



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America
1884 1918

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\$3.00 a YEAR

NEW YORK, SATURDAY, NOVEMBER 30, 1918

10c Per Copy

What Is "National Advertising"?

The only truly "national" advertising is *newspaper* advertising because only *newspapers* reach the full breadth and *depth* of the nation.

Advertising in a publication that merely covers the United States geographically is not entitled to be called "*national*" advertising because such advertising can not move the nation but only a limited class in the nation.

The Liberty Bond campaigns have proven that *newspapers* represent advertising power and efficiency far beyond that of all other media combined.

Like a giant among its fellow publications stands

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation in excess of 440,000 Daily and 700,000 Sunday

PENNSYLVANIA'S INDUSTRIES

Are Among the Giant Industries of the World

PENNSYLVANIA was the first State in the Union to make organized provision for the returned and wounded soldiers. Pennsylvania was always unswerving in the performance of her duty as she saw it, and fortunately has the resources and wealth to do that duty handsomely.

PENNSYLVANIA is always foremost in the great enterprises of the country and her daily newspapers are worthy of the magnitude of her manufacturing and mercantile dominance.

All points in **PENNSYLVANIA** are spanned by the daily newspapers (shown below). They cover the HOMES intensively and are a short cut to advertising success.

National advertisers, National manufacturers and merchants who would expand, open up new trade or increase the volume of trade already established, will find in this combination a potential force, masterful in its achievement, leading steadily up to the goal of expectation.

Don't sit back and wait for others to blaze a trail. Dig in NOW and get that momentum which means trade leadership. Study carefully the following list of representative and leading newspapers:

	Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03	New Castle News (E)	12,503	.025	.025
Altoona Mirror (E)	22,265	.04	.04	Oil City Derrick (M)	6,135	.023	.018
Altoona Times (M)	14,940	.025	.02	Philadelphia Press (M) .. .	34,777	.12	.12
Altoona Tribune (M)	7,500	.02	.02	Philadelphia Press (S)	95,076	.20	.20
Chester Times & Republican (M & E)	13,174	.04	.03	Philadelphia Record (M)	123,277	.25	.25
Connellsville Courier (E)	6,884	.015	.025	Philadelphia Record (S)	133,680	.25	.25
Easton Express (E)	8,368	.018	.018	Pittsburgh Dispatch (M)	{63,285}	.12	.08
Easton Free Press (E)	15,835	.025	.025	Pittsburgh Dispatch (S)	{63,285}	.19	.14
Erie Herald (E)	8,632	.02	.02	Pottsville Republican (E)	11,533	.0329	.0329
Erie Herald (S)	8,491	.02	.02	Scranton Republican (M)	28,331	.07	.06
Harrisburg Telegraph (E)	22,388	.045	.045	Scranton Times (E)	35,344	.08	.07
Johnstown Democrat (M)	9,841	.03	.025	West Chester Local News (E) .	11,962	.03	.03
Johnstown Leader (E)	6,718	.015	.015	Wilkes Barre Times-Leader (E)	20,292	.035	.03
Lancaster Intelligencer and News-Journal (M&E) ...	21,098	.05	.05	York Gazette (M)	15,026	.03	.03

Government statement October 1st, 1918.



TIPS TO THE LONELY GIRL AT HOME

BY Rachel Curtis



THE LATEST EXCLUSIVE FEATURE OF



A DAILY QUESTION-AND-ANSWER COLUMN OFFICIALLY SUPPORTED BY THE NATIONAL Y. W. C. A.

Question - and - answer columns have surpassing power to build and hold your circulation.

The new NEA column by Rachel Curtis, like all NEA stunts, has NEWS INTEREST, HEART INTEREST, AND, BEST OF ALL:—

It puts no additional burden upon the client paper's staff.

NEA DOES ALL THE WORK, THE CLIENT PAPER GETS ALL THE CREDIT

Every Feature in The NEA Service Builds Circulation Holds Circulation



There's Always A Big New Splash in the NEA Service

NEA'S latest feature is a novel woman's page stunt, held by the National Y. W. C. A. to be of vital and timely national value, and receiving that organization's full co-operation.

MEET RACHEL CURTIS
Y. W. C. A. Worker
Society Leader
Sportswoman
War Bride

Mrs. Curtis will solve in personal correspondence the heart problems of all girl readers of NEA client papers. She has behind her the entire authority and aid of the war work council of the Y. W. C. A.

DEMOBILIZATION BRINGS GRAVE NEW PROBLEMS TO EVERY GIRL

While the boys are still away, and while they are coming back, the lonely girls at home, puzzled, their conventions upset, will crave advice more than ever.

NEA Sees the Need First and Is First to Meet It

WOMEN READERS OF EVERY NEA CLIENT PAPER WILL RECEIVE PERSONAL ANSWERS TO THEIR QUERIES FROM

RACHEL CURTIS

WIRE



A SERVICE—
NOT a Syndicate

The Newspaper Enterprise Association

West Third and Lakeside, Cleveland, Ohio

To the Members of the Association of National Advertisers:

To get your product

into the half a million homes
in the territory in and around

Philadelphia

you should use

The Dominant Newspaper

The Bulletin

The Philadelphia Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania and is the third largest in the United States.

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory each day by concentrating in the one newspaper which dominates this field—

The Philadelphia Bulletin

October
circulation

479,939

copies a
day



EDITOR-PUBLISHER



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

Vol. 51

NEW YORK, SATURDAY, NOVEMBER 30, 1918

No. 25

CRUCIAL AFTER-THE-WAR CONDITIONS CHIEF TOPIC OF NATIONAL ADVERTISERS' CONVENTION

Reconstruction Period Brings Many New Problems to A. N. A. Members, and They Will Gather Next Week to Seek Best Solutions—Advertising Managers Find Their Broadening Field Requires More Intimate Contact With Other Departments—Many Prepare Extra-Convention Papers for This Issue of EDITOR & PUBLISHER

FACING the members of the Association of National Advertisers, as they prepare for their ninth annual meeting, in the Waldorf-Astoria Hotel, December 4, 5, and 6, are conditions so radically changed from those of former years that every one of this organization, whose combined membership invests \$100,000,000 annually in advertising, looks upon this meeting as the most important one in the history of the organization.

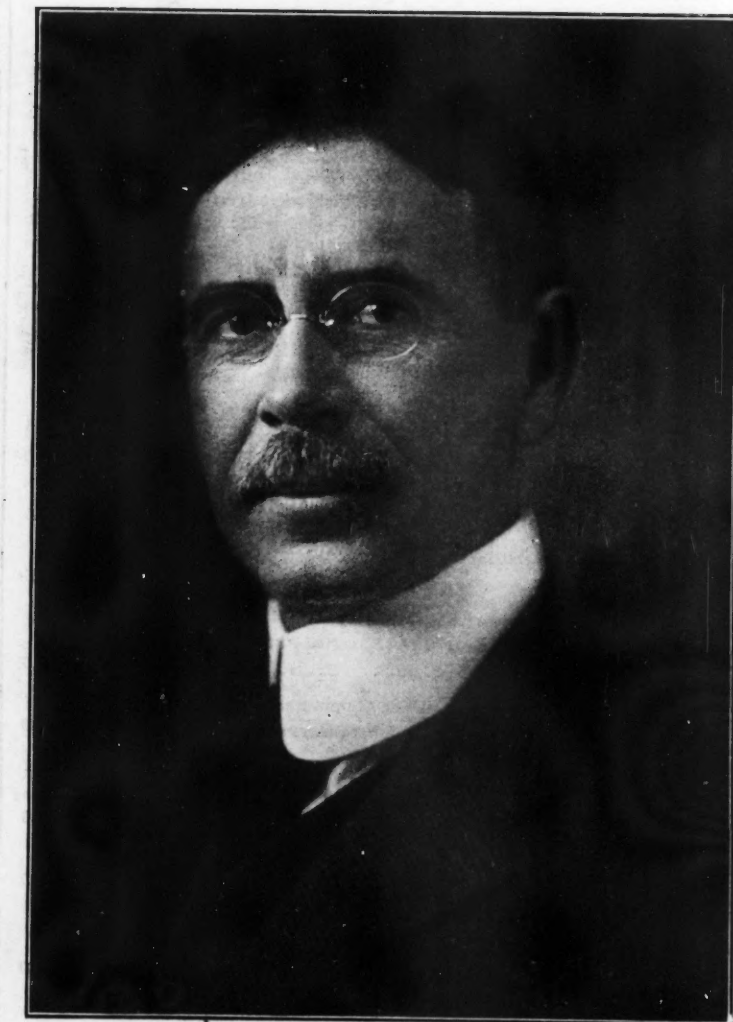
There is the domestic market, already beginning to clamor for greater supplies; competition, that was quiescent throughout the period of the war, rousing itself to vigorous life, and the vast field of foreign markets, deprived of producing labor and desolated as to factories and most means of production and distribution, getting ready to open up to a degree never even conceived before the war.

Many of the concerns represented in the A. N. A. have had little or nothing to advertise during the period of the war; those who have produced goods in their usual lines found their supplies of raw materials difficult to get, and costly; even the best supplied among them have found it impossible to meet fully the demands the market made upon them, and their quandary has been how to keep their names before the purchasing public and still not boost business and thereby create dissatisfaction and cause criticism among partly supplied customers, whose good-will they wished to keep warm for the better times of peace.

Must Alter Plans

As business conditions have altered, so these great advertisers realize the methods of advertising, developed through long years of study and effort, will have to be changed, too. Copy that "pulled" in the time gone by will no longer perform its accustomed function, and media that were once considered best for their purpose will have to give place, in many instances, to other vehicles for their approach to the purchasing public.

Changed, too, are the viewpoints of the advertisers; altered because of the close study they have found it necessary to make of the business of the concerns they represent. It has been brought home to many, who before gave but a superficial study to their factories and their storerooms, that they must know something more about the goods



L. B. JONES,
President Association of National Advertisers.

produced and stored there; something more of the inner workings of the executive offices; much more of the workmen and the labor conditions under which their goods are prepared for the changing and broadening markets.

Very few advertising managers, Editor & Publisher has found by many conversations, to-day consider the function of preparing copy the be-all and the end-all of their particular depart-

ments, though they all agree that it has worked itself into a position as a fundamental element of business. Closer contact of the advertising manager with the sales department, more intimate relations with the executive officers, better knowledge of finance, not only as applied to their own plants, but also in a broader sense, and fuller familiarity with producing factors must first be theirs, they find, before copy can be pre-

pared that will touch the public, these days, with the appeal that makes advertising human and powerful, performing its highest function.

The A. N. A. is meeting to discuss the new business world that is now coming into being, to consider the changes that have come and the changes and developments that are about to come, to stand ready for the present and to get ready for the immediate future; that is why every A. N. A. member considers this meeting more important than any of the organization that has gone before it.

There is a confidence among the members that, strenuous as will be the days of this reconstruction period, and sudden as will be the presentation of the problems that are bound to occur, the business world can save them by the exercise of prevision and attention.

The indication is clear, however, that the men who guide the destiny of the Association have in mind greater spheres of usefulness, not only, in its service to individual members, but also to business in general and advertising in particular. Something of the trend of these contemplated movements appears in the score and more of special articles upon A. N. A. subjects that have been prepared by able members of that body, who have responded with enthusiasm to the invitation of Editor & Publisher to make of this issue an extra convention, dealing at length in it with subjects, some of which will be discussed broadly in the convention itself, and others that will be only touched upon, or not reached at all, but which are still vital to the interests of advertising and advertising managers.

So much for the constituent membership of the organization. As to the corporate body, the Association itself, from its very inception it has proved itself able to meet all conditions that have arisen since the first day it came into being. How it has expanded, as well as something of the work it has done and the growth it has achieved, is indicated in the article telling its history, written especially for this number of Editor & Publisher by its secretary-treasurer, John Sullivan.

What the A. N. A. is to the advertising manager, the president of the A. N. A., who is also a member of the Division of Advertising of the Committee on Public Information, tells in the following article:

**Offers University Course
in Post-Graduate Work
to Advertising Managers**

BY L. B. JONES,

President Association of National Advertisers, Advertising Manager Eastman Kodak Co., Rochester, N. Y.

On my subject, "The A. N. A. as an Advertising University," I want to say that the young man who stops going to school when he rolls up his sheepskin, packs up his flannel trousers and sport shirt, and starts for home, is a dead one. They may not be pronounced for some years, but all he needs are the last sad rites.

The advertising manager of a concern that is broad enough for affiliation with the A. N. A. may have had, probably has had, his advertising university degree—his sheepskin being handed him monthly in the form of a check by the concern for which he works and with which he is at school. But he needs the A. N. A. for post-graduate work.

He knows his goods, he knows type faces and rates and what half-tone screen to use for the S. E. P., and has theories about agency relations and the kind of copy that will sell cement or brassières—but keeping in intimate touch with a few hundred other fellows that know all these things, and a lot more, means growth for him.

All the A. N. A. men are on the same side of the fence. They have neither space nor printing nor posting to sell to each other. Their problems differ just enough to make them interesting, and the 276 school-teachers and the 276 students of advertising and selling problems get together and grow. It's very much like the old school of boyhood days, except that they are allowed to smoke cigarettes in the class hour, for which privilege they pay by refraining (as a rule) from throwing spit-balls.

The A. N. A. members are growing in knowledge. There is proof of the fact that they are emerging from the idea that they are mere buyers and fillers of white space. They are asking the wonderfully equipped data department of the A. N. A. as many questions on purely sales problems as on purely advertising problems.

Improve Mental Equipment

When they meet their co-workers both the formal and the informal talks show them how other advertising managers are doing broad work for their concerns, and they go back home filled with the idea of giving a better service. But not merely this—they have not only a greater desire to do, but they have picked up practical ideals as to what they can do—they have improved their mental equipment.

There are two things that the successful advertising manager must know, and there is one thing that he must be. He must know his goods; he must know the technique of advertising, and he must be human—must be so interested in other humans of all kinds that he intuitively knows the working of their minds.

Granted that he knows all about his firm and his goods and rates and inks and paper, dry rot will get him if he sticks all the year at his desk. He just must have the inspiration that comes from the mingling with men of his own kind—men who have similar problems and interests. He can get something of this from his local advertising organizations, and from frequent mingling with the people who job or retail his goods—but these are only grammar

**NATIONAL ADVERTISERS WHOSE CONTRIBUTIONS
ON ADVERTISING PROBLEMS OF THE HOUR
ARE FEATURED IN THIS ISSUE**

This A. N. A. Pre-Convention Number of EDITOR & PUBLISHER carries notable special articles on right-now advertising problems by the following men:

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and high schools for him. If he is a national advertiser, it is other national advertisers who can give him inspiration and help. The breaking away from the grind of building booklets and cursing lithographers will do him good of itself. The getting in touch with other men who are just as big or a little bigger in his own line will make him worth more to himself and his concern.

Must Keep Getting Ideas

You can't keep pouring out of the bottle forever—it will get empty. The non-refillable bottle may be all right for some things (of which most advertising men know very little), but it won't do as a container for selling ideas or advertising ideas, whichever you prefer to call them.

There's a perfectly true story of an advertising man who went to his boss and said: "I'm no good any more. I haven't written anything worth while in three months. I have lost my pep and imagination and I can't get a new slant on anything. I am going to quit."

The boss was puzzled for a moment, although he knew what the man said was true. This was his comeback:

"You're just as bad as you say you are, and you are going to get out of here for a week—two weeks. No, not a vacation. You had your vacation, but you haven't seen a soul outside this office that is interested in the sale of our goods in a year. You are going up to the cashier for some money and are going to get out of town to-night. One thing more, if you ever go as long again without getting outside and 'in touch,' you are not going to quit, you are going to get fired. Now get out and learn something and—have a good time."

The prescription worked. That man has neither quit nor been fired. In effect, he went back to school. An A. N. A. convention would have done him even more good—at any rate, it would have proved a building-up tonic as an addition to the prescription.

The A. N. A. puts a man on his toes. It gives him the spirit to vie with his fellows in a sportsmanlike manner. If he is too self-satisfied it takes some of it out of him; if he doesn't believe in himself sufficiently it gives him mental setting-up exercises. Its data department is a college reference library for him. Its other members are always glad to help him with his problems. It brings home to him the fact that even yet he doesn't know everything about advertising. It keeps him at school. It is his university.

**IMPORTANT TOPICS ON
A. N. A. PROGRAM**

Abram I. Elkus and the Rev. Charles A. Eaton Among the Speakers at Annual Banquet in Waldorf Next Week

Changing conditions in business because of the end of the war have been the leading thought in the minds of the men who prepared the programme of the ninth annual meeting of the Association of National Advertisers, to be held in the Waldorf-Astoria December 4, 5, and 6.

Among the speakers at the dinner, which is always held the evening before the close of the meeting, will be Abram I. Elkus, former United States Ambassador to Turkey, who will speak on the subject, "Incidents in the Life of an American Ambassador in War Times," and the Rev. Charles A. Eaton,

whose subject will be "Advertising and a National Leadership."

The full programme follows:

Wednesday, December 4, morning session, 9:45 A. M.—Call to order; president's annual report; secretary-treasurer's annual report; appointment by president of committee on resolutions. 10:45 A. M.—"The Place of the Advertising and Sales Departments in the General Organization"; "Organizing for After-the-War Super-Salesmanship," Gilbert H. Montague, counsellor-at-law, author of "Business Competition and the War." 11:30 A. M.—"What Should Be Expected from an Advertising Department?" T. J. Watson, president, Computing-Tabulating-Recording Company." 12:15 P. M.—Adjournment of session.

Wednesday, December 4, afternoon session, 2 P. M.—Call to order; "What Should Be Expected from a Sales Department?" 2:30 P. M.—"How an Advertising Department Should Function in Its Relations with the Advertising Agency," S. Wilbur Corman, president, the Corman Company. 3 P. M.—Discussion on the address by Gilbert Montague, T. J. Watson, and Mr. Corman. 3:45 P. M.—A. N. A. round table—"The National Trade Mark"; "The Proposed Increase in Agency Commission," and other pertinent subjects. 5 P. M.—Adjournment of session.

Wednesday, December 4, evening session, 8 P. M.—A. N. A. round table on export matters. (With the necessity before us of thinking and trading internationally, this meeting should be well attended.)

Thursday, December 5, morning session, 9:30 A. M.—Call to order; announcements. 9:45 A. M.—"The Product and the Advertising and Sales Departments"; "Investigating the Market—Factors to Be Considered," Ralph Starr Butler, 139 Duane Street, United States Rubber Company. 10:30 A. M.—"How to Bring Coordination Between Production and Advertising and Sales—Knowing What the Market Wants and What the Factory Can Produce," Truman A. de Weese, director of publicity, the Shredded Wheat Company, Rochester, N. Y. 11 A. M.—"Relation of Advertising and Sales Departments with the Factory—Labor, Welfare, the Raw Material and Its Manufacture," Robert E. Lee, Director of Personnel, Quartermaster-General's Department, Washington, D. C. 12 A. M.—Adjournment of session for luncheons in divisional meeting rooms.

Thursday, December 5, afternoon session, 2 P. M.—"Dressing the Product for the Market," R. A. Holmes, manager, advertising and sales, the Crofut & Knapp Company, 251 Fifth Avenue. 2:30 P. M.—"Advertising and Sales Departments and the Traffic Department." 3 P. M.—Discussion on addresses. 4 P. M.—A. N. A. round table. A list of subjects of topical and vital interest will be presented. 5 P. M.—Adjournment of session.

Thursday evening, December 5, seven o'clock—Annual dinner of Association in the Grand Ballroom of Waldorf-Astoria Hotel.

Friday, December 6, morning session, 9:30 A. M.—Call to order; announcements. 9:45 A. M.—"Operation of the Marketing Departments (Advertising and Sales)"; "The Function and Coordination of the Advertising and Sales Departments," George W. Hopkins, general sales manager, Columbia Graphophone Company. 10:15 A. M.—"The Function and Organization of a Sales Promotion Department," C. K. Woodbridge, sales manager, the Dictaphone. 10:45 A. M.—"The Application

INCEPTION AND GROWTH OF A. N. A. TOLD BY ITS SECRETARY

Based Upon Efficiency in Advertising, It Has Expanded Because of Inspiration It Has Given to Its Members, and Its Service

By JOHN SULLIVAN,

Secretary-Treasurer Association of National Advertisers.

IT was among sixteen men around a breakfast table in a Detroit hotel, in June, 1910, that the idea of forming an organization of national advertisers was born. These men and their companies were:

E. St. Elmo Lewis, Burroughs Adding Machine Co.; L. C. McChesney, National Phonograph Co.; C. W. Dearden, Mittleague Paper Co.; H. G. Ashbrook, The Glidden Varnish Co.; L. C. Covell, The Macey Co.; L. R. Greene, The Sherwin-Williams Co.; Grant H. Cole, Peter Henderson & Co.; W. W. Wheeler, The Pompelan Mfg. Co.; Jas. A. Braden, The Diamond Rubber Co.; A. W. Newman, The H. Black Co.; Harry McGraves, The McCrum Howell Company; Fred T. Joy, E. A. Mallory & Sons, Inc.; F. L. Faurote, The E. R. Thomas Motor Co.; J. H. Weddell, Gage Brothers & Co.; O. C. Harn, National Lead Company; J. W. T. Knox, Frederick Stearns & Co.

Efficiency in Advertising Its Base

The basic purpose was to secure, through organization and cooperation, efficiency in advertising. As a means to this end, it was resolved to bring order out of a state of chaos and lack of definition by effecting standardization in concept and practice in the field of advertising, and to establish a centre for the collection and distribution of data for the use of advertising and sales departments.

The first name of the new organization was the Association of National Advertising Managers, although the cooperating companies were then, as now, the members, and the managers the representatives.

As stated in November, 1910, by O. C. Harn, of the National Lead Company, the men who organized the Association had no thought of being opposed in any way to other advertising interests, but they believed they could make more valuable contributions to the general knowledge of advertising and aid all legitimate advertising interests more by tackling certain definite problems in a definite manner than by working in general organizations.

Knowledge of circulations of magazines, newspapers, farm papers, trade papers, and other publications was then extremely meagre, and it was early determined to obtain definite facts and figures and, more than that, to have these openly published.

On Practical Lines

The development of the work of the Association has proceeded on practical lines. It has promoted successively the furnishing by publishers of sworn circulation statements and guaranteed statements, and it threw its interest into the movement out of which grew its

of the Taylor System of Scientific Management to the Problems of Distribution," John M. Bruce, vice-president and sales director, Remington Typewriter Company. 11:15 A. M.—"Slings-Up Men for Employment in Advertising and Sales Departments," Woods Caperton, sales manager, Eli Lilly & Co., Kansas City, Mo. 11:45 A. M.—Discussion on addresses of Messrs. Hopkins, Woodbridge, Bruce, and Caperton. 12:30 P. M.—Adjournment of session.

Friday, December 6, afternoon session, 2 P. M.—Call to order; discussion and vote on proposed changes in constitution and by-laws, as communicated to members in Bulletin No. 533; election of new president, vice-presidents, and directors. 5 P. M.—Adjournment of ninth annual meeting.

limited space, to detail all the past work and achievements of the Association, but it is necessary to say something about the individual member data service. But before doing so, brief reference should be made to some of the Association's work during the period of the United States' participation in the war—a good deal cannot be described because of its confidential character; suffice it to say that the advice and help of the A. N. A. have been constantly sought by Government and other organizations; in this, as is commonly the case, it has been recognized that the Association is a reliable, disinterested, and unbiased authority.

A Patriotic Act

The story of the inception of the Division of Advertising of the United States Committee on Public Information has already been published, but, since the EDITOR & PUBLISHER has called for a complete record, the fact may again be set down that it was the A. N. A. that initiated the idea, the A. N. A. that afterward worked out the plan and personnel of the organization of the division in cooperation with the committee; and, following the formal appointment of the division by President Wilson, the A. N. A. gave full cooperation in making the work of the division successful. Furthermore, in matters affecting labor, morale, reconstruction, etc., the Association has, and still is, cooperating.

The regular work of the A. N. A. is three-fold: generally promotive and standardizing; economically protective, and data service. Of the first, information has been given above. Of the second, it must suffice to say that many hundreds of thousands of dollars have, even within only the last three years, been saved to national advertisers, and, therefore, national trade interest in general, by the discouragement (not to be too emphatic) of propositions and schemes that might, and in many cases, would, have at least some measure of success but for the existence of such a central cooperative bureau as the A. N. A. headquarters' office. It is through the death of such propositions and schemes that economically sound propositions and honest men come to their own.

The Third Division

The third division of A. N. A. work—the data service—is mainly a development of the past three years. During this period, the total number of requests for information received from the members at the headquarters' office have been 6,221. During the first year, 1915-1916, the requests totalled 572. During the following two years, the total was 5,649, an average of \$2,324, five times greater.

To describe adequately the kind of data requested would require several articles of several thousand words each. In the case of about two-thirds of the inquiries, special investigations have to be made, in spite of the fact that the files of the General Data Department alone contain 250,000 pieces of information. The classifications of the department's data system are: Advertiser; Advertising Agents and Agencies; Mediums; Advertisement Space; Selling; General Features of Merchandising; Export; The Organization; Commodity.

The other principal section of the data service is the Publication Data Department, dealing with requests for information concerning all classes of domestic and foreign publications.

The membership of the Association has grown about seventeen per cent. during the past two years, the total number of membership companies now being 274. The A. N. A. has, therefore,



JOHN SULLIVAN.

of the service fee basis of agency remuneration that compensation for agency service should be fitted to the amount and quality of the service rendered, and be a matter of agreement between the agent and the advertiser, rather than between the publisher and the agent.

An Acknowledged Leader

In the quiet, unadvertised, but effective work accomplished in the elimination of fraudulent and objectionable advertising, the Association has been, and is, an acknowledged leader.

The Association's research work has greatly influenced the utilization of advertising space and copy on a scientific basis.

And, when the task was a pioneer one, the A. N. A. fought for Price Standardization. In the records of the Association is a copy of an advertisement inserted in Printer's Ink, of December 26, 1912, urging opposition to the Oldfield bill to make impossible the fixing and maintaining of prices on trade-marked articles, and offering to supply a lengthy bulletin on the subject.

It would be impossible, because of

A. N. A. WILL TAKE THE INITIATIVE PART OF ADVERTISING IN ORGANIZED EFFORT IN RECONSTRUCTION

Vice-President Calls for Advertising Interests to Ally Themselves and Present Solid Front to Render Real Service to Country

By E. S. BARCOX,

Vice-President Association of National Advertisers.

Advertising Manager Firestone Tire and Rubber Co., Akron, Ohio.

THE signing of the armistice means peace, and peace will bring its problems just as war did. So far as advertising is concerned, it would seem that our Government has had opportunity now to witness real results produced by advertising, and results which could not have been produced in any other way.

There were something like four million subscribers to the first Liberty Loan, and twenty-one million to the Fourth. The Government knows how these people were reached, and so does all the world; and you may be sure that this universal knowledge reflects everlasting credit on advertising, which did the business.

What Does the Future Promise

All thinking business men these days are wondering just what will be the future of advertising. It is well



E. S. BARCOX.

known that some people have the feeling that advertising is a useless expense; that the same amount of money

(Concluded from Page 7.)

GROWTH OF A. N. A.

even during the disrupting conditions of world warfare, demonstrated its vitality, the soundness of its constitution and its work, and its character as an indispensable commercial organization. Its members are all large, national concerns; their capitalization is estimated at \$1,750,000,000, and the amount spent by them annually in advertising at \$100,000,000.

I believe there is nobody that is more in line with developments that the future of American business will demand than the Association of National Advertisers. It is essentially democratic in its character; it does not attempt to interfere in anything that strictly concerns the individual conduct and enterprise of its membership companies; its members' cooperation is not pledged, but purely voluntary, and its unity is maintained on factors of common denomination.

The tendency of American business is more and more towards cooperation—not sentimental, but real and practical cooperation. And that is the kind of cooperation on the basis of which the A. N. A. stands and will progress. And the practical purpose of the Association may be here succinctly stated as it has often been before—"To Make Every Dollar Spent in Marketing (Advertising and Selling) Bring Back Greater Returns."

spent in other ways would reduce the ultimate cost to the consumer.

It is so easily proven that this is a false analysis that sometimes we wonder if any sane man would give more than passing thought to these crude statements.

England is doing much better than we in establishing the stability of advertising. In England advertising men, acting soon after August, 1914, employed a lawyer to investigate what amounted to a practical indictment of advertising by the British Government. The lawyer did make the investigation and wrote his opinion, which was published in a booklet entitled "The Function and Place of Advertising in Modern Business Economics."

Convinced the Government

A distribution of this book, I am told, changed the governmental attitude toward advertising in England to such an extent that the Government itself financed some of the campaigns of corporations whose output was entirely taken by the Government, and who have not made an article for consumer use since the war started.

The book convinced the British Government that one of the Government's greatest assets is the combined good-will of its great business organizations, and that this good-will must be kept in repair during the war, just as the machinery in its factories. The best-known way to keep good-will in repair is through consistent advertising, of course.

A number of my friends know that for some months I have been sounding out the situation here in the United States and now, having been in touch with many men in whom we all have confidence, am convinced that the advertising interests of America must ally themselves and present a solid, organized front to the nation if advertising is to render real service in the future.

