ready answer. The letters were turned over to the Red Cross and a representative of the paper made sure that each of the youngsters believed in Santa Claus on the evidence of a good Christmas dinner, new clothes, candy, toys, drums and all the other trimmings of a real "kid" Christmas.

Fire in Marshalltown

MARSHALLOTOWN, IA., Dec. 30.—The Times-Republican plant was partially destroyed by fire December 23, with a loss of between \$50,000 and \$60,000, about two-thirds covered by insurance. The machinery was not put out of commission, and the day after the fire a hand bill was gotten out on a job press in lieu of the newspaper. The Christmas issue was omitted and regular publication resumed the day following.

New Editor for Harper's

Thomas Bucklin Wells has been appointed editor of Harper's Magazine, succeeding the late Henry Mills Alden. He has been associate editor of the magazine for 17 years. Lee Foster Hartman will succeed him as associate editor.

Open Cable to Uruguay

Through the opening of a new cable line from Buenos Aires to Montevideo last week, New York for the first time was put into direct telegraphic communication with Uruguay.

Nome Nugget Suspends

SEATTLE, WASH., Dec. 27.—The Nome (Alaska) Nugget has decided to suspend publication because of the unusually large number of people leaving on the last steamer of the season.

A MODEL EFFICIENCY PLAN FOR PAPER

(Continued from Page 18)

to the advertising department, the composing room, the stereotype department, the press department, and to the mail department, each department supplying the information called for and delivering it to the next. Each department knows and morally certifies to the correctness of the information supplied by the previous departments through whose hands it passes.

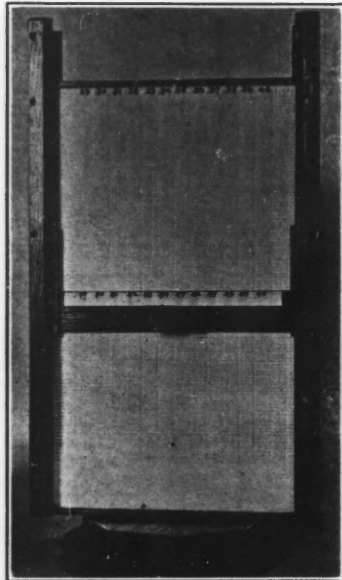
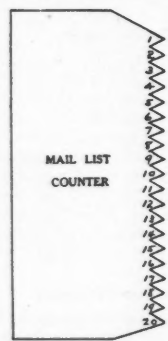


Illustration No. 1. — Office made rapid calculator for advertising bills, showing revolving frame and movable indicator bar.

From the mail room the report is delivered to the publisher's office from which he secures in compact form all the essential details of the previous



Mail List Counter

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.



The National Jewish Daily

the name of the former, the newspapers he takes and the expiration of each subscription to the Item as well as competing papers.

When a solicitor covers the route he carries with him this record and revises it. As all routes are covered several

times a year the record is progressively brought up to date although never precisely correct.

This permits the canvassing of the routes at the most opportune time in relation to expirations of all the newspapers taken by those living on it.

	29c	30c	31c	32c	33c	34c	35c	36c	37c	38c	39c	40c	
50	14.50	15.00	15.50	16.00	16.50	17.00	17.50	18.00	18.50	19.00	19.50	20.00	50
51	14.79	15.30	15.81	16.32	16.83	17.34	17.85	18.36	18.87	19.38	19.89	20.40	51
52	15.08	15.60	16.12	16.64	17.16	17.68	18.20	18.72	19.24	19.76	20.28	20.80	52
53	15.37	15.90	16.43	16.96	17.49	18.02	18.55	19.08	19.61	20.14	20.67	21.20	53
54	15.66	16.20	16.74	17.28	17.82	18.36	18.90	19.44	19.98	20.52	21.06	21.60	54
55	15.95	16.50	17.05	17.60	18.15	18.70	19.25	19.80	20.35	20.90	21.45	22.00	55

Illustration No. 2.—Showing arrangement of the chart with advertising rates cross-wise and quantities in inches length-wise.

31,510,212 Lines November Gain of 89 Newspapers

No Losses Shown in Eighteen Cities Listed by N. Y. Evening Post Statistical Staff.

Eighty-nine newspapers, published in eighteen cities, showed a combined gain of 31,510,212 agate lines of advertising during the month of November, over November, 1918, according to a report issued by the statistical department of the New York Evening Post. New York City newspapers made the greatest collective gain during the month, with 5,054,254 lines, Los Angeles newspapers running second, with a gain of 3,387,624 lines. There were five Sundays in November, 1919, against four in the same month last year. The table by cities follows:

	1919	1918	Gain
New York.....	14,588,298	9,534,044	5,054,254
Birmingham	2,834,944	1,702,610	1,132,334
Chicago	6,665,914	4,426,455	2,239,459
Philadelphia	7,866,315	6,155,415	1,710,900
Los Angeles.....	6,551,440	2,713,816	3,837,624
Baltimore.....	5,303,878	4,037,201	1,266,677
Detroit	5,711,286	3,313,632	2,397,654
Cleveland.....	5,234,025	3,217,725	2,016,300
Washington	4,541,800	3,062,661	1,479,139
Buffalo	4,093,921	3,086,486	1,007,435
St. Louis.....	4,361,900	2,732,260	1,579,640
San Francisco..	3,652,390	2,323,524	1,328,866
Minneapolis	3,379,292	2,222,724	1,156,568
Indianapolis	3,306,903	2,264,469	1,042,434
Milwaukee.....	2,938,703	1,906,819	1,031,884
New Orleans.....	3,140,569	1,890,917	1,249,652
St. Paul.....	2,510,186	1,645,294	864,892
Cincinnati.....	3,373,200	2,258,700	1,114,500
Totals	90,054,964	58,544,752	31,510,212

Advertiser Haled to Court

PORTLAND, ORE., Dec. 31.—The Portland Ad Club, through its better business bureau, is prosecuting a case against the Advance Apparel Company of this city, charged with fraudulent advertising. Charles W. English, secretary of the better business bureau, accuses E. H. Blank, proprietor of the store, with advertising a woman's coat for sale at the reduced price of \$37.50 when the coat was not worth that amount.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for 6 Months ending Oct. 1, 1919

33,137

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

Arthur Capper

Member A. B. C. Publisher.

F. C. JACKSON DIES WITH SHIP

Son of Oregon Journal Publisher Was Active Newspaper Man.

PORTLAND, ORE., Dec. 31.—Francis C. Jackson, son of C. A. Jackson, publisher of the Oregon Journal, was one



FRANCIS C. JACKSON

of 38 men to lose their lives in the wreck of the oil tank steamer J. A. Chanslor on the Oregon coast, near Coos Bay, last week. Young Jackson himself was an officer and director in the Journal Publishing Company and had devoted much time to the affairs of that newspaper.

Mr. Jackson had gone into the merchant marine during the war when poor eyesight had disqualified him for active duty in the army. When the Chanslor sailed from Portland a few days before the wreck one of the assistant engineers was unable to make the trip and Jackson agreed to take his place at the request of Thomas Seymour, chief engineer and a personal friend. He had made several previous trips on the Chanslor.

Mr. Jackson was born October 19, 1887, in Pendleton, where his father formerly published the East Oregonian. He had made his home in Portland since 1904, and was married eight years ago to Miss Lillian Eva. Mrs. Jackson and a young son, Charles Samuel, survive him.

Love Unites Friends and Foes

ARDMORE, OKLA., Dec. 30.—Bert Love, editor of the Daily Ardmoreite, staged a unique stunt a few days ago, when he invited all friends and enemies of his newspaper to a round-table meeting held in convention hall, where brickbats and bouquets were thrown. The general discussion and set program of speeches by Oklahoma newspaper makers was followed by a dance.

Big Ads in Bay City

BAY CITY, MICH., Dec. 27.—Local manufacturers have just completed a "Buy in Bay City—Made in Bay City" week, with a display of various articles manufactured here. All stores carried window exhibits, and the newspapers reported a record week in advertising.

Major George G. Shor, who served in France, has been made director of publicity for the Rialto and Rivoli Theatres, New York. Ralph Edmunds is going abroad.