Will Take Initiative

The Association of National Advertisers, as the sole existing organization of large users of advertising, is in a position to take the initiative and shortly will take it, I believe. Other organizations of publishers and agents will assuredly rally around the A. N. A. standard.

Beyond that point there is much to do. Up to date, advertising men have been so busy helping to win the war that none of us has given much thought to our own part in the business structure of the future. There is much to be done and the next few years will see great developments.

The Texas Press Association will hold its annual meeting in San Antonio on June 12, 13, and 14, 1919.

Can Succeed Only in Proportion to Its Intelligent Use—Must Fit Into Well-Planned Campaign—Must Eliminate "Business Card"

BY WALTER F. WYMAN.

Sales and Export Manager, the Carter's Ink Company, Boston.

What Part Will Advertising Perform in Reconstruction of Foreign Markets?

Advertising to the importer in other countries is in its infancy, so far as American achievement is concerned. Unquestionably the best national advertiser, the United States, is possibly one of the poorest of international advertisers.

So, when we consider the part advertising will perform in developing the sales of our products abroad, and in this way reconstructing foreign



WALTER F. WYMAN.

markets, we are prophets basing our predictions on our hopes, rather than on the solid base of past achievements.

Peace has come with the same suddenness that found our manufacturers ill-prepared to meet changed conditions. So, with the exception of less than one hundred American exporting manufacturers, there are no existing export advertising plans which we can consider as beyond their first brain throbs.

Not First and Last

For we must recognize that advertising—particularly export advertising—is not the Alpha and Omega of merchandising. Its part—a highly important part when intelligently employed—must be considered as merely one of the many forms of merchandising expression. Its use must be employed so that it will fit into the well-planned campaign without which the searcher for profits from foreign sales is highly philanthropic. Before we can together look into the possibilities of advertising in the new era of peace we must recognize clearly that international commercial exchanges of to-morrow will differ from international commercial exchange of the long yesterday before the war.

This difference is in many ways a fortunate one for the exporting manufacturers of the United States. The war, if it has demonstrated anything in the sale of branded articles abroad, has made entirely clear that the fundamentals upon which the newer school of exporting has existed were sound in every detail. The American idea in for-

ign trade has been to sell service as well as merchandise. Its appeal has been to those who desired profits as against low initial prices. Its appeal has been to those who preferred the relation of partner and co-partner to one of mere buyer and seller.

No "Business Cards"

So the part which advertising will play in filling the shelves of the foreign merchant with American-made goods, and in cooperating with him in improving their distribution abroad, inevitably must be worked out along lines which will eliminate the familiar "business card" type of publicity and make the advertising force one which will round out the campaign based on an even greater extent on the use of the personal representative, correspondence, and sampling.

Inasmuch as it is apparent to all but the tyro in foreign trade that international commercial exchange is a matter of development by terms of years rather than isolated and unrepeatable sales, it must be clear also that prices must not be based on a precariously small profit margin for the foreign merchant or for the manufacturer. The value in service of the product is a most important element, and export advertising, therefore, should do its part in convincing the ultimate user, as well as the merchant of the service which the product will render. Advertising must make the consumer look forward to satisfaction, and must point out to him the very reasons why the product advertised will yield this satisfaction.

One reason why we may say that export advertising is still in its infancy of achievement is the fact that, with less than two-score exceptions, it is used almost solely to sell merchandise. This is but one of its many possibilities. We, in the United States, are altogether too quick to feel that our standing, the variety of goods which we as individuals manufacture, and the quality of the goods which we manufacture, are found to very desirable account in Brazil merely because we enjoyed an excellent reputation within our own boundaries, and because in 1913 we shipped a few hundred dollars' worth of our particular merchandise to Pernambuco.

Must Be Reasonable

We are not guilty of such absurdities in regard to our domestic trade. No manufacturer with a distribution limited in New England would expect that a sale made in St. Louis would establish the reputation of the maker and his products in New Orleans.

The blame for our advertising failures abroad can be laid squarely on the American manufacturer. The publishers of the several excellent export publications have raised remarkably the standard of export advertising, particularly during the past five years, but it has been a herculean and almost thankless task. From an intimate knowledge of conditions which have obtained in this respect, I feel that the export papers, almost without exception, have been guiltless. The extent of the culpability of the American manufacturer can easily be gauged by comparing the advertisements used in foreign selling with the advertisements of the identical firms in their domestic campaigns. Nor does this comparison convey to a fraction the culpability. There are many American manufacturers whose sole activities in foreign fields consist of their advertisements. Not one of these would rest content in domestic markets with a merchandising campaign constructed on such scanty ma-

terial. If these firms are to play the part which they can play in building up for the United States a reputation for service, as well as merchandise, they must radically change their attitude, as well as their copy.

While we can, of course; look forward to many more months before conditions in the world markets beyond our boundaries even approach normal, it is now too late for many to establish for themselves the type of foreign trade to which their products and their domestic merchandising ability fully entitle them. Without plans at present, and without the conception which is a prerequisite of successful planning, their businesses will never be insured against periods of domestic depression. They will be occasional exporters, but never in our generation will they assume the commanding position which easily might have been theirs.

So, when we consider together the part that advertising is now playing, and in which it will play even a more prominent part in these years of peace, we must look to the less than 100 enterprises whose conception of foreign trade is fundamentally sound. Even as this is written, there are being scanned by able export and able advertising men plans for larger and fuller developments in the foreign trade of these enterprises.

A Peek at Plans

Just to peek at some of these plans is to be amazed at their intelligence and complications. The increased production power developed by unprecedented domestic demands and tremendous Governmental requirements is to be utilized by many industries in filling the already created and to be created demand abroad. Far-reaching selling efforts, including the employment of many export salesmen, new and better export correspondents, and the training of export technicians are not mere visions; they are to-day all but realities, and within the next twelve months will be accomplished facts.

The reconstruction of foreign markets is not a task in which we alone are interested. Primarily, it is the importing merchant in these foreign markets who will decide the manner in which the reconstruction will come. Our part in the reconstruction will depend entirely upon our recognition of this fact. The paternalistic attitude of the manufacturer toward his domestic customers is not altogether wise. For the American manufacturer to adopt a paternalistic attitude toward merchants in foreign markets is merely to make himself ridiculous without the compensation of a Charlie Chaplin.

An Interesting Feature

One of the most interesting features of the new type of foreign advertising is the combination advertising of allied products and the collective advertising which is already under way by prominent groups of identical bulk products. In both of these fields we are pioneers, and from the intelligence and scope of the plans the success of these new efforts is a merchandising certainty. It is pleasant to be able to record that American advertising methods as a part of American selling methods have been invariably successful in foreign fields when as much executive ability has been employed as would be an effort to secure a similar amount of sales in similar markets of domestic importance.

Advertising has its tremendous opportunities in reconstruction work, at home as well as abroad, and it will succeed in either field only in proportion to the intelligence of its use.

ADS CHIEF VALUE IS TO BUILD NEW "TENTH LEGION" IN BUSINESS WAR

CONFIDENCE OF PUBLIC

Sales From Printed Announcement Are But Indications of Success—To Achieve Real Object Requires Years of Persistent Effort

By GEORGE FRANK LORD,

Director of Advertising, E. I. Du Pont de Nemours & Co., Wilmington, Del.

"ADVERTISING When You Have Nothing to Sell." The title is quoted because I did not originate it. I was asked to write about it.

The time never comes when a real advertiser has nothing to sell. He may be temporarily unable to deliver the merchandise he manufactures, but the day-by-day sales of this merchandise have, after all, little direct connection with his advertising.

Must Create Faith in Treatment

What he must sell chiefly through advertising is faith in the concern, belief in its product, confidence in its fair treatment of customers. No merchandise can be sold in paying quantities through any advertising until these essential conditions of faith, belief, and confidence have been established.

Even retail advertising, which connects most directly with current sales, is successful and profitable only through indirect results. The commodities commonly offered in department-store ads

serve its purpose as a customer-getter. It is also an example to prove that you can actually send money to a distant concern and actually get the article offered, and the article is actually as good as stated. Therefore it is chiefly a builder of good will.

Customer Best Advertiser

All this is equally true of national advertising of manufacturers not selling direct to consumers. They seek friendship and confidence and belief in the quality and serviceability of their products. They want to Tiffanyize their business. It took Tiffany many years to do it with his. He did not do it by selling a ring or a watch, but by satisfying and giving service to customers, who passed the good word along to friends and their children.

A skirmish is not a battle, and a battle is not a war.

When an American manufacturer starts out to capture the American market for his line, he must realize that the United States contains 20,000,000 homes. If he sent 10,000 men out to introduce his product in these homes and they called at two homes each working day, they would require 1,000 days to make these first calls, or more than three years. If he paid these men in salary and expenses \$5 a day, the cost of this initial introduction of his product would be \$50,000,000.

How, then, can he expect to accomplish this same introduction or any substantial portion of it through a tentative sales advertising campaign costing a few thousand or a few hundred thousand dollars?

An American business reputation cannot be built in a hurry. The strongest argument for advertising is that it speeds up reputation building. You get and enjoy the reputation while you are yet alive, instead of building it for your grandson.

Sales from advertising are only indications of the efficiency of your confidence-building advertising. Sales are profitable only when they yield confidence through the satisfactory service of the commodity to the full extent advertised.

Honor Memory of Capt. Jordan

Birmingham (Ala.) newspaper men have launched a movement to raise \$1,500 for a bronze tablet to be placed in Jordan Park, to honor the memory of Capt. Mortimer Jordan, of the One Hundred and Sixty-ninth Infantry, Rainbow Division, who was killed in action on the western front. Capt. Jordan was for many years a prominent newspaper man of Birmingham and had worked on the staffs of several papers in the South.

Advertising, Like Caesar's Shock Troops, Always Answers the Leader's Call—Its Power Will Now Be Felt in Business, Politics, and Religion

By W. N. BAYLESS,

Advertising Manager, the Conklin Pen Manufacturing Company, Toledo, O.

What has advertising done for war activities?

The answer is instant and emphatic: Advertising has been the salvation of those activities—no less. It has been woven into them as a part of their very fabric. It has been vital to them—make no mistake about that. Advertising has played a part comparable to that of Labor. The printed word is almost as big a factor in war activities to-day as sweat, blood, and iron.

In August, 1914, hell broke loose on earth. The lowering war clouds broke over the world as the Hun loosed his gray legions against Belgium, leaving the print of the cloven hoof on that unhappy land. And ever since, the world has been wallowing in a ruck of mud and blood that beggars any word of description. The war lord thought his hellions would goose-step straight to Paris in six weeks.

The ink was hardly dry upon the mobilization orders before Kitchener began to flood England with that virile, gripping, red-blooded enlistment poster, "Your King and Your Country Need You"—you remember it. That big finger pointing from every hoarding, wall, fence, and window roused the young manhood of an entire people—got them up on their hind legs yelling for action in a fire of patriotic zeal.

Foremost in War Activity

And advertising has been foremost in every war activity since—down to this very hour. True, it has been mightily handicapped at times. The attacks of ill-informed Congressmen, the veiled hostility of some factions in the war industries, the indifference of some of the Government departments, have dragged like a weight on its arm; but advertising has struck out boldly, straight from the shoulder, with smashing blows right between the eyes of Old Man Public Attention.

Do you remember back in your school days, in translating Caesar, that when he crafty Roman general was particularly hard pressed in the Gallic wars he would always call upon the "Tenth Legion"? It would always deliver. We might liken advertising to this dependable force and point out how every field of war activity has called upon the Tenth Legion of Advertising in these stressful times—the army, the navy, the Food Administration, the Fuel Administration, the Department of Labor, the Treasury Department for the Liberty Loans, War Savings Stamps, etc. This Tenth Legion of Advertising has always delivered.

Must Grow or Go

Has the war really taught us anything? Has American business caught a new vision? Or shall we continue to think in the old grooves? The latter, we are doomed—there is no use of mincing words. We must grow or go.

However, that's done—that's past—that has now become history. I am more concerned about what advertising proposes to do for the peace activities of the future than what it has done for the war activities of the present and past.



GEORGE FRANK LORD.

seldom yield enough profit to pay for the space in which they are advertised. They are intended merely to illustrate the store's policy, and the advantage of becoming a regular customer.

The mail-order advertiser, who keeps careful record of inquiries and sales traceable to keyed mediums, would stop advertising altogether if he judged the value of advertising by the cost of these keyed sales. He offers a stove or watch or bicycle in his ads, not because the sales of any of these commodities will pay for the advertising and net him a satisfactory profit, because such sales do not yield profit. They are customer-getters. They are seed for futures sales harvests.

Makes a Safe Buy

Why do the big mail-order houses send on request a catalogue weighing several pounds and costing with postage probably \$1 or more each?

Why do they send the catalogue without request to every buyer of the article advertised? Because they seek his patronage.

The safest buy one can make of a modern mail-order house is the commodity advertised. It has to be good and of splendid value, else it fails to

What are we doing in the way of preparing for the momentous times ahead?

One reason why large corporations are usually more successful than small concerns is that the big enterprise continuously watches the drift of events, and with surprising accuracy forecasts the future. Unfortunately, there are a lot of smaller business men about an inch broad who have the pin-point vision. They are not far removed from the mossback, that intellectual half-brother to the tortoise. Those men are not preparing for the Era of Reconstruction that is approaching on winged feet.

You cannot get them to see that we



W. N. BAYLESS.

are living in a changed world. The verse that St. John wrote in the Book of Revelations—"Behold, I make all things new" means nothing to them. I think it must have been in a moment of desperation that some one (I forgot who) said: "The only way to get an idea into some people's heads is to crack their skulls and ease the idea through the fracture." As Billy Sunday said, in his colorful English, "It's as hard as trying to drag the cat backwards across the carpet by its tail."

Must Be Nationalized

This is not my own observation only. I have been at some pains to collect the opinions of a number of economic authorities who keep their fingers on the pulse of American industry, and a large proportion of them say that apparently American business is not making an earnest, concerted effort to plan and prepare for the commercial struggle that is bound to follow the war. Here and there over the country local committees are struggling with the problem as best they can. But it must needs be tackled in a national way by a national body, either governmental or commercial.

When the clouds of blackbirds blow south, when the brown leaves crush underfoot, when the first rattle of steam wakes the radiators, one of our country cousins curls a plumed tail around over toes and nose, secure in a larder well stocked for the winter. The beauty of the squirrel, the fact that he symbolizes the sunshine of a summer afternoon, the ripple of wind over a meadow, his intensely interesting personality—these alone would never justify his existence or carry him through the freezing winter. Our friend has one attribute that makes for success—forethought. While the autumn sun fomented truancy in many a mere mortal, each graceful move of this furry exemplar helps increase his wintry hoard. The squirrel can teach some of our hide-

bound business men a lesson in preparedness.

When this after-the-war problem is finally solved, I believe no mean factor in its solution will be the power of advertising. What's more, although I am no prophet nor son of a prophet, I predict that we are on the threshold of a tremendous renaissance of uncommercial advertising. I believe that advertising will not only score heavily in business, but it will be a constructive factor in politics and religion, in the Government and the church.

I believe we are just beginning to glimpse the marvellous potential possibilities in uncommercial advertising. Elbert Hubbard called advertising a cosmic force as powerful as gravitation. Gerald Stanley Lee calls it the most forceful thing in the world today, and states plainly that it can accomplish anything.

Some years ago the Saturday Evening Post published a story entitled—"The Man Who Rocked the Earth." Given a man with a Napoleonic mind, and furnished with unlimited millions as an advertising appropriation, I believe that he could do just that—rock the earth, metaphorically speaking. He could warp civilization and change the thought of the world.

The Germans did that very thing with their own people. For forty years, by means of press, pulpit, and school, they drilled into the minds of their people all of that "superman" stuff, that "kultur" nonsense, that "God's favored nation" flapdoodle, that "Deutschland über Alles" bunk, etc. Like new wine it went to their heads. It shaped the thought of an entire people. It warped their national ideals. They were playing with fire, and they finally set the whole world aflame. You may call it propaganda or education, but it is advertising just the same.

Strong in Politics

I believe that advertising can accomplish equally tremendous things for us in politics and religion. In the political field, it is said that the advertisements in the magazines, newspapers, billboards, street cars, etc., practically elected Woodrow Wilson in 1916. Some of the Western States frankly admit that it has put across Prohibition and Woman's Suffrage for them. Not the usual "card" that the old-school politician put in the paper, but real, red-blooded, double-fisted advertising, with downright selling power in it.

As for advertising the church, I wish I had room in this article to tell of some of the wondrous things it is doing throughout the sweep of this broad land, and how the church is fast awakening to the potential power of this "Tenth Legion." In an article published in the November 16 issue of the Independent I describe the high-pressure, intensive Evangelistic campaign we staged in Toledo last spring for the Inter-Church Federation here, using a large advertising campaign in connection with it. We laid down a barrage fire of advertising of all kinds—newspapers, street cars, billboards, moving-picture slides, window placards, hand cards, direct mail advertising, etc., etc., before the "shock troops" of the churches went over the top in the city-wide drive. It was tremendously successful. A quota of 4,900 new members for the churches had been set, and we beat that by 796—our total was 4,796.

It doesn't take any velled prophet or seventh son to forecast the day (and at no distant time, either) when this Tenth Legion of advertising will become the most powerful single factor in religious effort. Advertising is a young

ENTERING FOREIGN MARKETS NOT SIMPLE PROPOSITION

Manufacturer Must Determine Whether There Is Demand for His Goods, Find Best Selling Appeal, and Decide Upon Kind of Distribution

By O. M. GOGG,

Advertising Manager Robert H. Ingersoll & Bro., New York.

What Should a Manufacturer Do Now to Enter Foreign Markets After the War?

WE American business men face some new, tremendously vital problems. The Great War has not affected Europe alone. Our status, too, has changed. Yesterday we gloried in our "splendid isolation." To-day, with the world looking to us for the greater part of its food and materials necessary to reconstruction, we recognize that national interdependence is something to be considered no less than national independence.

Shall We "Carry on" in Our Work?

And to-morrow? Are we to "carry on" in the work that duty has put upon us? We have, as a nation, the ships, the equipment, the labor, the money. Are we, as individual manufacturers, prepared to use them in World Trade?

Apparently, many people look upon the entering of foreign markets as a quick and simple matter. How often have we heard during the war that "We are oversold now and can't give any thought to new markets. When we have the goods to spare it will be time to go after export business." Which is reminiscent of the answer of the Irishman when asked if he could play the fiddle—"I've never tried, but I guess I can."

Here in the United States business men are more or less familiar with "overnight successes"—the unknown brand of coffee or baking powder, for instance, which, by carefully laid merchandising and advertising plans, springs into sudden wide prominence and demand.

giant of leashed power, destined to "rock the earth" in uncommercial fields as well as in the field of selling.

Need for Awakening

To go back to business and the Era of Reconstruction that looms in the offing. American business needs to gird up its loins and prepare for the post-bellum struggle just as British business is doing, according to Mr. Val Fisher. What a certain type of American business man seems to be suffering from is fatty degeneration of the imagination. His vision is anæmic. He needs more red corpuscles in his foresight, in order to meet the big days ahead.

Consider the position of America at the dawn of peace. America is the richest country on earth, holding certificates of indebtedness of all her allies to an enormous extent, having tremendous stores of untouched resources in minerals and agricultural lands, in water-power, and in man-power. We are, for the time being, in commercial control of the world. Now will come the true test of America's magnitude as a world power. How will she measure up to it? American industry and agriculture will answer.

They sing about the glories of the man behind the gun,

And the books are full of stories of the wonders he has done;

There's somethin' sort o' thrillin' in the flag that's wavin' high,

And it makes you want to holler when the boys go marchin' by;

But when the shoutin's over and the fightin' done, somehow

We find we're still dependin' on the man behind the plough.

—[S. E. Kiser.

Such cases are practically unheard of in exporting. People of other countries do not respond quickly as they do here. The means of carrying the selling message have nowhere near reached the high state of development they have in the United States. Success abroad is the product of slow, hard work, patient cultivation, the meeting and overcoming of difficulties strange to us here.

Of course there are exceptions. The manufacturer whose business abroad is confined to the method inelegantly but expressively described as "dumping"—who, in order to "keep his factory going" or dispose of a surplus of goods, sells at little or no profit—such a manufacturer is able to get quick distribution as long as he is willing to pay the cost.

But for the American business house which has built up a profitable trade at home and wishes to extend it permanently into new fields with a legitimate profit reward—what preparation does such a concern need now to enter foreign markets?

The Goods and the Prices

Before attempting to enter export trade, a manufacturer should be able to weigh his chances of success. He should know what market his goods will fit, whether they are adapted to the climate, the popular tastes, the purchasing power, of a sufficient number of people, also what changes, if any, will make his goods more acceptable. Generally it is simpler and much cheaper for a manufacturer to give people what they want than to educate them to want what he has to give them.

The matter of price, too, is important. Will the base cost of the goods, plus their transportation, duty, and other charges, permit their sale at a satisfactory price, popular buying power, and competition considered?

Such information can best be secured on the ground, of course. But even if a trip to the territory itself is not possible, there are many sources from which reliable information may be drawn. These agencies ought to be known to every one, yet there are a surprising number of people who do not realize what they offer.

Source of Information

Probably the best all-around source of information is the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce. In the files of this organization, and in the literature which it publishes, will be found a mine of material for exporters, actual or prospective. General and marketing statistics of each country, methods of distribution, laws, and customs tariffs are a few of the subjects treated. Reports on specific lines, such as the

shoe industry, jewelry, cotton goods, etc., give not only much valuable general information, but also mention foreign competitors' prices and in some cases include a set of actual samples of goods themselves from the territory.

The American banks doing business abroad shall also not be overlooked. They have information in addition to that on financial and credit matters, which may help a manufacturer determine the foreign possibilities of his product, as well as the ways and means of marketing it.

Such organizations as the Pan-American Union, the Local Chambers of Commerce of our leading cities, and associations of business men such as the National Association of Manufacturers, keep files of general information and much specialized experience of the members themselves. Perhaps the best data file of its kind is that operated by the Association of National Advertisers, which includes a great amount of practical first-hand information from the men who belong to the organization.

Export Selling Channels

Next in importance in the manufacturers' preliminary survey is the question of the channels through which he may offer his goods.

Ought he, for instance, to utilize the export commission house, thus avoiding the complexities involved in shipping and financing his goods abroad?

Should he sell direct from the Home Office, securing his orders by means of advertising in export-trade publications, or from his own travelling representative in the territory?

Is it better to deal through agents or direct? Or ought he establish his own organization on the ground—the most costly but intensive method of all?

It would be impossible, of course, to attempt to discuss these questions here. The considerations are too varied, both as to the manufacturer's own business and commodity, and as to the territory to be worked

Use Simpler Forms

Generally the simpler forms, such as the commission house or direct advertising in export-trade papers, are used by manufacturers when introducing a line. In many cases, as for instance, in the case of unbranded goods, such distribution is all the manufacturer needs.

On the other hand, however, in the case of branded or trade-marked goods, where good-will is to be built up along with distribution, direct participation by the manufacturer is likely to be necessary sooner or later. This participation may take the form either of advertising to reinforce the distribution being done by others, or the manufacturer may find it desirable to put his own representative in the territory.

To summarize, an American manufacturer can determine whether there is a market for his goods abroad, and whether any changes in his merchandise or prices are necessary. He can find out what his selling appeal ought to be, and prepare it. He can settle in his own mind what kind of distribution he ought to try at the outset, and then select and make his arrangements with the individual distributor.

And he can do one thing more.

The distance of most of the export markets from our own, the pioneer work that has to be done with a new line, all take time. The manufacturer who would insure against the future, when full supplies of goods will be available and when the problem once more will be one of selling rather than of production, will begin his active promotion work NOW.

U. S. PUBLIC SHOULD BE TAUGHT VALUE OF ADVERTISING

In Danger of Attack from Many Sources in Great Reconstruction Days—Must Apply Own Remedy for Its Justification

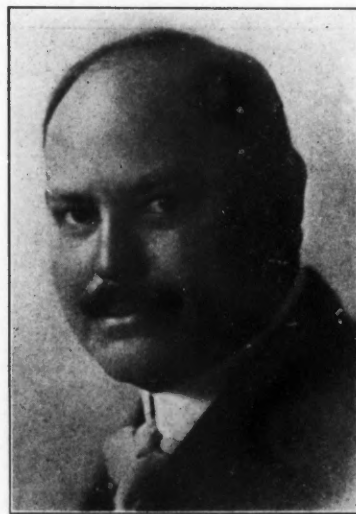
By DR. J. G. CHAPLINE.

President La Salle Extension University.

DURING these past months and years all business institutions, systems, and methods have been subjected to a very rigid examination as to their ultimate fitness and usefulness. Methods of production have been made more efficient; methods of distribution have been made more direct and cheaper. Unusual strides have been made toward the ruthless elimination of everything that is unnecessary, unproductive, or uneconomical.

National Service of Advertising

It should be a matter of considerable pride and satisfaction to those of us who recognize the economic functions of advertising and who are vitally concerned with its efficient development, to reflect on the wonderful work which it has rendered the people's cause for democracy in these years of war. It has helped to raise an army, to finance the war, to



DR. J. G. CHAPLINE.

feed a nation and its allies, to shape the policies, and unite the will of all the liberty-loving nations of the world to a single victorious purpose. In rendering this service it has conserved man-power because advertising prepared the way and took the place of speakers, personal workers, and Government officials. It also enabled a democracy to exceed the iron hand of autocracy in efficiency and rapidity of national mobilization.

I hope the record and stories of that service will be told by master writers, so that it will come to the attention of and be read with absorbing interest by every rejoicing heart of America. That will tell something of the true economic services of advertising in a never-to-be-forgotten way.

Sources of Danger and Attack

But it is no less necessary that the economic functions of advertising in our regular business life should be clearly understood. The war has taught us that the simplest principles and purposes cannot be taken for granted, but must be stated and restated again and again. It has also shown us the destructive effects of subtle rumor and propaganda.

Advertising right now is in danger of attack from numerous sources in the great adjustment and reconstruction days which are before us. It has never yet quite justified itself before the great mass of farmers, laborers, and wage-

earners. There is still a number of smaller retailers and other business men who regard advertising as an unnecessary expense or certainly as an unwelcome tax on their profits, and often as an agent of exploitation of the bigger fellows. It finds no friendly ally in the ranks of Socialism and Bolshevism. Should the high cost of living be revived again as a political issue, all dissatisfied elements will be able to point to the recent report of a Senate committee which made advertising the scapegoat for the high cost of living.

This is a situation that cannot be met by ignoring the facts or by denunciation or by spasmodic efforts. Advertising must apply its own remedy; that is, it must intelligently, consistently, and persistently keep before all the people—not the advertisers alone—the respect and confidence-winning facts about advertising.

When people thoroughly understand each other and have access to the same facts, they usually come to common conclusions. Shortly after Darwin's great work on the "Origin of Species" appeared, it was the subject of conversation at a London dinner party. One of the women present protested seriously and with profound convictions against this nonsense, and made herself quite unwelcome among the group. She was finally persuaded to withhold her protests until she should have an opportunity to read the book itself. By four o'clock the next day she had finished reading the book. That evening one of the previous night's guests called to inquire how she was getting along. Her reply was: "I don't think your man Darwin is so marvellous after all. If I had had all the facts he had, I would have come to the same conclusion myself." What, then, are the facts, and how are we going to get them before the people? It seems to me that something can be accomplished by a little more judicious presentation of advertising facts.

Its Great Cost

One of the best-understood facts about advertising is its tremendous cost. People who know nothing else about it often know that \$600,000,000 is spent annually on advertising, and that a page in the Saturday Evening Post costs a cold \$5,000. Such facts make spectacular headline appeals. Their magnitude is not soon forgotten.

We should emphasize, rather, the great service which is rendered by this expenditure. If people had nothing else to visualize our public-school system by than the millions of dollars which we spend annually in the work, there would be less enthusiasm for school taxes. In the same way, we must emphasize what the consumer gets for this expenditure. This \$600,000,000, more or less, amounts

to only about \$5 per person, and only about 1 per cent. of the total volume of business in the country. When reduced to this comprehensible figure, it is much easier to show that the consumer is getting full value for his investment. Furthermore, the largest portion of this advertising is paid for by people who can afford the higher comforts and luxuries of life, and who thereby contribute to the incidental benefits which advertising affords to all the people.

Advertising a Creative Business Force

There are many interesting facts concerning the possibilities and the achievements of advertising which to-day are known largely to advertisers only, but which should be given wide publicity. Let me suggest a few such facts which occur readily:

The most-advertised watch is also the lowest-priced watch. It is reliable. The dollar watch of a few years back would have been impossible without advertising.

Through the power of advertising, a standard typewriter cuts its cost in two and gives the buyer the benefit of that saving.

During this war there has been less profiteering in nationally advertised products than in non-advertised goods.

Bradstreet's statistics of business failures show that 84 per cent. of the failures are among non-advertisers.

Selfridge demonstrated that by extensive advertising he could sell goods cheaper in London than the non-advertising and more limited advertising stores could.

People buy their newspapers and magazines cheaper because advertising supports and actually maintains these publications. They could not exist at present prices without the patronage of advertising.

Savings in Distribution

Examples must be supported with reasons. We must show how these things are possible. Economists tell us that goods are not really produced until they are in the hands of those who want or need them. Advertising is a method of merchandising—of getting the goods into the hands of the ultimate user or consumer. The only kind of advertising that can long survive or that is entitled to the endorsement of good men in the profession is the kind which reduces the cost of distribution. It has been demonstrated over and over again that the cheapest form of salesmanship is good advertising.