The McClure Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Ave., New York

New Jersey's Greatest Morning Newspaper

THE NEWARK LEDGER

For six days in the week we are alone in our field of more than a million readers, and the

SUNDAY LEDGER

Takes a place among the leading publications of the country.

Dorothy Dix Helen Rowland Associated Press

TRENTON NEW JERSEY TIMES

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages Tuesday Music Page Circulation 26,649. Member A. B. C. KELLY-SMITH CO.

Marbridge Bldg., New York. Lytton Bldg., Chicago.

BUFFALO NEWS EDWARD H. BUTLER

Editor and Publisher "The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C. Foreign Advertising Representatives KELLY-SMITH COMPANY 220 Fifth Avenue NEW YORK Lytton Building CHICAGO

ADVERTISING CENSORSHIP

The New York Times exercises a careful censorship over all advertisements offered for publication in its columns. A censorship committee, composed of executives from the business and advertising departments, applies the rules of The New York Times Index Expurgatorius to many advertisements of questionable character. The Times requires that an advertiser must possess business integrity, the thing advertised must have merit and the advertisement must be truthful and conservative.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City Established a Quarter of a Century

John W. Anybody, Westerner

John W. Anybody, Westerner, is a brother of Henry G. Anybody, Easterner, and a first cousin of Robert E. Lee Anybody, Southerner.

John lives much as Henry and Robert live. He is perhaps a wee bit more willing to take a chance than is Henry; he hustles harder than Cousin Bob does—but he lives, in the main, much as do the other fellows.

Every morning he hops out of his bed, which was manufactured at Jamestown, N. Y.

He has slept on an Ostermoor mattress, which was manufactured in New York City.

He puts his feet on a rug which was manufactured in Yonkers, N. Y.

He puts on a Yorke shirt, which was manufactured at Glens Falls, N. Y.—an Arrow collar which was manufactured at Troy, N. Y.; a Kayser cravat, which was manufactured in New York City; a suit of Stein Bloch clothes, which was manufactured at Rochester, N. Y., and a pair of Nettleton shoes, which were manufactured at Syracuse, N. Y.

He meanders down to breakfast, where friend wife has prepared his Yuban coffee, blended roasted and packed in Brooklyn, N. Y., sweetened with Domino sugar, which was refined at Yonkers, N. Y.

The biscuits were raised with Royal Baking Powder, manufactured in New York City. His fried eggs are garnished with Beechnut bacon, manufactured at Canajoharie, N. Y.

As he prepares to leave the house he dons a Knox hat, manufactured in Brooklyn, N. Y.; a pair of Myer gloves, manufactured in Gloversville, N. Y., and, going to the garage, gets out his Franklin car, which was manufactured in Syracuse, N. Y.

His morning newspaper was printed on a Hoe press, manufactured in New York City, and was

set on a linotype machine which was manufactured in Brooklyn, N. Y. The paper on which it was printed was manufactured in Watertown, N. Y.

At the office John W. dictates replies to his morning's mail, and the sweet little stenog. writes them out on a Remington typewriter which was manufactured in Ilion, N. Y.

At lunch the waiter places a bottle of Blue Ribbon catsup—manufactured in Rochester, N. Y.—on the table.

John W. smokes Schinasi's Natural cigarettes. They are manufactured in New York City.

On the way home he buys a box of candy for the storm and strife. Huyler's candy, manufactured in New York City, if you please.

When he gets home the cause of all his troubles tells how she was down town during the day, and how she bought some sheets and pillow cases which were manufactured in Utica, N. Y.; some Dove under muslins which were manufactured in New York City, and a pair of Hannan shoes which were manufactured in Brooklyn, N. Y.

And so it goes. What's the answer?

Why,—New York State is some busy producer. It requires a lot of pretty high class labor to produce enough New York merchandise to meet the demand which exists all over the country.

That makes New York State a busy state, a state full of people with jobs—with fat pay envelopes—of people who have money to satisfy their tastes, and with pretty well educated tastes.

Daily newspaper advertising in New York State produces action, for, busy as they are, all people will take time to read their local daily newspaper no matter what other reading they have to miss.

See the point? Sure thing you do!

Merry Christmas and Happy New Year!