The orator with a message for humanity does not attempt to see every person individually to tell it to him. He gets people together by the hundreds and thousands and speaks his message from the platform. So advertising is the voice of business which carries the good message wherever the printed word is read. It is often cheaper to distribute goods in this way than by personal solicitation, because advertising is the voice of business.

Through appropriately designed advertising, the early and more or less idle hours of the department stores may be made busy hours, thus eliminating unproductive wage and operating expense and lowering the unit of merchandising cost per customer, with a corresponding advantage to the consumer. That provides an economic form of distribution.

But perhaps still more significant are the savings which are effected in the large-scale production made possible through advertising. A dollar watch could not have been produced on a small scale. The manufacturer who does not advertise cannot produce a better ar-

title at a less price. That has been demonstrated again and again, and if, by reason of wide distribution, a product can be sold at a lower price, the public benefits.

Advertisers do not know themselves even approximately the enormous sums which are saved from production costs by this means. We talk only in generalities—and they are not convincing. I am satisfied, however, that a careful audit along this line would show total savings considerably larger than the annual expenditure for advertising which makes possible these savings. Can we get some reliable data along these lines and make them known?

During the past few years the cost accountant has won an enviable position because of his ability to effect savings. The whole subject of advertising should be subjected to a cost analysis from a larger public-interest viewpoint. The big cost of advertising will then stand somewhat on a par with the high cost of automatic machinery—costly to install, but more costly to be without. The comparison must be on the basis of unit cost rather than lump sums.

Larger Service of Advertising

The educational power of advertising furnishes interesting thoughts. It expands markets, increases wants, stabilizes business, furnishes additional employment and earning opportunities to labor, makes possible greater comfort, convenience, and enjoyment, tells something of the hours and days of women's work that have been saved by factory-preserved foods and by labor-saving devices in the home, of which knowledge was first gained in the remotest corners of the country through advertising, shows how the cause of education has been promoted, the efficiency of American industry increased, and the life of America enriched through advertising.

The service which banks and trust companies are capable of rendering, the nature of trade acceptances, foreign trade financing, etc., are becoming known to all since these institutions have adopted real advertising in place of the meaningless statement announcements of a few years back. Telephone service and courtesy have been taught through advertising. The public today believes so thoroughly in the principle of insurance as a protection for those who might otherwise become dependent that the idea was suggested as a substitute for the unscientific pension system in our army. That achievement is largely the result of long-continued advertising of the value of insurance. Corporations are beginning to realize that it is better to use informational advertising to influence public opinion and legislation than the objectionable paid lobbyist or so-called legislative "counsel."

Social Value of Advertising

So example after example could be cited to provide a better understanding of what advertising is accomplishing for the whole country—how in a larger sense it raises standards of living, builds and conserves business, lowers costs of distribution and production, raises quality and service standards, strengthens credit, and expands business. A complete realization of these services will aid the whole cause of advertising.

We must bear in mind, however, that the leaders of Socialism even endorse certain types of public and commercial advertising. They distinguish between economical and non-economical advertising. Perhaps they do not draw the dividing line just right to suit everybody, but their position is one that all

good advertisers recognize. From a social standpoint, advertising can no more be tolerated as an instrument of exploitation than rebates, unfair trade methods, or other unlawful and unsocial activities. As an instrument of competition, superior advertising possesses the same advantages that are supplied by a good cost system, a highly organized sales organization, or superior brains in the management.

Needs More Publicity

We would gain something if more publicity were given to the consumer concerning the commendable steps that advertisers and publishers have taken to put advertising on a high business plane. I refer to such work as that which is being done by the Associated Advertising Clubs of the World, the Association of National Advertisers, the unrelenting work of vigilance committees, the standards of practice adopted by the National Periodical Association, and the Associated Business Papers; the work of the Audit Bureau of Circulation, and the enactment of laws against fraudulent advertising. The latter alone, if made general and uniform in their application, the same as the Sales act, for example, together with the cooperation of the Post Office Department, would strike at the very root of advertising evils, and would make blue-sky laws, pure-food laws, pure-shoe laws, etc., largely unnecessary. Business practice and public laws make it unsafe for dishonest advertisers to show their heads.

It is not sufficient that these facts are published only in advertising and trade journals for the benefit of the advertisers. Newspapers in their editorial and news policies can wield a powerful influence toward a better understanding of these activities. The popular weeklies and monthlies, including women's publications, have a large opportunity. Even stories and novels can tell plain business facts to the people. Finally, advertisers should give concerted attention to the selection of legislators and administrators in State and national government, who have the business sense and courage to give advertising its full opportunity of service and will not permit ill-considered, restrictive legislation hamper its work.

This work is not going to be accomplished in a day. The public has often been the "duck," and it will take some time getting over being gun-shy. The secretaries and officers of our various advertising associations can do much to lead and direct such an educational campaign. Centralized organization may be essential or desirable. There must be full recognition of our interdependence in this matter and a hearty willingness to cooperate. Through such united action advertising will cease to be an unexplained mystery or a big cost bugaboo. It will soon command an unquestionable position in our economic life and, on account of the greater popular confidence created, it will become increasingly valuable as an aid in business.

Plans for New Daily

A daily newspaper will shortly be started at Florence (Ala.) according to announcement made by the secretary of the Florence Chamber of Commerce. The new daily will carry the full leased report of the Associated Press, and will have a capitalization of \$100,000. At present the Tri-Cities, consisting of Florence, Tusculumbia, and Sheffield, are served by two weeklies and one semi-weekly.

EXPORT TRADE NOT COMPLICATED FOR MEN OF JUDGMENT

Some Pointers From an Expert for Manufacturers Who Are Without Practical Experience in Finding Markets Abroad for Their Goods

By DAVID L. BROWN,

Manager of Export Advertising, Goodyear Tire & Rubber Co., Akron, Ohio.

What Should a Manufacturer Do Now to Enter Foreign Markets After the War?

IT'S over, "over there." Over to stay over, we hope. And it's just beginning over here—the grand scramble for export trade. The idea belongs to everybody—it's one of those shrapnel ideas that fall in all directions at once.

It Is Wise to Prepare for Struggle

But the wisdom to prepare for the struggle for trade "NOW and at once," as a friend of mine is fond of saying, is in the hands of the self-chosen few who have developed the vision that looks through present fogs out into the sunlight beyond.

The *wisdom*. Almost anybody can get an inspiration, which is often but a flash of desire. You can't run an export business on inspiration.

at once and thus get business indigestion.

There are a number of things to do in order to rightly enter a foreign market, but many of them come under the head of detail. It seems to me that the first and most important procedure, however, is to *investigate the market*. That sounds rather like A B C stuff—but that, in fact, is what we are dealing with.

The preliminary survey of the field may be made easily enough from the available collection of Consular Reports in Washington and the data supplied by the Bureau of Foreign and Domestic Commerce, various export organizations and publications, reports issued by certain banks—and the *geographies*. The latter are neglected, as being something hazily connected with our school days, and of no practical relation to business. But a good atlas, with its many pages of statistics and eight-point information, is a mighty good thing for the modern manufacturer with export ideas in his head to study by the hour.

In addition, talks with men in non-competitive businesses are a lucrative source of information concerning general and specific conditions of the field to be entered and where the party interviewed has been doing business successfully in the past. The Export Fraternity is a *real* one and a broad-minded one. And it hasn't as many secrets as it is supposed to have. It is actuated by somewhat of the same spirit that has always been present in pioneers, "Come on, brothers, join hands!"

Then—most important of all—a *representative should be sent out to investigate the foreign market personally*. May I call attention to the fact that I have been referring to "the market" and "the field"—*singular*, not plural? For I believe that real export successes have been founded on the principle of starting the work off in one country at a time. It's logical. A lot of experience can be gained that way. The difficulties are enough, and the strangeness of the manner of conducting the business peculiar enough, without trying to cover the whole of Mercator's projection at one swoop. To pick out one good field, after the preliminary investigation has shown it to be adapted to your product, and then concentrate for a while on the development of that field, is wisdom.

What is learned concerning the way to get and handle trade in Guatemala will be of big help in starting, later on, joint operations in Honduras, Venezuela, and Ecuador. And what you learn from doing business in Cuba will be of inestimable value in doing business in Argentina and Mexico. But what one might learn in trying to open up a market, *simultaneously* and for the first time, in all the Latin-American republics and the West Indies, and in China,



DAVID L. BROWN.

I assume, from the title of this paper—which was "assigned" to me—that the problem to be discussed applies particularly to the case of the manufacturer who has not as yet operated in the foreign markets at all. He will do well to emulate, in a small way at first, the example of his business brothers who have not only entered those markets, but have settled down in them to stay. Such men, and the firms they represent, went at the job thoroughly and systematically and worked hard for the success they enjoy.

Not Complicated

A lot of concerns are inclined to think that export trade is a devilishly complicated proposition, in the hands of heavily capitalized organizations, and a thing that is better left alone on their part, however desirable. They believe in the pessimism as paraphrased from the Bible by a lad of the streets: "Them wot has, gits; and them wot ain't got nottin' gits what they has got taken away from 'em."

But that isn't so. The firm with no export trade can get some quickly enough if it will but use some energy and foresight to back up its hopes. Providing, of course, that it has or develops the wisdom to "start in in a small way" and not try to swallow the whole world

India, and Australia, is that the export business is rotten, and that a madhouse is a nice, comfortable, quiet, and cosy sort of a place to be in.

The Man Abroad

That "man abroad"—let me get back to him. He's perhaps the most important factor in this discussion. Providing he goes down—or out sideways—to one not-too-big country, with enough money to free his mind of worries and to make him congenial, and with instructions to "take his time," he can be of more real help in getting a budding export trade to bear fruit than almost anything else that can be imagined. He can become personally familiar with all the market conditions as they directly affect your business, he can make reports freely to headquarters that will enable the house's whole export policy to be properly figured out along the right lines; he can make valuable friends with whom he, or the company itself by mail, can do future business, and he can make preliminary or tentative soundings as to suitable agencies or distributors. He can even sell goods on the first trip—if he doesn't try too hard—and when he comes back he can be the nucleus of an export sales-promotion department. I know of one firm in particular that had been selling its products in Havana for a few years rather by accident—that is, upon invitation.

When I went to the West Indies last year I met a representative from this house who had been sent down there to see if more of the goods could not be sold, and perhaps in other Cuban cities. He couldn't speak Spanish. But he was as affable a gentleman as you would ever hope to meet with, a noteworthy ambassador of a responsible and progressive American concern. (And that's the only type that ever ought to be allowed to leave the country.) When I ran into him, and first began to appreciate him, he had only been in Cuba a few weeks, but had written almost a book on Cuban finance, Cuban credits, insular business traits, and how customers wanted their orders shipped.

Found It Out

That's what he went down to find out, as part of his plan to see if more of his company's goods could be sold. Of course, much of his information had to be secured from the one customer he had, and other merchants handling similar lines. The odd part about the story is that he had, in those few weeks, already sold as much of his company's product as had previously been shipped to Cuba in five years. And he hadn't gone to Havana for that purpose at all. When I last saw him he was headed happily for several more cities, with his "Information and Data" book in his right pocket, photographs of his goods in his left one, and his order book on top of his suitcase, where he could get at it "quickly and without unseemly haste."

While the representative is investigating the market, some primary cultivation of it ought to be carried on by *advertising and publicity*, providing that his first reports indicate that the field is worthy of continued activities. This step should be the beginning of the campaign to develop and fortify the company's "good will"—the most important asset, bar none, of a manufacturer seeking to do business abroad.

The possible or probable consumers should be familiarized with the trademark, and the quality of the goods should be simply presented. This does not cost a great deal—and is usually worth far more than it costs. Later on, an intensive advertising campaign can be mapped out with the assistance of

PRICE CUTTING MORE VICIOUS NOW THAN EVER BEFORE

Urges Newspaper Publishers to Be Militant in Opposing It During Trying and Crucial Period of Reconstruction—Advertising Must Expand

By W. A. McDERMID,

Sales Manager, Gerhard Mennen Chemical Company, Newark, N. J.

Effect of Cutting Prices on Marketing of Goods.

A CUSTOMER objects because the retail price of a product has advanced from 25 cents to 35 cents in four years of war conditions. But this is not all of his complaint. He used to buy it at 17 cents, and his contention is that the price has doubled.

Explain to him, as well as you can in the limits of a letter, and here is the reaction (verbatim) that the mail brings you:

Figuring for the Manufacturer

"The 17-cent price still sticks where it was in the first place. The cut-rate guy that has sold it to me for the past two or three years is still there. He sold this article to me for that space of time and to all comers, all they wanted at the price, 17 cents, and no doubt made a few pennies, consequently, he bought it for something less than that amount; therefore any increase must be computed from there, and that is why I say it has about doubled."

nizable—of known value, cut to a price which does not even cover cost of doing business—much less being merely a sacrifice of profit—and about 10,000 separate items in his stock, the majority of it unbranded, unidentified, about the value of which the consumer cannot possibly have accurate information!

Still in Business

Still in business, our price-cutting friend? Surely he is—and with a gross margin of profit on a lot of items that would make friend customer's eyes stick out if he saw the private mark-up sheet.

It ought to be a case of carrying coals to Newcastle—or any simile more pungent and forceful—even to include such a title as this in a symposium of this character. But its justification lies in the fact that quite a few advertisers, and most publishers, have failed to see the intimate relation between this vicious merchandising practice, and the vital interests of their own business, as well as the business of the country in general, more especially in reconstruction days.

Bear in mind that the issue wrapped up in the subject of price standardization of trade-marked goods has in the past several years assumed a position of foremost importance. The legal decisions bearing more or less directly on it are becoming the best known, even if imperfectly understood, cases in our courts. (None has yet squarely adjudicated the question, nor has the case as yet been presented to the courts unhampered by irrelevant or confusing side issues.)

A few thousand pages of printed testimony represent the question before a single Congressional committee—how many pages of testimony before the Federal Trade Commission cannot even be estimated. The problem in various of its manifestations and implications leads into questions of Government control—of freight rates—and into a score of unexpected places where the economic principles which are involved have a vital bearing.

Several pages of this publication would not contain much more than a bare outline of the reasons why, for example, the newspaper publishers of this country should be militant advocates of the affirmative of the issue, instead of (with a few notable exceptions) being neutral, or frankly against.

Can't Treat Subject Fully

With a problem so far-reaching, involving as it does the status of the entire distributing system, and advertising in particular, it is easy to understand not only why it should be engaging to a much greater extent the constructive thought of every executive concerned with the marketing of branded goods, whether maker, advertising agent, or publisher, but why it is impossible within the limits of this paper to

do more than suggest the vague outlines of the subject assigned, which in turn is only one of the many angles of the question of price-cutting.

If it is true—as has been stated by a great authority—that a 15 per cent. increase in the world's production would pay the total cost of the war in five years—or if such a statement is only an estimate to crystallize the principle, it is apparent that increased production must carry with it an increasing perfection and economy of distributing methods. The students of reconstruction—the foreign trade experts—the great financial leaders of the country, are pointing out earnestly that we must eliminate waste of every kind—waste motion and effort and expenditure.

Distribution must be unfettered. The channels of trade must be deepened and widened and freed from snags and obstructions. Advertising must expand as it never has before into a greater economic force in distribution and the creation of markets.

It is a statement capable of the most exact and overwhelming proof that the most serious obstacle to the economical, speedy, and effective distribution of branded goods is price-cutting. Space forbids the development of the proof, but if suspicion and uncertainty on the part of the consumer—and on the part of the trade, friction, hatred, and refusal to stock or sell, except under protest, a branded article which is being cut—do not form an obstacle of the most serious kind, it is at least hard to find any greater.

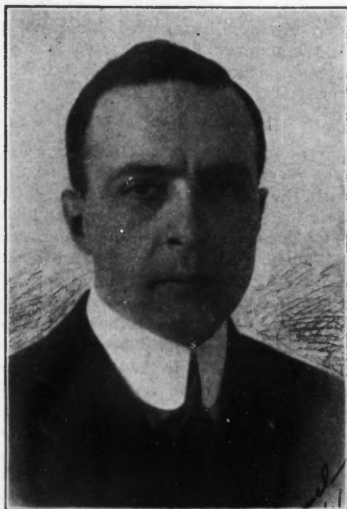
If the effort which is now being directed to overcome trade resistance because of this evil could be devoted to its proper function of creating markets, we would secure a healthier economic condition which would react on the problems of labor, of manufacturing costs, of reduction of overhead, of retail failures, and many other conditions which affect business.

Not So Complacent Now

Four years ago, in blissful security, a certain number of national advertisers, on a show of hands, disclaimed an active interest in the subject of price maintenance. It is a fair question if they feel so complacent and indifferent today. Then they were secure in the fact that their goods had been spared—that the curse hadn't hit them, and they were not interested in the efforts which were being made to establish the justice and equity of the principle involved. There are at least four of those concerns whose dream is known to have been rudely shattered by court or by Federal Trade Commission decisions which bring their policy perilously close to the dangers of the law and give them a new interest in the matter to which they were once so supremely indifferent.

It is true that the tide has begun to turn. Here and there a clear-sighted, level-headed jurist has seen to the heart of the matter and given a decision that lays the foundation for a real understanding of the case on its merits, but trenches have been taken by the opposition which will be hard to regain.

If the right of the manufacturer of a trade-marked article, in no way monopolizing the field, but in open competition, to protect the good will for which he has expended so much has assumed its present position as a normal peace-time problem, it looms up to-day in the era of reconstruction, as something so fundamental in the marketing of goods that it cannot be safely ignored by any man whose interests relate to distribution.



W. A. McDERMID.

And there you are. Perfectly reasonable about it, quite friendly, a touch of humor—and a firm and ineradicable impression that he is being deliberately robbed by manufacturer or dealer, and possibly by both.

"No doubt he makes a few pennies!" What a perfect illustration of the impression that the price-cutter so skillfully creates! Standard articles—recogn-

the returned representative, and the necessary supply of direct advertising matter, or booklets, folders, etc., prepared for the dealers to distribute.

The First Things

Those are the *first things*, it seems to me, and the important things to do in order to enter a foreign market now.

Back of them should be the determination to get into the export business *right*, in a fundamentally sound way and with characteristic American thoroughness. No business is any easier to handle, or more remunerative, than the export business, providing one has the patience to study it and the conscience to give value for money received. It's comparatively easy to develop the export end of a going business, as it was in most cases to start that business right here in this country in the first place.

COPY WITH NOTHING TO SELL DIFFICULT TO PREPARE

Everybody Grants the Need for Advertising Even in that
Circumstance, but How to Do So Is the Real
Problem Demanding Attention

By A. C. REILEY,

Advertising Manager Remington Typewriter Company, New York.

With Nothing to Sell, What Kind of Advertising Copy Should Be Used?

WE are all familiar with the usual preface to anything that is written on this subject, and I am glad in this case that the customary preface can be dispensed with. To a reader clientele composed of publishers and advertising men there are some things that are superfluous.

We all know the reasons why an advertiser should advertise even though he has nothing to sell. If there are any reasons, good or bad, why he should not advertise, we can pass these up also, for they do not belong to this discussion.

"How?" Is the Important Question

But the question of *how* the manufacturer who has nothing to sell should advertise is something else again. Many manufacturers who are sold on the *why*, have been badly stumped on the *how*. Others have been so fully and completely sold on the *why* that it seems hardly to have occurred to them that there is any *how* involved in the matter, which fact is quite evident in their advertising. It is a queer situation generally, and we must not be surprised that many well equipped and

have not been removed by the termination of the war, for the conditions created by the war still remain, and in many industries are likely to continue for a considerable time to come.

The problem is a difficult one, though not equally so in all cases. And in few cases is it difficult in the way in which that word is usually understood.

When an advertising man calls a problem difficult it is usually because it does not have any plain and self-evident solution. Such is not the case with this problem, as a great deal of the current advertising shows. There is in most cases an obvious way to solve it—too obvious, in fact. The very obviousness of it has been a snare to many advertisers. It has caused them to choose this way when a better, though less obvious, way might have rewarded their search. We are all, more or less, prone to follow the crowd.

The Obvious Way

This obvious way consists in the plain statement of the advertiser that he has no goods to sell, the reasons why, the request for the indulgence of his patrons until such time—etc., etc. This is putting it rather crudely, but it represents just about the "net" of such advertising, however cleverly it may be "dressed up."

Mind you, I am not saying that this "obvious" treatment of the matter may not in some instances be the correct one. It certainly has a "prestige" value in those cases where inability to deliver is due to excessive demand for the product owing to the recent war conditions, which happens to be the case with nearly every essential or semi-essential war industry. Even the advertising managers of such industries, however, would do well to study the question thoroughly before they conclude that this method is the only one, or even the best one—for them. On the other hand, the manufacturer of a "non-essential" article, who is unable to deliver, not because of the great demand, but because of plain inability to manufacture, should exercise even greater circumspection. In his case it is not enough to say that there *may be* a better way. There almost certainly is a better way.

Let me now indicate a few of the other methods, any one of which may enable the advertiser to attain better results and at the same time escape the snare of the obvious.

War-Interest Idea

First and foremost comes the *War Interest* idea in advertising. The human-interest idea is the main thing in all advertising copy and it becomes the "super-main" thing in copy which cannot and must not contain a direct

sales solicitation. By the same token, the most interesting thing that ever happened on this planet is the Great War. No other happening of the ages has ever more completely engrossed the hearts and minds of men. Even though the war is now over, the war interest continues, and will continue for years to come.

Moreover, the Great War has been so all pervasive that it includes everything and permeates everything. Few indeed are the individuals or the activities which have not come directly or indirectly into contact with it; few are the products to-day which do not have some human interest appeal connected in some way with the war and its problems.

And this interest does not have to be "forced" or "lugged in." Whenever an advertisement gives this impression it is usually the fault of the advertiser, not of his theme. Advertising calls for artistry just like everything else.

If you do not at first blush see the point of contact between *your* product and this universal war interest, do not conclude there is none. Stop and think it over. Surely there are few products which seem more remote from the war and its problem than confectionery. And yet the skill with which one candy manufacturer has solved his problem in the manner here indicated is sufficient to suggest the possibilities in this line.

Patriotic Service Idea

Next in order I would list the *Patriotic Service* idea. Do not confuse this with the war-interest idea. They are essentially different, although both ideas may be present in the same copy. And right here let me say a word about the false patriotic note in advertising copy, of which there have been some distressing examples, although these cases are now happily becoming rare. Such advertising is bad from every standpoint—of taste as well as profit. No product can hope to soar into popularity on the wings of the American eagle.

What, then, do I mean by patriotic service in advertising? The extreme examples of what I mean may be found in the space donated by advertisers to great public causes, such as the Liberty Loans, the Red Cross drives, etc. In these advertisements the name of the advertiser only appears in the line, "Space Contributed by So-and-So." These, as I have said, are extreme examples, not to be recommended as a steady diet, though even at that they are not without their good-will value to the advertiser. But there is a form of patriotic advertising which can be recommended as a sound advertising proposition, and a number of advertisers, notably the manufacturers of explosives, have made a distinct success of it.

This kind of patriotic copy does not involve the same degree of self-effacement as the "donated space." But it does aim to keep uppermost the idea of patriotic service; to feature it in the advertisement more prominently than the advertised product. Indeed, such advertising, to justify itself, must perform a real and tangible public service of some kind—usually of an educational character. If it does this, and does it truly and honestly, the advertiser is certainly entitled to the resultant benefits.

Even though the war is over, the avenues for such service are still abundant. Food is still scarce, so is labor, and at least one more war loan drive

seems imperative. Each of these themes affords every opportunity for educa-

The Conservation Idea

Next comes the *Conservation* idea in advertising. And let me say right here that this is one of the strongest ideas of them all—for those manufacturers whose products will permit them to use it. Some would include this under the preceding head, but I think it well to observe a distinction. The patriotic service idea, in one form or another, is open to every national advertiser, but the conservation side of this idea can be exploited to exceptional advantage by those concerns which are able to make real and valid conservation claims for their products.

Conservation is the big idea to-day. Before the war none of us ever heard of it, but it has come now, and it has come to stay. Let me observe also that there is a difference between conservation and mere saving. Saving is an individual proposition, but conservation is a national matter. We as a nation are confronted to-day by every kind of shortage; food shortage, coal shortage, various other commodity shortages, and also by labor shortages in nearly every vocation.

Is your product of such a nature that it will relieve any one of these shortages? Will it facilitate real economies either in production or consumption? If it will, then your advertising problem is solved. It does not affect this solution that you are unable to deliver the goods. An appeal to present users of your product is equally effective, not only with them, but with all of your future prospects.

And this leads me to my next classification, the *Appeal to Present Users*. Here again the classifications seem to overlap, but this is unavoidable, for it is a rare case indeed where any one of these ideas, without relation to others, will provide a total solution.

Need Not Be Confined

The appeal to present users need not be confined to "conservation" products. It is almost equally potent in the case of any manufacturer whatsoever who is unable to deliver the goods. By the appeal to present users I do not mean the obvious form of appeal mentioned at the beginning of this article. I mean the educational appeal on the more effective or economical use of the commodity in question. This again is conservation, for even those products like the out-and-out luxuries, which do not themselves "conserve," should, nevertheless, be conserved through **RED AND PUB TWENTY EIGHT** cue from needless waste or misuse.

There are few advertisers who do not have an important message to deliver along these lines, a message which present users ought to hear, which prospective users will be benefited by hearing, and which will increase their stock of that invaluable capital called "good-will." The trouble is that in normal times these messages are usually postponed or neglected because in such times the search for new customers, calling for the immediate sales appeal, always seems to be the more urgent. To such manufacturers I can only say: now is your chance. You will never get such a chance again, for it is unlikely that now or hereafter any other human cataclysm will place you where conservation talk *must* take the place of selling talk. Do not let the chance slip. Make the most of it.

And this thought leads to the final idea, which, for want of a better word, I will call the *Prestige* idea in adver-



A. C. REILEY.

experienced advertising men are a little up in the air on the subject. We have all of us been trained to aim our advertising copy directly at sales, and in most cases to the stirring up of immediate inquiries leading to sales. To most of us, this has hitherto been our sole definition of advertising copy and its purpose. Now many of us are asked to put on the reverse English and to produce copy which shall actually discourage inquiries and postpone sales. This is very much like standing the whole advertising profession on its head. No wonder this process has made a lot of us rather dizzy and prone to wonder "where we are at."

Answer Sadly Needed

Just the same, for real and compelling interest, this problem has every other problem that has ever been presented to the advertising man lashed to the mast. And what is more important, the finding of the best answer in any given case may mean more to the advertising man in the way of opportunity than any problem which would be likely to confront him in normal times.

The opportunities thus presented

tising. It is difficult in these broad generalizations to concrete this idea in tangible form. It is probably best described as the "human interest" story applied to an individual business. Nearly every business possesses such a story. The advertising managers of most of these concerns know the story. Some of them have told it. Others have longed to tell it when the opportune time came.

Here, again, is the rub. These stories also have a way of postponing themselves in ordinary times of strong competition. "Give us advertising that will help us sell goods" is the usual demand on the advertising department by the average sales organization. By sales they mean immediate sales. And so the "prestige" stories usually have to wait.

Concrete the Idea

Let us try to concrete this idea as well as I can—speaking still in general terms. Is your concern one of distinguished record? Has it played a prominent part in the development of your industry? Was it, perchance, the founder of your industry? Is the industry one which can claim to have rendered some conspicuous public service? Has it lightened labor? Has it added anything in any way to the sum of human efficiency, human comfort, human welfare, or human happiness? Has it been a factor in any phase of social progress? Has it an obvious future in which these services will become extended and intensified? Have you plenty of authentic examples, consisting of individual cases and instances, that you can give in support of these claims? Every concern of prominence can answer "yes" to some of these questions. Many can answer "yes" to all of them.

Here is the basis of your human interest story, a story which appeals to the higher imagination, which creates good will on a basis far more enduring than the mere passing sentiment of satisfaction with any individual purchase. It is the kind of appeal which presents your concern to the public not merely as a purveyor of merchandise, but as a beneficent institution.

Many business institutions have already won this kind of public recognition. Many others, equally entitled to such recognition, have never striven seriously to attain it. Commercialism in its narrow aspects is blinding to many of us; perhaps to most of us. Hitherto, it has caused us to overlook the value of this kind of good-will. But the Great War has changed everything, and among other things it has changed our viewpoint on this question.

Mere Success Not Enough

It seems only yesterday that Mr. Schwab told us that mere success as such will no longer be its own justification; that all of us hereafter have got to prove that we are of some real use in the world. In the case of nearly every manufacturer this proof is not difficult. Indeed, success of itself is presumptive evidence of some kind of real public service. But it doesn't do to let the public presume the service from the mere fact of success. We must present the evidence of service.

I repeat that now is the opportune time; now is the accepted time. Now, when for causes beyond our control many of us cannot use the direct sales appeal, is the "made-to-order" moment to tell our human interest story. Today there is no other story to interfere with it; no other to compete with it. And the same opportunity will not come again.

POST-WAR MARKETS NEED MUCH STUDY

New Trends Developing Rapidly Now That Peace Is Assured, Forcing Immediate Action—Co-operation Greater Factor Than Ever Before

By MILLARD H. NEWTON, Advertising Manager, The White Co. *Advertising as the Reconstructive Factor in Post-War Markets.*

War has had its effect on your market. Put that down as a fact. If marketing problems do not loom up ahead of you—if you cannot detect expansion or contraction, disturbance, or settlement—your business vision needs correction. When maps, monarchs, and multitudes undergo a change, markets can hardly be expected to keep their normal status.



MILLARD H. NEWTON.

New phases of marketing need close study; new selling problems require careful planning. There is nothing new in either statement, but there is great urgency in prompt action—in the immediate recognition of market trends which are developing so rapidly now that peace is assured.

Studied Use of Advertising

This recognition of new merchandising situations will involve a greater and more studied use of advertising. Its potency has been emphasized and strengthened by its use in war work. How it will be used to stimulate, restore, rebuild, stabilize, and create post-war markets depends largely upon a knowledge of changes that already have taken place in each market and a foresight of market conditions when the full force of competition is released.

Certain market factors are inevitable. The war has brought an era of co-operation never known before. This co-operation, now manifest, shows plainly that in the commercial struggle during the transition from war times to peace times there will be competition between industries as great as between firms. It is plain that there will be more rivalry between whole classes of merchandise—such, for example, as musical instruments versus automobiles. That is an obvious market trend which can be very greatly influenced by advertising. Each day makes it more evident that the different industries will vigorously defend the pre-war markets that have survived and leave nothing undone to create new markets or extend existing ones.

The susceptibility of post-war mar-

kets to advertising, the power of mediums employed, the effectiveness of copy used, will depend more than ever upon the proper sensing of changes now taking place or now imminent. It would be folly to underestimate the market influence caused by the return of 4,000,000 soldiers to civil life, with new viewpoints, new tendencies and tastes in individual purchases, new desires to be gratified, and new standards to be maintained in every thought and action. Our soldiers have seen war supported by quantity production of everything an army requires. Who can say that there will not be a reaction in home markets in favor of quality merchandise? On the other hand, who knows but what our soldiers have been so impressed with their huge-scale, quantity-production operations that they will be a unit in favor of quantity production merchandise; that they will be more susceptible to the advertising of the quantity producer?

These are questions each producer must answer for himself. They are questions which will shape advertising plans to reach the market of to-day and to-morrow. But, considering markets broadly, there are many other questions which must be answered correctly if advertising is to do its greatest good. Its benefits to many industries would have been greater in the past and would have constituted a safeguard over future distribution, if market fundamentals had been more widely understood by advertisers. This is borne out by the wartime experience of many producers of utility merchandise whose products have been classed as non-essential and who now regret that they did not have the foresight to advertise their products and build their markets on the basis of utility rather than pleasure afforded. Here certainly is one illustration of neglected fundamentals—one mistake that will be corrected in the advertising that is intended to reconstruct post-war markets.

Markets Simply Withdrawn

Of course, these so-called non-essential products were not refused by their markets. Markets were simply withdrawn by the exigencies of war. But the problem confronting the producer had many features in common with the one now arising from the withdrawal of industry's biggest customer—the Government. Developments are bound to affect production as well as distribution. They will call for finer analyses, forcing each producer to know just how war has changed the buying inclinations of the individual and the business house; how the market for each product will be affected by several years' tolerance of unavoidsably inferior goods; how markets as a whole will be affected by a nation-wide willingness to do with less, to practice economy and eliminate wasteful methods of the past.

It is questionable whether quality merchandise markets will suffer from the lower standards and decreased consumption which have been so widely effected by patriotism. One can readily foresee the return to popularity of certain trade-marked foods. And it is not difficult to see the likelihood of the public using permanently a lot of products of hitherto unrealized usefulness. In either case there is increased responsibility for the manufacturer. The retailer's responsibility to his customers has lessened in recent years on account of the manufacturer's assumption of responsibility by putting out more trade-marked packages and in safeguarding their markets by the right kind of advertising. Now it is again necessary for the public to depend upon the manu-

facturers for guidance in buying; thus there is another opportunity for advertising to quickly recreate a demand and impart a momentum to markets which, through individual sales effort, would require years to develop.

The countless market phases now requiring the consideration of producer and distributor demand greater knowledge of markets and wider use of the unused powers and functions of advertising.

NO BIG DISLOCATION OF TRADE COMING

But Markets Will Be Reconstructed, and Advertising Will Be Important Factor—"Trick Stuff" Will Find No Place in New Regime

By J. M. HEWITT, Manager Advertising Department, Pittsburgh Steel Company.

Advertising as the Reconstructive Factor in Post-War Markets.

The way conditions are shaping up, it seems unlikely that there will be any great dislocation of trade. The Government is holding a steadying hand on business, instead of letting go with a jerk. There is a vast amount of work waiting to be done, such as repairing war damage and general reconstruction, and replenishing exhausted stocks in practically all lines. Our millions of soldiers cannot be returned to civilian pursuits in a lump amount, and their absorption will therefore be safely gradual. It looks as though America and England, the only two great manufacturing nations in shape to manufacture immediately, can use to the fullest all the labor available.

However, it seems hardly possible that the world will ever return wholly



J. M. HEWITT.

to its pre-war standards of living and doing business. The war has taught many, many lessons, among them being intelligent buying and conservation, and general thrift. The market at which advertising is aimed will never be the same it was before the war. The people at large, and the returning soldiers in particular, will not be so easily led into buying things they may not need, by advertising use of seductive phrases. The whole world is now on a more ideal, brass-tack basis, and just naturally it won't go back to the old scheme.

Fighting for Truth

Being a soldier in a real war is no joke. Neither is there any humor for the folks at home in supporting an

army in the field. "Trick stuff" in post-war advertising is dead before it starts. And advertising itself has killed it. Advertising has been fighting for truth for a long time, fighting against the almighty dollar, the most formidable adversary, until the war gave advertising its big opportunity to fight for the preservation of humanity. Thus was revealed to a worried world the invincible effectiveness of honest advertising. Who will say that advertising is not the factor which made possible the successful prosecution of the war?

Advertising cannot be otherwise than the chief reconstructive factor in post-war markets. The fundamental function of advertising is the reducing of marketing costs, to accomplish which it must, of course, be intelligently directed to find the actual markets, and then tell the absolute truth about the product and how it will benefit the market. Whether the produce be an intellectual one, or something material, has no bearing whatever on the application of the principle.

To paraphrase, war is a great leveller. It brings out the best or the worst in everybody, and throws the cards face up. This war in particular seems to have been an eye-opener; some eyes may have been opened more than others, but the whole complexion of the world situation is changed for the better. Looking back over what the war has wrought, we see the same old outstanding cause of all trouble—ignorance. Education heads off trouble with understanding, and advertising, properly applied, is an educational weapon of great effectiveness in business.

Don't Blame Labor

During the war, labor has demanded and received more recognition from capital than ever before. Why? Simply because labor thought it saw its chance to "grab off." And labor should not be judged too harshly for it, when you consider its example was of the type of "grabbenheimer" capital. This is a situation ripe for house advertising to employees, which would be a factor contributing to maintaining proper relationship. Employers and employees should understand one another more fully, and advertising can bring them together effectively. Our soldiers have not only been taught *how*, but they have also been taught *why*, and, in consequence, they have performed their duties more promptly and efficiently than they ever did in civil life. The firm which will advertise to its employees the economic reason for the firm's existence, its policy, and the importance of the part the employees play in the general scheme, will find such a plan to its great advantage in avoiding labor troubles, as well as in the improvement which will be manifest in the quality and quantity of output.

In general and in particular, more attention will now have to be paid to advertising copy. It is now vitally important that no misrepresentations creep into print. Our returning soldiers—our potential business men and producers—will not take kindly to "B. S." in advertising, even in its least harmful form. Neither will the folks who have stayed at home, saved all the money they could for Liberty Bonds, War Stamps, and War Workers' Funds, and tried to buy at least 50 cents' worth of necessities with every dollar, and conserve food besides—neither are the stay-at-homes in humor for any "Bolshevikism" (meaning pure "B. S.") in advertising.

Rush of Salesmen

There will be a rush of salesmen to their territories to get back quickly their share of domestic business, the neglect of which was occasioned by the war. There will also be a rush for export business from those concerns who have greatly increased their manufacturing facilities to meet the war's demands, and who now must find additional markets for their productions outside their usual channels. And the markets here and abroad will be ready and waiting to receive the goods, and the business will be held and will prosper according to the principles and methods used to obtain it.

Advertising will do the work; indeed, it is the only instrument that can be used to accomplish it. But it will have to be used more wisely than ever before. If, in presenting your proposition to employees, distributors, and consumers, the *self-interest* of each and all be always borne in mind, and you always tell the truth in your advertising, you will just naturally succeed.

To capture post-war markets, I believe the first important step which must be taken generally by business is the thorough education, through advertising, of both capital and labor to a full understanding of their economical relationship. England has already done a great deal in this direction. We have fought in this war for democratic ideals; let advertising be the chief instrument to realize them internally. Once we set our own house in order, we need fear no outside danger. Through advertising, let us correct and adjust the shortcomings of both capital and labor, tell honestly about our products through those avenues of legitimate propaganda we all know, and then advertising will completely fulfill its function as a reconstructive factor, as well as the perpetuating factor, of good business.

MONTREAL HERALD IN LIQUIDATION

Lord Atholstan's Paper Finds Increased Costs of Production More Than His Newspaper Can Bear, and Submits to a Receivership

MONTREAL, November 28.—The Montreal Herald has gone into liquidation. On the 26th a petition to the Superior Court, asking for a winding-up order against the Herald Publishing Company, Limited, was granted, and a meeting of the creditors has been called for December 9 to discuss matters. In the meantime, permission was given for the continuation of the company's business.

In the issue of the 27th the Herald, under the heading, "Newspaper Troubles," says:

"During the past four and a half years the newspapers of the world have been compelled to carry heavy burdens. The cost of every item of the administration has risen by leaps and bounds until the total cost has been, for a long time, out of all proportion to the revenue. Hundreds of newspapers have suspended publication; hundreds of others have been merged with other journals.

"The Herald finds the increasing cost and the accumulated burden beyond endurance, and has submitted to a receivership."

The Herald is controlled by Baron Atholstan, owner of the Montreal Star.

The Salem (Mass.) Evening News has increased its price to two cents. The mail is \$6 a year.

HOUSE ORGAN'S FUTURE BASED UPON ITS EFFICIENCY

Editor Will Now Have to Put News Into It: News That He Will Not Find Ready Made for Him

By ROBERT E. RAMSAY,

Advertising Manager, Art Metal Construction Company, Jamestown, N. Y., Editor Postage Magazine, and President Direct Mail Advertising Association, with which is affiliated the Division of House Organ Editors.

On What Basis Will the Effective Future of the House Organ Rest?

WHEN the Selective Conscription act became a law and Crowder's assistants throughout the land began to inspect the names called up in that greatest of all lotteries, what a woful lack of physical competents was found.

Or, putting it the other way, what a large number of men were found physically incompetent.

Nation's Muscles Have Softened

The nation as a nation had become flabby-muscled, as necessary, not as necessary.

Perhaps all that the great war has cost America, aside from the heart pangs of the mothers, wives, and sweethearts—which can never be compensated in any form—was a sum well invested to wake us up to the fact that we were not making the most of physical ability and capabilities.

Any house organ that hid behind the petty excuse, "We gave up our house organ to help win the war," in my opinion had no right to exist, and will have no future after the war.

When man-power was at its lowest, when the clouds were darkest, the house organ that was a real worth-while publication with a purpose belonged in but one place, and that was right on the front line of business. Cut off all the readers whose present addresses were tombstones, cut down your weight of paper, decrease your number of pages, decrease your size if necessary, but my theory was to keep right on working your best to save man-power, to eliminate men for essential employment, and thus do your part.

Uncle Sam Used Them

If this theory did not hold water why did Uncle Sam start so many house organs of his own? Why did he take the former president of the Direct Mail down

(Continued on page 20)



ROBERT E. RAMSAY.

There is a close analogy between the house organ, as a general rule, and the man in the draft, as a general rule.

When put to the test, told to either stand the gaff of hard work, drilling, gruelling drudgery, or falling back into Mars's discards, a great many—too many house organs—fell by the wayside.

Needed in War Time

If there ever was a time when the house organ was needed, and needed badly—if it was ever needed at all in that particular business—it was in war time.

Yet, how often, oh, how often, did the editor take advantage, or more often perhaps the publisher, hide behind such a phrase as this: "To help win the war we are discontinuing our house organ."

Just like the fellow who is turned down in the draft would say to the local Y. M. C. A. physical director when approached about joining a gym class: "Oh, I will not take up that work now, I want to conserve air and floor space in your gym, etc., to help win the war."

Don't get this wrong. The writer was a most rabid "win-the-war fan." His pet scheme was to take all the men between twenty-one and thirty-one—and he was one of them—and make them either work or fight for the war and war only, and let the other ages keep busi-



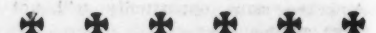
Sparkle,
Sanity,
Sincerity,
Stimulus,
—These Four Qualities Mark the
Good Editorial and the
Good Feature.

They are the
Ear-marks
of the
Ellis Features.
Therefore,
Men of the World,
And Plain Home Folks
Read These Articles
As Interestedly as
Clergymen and
Sunday School Teachers.

You see,
They're "Different."

THE ELLIS SERVICE Swarthmore, Pa.

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





When the Boys Come Home

Making The News-Courier Day

ADVERTISING

They Will Be Coming Back—These Husky Boys of Ours, Who Helped to Make a Quick Job of Peace. The Camps and Cantonments Are Returning Another Eager Quota. What Difference Is It Destined to Make in Merchandising?

By W. LIVINGSTON LARNED.

"We're Going Home"

The DOVE of PEACE is a GREAT old BIRD.



The war-time carrier pigeons of the trench conflict have given place to doves of peace. And back will come our boys to us once more, happy and proud in the knowledge of having "put it across," exactly as we expected them to do. The shops will soon team with special gifts for these soldier boys.

"I WAS talking with Bell, the Druggist," said The Ad-Manager to his Assistant, "and it rather amused me to note his intense optimism. Every one should imbibe a quart or two of that delicious Confidence of his. He believes—firmly, conscientiously—that we are going to have mighty busy times from now on."

"Prosperity?" hinted the other.

"Of the most roseate character," nodded The Ad-Manager. "And I agree with him. Certain it is that certain lines of merchandise will receive an impetus that should cause manufacturers to wear the grin that won't come off. Bell told me that he had sent in an order for soaps, safety razors, toilet articles of various kinds, and drug sundries that made all previous records look infinitesimal."

"Will people use more soap and safety razors than they did before the War?" smiled The Assistant.

"That's what Bell banks on. And his reasoning is perfectly sound. We were discussing the same proposition in this office only the other day. Two million soldiers will return to civilian life—it can't be accomplished in a month or even a year, for General Pershing, as Chief of Police, will need some trusty uniformed cops to tidy up Autocracy's last gulp.

"But they'll be straggling home, transport after transport, and it's even promised that certain brave units will sit down to Christmas dinners at home this year. They will come in the order of their periods of service and the rough weather they have been facing on the Western front. It's just as Bell argues—those lads will insist upon having things that may not have interested them before.

U. S. Army Cleanest

"The American Army was the cleanest bunch in the War—they may be angular, but you can't plant timothy back of their ears. But keep this in mind—lots and lots of those fellows were recruited from lower strata of society—by that I mean men who perhaps were not accustomed to lilac water, medicated and perfumed soap, flossy sweaters, and all the rest of it. They'll never be content without those

FOREWORD

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

things again. Talk about an immaculate Englishman and his Bawth—I'm reminded of the story of the private who stood in a driving rain on a French battlefield. He had a cake of soap and a towel in his hand. Down came the torrent, but he never budged—just stood there patiently. An officer happened along. "What's the idea?" he demanded.

"'Waitin' to take a bath," was the calm rejoinder.

BACK HOME



Everyone will want to give the returning soldier a gift this Christmas—even the little tots, the brothers and the sisters, the sons and the daughters. It will be profitable to advertise this field in a sentimentally attractive way.

"But how can you take a bath out HERE, in God's name?" growled the officer.

"Before long, Sir," said the Doughboy, "a shell will dig me a tub and with this rain it'll be full of water in a few minutes."

"It must make the manufacturers of sporting goods chuckle with fiendish delight to see the trend of things," continued The Ad-Manager. "Do you suppose for one instant that these clerks and office men and elevator recruits who are shot to their day's work in a coop will go back to their old mode of living? Not for a holy second.

"For a year now, or more, they have been sleeping mighty near nature, in tents, dugouts, trenches, etc. They have had a trusty rifle always within quick grabbing distance. They have known what it means to roll up in a blanket and get their steam heat

from cussed health—and imagination. They will want that rifle again after they come home. They will go hunting in the woods just to keep on speaking terms with a gun. They will stifle in offices—there will be more vacations of the kind that take men up into the snowy mountains or down through scented worlds of spruce and pine. The trout streams will be whipped by men who have never been there before—the duck will be pestered by a new flock of decoys.

"War will have manufactured about three million self-reliant, sturdy men of a new school—men urged on by memories of the past, to get pure air into their lungs, and eat camp food and feel the warmth of the rifle at their cheeks."

"Editors of Sporting and Outdoor publications, after a desperate lull, will begin to pluck up courage, eh?" inquired The Assistant.

Will Double Rates

"They'll come into their own and double their space rates for contributions," laughed The Ad-Manager. "A first-rate moose story should bring three dollars and eighty cents if it's accompanied by exclusive photographs, inside of another year. Business Men are sensing this revolutionary market. I know a large cloak and suit house that will concentrate on camp attire for men and women. For it figures that women, too, will go in for a more strenuous existence. A barber told me that he estimated a net loss of eighty per cent. in customers. Safety razors for a year in the service—safety razors and NOT the barber when they return to civilian life.

"But we were saying that Bell predicted merchandising prosperity. I want to reiterate that. Conditions point to great national progress as soon as Labor conditions are adjusted. And they WILL be adjusted. I can't bring myself to believe, despite straws on the breeze, that the United States will ever swallow Bolsheviki. It's unthinkable. Who knows, in a little while, now that Peace is here, the



From 'Over Here' to 'Over There'

The photograph of the smiling doughboy that we have looked upon almost as a love-shrine these weary months is destined to come to life—for Uncle Sam will soon send the boys home again. There are many appropriate holiday gifts for this lad that will bear advertising.



laborer may not expect a raise every three days by the calendar. Mr. Gompers seems to incline to the belief that wages will remain exactly where they are—that they'll NEVER go back to the normal. If that were true, then we might scan the horizon for trouble. We are going to be so busy feeding the world and cultivating new foreign markets, that we won't have time to demoralize our own.

"However, the reason for this prelude will be obvious in a moment. I want to get busy on some special advertising to be run in our paper during the next five weeks. I am going to have drawings made, engravings, copy written and set up and proofs pulled—all on spec."

The Big Idea

"Sounds interesting," exclaimed the Assistant, "but what's the big idea?"

"It's not a BIG idea in that sense," was the answer, "it's a little idea with large possibilities. How many dead names have we on our books?"

"A lot of them. I go the same old rounds once a week and hear the same old story: 'No, we can't advertise. It doesn't pay. We tried it once. The volume of our business isn't great enough to permit of advertising.' It's really amazing how MANY local merchants and business enterprises remain at a standstill. Never progress—never do a penny more than they HAVE been doing since they started out. But I'm afraid they are hopeless."

"That's where I disagree with you," snapped The Ad-Man. "I fell into that manner of thinking in the past. But it was dangerous. I began to stop trying. And then my method of reasoning changed. I began to say to myself: 'It's OUR fault—we on the newspaper—that these concerns do not use space. We have not done OUR part well. We KNOW what advertising has done and WILL do. But we have NOT transmitted that information to the other fellow in terms that HE can grasp. We have been inferior salesmen of our own profit."

"When a local man refuses to advertise in the News-Courier, I think it proves we are shy in a few chips. We have gone on the road, as it were, with a fine article, but have not measured up to the assignment. Some time, always and forever, in all business deals, there is some ONE MAN who is big enough to convince the other chap. And HE gets the business.

Not Their Fault

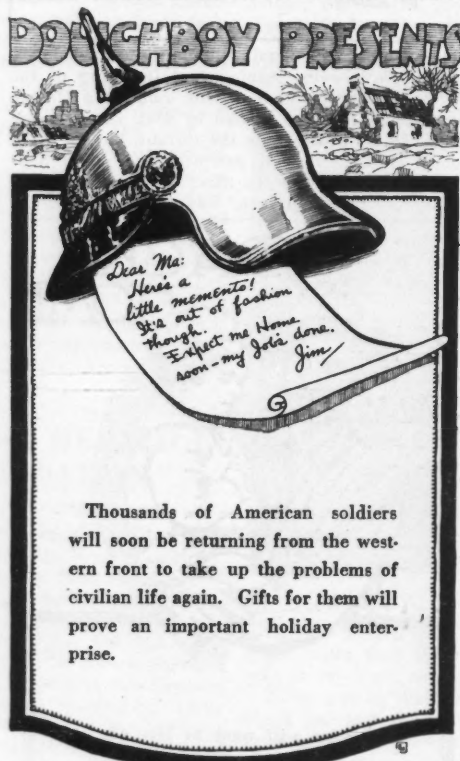
"There are still many men who have not been educated in the ways and means of Advertising. They do not understand it, and therefore do not employ it. But I am unwilling to concede that it is THEIR fault because they have never advertised. It is the fault of whoever TRIED to sell them advertising. By rights, it should be easy to sell space in a newspaper. Think of the precedent we have to draw upon. Big business successes are founded on advertising. I think I would rather sell adver-

tising than beans or pianos or—any other product you might mention. For advertising promises so much. You can't very well exaggerate advertising's future, if it's good advertising.

"The more I read about and study other forms of advertising the more I respect and honor NEWSPAPER advertising. A well-conducted newspaper in a community is a sort of Mother to that community. People love and honor it—draw their inspiration from it.

"Advertisers have just BEGUN to advertise. When the manufacturer thoroughly analyzes the newspapers of the country and the wonderful markets they represent, then, and not till then, will he begin to cash in on his investment. Then, and not till then, he will have to plan additions to his factory and work night shifts. Here we are, in the very centre of a marvellous farming country. Mules and horses dominate in the fields. But I have never seen a tractor ad in any local newspaper. And I am not willing to concede that other forms of advertising will reach a great many of the farmers hereabouts—that is, reach them in the way that THEIR OWN NEWSPAPER, six days a week, would reach them.

"However, I'm getting away from my job. I want you to help me write these ads and plan the illustrations. I have the first series rather well formulated in my mind. In general, the scheme is this: I'm going after the back numbers with TIME-



LY copy in small space. I am going to take them PROOFS of ads, illustrated and set up—and with the opening paragraphs of an appeal right there for them to Read. I am going to try and win them over with THIS line of talk:

Up to the Minute

"Here is an advertisement that was originated for YOU. It is up to the minute—it is timely. It is better illustrated than even your competitor's present copy. The use of this ad will stamp you as a progressive merchant. Moreover, there's patriotism in the plan. If YOUR boy hasn't been in uniform, then your neighbor's boy is wearing one. This newspaper is giving you the benefit of a personal service. We have had enough confidence in the scheme to draw the picture, engrave it, and set up the type. There is no duplicate.

"The first six pieces of copy will bear on the subject of the returning millions—the fighting men who will soon be in our midst again. The Christmas season is approaching. Presents must and should be bought for those lads. They, in turn, will do some buying on their own score. But particularly stress the holiday gift thought, whether it's for the lad who has arrived or the fellow who is over on the other side and to whom presents should be sent.

"I had thought of a big American eagle, hot-footing from Over There to Over Here, and just sweeping over the big word PEACE. I'll take that ad to Frederick, the Sport goods man. He has not used a column of space in six months. I want him to use some such copy as this: 'The Boys are Homeward Bound. Some of them will be home by Christmas. What will be your gift to those boys—to your boy? What will he appreciate most? He has been living out of doors—make your gift to him a shotgun or a rifle, or a fishing set or traps. He will feel the call of the wild,' etc.

Good for Other Lines

"But if Frederick doesn't use it, it will be just as good for any other line of business, with a change of copy. Then I want to show a soldier lad with a dove of peace in his hand. The lad will be saying: 'We're off for home, we two. How much gratitude are the folks going to show us for OUR sacrifices? Will the gifts this year be practical, sensible gifts?'"

"There can be several designs along this line—the framed picture of the Sammie, who is to be back in harness before long, the happy, smiling soldier with the kiddle in his arms, and always copy appeal that gets as near the hearts as possible. Never before, I claim, has Christmas meant so much. It will be the greatest Christmas in the history of the world. Concentrate on buying things for these soldier lads of ours—to give here or to send to camp or to Trenches.

"Any merchant in this town could use these ads to advantage, for they will have a timely note—they will have a shade of difference from what he has employed in the past. But I certainly do NOT want to try them out on the regulars first. I want the unprogressive concerns to use them.

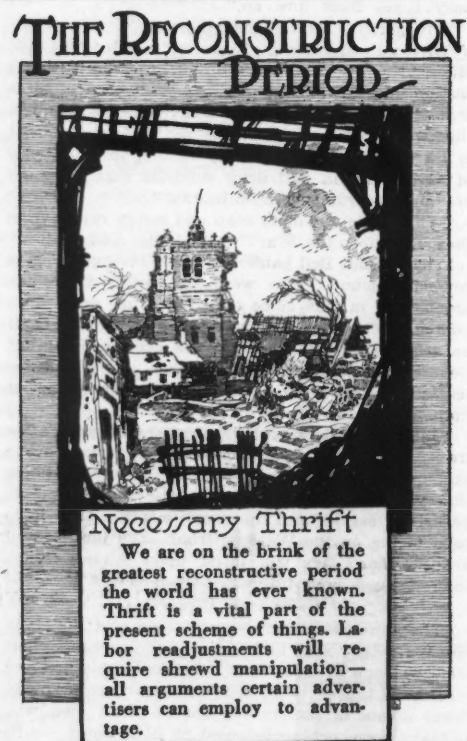
"Take the one showing the framed picture of the Doughboy—write a piece of copy that will do for our photographer on Main Street. He stays out stubbornly. Yet he could do twice the business during the holidays if he gave the Public a gentle hint. Before Sammie gets out of his uniform for good, he should have his beauty struck—in the rig that he donned when Uncle Sam called him to the colors.

"He's Coming Home"

"I would like to see a drawing of a German helmet—our men have been gathering them as souvenirs. I know one girl in this town who has received five from the other side. And somewhere in the design reproduce such a note as a soldier might write—a hint that he's coming home at last.

"We are zipping along now during the Reconstruction Period. It applies to France and Belgium as well as to the new trade and industrial condition in the United States. Everything that has been

(Continued on page 46)



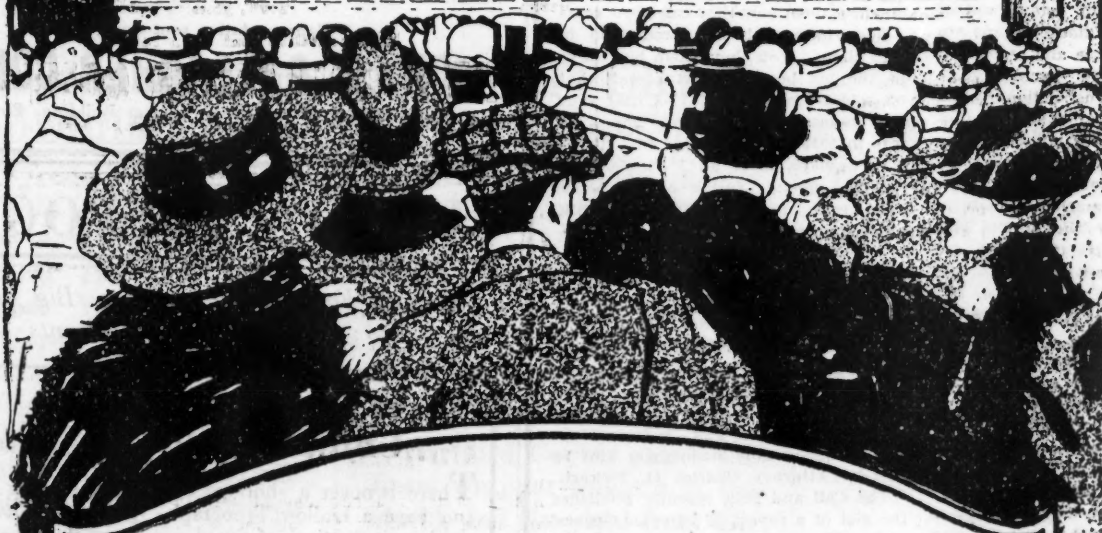
THE PLAIN DEALER

COAST HEAD
EIGHT PEACE
PEER POSITION

WALLS

FRENCH ALL
PEACE OFFER

WHERE CLEVELAND SHOPS FIRST



IN Cleveland more people have more money than ever. Thousands of workers in ship yards, munitions factories and steel plants are buying more and better clothing, food, home furnishings and other essentials because they *have the money*. These thousands of ready spenders Shop First In

The Plain Dealer
First Newspaper of Cleveland. Sixth City

Eastern Representative
JOHN B. WOODWARD
Times Bldg., New York

Western Representative
JOHN GLASS
Peoples' Gas Bldg., Chicago

HOUSE ORGAN'S FUTURE

(Continued from page 16)

to Washington as a dollar-a-year-man to edit the house organs for Four-Minute-Men, and so on.