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
*Albany Knickerbocker Press (M).....	32,929	.08	.08	†New York Herald (M).....	109,267	.40	.36
*Albany Knickerbocker Press (S).....	42,237	.08	.08	†New York Herald (S).....		.50	.45
Auburn Citizen (E).....	7,304	.025	.025	New York Evening Journal (E).....	685,428	1.00	1.00
Brooklyn Daily Eagle (E).....	45,884	.18	.18	New York Post (E).....	30,026	.25	.20
Brooklyn Daily Eagle (S).....	68,457	.18	.18	New York Sun (M).....	131,951	.39	.36
*Brooklyn Standard Union (E).....	54,559	.15	.15	New York Sun (S).....		.42	.38
*Brooklyn Standard Union (S).....	58,347	.15	.15	†New York Sun (E).....	198,491	.42	.38
Buffalo Courier & Enquirer (M&E).....	75,316	.14	.12	†New York Telegram (E).....	101,519	.39	.36
Buffalo Courier (S).....	14,431	.17	.15	†New York Telegram (S).....		.20	.17
Buffalo Evening News (E).....	76,312	.16	.16	New York Morning Telegraph (M).....	52,103	.20	.17
Buffalo Evening Times.....	4,718	.10	.10	New York Morning Telegraph (S).....	56,289	.30	.255
Buffalo Sunday Times.....	72,550	.10	.10	New York Times (M).....	339,858	.50	.485
Corning Evening Leader.....	7,006	.025	.025	New York Times (S).....	501,650	.55	.5335
Elmira Star-Gazette (L).....	23,469	.07	.05	New York Tribune (M).....	118,386	.32	.28
†Glens Falls Post Star (M).....	8,000	.03	.03	New York Tribune (S).....	108,999	.32	.28
Gloversville Leader-Republican (E)...	6,009	.02	.02	New York World (E).....	339,199	.50	.48
Gloversville Morning Herald (M).....	6,245	.03	.025	New York World (M).....	370,289	.50	.48
Ithaca Journal (E).....	6,252	.025	.025	New York World (S).....	578,799	.50	.48
Jamestown Morning Post (M).....	9,240	.025	.025	Niagara Falls Gazette (E).....	12,521	.035	.035
Lockport Union Sun and Journal (E).....	7,682	.025	.025	Poughkeepsie Star (E).....	9,674	.0321429	.03
*Middletown Times-Press (E).....	5,695	.03	.025	Rochester Herald (M).....	31,219	.06	.06
Mount Vernon Daily Argus (E).....	6,421	.02	.02	Rochester Times-Union (E).....	62,733	.16	.14
*Newburgh Daily News (E).....	10,903	.05	.035	Schenectady Union-Star (E).....	16,047	.08	.04
New York American (M).....	301,792	.55	.43	Staten Island Daily Advance (E).....	4,500	.0275	.0225
New York American (S).....	875,948	.90	.80	Syracuse Journal (E).....	45,025	.08	.08
New York Globe (E).....	188,780	.39	.36	*Troy Record (M&E).....	23,752	.05	.05
				Utica Daily Press (M).....	21,095	.05	.045
				Yonkers Daily News (E).....	3,760	.03	.03
				†Seven Day Average.....			
				Total Circulation			6,654,863

Government Statement, October 1st, 1919.
 *A. B. C. Report, October 1st, 1919.
 †Publishers' Statement.

WHICH

FOR SALE
AT ALL
DEALERS

FOR SALE
AT
JOHN SMITH'S
291 MAIN ST.

OR

WRITE
FOR A
CATALOGUE

We beg to offer our customers
the best line of SHIRTS

JOHN SMITH
291 MAIN ST.

AS IN THE GENERAL
MEDIUMS.

AS IN THE LOCAL
DAILY NEWSPAPER

Why Spend Money to Encourage Substitution When It Can Be Used to Produce Direct Sales

John Smith is very much more apt to take on your line if you will spend a few dollars in his local papers to bring trade to his shop.

John Smith has grown tired of the bunk represented in stocking up on the strength of general medium advertising which cannot be made to lead directly to his shop.

MEMBER
A. B. C.

THE NEW YORK GLOBE

180,000
A DAY

JASON ROGERS, Publisher