Why did the shipyards use the house organ?

Why did James H. Collins in his speech before the Chicago convention of the Direct Mail Advertising Association argue for the essentiality of house organs?

Mr. Collins in his remarks said: "There is a strong temptation to discontinue the publication of established house organs. Scarcity of paper, cost of other materials, labor short, make it difficult to continue publication. But I believe that every house organ filling a real field should be kept going SOME way."

Now that is the war aspect of this matter.

As Mr. Frank A. Vanderlip said the other day: "We are no more prepared for peace than we were for war."

Is the house organ editor any better prepared for peace than he was for war?

Dislike it as much as we may, we have to admit that he is not, as a rule.

Must Rest on Results

The question put to the writer in this article is "On what basis will the effective future of the house organ rest?" and I can answer it in one word—results.

With munition profits and other similar stock-hoisting profit petards out of the way, publishers of house organs are going to look with more and more of a "Show me" attitude on house organs. With the days of the reconstruction here, the house organ of the future that lives up to its mission has a big future before it. The one which dallied along through the war, running a lot of Government advertising matter in plate or other form—thereby dodging the blue pencil that might have cut it off, and who would have done so except for the patriotic appeal—will, I fear, soon find their way to the house organ graveyard with an unmarked grave.

During the war there came to my desk house organs whose whole existence seem to depend upon mats or plates, or copy, from some Governmental activity. Now I am not belittling the value of that work for the Government, but as I understand the shrewd space buyer buys space in publications which have a reader interest, and the house organ editor who has rested his whole case on "patriotic-Government" advertising, with no real message for his readers, is surely going to meet the old familiar one: "Its future consists of a brilliant past."

The effective future of the house organ will, therefore, rest on results. It will mean that those house organs which live in the years to come will be better house organs than we have had in the past. Putting it in another way, the house organ of the future will be a service house organ. There will be men enough, after a while, to sell in person those things that require salesmen. The house organ will get further and further away from the price list feature, in my opinion, and become a real service to its readers—or else die.

The house organ of the future will be subject to all the aches and pains, ills and abuses of the house organ of today and yesterday and last week, there will be poor house organs in the future, but I really believe fewer of them than ever before.

It may sound to some readers as if I were contradicting myself in speaking of RESULTS in one sentence and SER-

VICE in the next. On the other hand, as I see it, both the are same. What availeth it a man to get two bushel of orders if by so doing he sells the soul of his house through the house organ?

Contrasting the house organs of the last year with the year to come, we will see a lot of editors grow gray-headed about what to run when they do not have our "Latest Honor Roll," or "Picture of Pete in the Trenches," etc. Now they will have to put news into the house organ without having it made for them.

While the work will be harder, really any editor who really edits will prefer to edit a house organ in the year to come, when wits are matched against wits without the glamour of the God of War to help ye tired editor out.

What a real chance there is in the year to come to help American business readjust itself! You edit a dealers' house organ. All his business has been with munition-making plants. You show him how to take the soldier boys, perhaps some of the maimed ones, back and make real salesmen of them.

You edit a factory newspaper house organ, you can take it and make the employees contented when they are not getting \$90 per hour for holding rivets against a ship's side.

You edit a salesmen's house organ, and you have the chance or showing them how to go out and dig up orders instead of dodging them.

You edit a house organ for users, and you show them how they can grow so as to keep pace with war production in peace times. You show them how to use the big bunch of extra stuff that you sold them during 1917-8 that they make money enough to pay for a lot more in 1919 and use it.

Or, perhaps, after all I should have said the effective future of the house organ rests upon ye editor's THINK rather than ye printers' INK.

EDITOR HAS BODYGUARD

Fremont Older, of San Francisco Call-Post, Protects Himself from Foe

SAN FRANCISCO, November 26.—Two detectives have been assigned as a body-guard for Fremont Older, editor of the San Francisco Call and Post, as a result of the assault made upon him by District Attorney Charles M. Fickert.

The Call and Post recently published the gist of a report of Director-General of Employment Densmore, attacking the conduct of civil and criminal cases, including the Thomas J. Mooney case, which involved Fickert and others.

NEED A LITTLE MORE DARING

So Comments E. J. Ottoway as Port Huron Times-Herald Boosts Price

The Port Huron (Mich.) Times-Herald has gone to a three-cent rate on the streets, 15 cents by carrier in Port Huron, and has advanced its mall rate from \$3 to \$4 per year. E. J. Ottoway, president of the company, comments:

Cowles Celebrates Armistice by Gifts
W. H. Cowles, publisher of the Spokane Spokesman-Review, presented each of the 329 regular employees of the paper with a new \$10 bill, and each of the 117 carriers with a new \$2 bill, to celebrate the signing of the armistice.

To Cover Peace Conference

Unconfirmed rumors in Chicago newspaper circles say that, in addition to Parke Brown and Arthur M. Evans, the Chicago Tribune contemplates sending John T. McCutcheon, cartoonist; Tiffany

Blake, editorial writer; Percy Hammond, veteran dramatic editor, and possibly Floyd Gibbons overseas within a week or so to represent it at the Paris peace conference. It also is alleged that Wallace Smith, of the Chicago Evening American editorial staff, may be sent

over to France to represent his paper.

The Chicago Daily News has just sent Harry Hansen, editorial writer and cable editor, to France to cover the peace conference, although it already has one of the largest European editorial staffs of any American newspaper.

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

This permanent Weekly Business Man's Page secured among non-regular advertisers has been running two years—it is one of a chain of pages we handle—it carries over one hundred thousand lines of advertising per year—more than thirty-five thousand dollars annually in new business, which the paper would not otherwise obtain. The Page is beneficial in many ways—it has made new advertisers and helped circulation—it has aided the paper in being recognized as the business man's newspaper in its community.

Traveling!
The question of a cancellation of an accepted contract rests entirely with the newspaper.
All advertising is solicited on an indirect result, general publicity basis.

Contracts with the advertiser commence and end together and are made for twenty weeks at a time, being renewed each twenty weeks.

Representative sent upon request.

JOHN B. GALLAGHER COMPANY
Home Office, Ninth Floor, Dexter Building, Boston, Mass.

LUDLOW TYPOGRAPH

A Profit Factor in any Office, Big or Little, on Three Separate Counts

NUMBER ONE

Unlimited Display Material

There is never a shortage of sorts or spacing material when you have a Ludlow Typograph. It provides unlimited display on slugs at the time of actual need, and slugs may be automatically duplicated for multiple forms at the cost of only the additional metal required.

Give Your Composing Room the Benefit of These Advantages—Install the Ludlow

NUMBER TWO
No
Type Storage



NUMBER THREE
Low
Operating Cost

Selling Agents
MERGENTHALER LINOTYPE CO., New York, U. S. A.
Chicago San Francisco New Orleans

Manufactured by
LUDLOW TYPOGRAPH CO., 2032 Clybourn Ave., Chicago

CONNECTICUT'S SUPER-DAILY

The Hartford Times.

THIS great three-cent newspaper isn't a state-wide affair. It's purely a local paper—*Hartford's own*, if you please. It covers Hartford and Hartford County. 70% of its entire edition is distributed in the city of Hartford—and 95% within a radius of 18 miles! That's the story. *And in its compactness of circulation lies its strength. Every copy carries your message home.* Hartford County is Connecticut's Garden of Eden—the most productive and easiest-to-get-at field in the United States. *It's a one-paper field!*

Supremacy in Circulation

The city circulation of THE HARTFORD TIMES is twice as large as that of the second and third Hartford dailies combined. Yes, THE TIMES is Hartford's own. It is the largest daily in point of circulation in Connecticut and, moreover, the largest three-cent daily in the east, with one exception — The Brooklyn Eagle.

NET PAID CIRCULATION
Post Office Statement for six months ending Oct. 1, 1918 34,759
For Month of Oct., 1918, 36,942

The Times is the only Hartford daily that gives a certified audit of its circulation to anyone who asks for it.

HARTFORD The Super-City

Hartford subscribed nearly \$40,000,000 to the Fourth Liberty Loan. No other city of Hartford's size did half as well. The assets of the banks of Hartford exceed the assets of all the banks in eleven different states.

Hartford County raises the finest wrapper tobacco in the world, and the yield from this crop means millions of new wealth for Hartford every year.

There's Much in the Hartford Field Worth Going After.

And what you go after you can get if you avail yourself of

HARTFORD TIMES SERVICE

Supremacy in Advertising

The figures below for ten months ending Nov. 1, 1918, show that in the important classifications THE TIMES in its six issues a week carried an average of 75% more advertising than the second paper carried in seven—daily and Sunday combined.

TIMES OVER SECOND PAPER

Department Stores.....	37%
Women's Wear.....	66%
Shoes.....	140%
Clothing and Furnishings.....	45%
Food Products.....	48%
Musical Instruments....	98%
Classified.....	93%

The Times led the second paper in total volume by 671,941 agate lines.

KELLY-SMITH COMPANY

Representatives

NEW YORK: 220 Fifth Avenue

CHICAGO: Lytton Building

ROCHESTER DEPRIVED OF LOCAL NEWSPAPER MEN WILL GO ABROAD DAILIES FOR THREE DAYS ON PRESIDENT WILSON'S SHIP

Strike of Allied Printing Trades Tied Up Newspapers Last Week—Men Agreed to Arbitration, Then Repudiated Award—Union Officials Ended Conflict

AFTER three full days of idleness, last week, during which no daily newspapers were issued, all newspaper and job printing establishments in Rochester are again running full blast, the strike of between 600 and 700 men and women, composing the five labor unions which form the Allied Printing Trades of Rochester, having ended.

The strike began at eight o'clock Tuesday night, November 19, and the first Rochester newspapers to publish since that time were the morning editions of Friday, November 22. Four daily English newspapers, the Rochester Herald, Democrat and Chronicle, Times-Union, and Post-Express; one daily German paper, the Abendpost; and two weekly Italian papers were affected by the strike, and along with them more than thirty commercial job printing plants, large and small.

Men Defied Their Union Officials

The employers at once got in touch with the international officers of the various unions. President Freek, of the Stereotypers' Union, in Brooklyn, was acquainted with the facts. Over the telephone he said the men had no right to strike after making such an agreement, and he ordered the local president to order the men back to work. The stereotypers then reported late Tuesday evening.

President Scott Intervenes

President Scott, of the International Typographical Union, as soon as he learned the facts, sent the following telegrams:

"Following messages has been sent to President Covey and to Secretary Burns: 'If members of Typographical Union participate in un sanctioned strike, executive council will promptly disavow their action and give full protection to members who remain at work.'"

"Following message has been sent to President Covey, Secretary Burns: 'Executive council orders members of Typographical Union to return to work pending adjustment of scale controversy as provided in agreement to arbitrate. Unless this order is obeyed immediately, the council will be compelled to suspend the charter of your union. Vice-President Barrett due to arrive in Rochester early Wednesday afternoon.'"

Mr. Barrett, vice-president of the International Typographical Union, called a meeting of Typographical Union No. 15 and ordered the men to return to work at once. The men voted to return to their jobs.

The president of the pressmen's union, however, could not be reached because his office is in a small town in Tennessee. The pressmen remained out, and it was, of course, impossible to publish a paper or to operate a job-printing plant until the international officers took steps to put the pressmen back to work.

The increase in wages granted the men by the Arbitration Board will cost each newspaper of Rochester from \$30,000 to \$75,000 a year, according to the volume of its business, and job offices large sums in proportion.

The progress of the movement and the outcome of the strike was watched with the keenest of interest by union printing craftsmen and employing printers in all parts of the country. Had the Rochester strikers succeeded in longer defying the mandate of their international officers by remaining away from work, it is believed that a situation would have developed throughout the country which would

have resulted in a factional split in the union, and perhaps an open break similar to that which occurred some time ago among the clothing workers, and which resulted in the secession of one body of them from the American Federation of Labor.

It was hinted during the strike that union printers and allied crafts in many other cities wanted but a signal from the chaotic Rochester muddle to lay down their sticks and desert their machines in a similar move.

HARDER FOR GRAFTERS TO BUY SPACE

Vigilance Committee of A. A. C. W. Working to Bar Speculative Enterprises from Ad Columns—Smaller Newspapers to Be Cautioned

Closer relationship is being established among the agencies in the United States which are opposing the promotion of speculative enterprises, according to Merle Sidener, of Indianapolis, chairman of the national vigilance committee of the Associated Advertising Clubs of the World; and while such enterprises are still using some advertising space as one means for defrauding the public, space is harder and harder to get and the path of the bombastic promoter is growing more difficult, Mr. Sidener says.

The vigilance committee has recently been working in close harmony with State councils of defence, the Capital Issues Committee, Blue-Sky Commissioners, and other officers, as well as through vigilance committees of advertising clubs in more than 100 communities.

"We have been especially gratified," Chairman Sidener said, "by the response we have had from the newspapers of the country. We have suggested that, for the protection of their readers, they should not accept advertisements of any enterprise which has not had the approval of the Capital Issues Committee, the purpose of which is to see that needless enterprises are not promoted during the term of the war.

"We have noticed that as we drive the speculative advertiser out of the larger communities he buys advertising space in smaller newspapers which, apparently, have not heard of the movement. But we are following the campaign into the offices of the smaller papers and it is becoming harder for the promoter to get space."

Three Are to Be Aboard Same Vessel, Others on Orizaba—Leading Washington Correspondents to Report News of Peace Conference

(FROM OUR SPECIAL CORRESPONDENT.)

WASHINGTON, November 26.

FACES long prominent in the press galleries in Washington will be in evidence at the World Peace Conference. Although the news associations have arranged to handle the great court of International destiny in as much detail as the cables will permit, special dispatches by some of Washington's best-informed and ablest writers are to be expected.

Three Washington newspaper men will go to Europe on the liner that carries President Wilson and his party. They are to be the representatives of three leading press associations in the United States, and each is the chief of the Washington Bureau of the respective organizations.

Will Remain With President Throughout

L. C. Probert will go for the Associated Press, John E. Nevin, for the International News Service, and Robert J. Bender, for the United Press. These men will remain with the President throughout his journey, and will cover the detail of his activities.

In order to obviate the possibility of misunderstanding over the privilege of having correspondents aboard the President's ship, arrangements have been completed by George Creel, Chairman of the Committee on Public Information, for special accommodations for the other newspaper men aboard another steamer, the Orizaba, which will carry a considerable element of the personnel of the American delegation and the attachés of Allied missions. The Orizaba is expected to sail Mopday noon.

The party of newspaper men aboard the Orizaba is expected to embrace Richard V. Oulahan, New York Times, dean of the Washington corps of correspondents; David Lawrence, New York Evening Post; Laurence Hills, New York Sun; Arthur B. Kreck, Louisville Courier-Journal; Edwin M. Hood, dean of the Washington office of the Associated Press; William A. Crawford, chief of the Washington Bureau of the Central News; possibly Clinton W. Gilbert, of the Philadelphia Evening Public Ledger, and J. C. Welliver. Chauncey C. Brainard, of the Brooklyn Eagle, was expected to sail Friday, and Jay G. Haymen, of the Detroit News, sailed last week. S. H. Conger, who has been with the War Trade Board here after representing the Associated Press in Berlin prior to America's entrance into the war, has sailed.

PAPER COST FORCES INCREASE

Ft. Wayne Newspapers Go to 3c. Basis in Self-Protection

The Fort Wayne (Ind.) News-Sentinel and Journal-Gazette, in a joint announcement of an increase of price to 15 cents per week for daily and 20 cents for daily and Sunday issues, say:

"Two years ago we bought print paper at 2 cents a pound, now it is costing us 41-10 cents a pound and the News and Sentinel and Journal-Gazette require 3,000 tons or 6,000,000 pounds a year. An increase of more than 100 per cent., on such a large quantity, together with the greatly increased cost of everything else we require, makes it necessary for us to ask our readers to pay a little larger share of what their papers cost."

25 WEEKLIES HARD HIT

Lose Publication Facilities by Closing of Central Newspaper Union Plant

The weekly newspapers published in the vicinity of Philadelphia were hard hit last week when the Central Newspaper Union, Ltd., which printed about twenty-five of them, unceremoniously closed down. The result was that two of the papers got into the mails on time, about four others were from three to four days late, and, as far as can be learned, the other nineteen did not appear at all.

When publishers went to the printing plant they were advised by the proprietor that he was closing down his business on the following Saturday, and that if the publishers wanted to continue to get out their papers they would have to have the work done elsewhere.

QUITS UNDER THREATS

Mexico's Chief Pro-Ally Newspaper Forced to Stop Publication

Mexico's leading pro-Ally newspaper, "A. B. C.," published at Mexico City, has suspended publication. Prior to the suspension, Gen. Juan Merigo was charged with attacking Attorney Eduardo Palares, the chief editorial writer of "A. B. C.," in the offices of the paper, following an attack on the Mexican military system, written by Senator Palares. Shortly afterward, Luis Zamora Plowes, director of "A. B. C.," reported that he had been threatened with death if he allowed his paper to pursue its political policy. Then "A. B. C." gave up the ghost.

New York Publishing Corporations

ALBANY, N. Y., November 25.—Caldry Publishing Corporation, with capital stock of \$100,000 and principal office in New York city, has been incorporated. The directors are: James J. Sullivan, Clifford H. Owen, and Frank R. Denton, all of 35 Nassau Street, New York city.

Harlem Valley Publishing Corporation, with capital stock of \$25,000 and principal office at Brewster, Putnam County, N. Y. The directors are: Emerson W. Addis, Brewster, N. Y.; William Downing, Pawling, N. Y.; Warren L. Loope, Millerton, N. Y.

The Orange County Herald Publishing Company, Inc., with a capital stock of \$15,000 and principal office at Middletown, N. Y. The directors are: Frank P. Cox, Abram F. Servin, and Bertha Heterline, all of Middletown, N. Y.

REMOVES NEWSPRINT STRICTURE FROM WEEKLIES DEC. 2

Situation With Regard to Newspapers Still Undecided—Baruch Says They Will Be Treated on Same Basis As Other Industries

WASHINGTON, November 27.

ALL restrictions on weekly newspapers, imposed by the War Industries Board, effective September 1, will be cancelled Monday, December 2, but no decision has been announced as to the future policy with respect to daily papers.

For the present the regulations affecting daily newspapers are to be continued in effect without a definite date for their termination. Bernard M. Baruch, chairman of the War Industries Board, has made no decision on the request of the Committee of the American Newspaper Publishers Association that the regulations be continued in effect until February 1.

Will Act as in Other Industries

As reported by EDITOR & PUBLISHER last week, Mr. Baruch indicated to the publishers who met him here on November 19 that he would treat their request for continuance of governmental supervision of the industry in accordance with his action on similar recommendations by other industries.

A reconsideration by Mr. Baruch of the difference between the newspaper business and such industries as the steel and copper trade, is held responsible for the present indecision over the matter of continuing the news print conservation regulations. It is held there is a very broad distinction between the publishing business, where there are some 2,500 different establishments, each conducted, more or less, upon individual and distinct lines, and, for example, the steel trade, where virtual control of the industry centres in a few companies.

Since the announcement of a week ago that the steel industry would continue under Federal regulation for an indefinite period, just the reverse has taken place, and indications given that the steel trade would be released entirely from Government supervision by January 1. This action with respect to the steel industry is taken here as corroboration of a somewhat circumstantial report to the effect that President Wilson has expressed to Mr. Baruch a desire that the work of the War Industries Board be brought to a close at the earliest possible date, and that Mr. Baruch therefore is terminating all features of the Board's activities.

Cannot Enforce Rules

There is a very decided belief among officials of the War Industries Board that they cannot enforce strict rules upon various industries in the same manner as they might have done with the fighting actually in progress, however much the technical argument might be made that the war is not over until the peace treaty is signed.

For these reasons, it is believed, the regulations for curtailment of reading matter and the general news print conservation rules for daily newspapers will not remain effective as long as February 1, as requested by the publishers.

No announcement will be made until after the regulations have been cancelled, as it is not desired that some publishers have advantage over others. With respect to the weeklies, the information was given to EDITOR & PUBLISHER in advance of the formal announcement and the actual mailing of the notices of the publishers, because of the fact that the suspension is effective Monday.

In informing the publishers of weeklies of the decision to revoke the regulations, the War Industries Board will urge them to continue the voluntary observance of many of the rules as

sound business policy and economy. It is the belief of the Board as well as of many publishers that the papers will not return to many of the wasteful practices which prevailed in the past.

Curtaiment Not Arbitrary

No arbitrary curtailment of reading matter was required of the weeklies as in the case of the dailies. They were given the choice of bringing about a saving of 15 per cent. in the total volume of paper used or following the regulations designed to bring that about.

It is expected that the daily newspapers will be urged to continue the observance of many of the regulations, and it is believed that in many instances this will be done.

EDITOR & PUBLISHER sought to learn from the War Industries Board the saving in news print resulting from the regulations. The figures are not entirely conclusive.

Three hundred and sixteen dailies having circulation of 10,000 or over and 710 having less than 10,000 circulation reported an aggregate saving during September of 13,888 tons, as compared with the average consumption for the six months' period ending July 1, 1918. This is about 12½ per cent., or just 2½ per cent. below the 15 per cent. saving urged by the War Industries Board.

The same papers reporting for October, showed a saving of 5,894 tons, or 5.3 per cent., the average reduction for the two months, as compared with the six months' average, being 9,891 tons, or 8.9 per cent. Officials of the War Industries Board are aware that October is one of the big months in advertising and the general sizes of papers, and while somewhat disappointed over the showing, believe that when the elements entering into the decreased saving are thoroughly understood, the result will appear in better light.

In commenting on the manner in which the newspapers of the country observed the regulations, attention was directed to the small number of violations which were charged against competing papers by local publishers. The Pulp and Paper Section found it necessary in only a few instances to avail itself of the offer of the Audit Bureau of Circulations to inquire into all cases where violations of the regulations were charged. Information as to these charges was withheld for the reason that no reports on any of the inquiries have been received.

Goes to 8 Columns; Raises Ad Rates

The Arkansas Democrat, Little Rock, has changed from seven columns, 13 ems wide, to eight columns, 12½ ems wide. The columns are twenty-two inches long. It has also increased its advertising rates.

PLAN MORE ADVERTISING THAN EVER BEFORE

C. L. FORGEY, Manager of Advertising and Trade Sales for Berry Brothers, varnish manufacturers, Detroit, sends the following message to EDITOR & PUBLISHER:

"Berry Brothers advertising in nineteen nineteen is all planned and will be carried out just as planned. We are going in for more publicity than in former years because we believe we are facing the biggest boom in business that this country has even experienced. Why not? The country has not been idle, wages were high, crops were good, building has been restricted, auto-making has been held in check. Now that peace looms large in the near distance, business should be very good for those who let it be known that they are up and doing. We are carrying on."

Seized German Records Show CRUIKSHANK RETIRES Papers in Propaganda FROM EDITORSHIP

Government Gets List of Newspapers in North and South America That Aided Kaiser's Campaigns

Charles De Woody, Chief of the U. S. Bureau of Investigation, has seized four tons of books and documents, once the property of Dr. Karl A. Fuehr, director and one of the financial agents of the propaganda that Germany carried on in this country from 1914 to 1917.

When Dr. Fuehr left this country at about the time that von Bernstorff was dismissed, the papers, in which he had made a minute account of all his doings in America, were placed by him in a New York storage warehouse.

Copies of the cablegrams Fuehr sent to South America and to Mexico also are in the hands of the authorities and disclose who the German agents were in those places.

There is said to have been obtained a list of all the newspapers in both North and South America that published the German propaganda. Fuehr also kept a record of his payments of money, which is said to be an important contribution to the evidence connecting American citizens with the German cause.

REGIONAL DIRECTORS DROPPED

War Industries Board to Entrust Work to U. S. Chamber of Commerce

Twenty regional directors of the War Industries Board have been dropped, it is announced, by National Chairman Baruch, who plans to turn the bulk of the reconstruction work in industries over to the United States Chamber of Commerce.

This organization has been well organized, it is stated, to carry forward the work planned for the regional directors—many of whom were prominent editors and publishers. There are now to be thirty-five committees composed of men in kindred industries. These will be supplemented by smaller groups, each representing a basic industry.

Will Publish on Thanksgiving

For the first time in several years, the afternoon newspapers of St. Louis were printed on Thanksgiving Day. Four instead of five editions were issued.

Was Editor-in-Chief of Birmingham (Ala.) Ledger for Two Decades—Robert G. Hiden Succeeds Him in Charge of Paper

George M. Cruikshank has retired as editor-in-chief of the Birmingham (Ala.) Ledger, after twenty years of conspicuously useful service in that capacity.

Mr. Cruikshank is one of the oldest and best-known editors in Alabama and has been connected with the Ledger almost from its earliest inception. The Ledger has developed within that period into one of the great newspapers of the South, and its editorial policy has consistently reflected the fine ideals and strong personality of Mr. Cruikshank. He is one of the honored members of his profession, and his friends hope that he is not retiring permanently from newspaper work.

James J. Smith remains president of the Ledger. Robert G. Hiden, long associate editor of the paper, has been elected first vice-president and treasurer, and succeeds Mr. Cruikshank as editor. J. A. Martin, formerly advertising manager of the Progressive Farmer, joins the Ledger staff as second vice-president and advertising manager. J. A. Waters has been reelected secretary of the company.

D. S. C. FOR LIEUT. HARMON

Former Member of Tribune Advertising Staff Decorated in France for Bravery

First Lieut. John T. Harmon, in peace times a member of the advertising department of the Tribune, has been awarded a Distinguished Service Cross for valor near Soissons on July 19, when the tide began to turn and the German horde started to roll back.

Lieut. Harmon was wounded three times that day. He had gone "over" with his company, and when hit the first time refused to be carried to the rear. He kept on going with his men, and a second and third Hun machine-gun bullet found lodgment in his body.

Since being wounded, Lieut. Harmon has spent virtually all the intervening time in hospitals. A letter just received from him, however, says he has so far recovered that he is to be sent back to this country within a few days to complete his convalescence.

NEWSPAPERS MUST HELP WIN INDUSTRIAL TRIUMPH

By V. H. Polachek, Executive Offices, New York American.

OUR newspapers and our people must take to heart the lessons learned from this war. Victory was won by national solidarity of purpose and of effort. The duty of the newspapers in this country is to see to it that these lessons shall not be forgotten and that they must be utilized for the Nation's future progress. We have won the triumph of arms. We have learned our power. We must now concentrate all that power on one thing—Industrial Triumph. The newspapers of the country can and must lead in the coming campaign."

The WORLD HAS BEEN UNDER AS
 For nearly two years America has
 Now is the time for newspapers to

MONTAGUE GLASS
 IS TAKING
POTASH AND PERLMUTTER
 TO THE
Peace Conference

These Two Inimitable Characters, Created by One of the Three
 Greatest Living American Humorists

And Made Famous Through *THE SATURDAY EVENING POST*, the Stage, Moving
 Pictures and the Newspapers, Will Go

TO ENGLAND AND FRANCE, WHERE THEIR FRESH, UNCONVENTION-
 AL AND HILARIOUSLY LITERAL MINDS WILL TRANSLATE FOR
 AMERICAN NEWSPAPER READERS AMAZING SIGHTS AND
 SOUNDS, INCLUDING THE DISCUSSIONS AND
 DECISIONS AT THE PEACE TABLE

TO BE RELEASED ABOUT THE

Territory is being closed rapidly by Mail,
WIRE AT ONCE

On the Biggest and Timeliest Humor Feature

Options granted in open territory in

THE McCLURE NEWSPAPER SYNDICATE . . .

POTASH *for* OVER FOUR YEARS

has been facing the tragedy of war
to invite the world to laugh again

This New Potash and Perlmutter Series

WRITTEN EXCLUSIVELY FOR THE NEWSPAPERS

WILL BE HAILED WITH GLEE BY MILLIONS OF READERS TO WHOM POTASH AND PERLMUTTER ARE HOUSEHOLD WORDS. THEY WILL NOT OFFEND, OF COURSE, BY MAKING LIGHT OF SERIOUS MATTERS. THE HUMOR WILL BE ENTIRELY IN THE PRIMITIVE AND INTENSELY HUMAN WAY IN WHICH POTASH AND PERLMUTTER WILL VIEW AND CONSIDER SIGHTS AND SUBJECTS.

This series will consist of a weekly story of about 2,500 words.

Each story will be illustrated with the finest and most humorous illustrations, adding greatly to the effectiveness of the feature.

Abe and "Mawruss" will discuss topics of international interest as only they can—the whole world will be measured by the yardstick of their business experience and ideals, tempered with their innate kindness and human sympathy, and expressed in their distinctive and quaint vernacular.

Mr. Glass is known as well, at least, abroad as in America. The play of Potash and Perlmutter, which ran two seasons in New York and which has been running since 1913 on the road, was so big a success in London that it continued for three seasons. It was translated into French and produced most successfully in Paris. Mr. Glass will, therefore, have the entree to persons, places and affairs that will supply him with material for the greatest Potash and Perlmutter series he has yet produced.

No imagination can exaggerate the screamingly funny dialogues and situations that Mr. Glass will be able to create and send us from abroad.

THE FIRST SUNDAY IN JANUARY

Mail, Telegraph and Long Distance Phone

ANCE FOR OPTION

ature Appearing in the Newspapers this Winter

itory in the order requests are received

. 120 West 32d Street, NEW YORK

FAIL BECAUSE THEY DON'T SEE CLOSE-BY OPPORTUNITIES

Should Apply Best Selling Tactics to Convince Factory Workers
They Ought Not to Shift Jobs—Wouldn't Be
So Restless Themselves

By B. DYER.

Advertising Manager The Aluminum Castings Company, Cleveland, Ohio.

The Relation between the Advertising Manager and the Factory.

THIS article is going to talk "we" and "you," because it is written by an advertising man to other advertising men. It is the briefest sort of a sketchy outline, which will, I hope, show how people in our profession can open a door leading to greater responsibility and lots more fun in their jobs.

Off and on in the advertising magazines we read scathing indictments on advertising men as a class because they are continually shifting jobs. The stock answer to this is that advertising men are such aspiring creatures, are so anxious to do more work in the world, are so restless under unreasonable restraint, that they have to move in order to get a long breath.

Not More Than Half of the Story

This diagnosis of a condition which most of us recognize may be about 50 per cent. correct. It is not more than one-half the story, however. The other half is that advertising men find themselves drifting from pillar to post, sim-

ulated, he might just as well go out of business. So, of the two selling problems, I think that the most important one is making every worker in an organization proud and happy to be contributing to the success of that organization. Until that condition has been reached, it will, in a few years, be of minor importance whether or not the product manufactured has a ready sale.

Can Sell His Organization

Got down on a piece of paper the well-known elements of every sale—the old items—creating desire, getting the name on the dotted line, etc.—and instead of saying that we have to create these proper conditions in the minds of the men who purchase our goods, think of them as applied to the men who work for us. If an advertising man has been selling his product successfully to the general public, isn't he the best fitted to sell his organization to its workers?

Perhaps the best understanding of the similarity between these two selling problems can be arrived at by considering the media which a trained advertising man is accustomed to use in popularizing his product. There may be some omitted. We will pick a few at random. Advertising the label or package, magazines, billboards, lantern-slide lectures, envelope inserts, prize competitions, trade papers, or, in other words, educational media. Let's draw the parallel and consider each one of these media separately for a moment.

Every advertising man is interested in his package. I am going to arbitrarily draw the parallel between the package and the physical condition of the factory. They are both externals. If the package is unattractive, has no advertising value, the article starts on its voyage to world markets handicapped. It is not enough for factory buildings to be merely sanitary, light, and airy. They must be an active advertisement of the organization contained within their four walls, and our up-to-date advertising men, realizing this, will make himself very objectionable to the operating department until the appearance of his factory creates a desire in a man's mind to work in that factory.

House Organ a Basis

Take magazine advertising. If it is profitable for you and me to spend hundreds of thousands of dollars in the national publications, can you conceive of any possible reason why we should not spend a few thousand dollars to tell our story to our own people? I do not consider a house organ the most important part of internal advertising, but it is certainly the basis. And the properly edited house organ will do

quite as much to sell your organization to your 4,000 workers, as pages in popular magazines will do towards selling your product to your consumers.

It is admitted that billboards have

their place in an advertising campaign. If you billboard a city, is there any conceivable reason why your factory should not be posted with selling talks which will convince the workers that

Some newspapers are read for their news, others for their editorials, and a select few for both. Philadelphians are proud to have in the last class

THE PHILADELPHIA RECORD

Is
"Always Reliable"



B. DYER.

ply because they fail to notice the opportunities right before them, to build a real job, do a real service to the world at large, and carry on work which, in the eyes of the boss, is of primary importance in the conduct of his business.

In times past practically the only opening which most advertising men have clearly seen ahead of them is the possible chance to be sales manager of the company for whom they are working. I should like to point out what I think is just as important a job, and one for which every real advertising man is perfectly fitted.

These facts seem to me so self-evident that the rest of this short discussion is based on the assumption that every up-to-date advertising man realizes that some one in his organization must sell to his workers the idea that they are better off where they are than if they shifted jobs.

Let's generalize for just a minute. We will all admit that advertising is a form of salesmanship. Every manufacturer has two selling problems. The product manufactured must be sold to the general public, and the organization itself must be sold to its own employees. We have all seen the hand-writing on the wall during this war period. One only has to read the programme of the English Labor party to realize that, unless a manufacturer has a factory in which men are not only adequately paid, but properly

On Nov. 11, at 5:20
A. M., the Standard
Union issued a morning
edition to chronicle
the greatest news
event in the history
of the World.

No other Brooklyn
newspaper was on
the street until nearly
seven hours later.

Thus it goes.

"Why does the CLARKSBURG TELEGRAM Carry More Advertising than Other West Virginia Newspapers?"

This is a question often asked by people who do not understand the situation. Here are some of the many reasons: The Telegram's large patronage is built upon SERVICE—service to its readers and service to the advertisers—and both readers and advertisers have confidence in the Telegram.

The Telegram is an evening newspaper, which goes into the homes of the people of Central West Virginia when their day's work is done, and there is time to read the paper leisurely and to plan and discuss around the family circle the news of the day and the shopping opportunities offered.

The advertisers know and appreciate the SUPREMACY of the Telegram over all competitors in its field. They know that the Telegram is the only paper in that section maintaining membership in the Audit Bureau of Circulations and guaranteeing its circulation statements.

They know that the average daily NET PAID circulation of the Telegram is more than NINE THOUSAND copies and that a high water mark of more than SIXTEEN THOUSAND copies sold in one day has been reached.

And advertisers know that the money they invest in their business announcements in the Telegram BRINGS RESULTS in sales far beyond their ordinary expectations.

Consider these unsolicited expressions recently made to the publisher of a New York trade paper:

Nusbaum's, Inc. (Department Store)

In regard to the advertising value of the Clarksburg "Daily Telegram," beg to say that the proof of our opinion is the fact that we are spending our money daily in its columns. The paper has a good circulation, reaching a population of over thirty-five thousand in this vicinity and, being an evening paper, it is read in the homes of its subscribers after the close of business and professional hours and at their leisure. It has a well-equipped office and competent employees, and this combination is getting us good results for the money which we are spending with them.

NUSBAUM'S, INC.

The Empire National Bank

We have been advertising with the Clarksburg "Telegram" since the organization of our bank in 1908. We have always felt that newspaper advertising secures us the best results as it reaches the live, wide-awake, energetic people who are most likely to open accounts with a bank. This particular newspaper and our bank have both grown so rapidly within the past ten years that we are unable to tell whether it is our advertising which has increased its circulation or their circulation which has increased our deposits.

E. B. DEISON, Vice-President.

Clarksburg Tire Company

We take pleasure in advising that in our opinion the Clarksburg "Telegram" as an advertising medium produces for us at least five hundred to one thousand per cent. for each dollar spent in advertising in this paper. The advertising force of the Clarksburg "Daily Telegram" seems to give our ads a "punch" that makes folks read them. Consequently great results are produced. Not only this, but the paper reaches more people than any other paper in this territory.

H. RUBLE.

Davis, Burkham & Tyler Company (Pianos, Victrolas, etc.)

On the mechanical side the Clarksburg "Telegram" seems to have very able operators and is set up in the most approved typographical style. It prints a clean-looking paper, quite above the small-city average in appearance. Hence the ads should be read by the subscriber in a greater measure than if poorly displayed, as is often the condition in many small papers. In the writer's judgment the editorial policy is progressive and the paper appeals to the home and fireside sort of folk. We have not noticed anything "yellow" or flamboyant in the general run of news matter. We believe the advertising is rigidly censored, little or no mail-order copy being printed, which makes the paper more attractive to local merchants. It would seem to us that on account of being an afternoon paper the "Telegram" is read in the local homes the evening of issue and in the rural districts the following A. M. It should accordingly gain almost immediate results for the advertiser, considering the territory. In conclusion, we are getting very excellent returns from the modest copy we run in the "Telegram" both in quantity and quality.

SIDNEY W. WRIGHT, Mgr.

The Parsons-Souders Company (Department Store)

The character and standing of the Clarksburg "Telegram" is unquestioned, due to the capable and efficient manner in which it is managed. It is quite progressive and wide-awake to the interests of both readers and those who use its columns for advertising. Recognizing the fact that advertising is the power of an idea multiplied, it is continuously resorting to every legitimate means for increasing its circulation. It being an evening paper, it particularly appeals to women folk, therefore our best medium for reaching them. Results to us are the only things that count and we look for immediate returns from our advertising, and this is noticeably true with the "Telegram." The Clarksburg "Telegram" as a result-producer is due to: its efficient management, its progressive policy, its efforts to render genuine service, its co-operative spirit. It stands four-square in harrang from its columns various forms of questionable advertising and is endeavoring to raise the standards, realizing that Truth in Advertising is the only kind that pays. It has not yet risen to the point, however, where it can guarantee to its readers all statements contained in its advertising and not until this is done will it have reached that point of perfection as a medium for advertising that is desired by all honest merchants and the public.

LLOYD P. SOUDERS, President.

Clarksburg Trust Company

We consider the Clarksburg "Daily Telegram" a valuable advertising medium for reasons as follows: (1) The paper is an influential one in this community and enjoys a wide circulation. (2) Its columns are free from objectionable advertising matter. (3) Ads are set mechanically correct and show up attractive and snappy, which cannot fail to merit a "hearing." (4) The results may be best illustrated by the fact that our deposits, during a business life extending over a period of three years, have mounted to \$1,500,000.00, in which splendid growth the pulling power of newspaper advertising has contributed a generous share.

C. L. CURREY, Trust Officer.

The People's Store

In my estimation the Clarksburg "Telegram" is the best advertising medium in Clarksburg or its surrounding districts. Our ads, no matter if large or small, have always brought us very good results. And whether it is in the outskirts or the country towns surrounding Clarksburg or right in the heart of the city, we find that this paper reaches the best class of people in the district.

D. HERZ, Manager.

The United Woolen Mills Company, Parkersburg, W. Va.

We regard the Clarksburg "Telegram" as an excellent advertising medium covering thoroughly a rich and prosperous territory through central West Virginia. The "Telegram" is conducted along modern lines and is in every way a wide-awake newspaper.

C. B. TRAOEWELL, Adv. Mgr.

The Genteel Shop (Haberdasher)

I think that the most prominent feature of the Clarksburg "Telegram" is its cleanliness. By this I mean that it does not rent space to any cheap or questionable advertising scheme whatsoever. The circulation of the "Telegram" is large, considering the population of the city, and it reaches the better class of people, who know better merchandise, which we sell. If it was necessary, I could cite several instances, such as the following: This past January we decided to boost business a little through the dull month for tailoring. As a special inducement we offered extra trousers with each suit sold during the month. We advertised to sell four hundred and we believe that it was through our advertising in the "Daily Telegram" that we were able to sell even more than the number we had contracted for.

THE GENTEEL SHOP.

The Willison & Dennison Company (Real Estate—Insurance)

We have advertised regularly in the "Telegram" for the last twelve years, every issue of the "Telegram" published during that time having carried our advertisement. We have paid the publishers of the "Telegram" nearly \$900.00 a year or \$10,000.00 for the regular daily advertisement during that period, besides a great deal of other advertising that we have had in the paper when we have been holding lot sales here and at other points close to Clarksburg. We feel that the wonderful growth of our business, in a measure, is due to our advertising in the "Telegram."

R. B. WILLISON, President.

Palace Furniture & Piano Company

We think the Clarksburg "Telegram" the most valuable advertising medium of any paper in this part of West Virginia, due to the snappy and modern management behind same. We spend about two-thirds of the amount we appropriate for advertising with this paper annually.

PALACE FURNITURE & PIANO CO.

The D. M. Ogden Company (Department Store)

We regard the Clarksburg "Daily Telegram" as our best advertising medium. The reason for this we think is due to the fact that it has the largest circulation here and, it being an afternoon paper, is no doubt read by people more thoroughly than the morning paper, as busy people usually read the evening papers at home more fully than the morning papers. We cater exclusively to women and children, and we believe that women, as a rule, read the evening papers through, and are looking for the announcements of the stores for the next day. However, a great deal of the value in advertising is due to the advertiser, and is a thing that the people must gradually be educated up to and be attracted to by the message it brings.

D. M. OGDEN, Treasurer.

The Telegram SERVICE is available to a number of other national advertisers who have not as yet awakened to their opportunities. A request for information will bring a ready response from the Telegram SERVICE DEPARTMENT.

THE CLARKSBURG TELEGRAM
More Than 9,000 a Day
CLARKSBURG, WEST VIRGINIA

they are helping to build prosperity for the best place in the world to work?

The motion-picture and lantern-slide talks have come to be considered real advertising media. If you only take your advertising slide and films and show them to your workers, you have done an enormous amount of educational work. Your people are interested in what you make, and naturally in how you make it, and how it is used. If they are not interested you will never get 100 per cent. efficiency out of their efforts, nor a production approaching perfection. Tons and tons of paper each year is printed and folded to fit No. 6 envelopes.

We believe that it is profitable to put this material into dealers' hands and use it in our own mail, feeling content is 10 per cent. or 15 per cent. actually reaches the man who buys. Did you ever stop to think of one envelope that is always open, always scrutinized carefully, an envelope which plays the biggest part in the lives of most of us? I mean by that the one that brings our pay to us every month or every week. Yet there is concern after concern in the United States content to use pay envelopes advertising a clothing house or a bank, and feel that they are getting something for nothing.

If it is worth while for the "Honesty Clothing Store," selling suits \$1 down and \$1 a week, to print its messages on an envelope and furnish it to you, is there any possible way in which you can figure that these pay envelopes would not be worth as much to you if you were to use them to tell your message to your workers?

Probably most of us agree that the pay envelope should be blank, except for the man's name and the amount of money in it. But inside that envelope,

tucked in with the bills, which are always pulled out and counted, there should be some message from your company to your men. They will read it. If they can't read it, they will take it home and have some of the neighbors read it to them. This sort of envelope insert is nearly 100 per cent. efficient.

Prize contests and competitions of all sorts are constantly being inaugurated. Establish a quota and you can get salesmen, consumers, retailers, even stenographers, actively competing for a prize worth perhaps intrinsically nothing. It may be perhaps simply a button or honorable mention. Competition among our factory employees is just as efficient. They are just the same sort of people, actuated by the same motives. If you burn the midnight oil working an elaborate "Race to Berlin" for your salesman, why not get up a competition at the same time to "knock the block off the Hun in your factory"?

Trade Papers Educational

Trade and class publications may be called, I think, educational. If you spend good money to educate your consumers or your possible customers, couldn't you spend a much smaller amount and educate your workers, teaching each man the importance of his particular job, giving them a little technical insight into your product?

Whole volumes could be written on this subject of internal publicity and its relation to general advertising. All any one can hope to do in a short article is to point out the similarity of the two problems. What I would ask every advertising man to do before he feels that his job is limited, is to sit down with a pencil and paper, jot down the

methods which he has used to sell his products to the great American public, and in a parallel column put down the corresponding methods which can be used to sell his own organization on the idea that, though perhaps they could get more money somewhere else, they still are better off working for his concern.

As soon as the parallel columns are down in black and white, unless I am mightily mistaken, every advertising man will feel that he can still stick to advertising and have twice as much to do as he has now.

Once launched on the work I have outlined, only a chronic grouch could be dissatisfied with his comprehensive title of advertising manager. Not only that, but in these days when SERVICE is usually spelled in caps, only an utterly selfish man could fail to be happy in the work he is doing for his community.

Chicago Newspapers Help

The round-up of the drive for the United War Work Fund in Chicago was featured by additional subscriptions by the newspapers in memory of the men of their staffs represented by gold stars on their service flags and on behalf of the men designated by the blue stars. The Chicago Tribune, in addition to a previous subscription of \$10,000 to the War Work Fund, gave \$5,000 in the name of its 267 men in service, including five gold stars. The Chicago Daily News donated \$3,500 in memory of Raymond Manning and Harold Dugan and for the 153 Daily News men in active service. The Chicago Daily Journal contributed \$1,000.

NATURE OF PRODUCT DECIDES AGENCY

General Distribution Preferable, as a Rule, in Selling Certain Goods—Manufactures of Another Character Call for Exclusive Handling

By George M. Prentiss, Advertising Manager, Standard Oil Cloth Company, Inc., New York.

Under what conditions should an exclusive dealer agency be established as against general dealer distribution?

The conditions which determine the sales policy as one of exclusive dealer agency, instead of general dealer distribution, or vice versa, it seems to me, rest principally on the nature of the product. Is it a commodity or a specialty? Has it a universal appeal or a limited field of use? Is availability of purchase a factor or not? Will people buy it, or must it be sold? Such questions must be definitely settled before the right decision can be made.

And then, once the product has been properly classed, a secondary consideration is, Which sales policy will assure the biggest volume, not at the start but over a period of years? Two products may be classed as to nature in the same category, but while general distribution may stimulate the sales of one, it may, on the contrary, be a mistaken policy for the other.

General Distribution Best

As a rule, general distribution is preferable in selling products which can be included under one of the following classifications:

- (1.) Raw material.
- (2.) Semi-manufactured product.

We Have Reached the Limit of Our Printing Capacity

**More Than a Million Circulation
Of the SUNDAY**

New York American
CHARACTER QUALITY ENTERPRISE ACCURACY
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

Has Taxed to Its Utmost the Mechanical Facilities of Our Huge Plant

WE NEED MORE PRESSES

Any publisher who can spare any good Webb presses 4 plates wide, sextuple or octuple, printing a newspaper page size of the New York American, can dispose of such machines at a fair price. Please communicate with

PUBLISHER NEW YORK AMERICAN

238 William Street, New York

NEW YORK STATE

Welcomes the Members of the Association of National Advertisers

and asks them to investigate the following facts before they leave the neighborhood of their annual convention.

There are more independently rich people in New York State than in any other State in the Union.

More money is paid out in wages than in any other State.

More transient visitors than any other State.

And the greatest field for the exploitation of merchandise to be found on earth—nearly 10,000,000 people; 47,620 square miles of territory; 8,434 miles of steam railroads.

The most available, richest, easiest reached territory on earth. Get to this territory through these newspapers. No better list anywhere.

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	33,433	.07	.07	New York Sun (M)	121,639	.39	.36
Albany Knickerbocker Press (S)	39,917	.07	.07	New York Sun (S)	121,639	.39	.36
Batavia News (E)	7,855	.0179	.0179	New York Telegram (E)	204,622	.342	.315
Binghamton Press-Leader (E)	27,814	.07	.06	New York Telegram (S)	204,622	.246	.225
Buffalo Courier & Enquirer (M&E)	71,625	.14	.12	New York Times (M)	350,598	.50	.475
Buffalo Courier & Enquirer (S)	107,600	.16	.14	New York Times (S)	475,853	.50	.475
Buffalo Evening News (E)	99,575	.16	.16	New York World (E)	367,101	.40	.40
Buffalo Evening Times (E)	51,438	.09	.09	New York World (M)	340,074	.40	.40
Buffalo Sunday Times (S)	62,127	.09	.09	New York World (S)	501,724	.40	.40
Elmira Star-Gazette (E)	26,687	.06	.05	Niagara Falls Gazette (E)	13,162	.03	.03
Gloversville Leader-Republican (E)	6,339	.02	.015	Brooklyn Daily Eagle (E)	46,068	.18	.18
Gloversville Morning Herald (M)	6,245	.03	.02	Brooklyn Daily Eagle (S)	46,068	.18	.18
Ithaca Journal (E)	6,661	.032	.032	Brooklyn Standard-Union (E)	50,642	.15	.15
Jamestown Morning Post (M)	9,266	.025	.0207	Brooklyn Standard-Union (S)	50,642	.15	.15
Mount Vernon Daily Argus (E)	6,668	.02	.02	Rochester Times-Union (E)	60,614	.12	.10
Newburgh News (E)	10,888	.04	.03	Rochester Herald (M)	35,826	.06	.06
New York American (M)	367,969	.45	.41	Rome Sentinel (E)	5,293	.0165	.0129
New York American (S)	753,468	.65	.60	Schenectady Union-Star (E)	17,580	.06	.04
New York Globe (E)	188,772	.33	.31	Syracuse Journal (E)	45,830	.07	.07
New York Herald (M)	128,814	.40	.36	Troy Record (M&E)	25,647	.04	.04
New York Herald (S)	202,000	.50	.45	Yonkers Daily News (E)	3,314	.0178	.0178
New York Evening Journal (E)	657,912	.70	.70				
New York Post (E)	32,234	.25	.19				
New York Sun (E)	180,998	.37	.34				
				Government statements October 1st, 1918.			
				Total Circulation		6,074,593	
				10,000 Line Rate		8,9635	
				2,500 Line Rate		9.5569	

(3.) Trade-marked product where availability is important.

(4.) Staple advertised product.

Keeping in mind our object to secure the largest possible volume, no argument is needed to readily perceive the desirability of a general distribution policy in marketing products that are so classified. Surely there can be no question in the case of a raw-material product or a semi-manufactured product, while we could cite probably hundreds of examples of trade-marked and advertised products for which general dealer distribution is essential for their extensive sale.

Makes a Difference

But now, suppose our product is distinctly of a specialty nature requiring intense selling effort on the part of the jobber or dealer handling it—then exclusive dealer sale is the policy to pursue. What other or better plan can there be to enlist the vital interest of the jobber or dealer? Why should any dealer devote time and money in an effort to sell a certain product unless he can be surely rewarded by the profit of a sale that is made?

The automobile industry probably

furnishes the most obvious example of where the exclusive-dealer agency is the only logical sales policy. Though a car may be of unquestionable repute and its price recognized as making it a "good buy," it still requires considerable and intensive sales effort on the part of the dealer. If two or more dealers handled the same particular automobile, no one of them could be expected to put that intensive effort into its sale which is necessary.

Most products can be classified almost automatically in such a way that no question arises as to the right distribution policy to insure the greatest volume of business, but still there are others for which a decision cannot be so readily made.

To establish an entirely new product on the market, the strategic thing may be a limited exclusive sale to the dealer, even though competitive products, already on the market, may be sold on a general distribution basis. Another product, though a distinct specialty to-day, may be a commodity tomorrow. The market may appear limited at the outset, and yet develop unexpected uses, making necessary that availability which cannot be secured through exclusive-dealer distribution. On the other hand, one good dealer, having the interest of exclusive sale, may, through his efforts because of this fact, represent a bigger outlet than two or three dealers with smaller stock and no interested efforts back of it.

Like all questions involving policy, this subject of exclusive-dealer agency vs. general-dealer distribution is capable of almost interminable discussion, and after all, no universal rules can be laid down to which every product can be fitted.

PROBLEMS IN PLENTY AT OUR HANDS

Serious and Practical Subjects Should Engage the Mind of Advertising Manager, Who Has No Time for Abstract Things

By S. ROLAND HALL,

Advertising Manager Alpha Portland Cement Company, Easton, Pa.

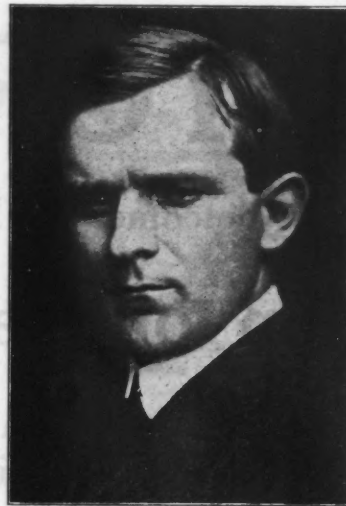
What Part Will Advertising Perform in the Reconstruction of Domestic Markets After the War?

If anybody else at the convention tries to read a paper on any such subject, I am going to attempt to stop him, and, failing, will retire or take a nap. Usually the A. N. A. meetings are confined to live discussions which are started by experiences or questions. I have noted a slight tendency of late in the direction of "reading papers," but I hope it won't continue. The appropriate place for papers is the annual meeting of the Associated Advertising Clubs. There the smooth, abstract, harmless stuff is entirely in order.

I don't know what part advertising is going to play after the war, and I don't think any one knows much about this subject. The big public-service campaigns that are being waged will probably teach the business world something, but how much I am not sure.

There is a plenty in the right-now troublesome problems of the advertising and sales managers to keep us thinking hard. We can leave it to the publishers to tell us about the wonderful things that advertising will do after the war if we will just keep the little appropriation working busily between now and the time when Wilhelm will cry, "Enough!" They are fine at

writing these prophecies and in preparing those intensely interesting statements about how "we gained 2,100 lines last week, while our despised competitor lost 375 lines."



S. ROLAND HALL.

I am really serious in holding that I don't want to indulge in any speculations on what is likely to happen after the war. I am thinking about such things as "Ought we to stop using two-color covers on our house organ?" "How can we help our dealers on the essential types of building?" etc.

AD MANAGERS' VISION MUST BE BROAD

Should Know More Than Copy, Media, and Printing—Should Be the One Man in His Organization to Appreciate Details

By JAMES G. LAMB,
Advertising Manager Scott Paper Company, Chester, Pa.

What the Advertising Manager Should Know Besides Advertising.

To discuss a subject offering so many viewpoints within the limited space provided, seems difficult. To my mind, however, probably based upon personal observation, there are a few phases of the subject which seem the most important and involve the intangibles of business. In discussing the subject, also, I am having in mind the advertising manufacturers, but what is true of them can also be true of any business concern which has decided to develop its business through the growth of goodwill.

Two Types of Business

Before attempting to bring out the business of the advertising manager and his range of knowledge, it might be well to differentiate between two types of business. On the one hand, we have a business conducted along older lines, a business conducted with little regard for the future and the development of future goodwill, but a business in which

Circulation of The Atlanta Journal Atlanta, Ga.

U. S. Government Statements

Week day average for six months ending September 30, 1918 **64,664**

Week day average for six months ending September 30, 1917 **55,687**

Gain, 8,977

Sunday average for six months ending September 30, 1918 **76,703**

Sunday average for six months ending September 30, 1917 **67,870**

Gain, 8,833

The price of The Journal is 5 cents Daily and 7 cents Sunday.

The Subscription rate is 20 cents a week or \$9.50 a year.

No returns are allowed. No premiums are used. Mail subscribers pay in advance.

No reduction in subscription rate is made to R. F. D. or any other class of subscribers.

The Atlanta Journal is of the flesh and blood and spirit of the people it serves.

In Atlanta the way to reach all the people effectively is to advertise in The Journal.

"The First Newspaper of the South",

George Ade III

George Ade, the humorist, who has been ill at Brook, Ind., where his celebrated farm is located, has left there for rest and recuperation at French Lick Springs, Ind. Mr. Ade is a victim of stomach trouble.

Twelve things to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.

FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING—
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.

251-253 WILLIAM ST. - - NEW YORK CITY
PHONES: - - 1637 WORTH
1638

The Evening Star

WASHINGTON, D. C.

WASHINGTON'S population and importance have tremendously increased. It will remain the center of the greatest activity and the capital of the greatest nation on earth.

The circulation of the **Evening and Sunday Star** is confined largely to Washington, where it has the largest circulation in proportion to population, and the most highly concentrated reader intelligence of any newspaper in the United States and probably in the world.

EASTERN REPRESENTATIVE
DAN A. CARROLL
TRIBUNE BUILDING
NEW YORK

WESTERN REPRESENTATIVE
J. E. LUTZ
FIRST NAT. BK. BLDG.
CHICAGO

a profit is made to-day, irrespective of the method and leading to no definite future advantage. Such a business might be termed a *price business*, where the sales are made on the basis of getting as much as you can for what you have to offer.

Contrast, on the other hand, the modern advertiser who sets out on the "Long Pull," who makes the very soul of his business one of service to the public, whose policies are made with the users' requirements and advantage in mind, and who sets out to develop the good-will of the public, through having a superior product, and then, securing the public's confidence in the product through advertising.

A Greater Opportunity

It is in this last type of business that the advertising manager is finding a greater opportunity. To develop a business such as described, built on good-will, requires *vision*. It requires a vision on the part of the management, to see the ultimate goal, and it seems to me that the advertising manager in such a business can be a balance wheel to the more practical men in the or-



JAMES G. LAMB.

ganization, who from the very nature of their work are apt to be opportunists, desiring to take advantage of an immediate situation without regard to the goal at the top of the hill.

There are temptations that daily face an advertiser, and these daily temptations should be recognized by the advertising manager. His duty should be to constantly inject into the organization an appreciation of the opportunities and responsibilities which the manufacturer has taken in developing a successful business along these lines.

Temptations daily develop, first, in the safeguarding of standards. Second, through the credit, correspondence, and other departments dealing with customers. Third, in the merchandising policy. Fourth, in the salesmen's handling of the trade. Let us briefly discuss each of these four possible sources of temptation which may throw the great machine off the track.

Must Have Vision

(1.) To the man in the manufacturing department whose daily vision does not extend far beyond the machine on which he works, there comes the constant temptation with the demand for speedier production, to cut a little here and a little there. This may affect the high standard of product, and immediately upon leaving the factory will affect the good-will which the advertising manager has developed.

(2.) In the correspondence depart-

ment there come circumstances which require constant watching so that the proper handling of the customers will in no way detract from the building up of an army of satisfied and contented customers, but *add* to them. Here again, the advertising manager should keep an ever-watchful eye and should know whether the correspondence and the credits of the company are being handled in a way which will fulfil the expectations of the trade as told through printer's ink.

(3.) The merchandising policy. Here again we find temptations to be opportunists. Temptations in merchandising for immediate profit, overlooking many times the goal ahead, and the advertising manager's vision and balance here should aid in developing a policy for the growth of future business.

His Opportunity

(4.) With the salesmen comes the advertising manager's greatest opportunity. Broadly speaking, he should know the sales problems better than the sales department themselves. The salesmen in the daily work of meeting customers constantly get the hard knocks. Their life is one of combating the pessimist, and my greatest respect goes to the salesman who can daily keep his enthusiasm and develop his trade. On the other hand, comes the advertising manager's position whose work is all constructive, who constantly enthuses over the prospects and opportunities ahead. He sees the *encouraging* side of things by his broader *vision*.

The advertising manager should, therefore, constantly aid the salesmen in keeping clearly in their mind the ideals of the business, should aid the salesmen in understanding the value of advertising to them. Here the advertising manager needs tact and a thorough knowledge of the salesmen's problems and viewpoints in order to hold their respect.

Big Insurance Policy

The advertising manager holds the biggest *insurance policy* of a business. He holds the policy of good-will insurance, and through periods of fluctuating markets he should constantly keep before the organization the appreciation of what that insurance means.

Never was there a greater opportunity than the times which are coming for the advertising manager who has the *vision of things*; who understands the intangible and the practical; who can aid the management of a company in keeping the proper balance between intangibles and the practical, making that nice balance of things which keeps human nature from falling to the temptation for immediate profit, overlooking the ultimate goal.

To sum up, the advertising manager should know *more* of advertising than copy, media, and printing. He should be the *one man* in the organization who knows not the complete details, but the relative importance and work of every department in the organization. He should know the personality of each department and he should consider as part of his work the injecting of inspiration and keeping before the personnel of each department the great opportunities of the business.

La Presse Now Two Cents

La Presse, of Montreal, has gone to two cents a copy, instead of one cent. La Presse to-day has the largest A. B. C. circulation of any daily newspaper in Canada, and is recognized throughout the Dominion as the "national organ" of the French Canadian people.

A BILLION DOLLAR CITY YOUNGSTOWN, O.

Withdrawals and deposits in Youngstown's banks totaled more than \$100,000,000 for the month of October. Think what this means—the business through the banks of more than

A BILLION A YEAR

Are you getting your share of this immense business? The monthly payroll now exceeds more than \$8,000,000 population 130,000.

The Vindicator

DAILY—SUNDAY

Enables you to reach
this wonderful Market

FLAT RATE 5c PER LINE

The Vindicator maintains a service department that is always at the disposal of advertising agents or manufacturers

Member of the A. B. C.

LA COSTE & MAXWELL

CHICAGO
Marquette Bldg.

Foreign Representatives

NEW YORK
Monolith Bldg.

IMMEDIATE DELIVERY OF

GOSS

NEWSPAPER PRINTING PRESSES

NEW PRESSES

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

REBUILT PRESSES

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

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

We also have thoroughly overhauled and rebuilt:

One Hoe, 40-Page Press for black printing 22¼ in. column.

Further Information on Request

THE GOSS PRINTING PRESS CO.

1535 South Pavlina Street

Chicago, Ill.

The Buffalo Evening News

is **FIRST** in the following classifications as compared with the other daily Newspapers of **BUFFALO** published six days a week.

OCTOBER, 1918

AMUSEMENTS

NEWS 4,291 lines
 Next highest score 4,140 "
 26% of the total.

AUTOMOBILES

NEWS 37,904 lines
 Next highest score 9,946 "
 62% of the total.

DRY GOODS

NEWS 186,741 lines
 Next highest score 126,599 "
 43% of the total.

FOOD

NEWS 49,511 lines
 Next highest score 36,828 "
 34% of the total.

FURNITURE

NEWS 39,899 lines
 Next highest score 15,506 "
 57% of the total.

INSTRUCTION

NEWS 1,861 lines
 Next highest score 1,177 "
 43% of the total.

PUBLISHERS

NEWS 8,136 lines
 Next highest score 6,142 "
 29% of the total.

PROPRIETARY Medical and Toilet Articles

NEWS 49,613 lines
 Next highest score 46,390 "
 34% of the total.

REAL ESTATE

NEWS 42,715 lines
 Next highest score 7,104 "
 70% of the total.

SHOES

NEWS 19,638 lines
 Next highest score 9,001 "
 56% of the total.

TOBACCO

NEWS 8,940 lines
 Next highest score 2,327 "
 54% of the total.

WANTS

NEWS 125,664 lines
 Next highest score 35,500 "
 59% of the total.

MISCELLANEOUS

NEWS 106,699 lines
 Next highest score 79,785 "
 30% of the total.

TOTAL ADVERTISING

NEWS 768,100 lines
 Next highest score 438,078 "
 33% of the total.

The Buffalo Evening News

Carried 39.92% of the total Advertising carried in the six daily papers of Buffalo for the first ten months of 1918, and 35.94% of the Total Advertising carried by all of the seven-day publications of Buffalo and the **Buffalo Evening News** published six days a week.

Figures furnished by DeLisser Bros. of New York City, an independent audit service subscribed to by a large proportion of the Newspapers of the United States.

Kelly-Smith Company, Advertising Representatives

220 FIFTH AVENUE, NEW YORK, N. Y.

1611 LYTTON BLDG., CHICAGO, ILL.

FILMS EFFECTIVE FOR EDUCATING

Motion Pictures Not the Greatest Factor in Advertising, but Have Large Possibilities—Correct False Impressions About Countries and Manufactures

By MONT. H. WRIGHT.

Advertising Director, John B. Stetson Company, Philadelphia; Educational Director, U. S. Food Administration for Philadelphia.

The Effectiveness of Educational and Industrial Films.

It is well known that the visual sense is the most highly developed of all senses, and a clearer and more lasting advertising impression is made in the form of a motion picture than can be accomplished in any other way.



MONT. H. WRIGHT.

I do not believe that the motion picture is the only factor in advertising, nor yet the greatest factor, but I feel that the possibilities of motion-picture publicity are largely unrealized.

It may be broadly stated that any business susceptible of any form of advertising can use motion-picture publicity to advantage. The wide diversity of industries which have been filmed testifies to this fact.

The motion picture of the hat industry, made in collaboration with the John B. Stetson Company, shows the entire process of manufacture. It combines the educational element with salesmanship.

Pictures Best Form

To display to the people of the world in concrete animated form, products, industry, agriculture, cities, scenery, educational and financial facilities, as well as the opportunities for investment of capital, is now the recognized medium for the quickest and most lasting development of any nation. If the general public is made cognizant of the real status of an industry as it actually exists, or has seen with its own eyes the type of land and crops possible, few would invest in wild-cat schemes. As a protection to its credit as a nation and as a safeguard to the public, governments should, as a national duty, give actual and visualized information in such form that it will reach the very people, the home-seekers as well as the capitalists.

The various departments of our own Federal Government have realized the advisability of disclosing the work of the departments and each of the separate bureaus through the cinematograph. The irrigation projects of which our

country is so justly proud have been filmed and are being sent throughout America, so that the public may know how the money is spent which is appropriated by Congress and which is paid by the taxpayers, and the United States is sufficiently broad-minded to send our films to foreign countries to acquaint the people of the world with our resources and our development.

The average films shown in motion-picture houses or by the travelogue lecture seeks to emphasize the curious, the dissimilar, and the strange characteristics, customs, and features of the foreign countries. The films sent by the Governments themselves endeavor to show the similarity of the country and the people to the nation to whom the pictures are sent.

The Governments of the various nations have in this way endeavored to correct the impression made by so many travellers and speakers. The time is rapidly passing when the public will pay to hear a lecturer describe an oxcart in Nova Scotia or India as a remnant of ancient days, when, if he were to look, he would see the same thing in the State of Delaware or Maryland, and he does not consider these States prehistoric.

To exploit its resources, to establish firmly its credit, as a nation to prevent as far as humanly possible another indulgence in wholesale homicide, every Government of the world must seek assiduously the confidence of the small investor and of the workingman by disclosing to him frankly the country as it actually exists and as it may be legitimately developed. Where mutual respect and harmony of interest exists there is peace.

Most of the subjects taught in schools may be served by motion pictures. Geography is probably better served than any other. Its field readily lends itself to the motion-picture camera. People in general enjoy visiting by means of motion pictures, foreign lands, with their unusual people, customs, occupations, and scenes. Hence the number of available films showing geographical features is large. The subjects include occupations such as Sulphur Mining and Tunny Fishing in Sicily; scenic features like the Yellowstone National Park and the Glacier National Park; travel views showing general conditions such as the Buried City (Sahara Desert ruins); and, of course, famous buildings of many lands. Especially well illustrated are the fields of commerce and industry. Nearly every important commodity of commerce has been "motion pictured" from its initial contact with man through all the stages of preparation, its transportation, its manufacture, and, finally, to the market and beyond where it is used and consumed. Unfortunately, this picturing has rarely been done so as to serve best educational ends. But in this respect improvements in recent productions are noticeable.

General science is well served with motion pictures. "How Crystals Grow" is a sample film. Industrial processes shown in films are particularly adapted to modern science teaching, since they are obviously practical and will lend themselves to the project method of teaching.

Biology is represented in the motion-picture world chiefly by studies of wild animal life. These are particularly appealing to children and have high educational value. A great variety of wild animals have been photographed, so as to show characteristic habits.

Literature is fairly well served by motion pictures. More than half a hundred of the standard works have been put on films, and, in many cases, in a satisfac-

Bridgeport Standard-American

"The Fastest Growing Paper in Bridgeport"

Has installed a new press and all steel composing room equipment and will erect four new electric bulletin boards (one already placed) in prominent parts of the city to anticipate "after the war" business.

WILL BRIDGEPORT SLOW UP?

What's going to happen to Bridgeport?

Now that the war is over, a great many people are asking that question—either in public or quietly to themselves. Bridgeport has been so well advertised throughout America as the greatest war-city, that some people seem to think that the instant peace is signed Bridgeport will fall flat as a pancake.

Nothing to it!

At a time when anybody who said "War" would be considered a maniac, Bridgeport was one of the foremost industrial cities of the East. It had already, even then, become the industrial capital of Connecticut. Its "Made in Bridgeport" wares were known from one corner of the globe to the other. And it was growing faster than any other sizable city in the East.

All that the war did was to speed up Bridgeport's growth a bit. Consider the basic fact—that great war orders came to Bridgeport only because Bridgeport was the only city logically prepared to handle them. The same is true of the unprecedented manufacturing business that will follow in the wake of war. Bridgeport will grow faster than ever. The demands on her industries will be heavier than in the past. Speed up the new houses! Within a decade Bridgeport will have passed the 500,000 mark in population and will be on the heels of Boston in size.

Bridgeport Standard-American

"The Fastest Growing Paper in Bridgeport"

SPECIAL REPRESENTATIVES

BOSTON	NEW YORK	CHICAGO
V. P. Maloney	Stevens & King	Stevens & King
822 Little Bldg.	286 Fifth Ave.	Peoples Gas Building

tory manner. Many claim, however, that the imagination draws the truer picture. They are like those who would not have illustrated editions of standard literature.

Hygiene is now being consciously treated by several of the film companies. The story of germ collecting in unclean surroundings and the results can probably be more clearly portrayed on the moving-picture curtain than in any other way.

History, civics, and current events are fairly well served by motion pictures at the present time. "Paul Revere's Ride" and the "Landing of the Pilgrims" may be taken as representative of the historical series. There is a tendency for the producers of these pictures to make them highly spectacular, even more so than the events themselves. A number of films aim for better civic conditions.

HOUSE ORGAN MEANS TO AN END ONLY

Can Help to Decrease Labor Turn-Over—
Contributes to Efficient Factors—
Cannot Solve Fundamentals, but
Can Bring Improvements

By TIM THRIFT,

Advertising Manager, the American
Multigraph Sales Company.

Can the House Organ Be Used for
Decreasing Labor Turn-over?

An employees' house organ can be made one of the means to the end—decreasing labor turn-over—but it cannot be the end. Many factors enter into the solution of this problem, and the house organ is but one of them. The part it plays is the contribution it makes to, and the support it gives, these other factors.

Labor turn-over is influenced by these things:

- (1.) A square deal.
- (2.) Good working conditions.
- (3.) Organization spirit.
- (4.) Absence of factions and politics.
- (5.) Information on all phases of business available.
- (6.) Fair wages and fair pricing on piece work.

There are other points, derivative from these, but the six named are the outstanding factors that influence the ebb and flow of labor.

It will be seen, with a moment's study, that the problem is very much bigger than any house-organ solution. It has to do with the fundamentals and the vitals of a business. Its roots reach into the foundations of the business structure, and it can never be solved unless it finds there justice and co-operation.

Of Practical Assistance

But a house organ, properly conceived, planned, edited, and distributed, can be of practical assistance in forwarding the successful application of the six factors mentioned. And as their successful application does bring a decrease in labor turn-over, so the house organ, through the assistance it gives them, may be said to be a contributing factor.

Granted that a manufacturer puts into practice all of the six principles enumerated, it is still essential to give these the necessary publicity to make them familiar to every employee. Here is the place where a house organ serves a very useful purpose.

The propaganda of "selling" the organization on the ideals and policies of the management can be carried on through articles in the house organ, which, if properly written, will interest, persuade, and convince the readers.

As an instance of how factor num-

ber two—Good Working Conditions—is introduced to new employees of the American Multigraph Company, I quote the following from their factory house organ, the Center Punch:

For Our Employees

"For the convenience of our employees we have a restaurant on our fifth floor. Good, wholesome meals can be bought at less than cost price. The Multigraph Band plays during the lunch period.



TIM THRIFT.

"Recreation classes are held for girls on both shifts. Basketball and indoor baseball leagues have been formed for girls who are interested in those branches of sports.

"You are now working for a company whose desire is to see you happy and contented at your work. We want you to get a square deal on everything that we do together. If you feel that you are not getting it, just say so. You will find that the Department of Industrial Relations and Welfare Work is interested in you and anxious to help make your job and you a success."

An instance of factor No. 3—Organization Spirit—is this "free" verse, sent to the Center Punch by the workers in Department 4:

Louis Schake is our boss.

He's a corking feller.

After each day's work is done,

Reckon we like him better.

Long may he remain with us,

Is our fervent prayer.

Everyone likes Louie—

He's on the square!

This may not be poetry, but it comes from the heart, and it is of heart-stuff that organization spirit is made.

An Interesting Reaction

An interesting reaction from the publication of this was that other departments instantly rallied around their "bosses"—Louie wasn't to be left in undisputed possession of the title of "corking feller" or "on the square." And, of course, this wave of department patriotism indirectly bore upon the problem we're discussing.

The big appeal of the past months has been—patriotism. It has been a panacea for many ills. Through its subtle influence workers have remained on the job; floaters have been turned into fixtures; grievances and dissensions have been forgotten. The theme of "it's for the boys over there" has stilled many troubled waters.

But we are entering a period of transition. Labor is becoming restless, for labor doesn't know where it is "at." Conditions will adjust themselves in time.

(Continued on page 38)

THE EL PASO TIMES

EL PASO, TEXAS

Only morning and Sunday paper in El Paso A. B. C. member.

An up-to-date morning newspaper, the only one in a territory for 600 miles in all directions. No predated editions. Full Associated Press dispatches.

The El Paso Times meets all demands of a wide-awake city of 75,000 population, with an unprecedented growth, and a promise of advancement equal to any other municipality in Texas.

El Paso is prosperous to a marked degree. It is the Denver of the Southwest, but stands on its own unparalleled record of progress.

Circulation of the Times is 17,484 Daily, 19,438 Sunday.

"Meet Peace with Preparedness" Advertise

THE

S. C. BECKWITH SPECIAL AGENCY

Sole Agents for Foreign Advertising

NEW YORK CHICAGO DETROIT KANSAS CITY ST. LOUIS

THE AGE-HERALD

BIRMINGHAM, ALA.

Only morning paper, and the state's best and leading newspaper.

Birmingham's increasing prosperity makes it a haven of results for National Advertisers.

Birmingham's population is now 220,000, and growing by leaps and bounds. Was 131,000 in 1910.

The Age-Herald's circulation, net paid, is 25,700 daily, 35,664 Sunday. Member of A. B. C.

Analysis of Birmingham's population will prove Age-Herald's premier position among the worthwhile readers of its field. It goes only to the buying classes. It is easily the leader in quality, character and influence.

You can't lose out if you use the Age-Herald.

"Meet Peace with Preparedness" Advertise

THE

S. C. BECKWITH SPECIAL AGENCY

Sole Agents for Foreign Advertising

NEW YORK CHICAGO DETROIT KANSAS CITY ST. LOUIS

EDITORIAL

GREETINGS TO THE NATIONAL ADVERTISERS

THIS issue of *EDITOR & PUBLISHER* is devoted, in large part, to discussions of the immediate problems confronting national advertisers. It contains articles, prepared especially for it, by more than a score of the leading advertising men of the national field—men equipped by long experience, success, and the routine of their daily lives to deal sensibly and helpfully with the matters confronting all advertisers in the reconstruction period upon which we have entered.

The topics they discuss in this number are, in essence, the topics which they will discuss in personal counsel one with another when they meet in the convention of the A. N. A. next week. This issue of *EDITOR & PUBLISHER*, therefore, becomes a sort of preliminary to that convention, serving in the printed page the same ends sought through oral discussions at the meetings.

This special issue of *EDITOR & PUBLISHER* will serve, also, as a potential form of welcome to the delegates to the convention—a visible token of the importance attached to their meeting here by the advertising and newspaper interests. Because of the enduring value of its contents, this issue of *EDITOR & PUBLISHER* will attain to the status of a permanent souvenir of the occasion—thanks to the cordial cooperation of the big men of the advertising field who have expressed their views and recorded their faith in its columns.

It is not alone to the men engaged in advertising and selling tasks that this issue of *EDITOR & PUBLISHER* is of exceptional interest and value. Newspaper makers, the natural coöperators with advertisers, will read these special articles with eager interest. Through them they will gain a clearer light on the attitude of the dominant advertising men toward trade problems of the hour. They will understand, more clearly than heretofore, the ever-increasing reliance of our industries upon advertising space in newspapers for coordinating production and sales. They will see evidences of the trend away from trivial forms of advertising toward the one dominating medium of communication with the people—the daily newspaper.

National advertisers, as a rule, are men of substantial vision. They are hedged about with realities, some of which must be faced and solved every hour of the day. They have little inclination to theorize, to speculate, to guess about things. They cling to precedents only in instances where such precedents have yielded the results sought. They see and read "the signs of the times."

During the period of the great war they have realized as never before the intimate contact which the daily newspaper has with the people. And, being practical men, they propose to utilize that contact, that opportunity for direct communication, in the solution of their sales problems. Thus they are in the mood to expand their advertising campaigns in the newspapers—to concentrate on the one line of appeal which is most effective and profitable.

Gentlemen of the Association of National Advertisers, thrice welcome to New York, capital of the advertising world!

JUSTIN F. BARBOUR, of Chicago, whose advertising rate sheets are coming into general favor with agency men and national advertisers, predicts—on the strength of reports sent to him by his salesmen—that the next twelve months will see the biggest volume of advertising ever published. It is a safe and sane prophecy. Every good newspaper will have a chance to break records—if the manufacturers of newsprint shall afford proper coöperation in supplying the needed white paper.

HE prospect for allotment of newsprint—which altered conditions may render unnecessary, raised the question in the minds of many publishers as to what would be considered an adequate reserve supply for a newspaper. Sufficient for two months is considered to be the margin of safety for a paper remote from the mills and subject to delays in shipping. Not many publishers, it is certain, are fortunate enough to have on hand such ample reserve stocks at this time.



"A CERTAIN RICH MAN"—NUMBER TWO

THERE was "a certain rich man," who, having Moses and the Prophets for his counsellors, solved his Lazarus problems in a better way than had been found by his predecessor of the parable. He gave to the Lazarus at his gate a good job, with every possible opportunity to retrieve himself and to become again a man among men.

This "certain rich man" conceived the idea that brotherliness might be made a very practicable thing, and realized in the relations of employer and worker. So he proceeded to build up one of the greatest industrial enterprises in America on that idea. He did not lose his riches in the process—he became still richer, as it is related that Job did in his later years.

But his riches, ever increasing, did not taint his soul, nor cloud his vision of service to his fellow-men. He met ridicule, scorn, abuse. His motives were questioned, his adventures in the domain of the ideal were made the theme of satires innumerable. Yet he has persisted in making men as well as machines.

Now it is announced that Henry Ford will devote some of his time to the publication of a weekly newspaper, to have national distribution and to carry to the people an interpretation of his ideals. It is good news, and it will be interesting and instructive to watch the pace which this "certain rich man" should be able to set in journalism.

THE TREND TOWARD THE 3C. BASIS

THE Indianapolis newspapers go to a three-cent basis December 2, and the dailies of half a dozen other cities of the State are to follow suit at the same time, with still others on the verge of making the decision.

As indicated in *EDITOR & PUBLISHER* on several occasions recently, the trend toward the three-cent price is unmistakable. In fact, it is quite as strong as was that toward the two-cent price a year ago, and the indications are that it will extend to every part of the country.

There is involved in this price-raising policy a manufacturing problem. Revenues from circulation must cover at least a substantial part of the increased cost of newsprint and mounting distribution expense. Advertising rates must be advanced, too, as a matter of equity to all concerned.

Newspapers are not immune from economic conditions. They possess no magic talisman giving them power to ignore production costs. They have but two sources of revenue. These must be safeguarded, that they may meet the daily needs. The demands upon them must be made with due regard to the share of the increased burden which each should bear. The three-cent price is justified by present costs of publishing—and so is a higher advertising rate.

TO "carry on" has been the creed of our British friends through the trying days of the war. It's a golden creed for peace-times, too.

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THANK YOU, GENTLEMEN!

AT the convention of the New York State Circulation Managers' Association and the New England Association of Circulation Managers, held at Albany last week, the members expressed generous appreciation of the coöperation of *EDITOR & PUBLISHER* in their work by voting unanimously to recognize it as the official newspaper of their organizations.

It has been the happy privilege of *EDITOR & PUBLISHER* to urge upon publishers and circulation men alike the importance and practical helpfulness of sectional organizations of circulators. As is well known, there are now in existence several State associations, all working in harmony with the international organization, the I. C. M. A. Through these a closer contact and a more localized coöperation in solving common problems in the common interest has been already attained, although the fields for such associations have not, by any means, all been covered. In the South and West the need for State and sectional organizations is obvious, and the work will doubtless be carried on until every part of the country is covered. The Mid-West Association is an evidence of what may be accomplished beyond the Mississippi, and the Virginia-Carolinas Association is hopefully pioneering the work in the South.

The publishing problems brought to the fore by war conditions have emphasized in the minds of newspaper makers the vital part played by the circulation men in effecting economies. To the circulators is due a high measure of credit for the elimination of waste, the adoption of sound promotion plans.

It has often been noted that the most important executive positions in newspaper organizations are held by men who have been successful circulation managers. This is not surprising, for the work of the circulator affords him a contact with the reading public not given to other men of the staff. He deals every day with people—and with realities. He loses his illusions more quickly than most other men. He gets a real sense of the newspaper's appeal to its clientèle, feels keenly the reaction of a mistaken editorial or business policy. He learns to get 100 per cent. in results from every dollar spent. Thus he prepares himself for higher posts of direction by a hard and exacting schooling.

EDITOR & PUBLISHER hopes to justify the confidence which the New York and New England Associations have expressed in its purpose and aim to serve the interests of circulation managers. What has been accomplished is an earnest of our hope to render still better service.

THOMAS DREIER is writing editorials for the *Boston Traveler*—putting into practice, with the sympathetic coöperation of "Boss" Howard Brock of that newspaper, some of his long-cherished ideals as to the real functions of editorials. In sum, Mr. Dreier contends that editorials should be written for present-day needs—the least of these being partisan political discussion; that they should voice constructive criticism, inform, and help; interpret great movements so they may be easily understood. He would dispense with destructive criticism. In all except this last point his creed has already found wide adoption. It must be confessed that editorial writers often find so-called "destructive criticism" essential in the task of correcting public abuses and evils. The contractor who undertakes to replace an old structure with a new one must first do some "destructive" work.

THE New York American's net paid circulation for Sunday, November 17, was in excess of one million copies. This feat of publication and distribution marks an epoch in the history of Sunday newspapers in America. As a mere triumph in manufacturing, it is impressive. It means much more, however, in another sense. To have created a demand on the part of a million people for a particular newspaper is a victory outranking the achievement of meeting that demand in a material way.

PERSONALS

Floyd Gibbons, Chicago Tribune war correspondent, returned to Chicago this week from his lecture tour.

Arthur M. Evans and Parke Brown, who, with others of the staff, are shortly to leave for overseas to report the peace conference and other phases of post-war reconstruction in Europe for the Chicago Tribune, were tendered a farewell dinner last week by the members of the editorial staff.

Walter Lohman has been made news editor of the Pensacola (Fla.) Morning Journal.

Don Hoopes, telegraph editor of the St. Paul Dispatch, has gone to Mitchell, S. D., as editor of the Gazette, of that city.

Arthur W. Vance, city editor of the St. Paul Daily News, after spending several weeks in hospital, has gone on a month's hunting trip, accompanied by Walter Chase, the news editor.

Miss Blanche Sorenson, daughter of Alf Sorenson, editor and owner of the Omaha Examiner, is doing assignments on the St. Paul Dispatch-Pioneer Press.

Howard Allan this week resigned from the staff of the Chicago bureau of the Associated Press to assume the telegraph editorship of the Houghton (Mich.) Mining Gazette.

Miss Ethel Head, State wire editor for the Chicago bureau of the Associated Press and the only woman editor in the A. P. service, covered the preliminaries of the Chicago Live Stock Exposition. Miss Head formerly was city editor of the Streater (Ill.) Independent.

Paul R. Wright, of the reportorial staff of the Chicago Daily News, has been sent as correspondent to Vladivostok, Russia, for an indefinite period.

Christian D. Hagerty, city editor for the Chicago bureau of the Associated Press and veteran war correspondent, was married recently to Mrs. Hanke, of Chicago.

Ben Hecht, reporter and feature writer for the Chicago Daily News, was this week appointed overseas correspondent for Berlin, Vienna, and Petrograd. He expects to sail some time next week. Mr. Hecht formerly was connected with the Chicago Journal, and has been a member of the Daily News staff for several years past.

Joe Swerling, formerly on the city run for the Chicago Tribune, but for some months past at the Great Lakes Naval Training Station, will watch the premier of his own play, "One of Us," on the night of December 1 at the Cort Theatre. Jo and Jack Laft, also of the Tribune staff, collaborated on the drama.

William Raymond, formerly of the San Francisco Chronicle, and more recently doing welfare work in spruce camps of the Northwest, has joined the copy desk of the Portland (Ore.) Telegram.

William Oviatt, former Milwaukee and Chicago newspaper man, and recently on the copy desk of the Cincinnati Times-Star, has taken a position on the copy desk of the Milwaukee Journal.

Bernard A. Hoffman, for eight years news editor of the Oshkosh (Wis.) Daily Northwestern and formerly engaged in newspaper work at Stevens Point, Antigo, Wausau, and Madison, Wis., has been made State editor of the Milwaukee Journal.

G. Marion Gabe, for several years on the staff of the Evansville (Ind.) Journal-News, now in the artillery officers' training school at Camp Taylor, Louis-

THE shortness of man's life makes him a prisoner of hope. Man has the endowment of a god and the arena of an insect. The fulfilment of his ambitions demands thousands of years, yet he measures his career in days.

—Rev. Dr. Newell Dwight Hillis

ville, Ky., recently gave a pint of his blood to save the life of a dying major. The major is improving since the operation.

Percy A. Bachelder, for a number of years on the reportorial staff of the Portland (Me.) Express-Advertiser, has received his appointment as a captain, the commission dating from November 8.

John J. Abbott has been named paymaster of the Philadelphia Record, succeeding Arthur T. Elissing.

Henry J. Foster has been appointed manager of the Galt (Ont.) Reporter in succession to the late Lieut.-Col. J. D. Clarke.

Joseph L. McGurk, sporting cartoonist on the Philadelphia Record, has joined the Motor Transport Corps and is on duty in Florida.

Linton P. Martin, until recently theatre-man for the Philadelphia Evening Public Ledger, is now dramatic and music editor of the North American. He is succeeded on the Evening Ledger by Paul Wendt, who will cover the theatres, and S. L. Lacier, who will look after music.

J. A. Martin has been elected vice-president and advertising manager of the Birmingham (Ala.) Ledger Company, and has entered upon his new duties. He has achieved a great record in developing advertising for agricultural publications, particularly the Progressive Farmer, and has been active in the affairs of the A. A. C. W.

George Davis has succeeded W. W. Maymack as associate editor of the Sioux City (Ia.) Journal. For the last three years Mr. Davis has been editor of the Minot (N. D.) Daily News.

H. E. Elbaum, who has been advertising manager for the W. R. K. Company, wholesale jewelry, Chicago, is now handling the advertising for Blum Brothers, wholesale men's furnishings, 119-123 South Market Street, Chicago.

Arthur Park, whose past experience includes service with newspapers in Chicago, St. Louis, Des Moines, and elsewhere, as well as connections with the Associated Press, the United Press, and the International News Service, this week joined the publicity department of Armour & Co., packers, Chicago. His office is at the Union Stock Yards.

Blood Joins Manchester Mirror

Robert M. Blood, for the last year Sunday editor of the Syracuse (N. Y.) Post-Standard, has become managing editor of the Manchester, (N. H.) Mirror. Mr. Blood, before joining the Post-Standard, was associate editor of the Montreal Star. Roscrans Pillsbury, former publisher of the Manchester Union, is now publisher of the Mirror and plans extensive improvements which will be worked out by Mr. Blood. Mr. Blood, under the terms of his contract, assumes a financial interest in the Mirror.

St. Louis Ad Club Resumes Talks

The Advertising Club of St. Louis resumed its regular weekly luncheon meetings at Hotel Statler on November 19. The speaker was W. H. Danforth, president, Ralston Purina Mills, who had just returned from ten months' work in France for the Y. M. C. A.

3C. PRICE ADOPTED IN INDIANAPOLIS

News, Star, and Times Raise Rates December 2—Many Other Dailies in Indiana to Fall in Line on Same Date

INDIANAPOLIS, November 25.—The three-cent daily newspaper has come to stay in Indiana. Announcement has just been made that on December 2 the three Indianapolis papers, the News, the Star, and the Times, will raise from 2 cents to 3 cents a single copy. The News and the Times, afternoon six-day papers, will raise from 10 cents to 12 cents a week, and the Star, morning and Sunday, will be 20 cents a week, instead of 17 cents. The Star is now 10 cents for the daily and 7 cents for the Sunday paper. The new price will be 12 cents for the daily and 8 cents for the Sunday.

When it became known that the Indianapolis papers proposed to raise their prices, papers in other Indiana cities also made their plans to follow suit. The Journal-Gazette and the News-Sentinel, at Fort Wayne, already have announced their increased price. Other Indiana papers that have announced their intention to raise on December 2 are as follows:

Lafayette—The Journal and the Courier, 12 cents.

Vincennes—The Capital, the Sun, and the Commercial, 15 cents.

Anderson—The Herald and the Bulletin, 12 cents.

Kokomo—The Dispatch and the Tribune, 12 cents.

Richmond—The Palladium and the Item, 12 cents.

Papers at Seymour, Frankfort, Lebanon, Noblesville, Tipton, Elwood, and Muncie have the subject of increased price under consideration and it is thought that they will not be far behind the others.

Papers in Bloomington, New Castle, and Huntington already have raised their price to 3 cents.

The three Indianapolis papers raised the yearly subscription price of their rural editions from \$4 to \$5 on November 11. John M. Schmid, circulation manager of the News, told Error & PUBLISHER that this increase had been effected with but slight loss, and that he was well pleased. He said, too, that, while the papers would lose something in changing from a 2-cent to a 3-cent basis, he felt that the loss would be small, and that it would eventually be regained.

"For many years the Indianapolis News boasted that it had the largest circulation of any afternoon 2-cent paper in America," Mr. Schmid said. "But when the Chicago Daily News and the Philadelphia Bulletin came into the 2-cent class the News lost that honor. Now, however, it will have as its slogan, 'The largest circulation of any 3-cent afternoon paper in America.'"

WELCOMED STAFF MEMBER HOME

His Associates on Portland Journal Honor Fred Lockley, Back from France

PORTLAND, Ore., November 23.—Fred Lockley, a member of the Oregon Journal staff, who has just returned from abroad, was welcomed home at a dinner attended by employees of all departments of that newspaper. Mr. Lockley went to France as a Y. M. C. A. secretary, but found time to keep up regular correspondence to the Journal. He arrived in Portland in time to assist in the United War Work campaign by speeches on his experiences abroad.

B. F. Irvine, associate editor of the Journal, presided at the dinner, and addresses were made by Mr. Lockley, Ralph A. Watson, Felix Mitchell, and C. S. Jackson, publisher of the Journal. "I would rather work on the plane of those who have gathered about me in the common purpose of newspaper service than to occupy the most exalted position in the world," declared Mr. Jackson in the course of his remarks.

A feature of the evening was the circulation of an edition of the Journal, printed for the occasion and dedicated to Mr. Lockley.

The Philadelphia North American has renewed its contract for the Haskin service for another year.

The difficulty is to see that the "labor pains" in the new birth are not too severe.

Here, again, the house organ can be used to inform and steady employees. This extract from the same publication previously quoted bears upon this situation:

Worry Won't Help

"The situation that we are now facing is one that cannot be helped any by worrying. It is one that demands that both you and the company deal with each other in all frankness and sincerity.

"Neither the Government nor the company wants to see any wholesale changing of employment. This is no time to quit! If your peace-time job is one that you like better than your job here, then we'll do nothing to stop you from taking it. *Don't leave your job here unless you have a better one to go to!*

"Rumors of all sorts are going around, and will continue to go around. Don't let them worry you. Get the facts, and we'll always be glad to give you the truthful answer to any questions you may have—*remember that!*

"Your day's work is just as valuable now as it ever was. Your cooperation and vigor are needed on your work just as much as they were in war times."

This special message was run over the signature of the president of the company.

Labor turn-over may perform some amazing gymnastics in the days to come. There can be no "dope sheet" in times like these. But a house organ will assist in the leavening process—provided—and this is vitally important—it is of the employees, for the employees, and by the employees, and that bull, braggadocio, and bluff find no place in its columns.

SALES CONVENTION HAS WIDE SCOPE

Many Helpful Suggestions that Managers May Well Discuss—Recreation and Round-Table Dinner Necessary to Give Pep to Delegates

By **GEORGE E. LONG**,
Vice-President Joseph Dixon Crucible Company, Jersey City, N. J.

What Should Be Considered in a Sales Convention?

It would depend on the object of the convention. If the convention were called to consider the future or improve or question the past, then, presuming the convention embodied the officers, managers, superintendents, heads of departments, branch managers, and salesmen; and that the convention had been organized and subjects or papers assigned to members qualified to handle them, we should consider—

(1) What had been accomplished in the past—if factory, office, or field had fallen down in any way, and if so, how the fault should be corrected.

(2) Having cleared the way we should consider.

(a) If the field should be extended either domestic or foreign, the existing or possible competition, and the necessary means or ways of extending the business or of meeting competition.

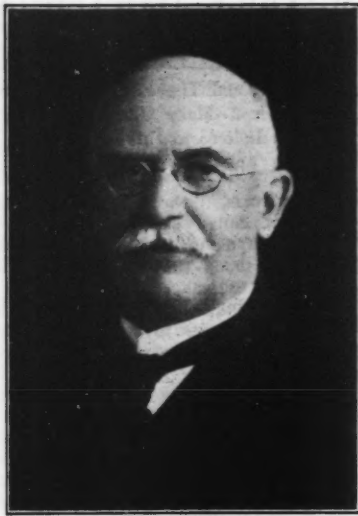
(b) If any change should be made in goods, prices, or terms, and if so, why? And if any new goods should be added, and if so, why?

(c) If the different territories were properly covered, and if the representatives had too much or too little territory, and where the goods vary, if special or general salesmen, or both should be employed. We might also, if the subject were not too delicate for an

open convention, discuss the function, work, and qualifications of branch managers and perhaps learn if they were fully and at all times on their jobs.

Perhaps again, it would not be altogether out of order to consider views of the branch managers in regard to the letters and instructions sent out from the main office.

These would seem to be the main



GEORGE E. LONG.

"whats" to be considered at a convention of that kind. Frequently we attempt to cover too much ground and too many questions, with the result that it is another instance of over-feeding.

At a get-together convention, the programme should vary somewhat. We will assume that subjects have been chosen and that papers have been prepared by competent members, and that, Indian fashion, the pipe has been passed around and that the members are en rapport, then we should consider:

(a) How to weld the selling force into a harmonious whole—like one great rope where every strand lies in its place ready to do its part. To this end the members should visit the factories, offices, and laboratories and be fully instructed in regard to the raw materials, the mode of manufacture, and the finished goods. They should be shown why standardized goods can be produced more economically than special or private brands. They should be instructed how to convince the dealer or consumer that standard goods have an advantage over special or private brands.

(b) When again assembled those having expert knowledge of the goods should make it clear and definite to the members the use and nature of the company's goods or products, so that the salesmen may in turn properly instruct the dealer or user of such goods—if such information is required. Through such instruction the company is assured that the salesman will never need to draw on his imagination to get out of an embarrassing position and that each salesman will have the same answer to the same question.

(c) Reports from the field should be considered and all obstacles levelled if possible. Such reports should be made fearlessly and should in no way endanger the position or the bread and butter of the man.

(d) As in the Campaign Convention, prices, new goods, territories, possibilities, salesmen, and existing or possible competitors, should be carefully considered.

(e) If either convention should cover an entire week, as perhaps it should, it must be remembered that all work and



Learn to know Wisconsin

Wisconsin's Ship has come in!

THE last government report of manufactures is of 1914. It shows Wisconsin making a great stride, with manufactured products amounting to a value of \$695,172,002 to its credit! And over 60% was reported from the 18 cities having above 10,000 population!

Let us see what those figures mean in the way of NET WEALTH CREATED by manufacturing operations that year.

Materials used amounted to \$417,415,074 and the net added value created amounted to \$277,756,928, a very substantial sum of spending money to go into circulation!

If you are looking for a GOOD market for your goods here it is, and the best at that.

Look at the map. See the strategic position of the eighteen cities referred to. Start your advertising in the standard papers and—do it now!

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,376	.02
Eau Clair Leader-Telegram (M&E&S)...	8,960	.027
Fond du Lac Commonwealth (E).....	5,872	.02
Green Bay Press Gazette (E).....	10,096	.025
Kenosha News (E).....	4,849	.0148
La Crosse Tribune-Leader Press (E&S)...	18,064	.08
Madison, Wisconsin, State Journal (E)...	14,708	.08
Madison, Wisconsin, State Journal (S)...	10,558	.08
Milwaukee Evening Wisconsin (E).....	32,500	.06
Milwaukee Journal (E).....	119,386	.14
Milwaukee Journal (S).....	92,447	.14
Milwaukee Sentinel (M&E).....	79,425	.11
Milwaukee Sentinel (S).....	68,070	.11
Racine Journal News (E).....	7,488	.025
Sheboygan Press (E).....	6,329	.0214
Superior Telegram (E).....	16,000	.085
Wausan Record-Herald (E).....	5,102	.0178
Government Statements, October 1st, 1918.		

The word to the wise is
"Wisconsin"

no play makes Jack a dull boy. Therefore, in any convention there should be recesses wherein the members should discuss the matters that have been presented, and ask for further enlightenment if it is needed.

There should be periods of recreation, and in conclusion, a round-table dinner, democratic in every respect, should be given, so that each man may go to his post fortified and stimulated and filled with pep and loyalty.

NEEDS CLOSE TOUCH WITH FACTORY

Advertising and Producing Departments Can Aid Each Other Vitrally by Co-operation—Manager Must Dig Hard for Helpful Data

By L. R. GREENE,
Manager Sales and Advertising, Sackett & Limited, Hamilton, Ontario.
The Relation Between the Advertising Manager and His Department and the Factory.

The ideal relation of the advertising department to the manufacturing department is that of "interpreter." It can perform a valuable service sizing up outside merchandising conditions; what is being done by competing manufacturers; presenting all such data in an understandable way to the factory executives, so they may benefit accordingly, and there is the even more important task of giving the factory story to the trade and to the consumer.

Every factory has a story to tell of its products, interesting to probable consumers and of vital selling value to the sales organization. But frequently the factory is quite incapable of telling this story, at least in language understandable and interesting to the probable user.

The factory, in order to back up the sales organization, should know something of competing lines, not alone from a technical or manufacturing standpoint, but from a merchandising standpoint as well. The advertising department is in a position to gather just such information and give it to the factory management in a pre-digested form, bringing home to them forcefully the character of the competition which the sales force and advertising department must meet.

Usually it is the duty of the advertising department to draw from the factory its story and the interesting, newsy selling talks in regard to the factory products. Some manufacturing executives have the knack of giving such information in splendid shape for the use of sales and advertising departments. This is rather the exception. The average superintendent is so taken up with his own problems of production, cost, and raw material that he never gets the advertising or selling viewpoint in a way that allows him to get together the data necessary in the selling and advertising campaigns. Even the sales department does not always get the right viewpoint on such matters, so it is left to the advertising department to "dig" and "dig" deep, aided by its knowledge of what the other fellow is doing, and realizing what interests the trade and the consumer.

I use the word "dig" advisably, because in many cases it certainly is a question of digging, and the digging is hard. To get the right kind of information out of a manufacturing executive is often a big job; not because he is unwilling, but because he doesn't just realize what you are after.

I can remember experiences where it was almost necessary to fight with the executive before the information wanted was forthcoming. It became necessary to make decidedly derogatory remarks about the factory man's products and to suggest that the other fellow was putting it all over him, to really rub his fur the wrong way, before he would take up the cudgels on behalf of his product. But once he warmed to it, he brought out innumerable splendid selling points and gave the advertising department a wealth of information to help in building up the campaign.



L. R. GREENE.

So it is essential that the advertising department should have an important place in the executive committee, which has the directing of the manufacturing. While the meetings of such a committee may be largely taken up with problems of cost and production, etc., even in such discussions there are constantly brought up innumerable points valuable from the selling standpoint and necessary to the advertising department, if that department is to do justice to the business.

"Sitting in" on such a conference gives the advertising manager the opportunity to keep the factory posted as to what the competitor is doing. If necessary, he can analyze and discuss the other manufacturer's advertising, picking out the important points emphasized which may inspire his own manufacturing department to a still closer technical analysis of competitor's products.

The advertising department can keep the manufacturing department posted as to new packages, styles of labels, methods of packing, the advertising opportunities presented by labels, cartons, packing cases, etc, and all the interesting details which may appear insignificant to the manufacturing department, but which are so essential in the carrying out of successful merchandising plans. Frequently these apparently trivial things give the sales force and advertising department the talking points which enable them to beat out the competitor who is making a product equal in quality.

Further, we must not overlook the important part played by many an advertising department as a "speed-maker."

Living up to its advertising has caused many a firm to vastly improve its product and by bringing to the attention of the executive points which apparently had been neglected or overlooked. These weaknesses were brought to the surface and emphasized through the



Five Million Dollars in the Treasury and no bonded debt!

That's West Virginia's rating for 1917 and going strong!

People get the sort of State THEY deserve, and the people of West Virginia are good live accounts for every "regular" business.

If you want a share of the good business of this big little, rich little BUSY State, then advertise in the daily papers and make your NAME well known in this territory. A little money spent in these dailies will make you a BIG advertiser in West Virginia.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Huntington		
*Telegraph . . (M)	4,723	.01428	*Herald-Dispatch . . . (M)	9,450	.02
Charleston			*Herald-Dispatch . . . (S)	10,500	.02
†Gazette (M)	14,500	.02	Martinsburg		
†Gazette (S)	16,500	.02	*Journal (E)	3,068	.00893
*Leader (M)	6,819	.0157	Morgantown		
*Leader (S)	7,351	.0157	†Post (E)	3,025	.0143
*Mail (E)	8,735	.02	Parkersburg		
Clarksburg			†News (M)	6,300	.0125
*Exponent (M&S)	8,035	.02	†News (S)	6,200	.015
†Telegram . . . (E)	8,020	.02	†Sentinel (E)	6,750	.0115
†Telegram . . . (S)	7,745	.02	Wheeling		
Fairmont			†Intelligencer . (M)	11,366	.0325
*Times (M&S)	7,209	.02	†News (E)	16,225	.04
*W. Virginian (E)	5,377	.02	†News (S)	16,225	.04
Grafton					
*Sentinel . . . (E)	2,476	.014			
Huntington					
†Advertiser . . (E)	8,517	.02			
*Eve. Journal (E)	0,000	.00			

File the facts for reference

advertising campaign. Many a business which has been non-advertising, when finally brought to the point of taking up general publicity, discovers a great room for improvement in its products not realized until subjected to the careful analysis of an experienced advertising man.

Plays Important Part

On new products the advertising department has an important part to play in coöperating with the factory. Take it for granted that the factory executive is quite equal to the occasion of producing a product in itself as good or better than competing lines; left to itself it may easily make mistakes in regard to sizes of packages, types of labels, directions for use, and other details which may appear more or less insignificant to the manufacturing department as long as the product itself is right. Yet these details are a vital factor in the success or failure of the new product from a merchandising standpoint.

In the case of an entirely new product which does not parallel anything on the market, the advertising department, through its experience, can furnish valuable aid in regard to the style of the packages, labels, directions, packing, and other important details which must be considered in connection with the new product, that its initial bow to the public may be made under the most favorable circumstances, and that an interesting story may be built up to get the attention of the possible consumer.

MUST HAVE GOOD-WILL OF RETAIL CLERK

If Educated in Your Line, He Becomes a Better Salesman and an Enthusiastic Booster—Worth While to Gain His Confidence

BY J. D. CHAPPELL,
Manager Advertising and Sales Promotion Department, Henry Lindenmyr & Sons, New York.

Gaining the Good-Will of the Retail-Store Clerk.

Now that a great victory has been won and the world war is ended, we find ourselves face to face with the many problems which the war has brought about.

One of the important problems confronting us is that of the retail distribution of merchandise. It will now be found necessary to pay considerably more attention to the important details of distribution, in fact to all of the factors entering into a larger and more economical distribution and quicker turnover.

There are many opportunities for the manufacturers who distribute their merchandise through dealer channels which have not been fully developed and one of these is gaining the good-will and coöperation of the retail-store clerk.

It is true that a few large concerns have realized for some time that the store clerk was an important adjunct to the sales force, and some excellent results have been obtained through their constant and persistent effort to develop his selling ability.

On the whole, however, it has been my observation that little or nothing has been done to enlist the services of the men and women who actually sell the greater bulk of the dealer's merchandise to the consumer. Would it not, therefore, seem logical and well worth while to make a determined effort to gain the confidence and co-

operation of the retail-store clerk and to do all that is possible to make him a better salesman and an enthusiastic booster?

A Queer Salesman

Could you imagine a large manufacturing concern sending out a salesman who did not know his line completely—did not understand all the selling features of the commodities which he was to sell, and who did not reflect confidence in his house and in the line he represented? Certainly his sales would not compare with those of the enthusiastic representative who had great confidence in his house and a thorough knowledge of the goods he had to sell.

But what of the many clerks who are entrusted to sell articles over the counter? They must sell not only many more articles than the average sales representative, but they have from two to six competing lines to offer their customer—and usually that article is sold which is sold with the least effort, regardless of merit. In other words, the clerk, like so many of us, is inclined to work along the line of least resistance.

Is the average retail-store clerk qualified to sell the dealer's merchandise intelligently? How can he sell as intelligently as he should when he has only a perfunctory or meagre knowledge of the merits of the merchandise?

Every manufacturer selling or distributing through dealer channels should make an effort to secure the coöperation and good-will of the retail clerk and should take advantage of every opportunity to give him all the selling help possible, and show him how he can sell more effectively.

Many manufacturers to-day use the house-organ medium to keep the dealer informed of items of interest. I believe that if at least several pages on live-wire sales methods were directed to the retail-store clerk it would stimulate his interest and give him ideas that would result in a great many sales. A copy of each issue of the house organ, or any other material that would help to develop the clerk, should be mailed to him at his home address, which can be secured with little effort.

The retail-store clerk is in a position to make many helpful suggestions which should prove well worth while for any manufacturer who really wants to serve the retail dealer and the consumer to the best of his ability.

Cash prizes might be offered each month for the best suggestions received from the store clerk. The suggestions could cover new selling ideas; new uses for an article or product, and also suggestions having to do with the packing or wrapping of the product, to make its use more convenient, etc. These suggestions would no doubt furnish a lot of excellent material for the house organ.

Must Make Friends

The travelling sales representative calling on the retail dealer should be impressed with the importance of making a friend of the retail-store clerk, and should do everything possible to gain his good-will. The sales representative should take every opportunity to explain the selling features of the articles he is interested in, and should show him how to demonstrate the articles when necessary. In fact, the clerk should be given all the points that might be helpful in making a sale.

Many concerns have been successful in gaining the good-will of the store clerk by giving him some attractive and useful article occasionally. Watch-

The 14 "High Spots" of Michigan

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

Keep this condensed data on file.

- ADRIAN**—A gem for the advertiser, in Lenawee, Michigan's richest agricultural county, population 92% American born, the 12,000 families in county own 5,000 automobiles. Adrian, the home of wire fence production and many other profitable industries. Its only paper, the Telegram, covers 96% of Adrian's households, 5,000 line rate, 2c. a line, circulation, 9,976.
- ANN ARBOR**—Home of The University of Michigan, center of a rich agricultural district and varied manufacturing industries. 15,000 population fully covered by the Times-News, which has over 7,300 circulation and a 5,000 line advertising rate of .0215 per line.
- BATTLE CREEK**—Noted for printing presses, threshing machines, steam pumps, breakfast foods, etc. A normally prosperous city now made exceptional by the presence of Camp Custer with 35,000 soldiers and officers who are paid over one million dollars monthly. Battle Creek's strongest paper, the Moon Journal, has over 6,457 circulation, 5,000 line rate 1½c.
- BAY CITY**—Center of all railroads of the district. Has over 375 industries producing over \$60,000,000 worth of goods yearly, employing over 12,000 men and women. Wide variety of manufactures, mining, beet sugar and generally rich agricultural center. A one paper city thoroughly covered by The Times-Tribune, circulation 16,814, 5,000 line rate .035.
- DETROIT**—Fourth city of America—914,000 population, heart of a community producing 80% of the world's automobile output, a city on the eve of almost inconceivable financial prosperity due to war orders. Covered by The Detroit News, a 2c. paper, circulation exceeds 217,000, rate 5,000 line contracts, 23c.
- FLINT**—Also in the automobile district, has the largest unit of the General Motors Company, 20,000 skilled workers, payrolls exceed a million dollars weekly. Flint is a one paper city. 98% of its homes receive The Journal nightly by carrier, circulation 25,947, 5,000 line rate 5c.
- GRAND RAPIDS**—2nd city of Michigan, population 140,000, world furniture center, manufactures exceeding \$50,000,000 annually, jobbing business of \$40,000,000 annually, located in Michigan's great fruit belt, covered by the Evening Press, so there's nothing left to cover, 84,435 circulation daily, rate for 5,000 lines 10c.
- JACKSON**—Is the distributing center of a large, rich district of Michigan. It has large automobile production, hence labor well employed. With 37,000 population Jackson has but one evening paper, The Citizen-Patriot, which has 24,781 circulation, mainly in its home city. This means absolute coverage. Lowest rate .05.
- KALAMAZOO**—Population exceeds 51,000, 80% native born, 53% own their homes. Has over 300 manufacturing plants including paper mills, corset factories and many other wealth producing industries. Is a one paper city, thoroughly covered by the Gazette-Telegraph, circulation 23,893, 5,000 line rate 4c.
- LANSING**—Michigan's capital, population over 60,000 and just one paper, The State Journal, which covers it wonderfully. Rich agricultural district, four railroads. Manufactures are agricultural implements, threshing machines, automobiles, furniture, etc. Location of Michigan Agricultural College, State Reform School and School for the Blind. Journal's circulation 26,094, 5,000 line rate 5c.
- MUSKEGON**—On the shore of Lake Michigan, 30,000 population served by one paper, the Chronicle, with 13,574 circulation. Muskegon has 200 big factories, foundries and metal shops and right now is enjoying the greatest prosperity of its history. The Chronicle 5,000 line rate is 2½c.
- PONTIAC**—Another auto city. This source of prosperity has been added bodily to a community already noted for stock, produce and dairy products. Money abounds about Pontiac, the district between it and Detroit, 25 miles away, being practically a continuous stretch of wealthy communities and millionaire country places. Pontiac's one paper, The Press-Gazette, has 10,912 circulation, rate 5,000 lines .025.
- PORT HURON**—25,000 population, natural gateway to and from the "Thumb" of Michigan, embodying four rich counties. There the Times-Herald, Port Huron's only paper, is supreme, thoroughly covering some 50 towns and villages and the rural routes of the district. Circulation 11,275, rate for 5,000 lines .028.
- SAGINAW**—Right now a sugar beet center is an important place. Saginaw is that and also the home of Michigan coal mines, besides diversified manufactures exceeding any city of similar size in the middle west. Saginaw's one evening paper, The News-Courier, covers it completely, has 24,000 circulation, 5,000 line rate .05.

**\$5,858.20
IN ONE YEAR
on \$12,000 Invested**

From November 1, 1917, to October 31, 1918, I realized, from my one-half interest in only daily paper and leading job office in Middle Western county seat, city of 5,000 inhabitants, nearly 49 per cent. on my investment.

Because of other newspaper interests which demand my immediate attention, I am willing to sell this interest for \$12,000. These twelve months have been below normal on account of war striking manufacturing interests in this city heavily. Next twelve months should show increase in net profits of at least \$5,000 for entire business.

An agreeable partner who desires to devote his attention to job business and allow purchaser of my half-interest to conduct daily paper with 1,400 subscribers and rapidly growing.

A truly wonderful business opportunity for experienced newspaper man with money. Write to F. K., care Editor & Publisher.

**Net Paid Circulation
THE SUNDAY
BALTIMORE
NEWS**

*Nearly Doubles
in Two Years!*

OCT. DAILY	SUNDAY
1918. 113,840	123,205
1917. 85,352	65,745

Gain. 28,488-33% 57,460-87%
Is there a Sunday afternoon paper in the United States that can equal this growth of **The Baltimore Sunday News?**

Frank W. Webb

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

**You Can't Cover
LOS ANGELES
without the
EVENING HERALD**

Daily net paid circulation
139,374

Evening Herald Publishing Co.
Member A. B. C.
Los Angeles California

**Food Medium
of
New Jersey
Trenton Times**
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue NEW YORK
Lytton Building CHICAGO

fobs, fountain pens, and knives are among the articles that have been successfully used in this way.

When the holiday season comes around, remember the store clerk, as well as the dealer, with a season's greeting card or some similar remembrance. The clerk will probably appreciate a timely remembrance of this kind a great deal more than the dealer, who has always received something of the sort.

Always bear in mind that the store clerk can boost a sale for a certain commodity—and he can just as quickly put it on the toboggan. Make sure that he will prove a real booster when he is called upon by a prospective purchaser to pass judgment on an article or to recommend what article a customer should buy. The clerk naturally will recommend the article he is most familiar with, or the line he feels most kindly toward.

Do everything possible to make the store clerk enthusiastic about you and your goods, and, whatever else you do, *gain his confidence and good-will.*

**TIPS FOR THE AD
MANAGER**

N. W. AYER & SON, Philadelphia. Will place advertising for Farwell & Rhines, flour and cereals, with newspapers.

GEO. BATTEN COMPANY, Fourth Avenue Building. Will place advertising for Lehn & Fink, tooth paste, with some newspapers.

BLACKMAN-ROSS COMPANY, Chicago. Placing orders for Walter M. Lowney Company, Lowney's Cocoa, with New England newspapers.

CHESMAN, NELSON & Co., St. Louis. Placing orders for National Laboratory. Nuga-Tone, with some Western newspapers.

E. H. CLARKE AGENCY, Chicago. Making 2,500-l. contracts for J. S. Kirk Company, Jap Rose Soap, with newspapers in selected sections.

CRITCHFIELD & Co., Chicago. Again placing orders for Chas. A. Kraus Milling Company, with some Western newspapers.

J. H. CROSS COMPANY, Philadelphia. Placing orders for S. B. Goff & Sons Co. Goff's Cough Syrup, with a selected list of newspapers.

D'ARCY ADVERTISING COMPANY, St. Louis. Again placing contracts for Coca-Cola Company with a large list of newspapers.

EMPIRE ADVERTISING COMPANY, Philadelphia. Placing orders for A. B. Kirchbaum & Co., clothes, with newspapers.

CHAS. H. FULLER COMPANY, Chicago. Again placing contracts for Eugene Pullen with newspapers, and is placing contracts for W. S. Rice with newspapers.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street. Reported will shortly make up a list for Bradley Knitting Company, with newspapers.

E. J. GOULSTON ADVERTISING AGENCY, Boston. Placing orders for Jack Mendelsohn, Music Publisher, with a selected list of newspapers.

S. GREVE AGENCY, St. Paul. Placing 1-inch 13-time orders for R. Schiffman Company, Schiffman's Asthma Remedy, with newspapers generally.

C. IRONMONGER ADVERTISING AGENCY, 95 Madison Avenue. Will shortly make up lists for Elseman Magneto Company, using farm papers.

WYLIB B. JONES ADVERTISING AGENCY, Binghamton. Again making contracts

with newspapers for Booths Hyomel Company, Arrow Chemical Company, and Woodwards Sales Company.

LEACH CHEMICAL COMPANY, Cincinnati. Placing orders direct with newspapers.

LORD & THOMAS, Chicago. Again placing orders for Waukesha Pure Food Company, with newspapers.

BYRON G. MOON COMPANY, Troy. Again placing orders for A. P. W. Paper Company, with some Western newspapers.

MORSE INTERNATIONAL AGENCY, 449 Fourth Avenue. Placing orders for Anglo-American Drug Company, with some Southern weekly newspapers.

FRANK PRESREY COMPANY, 456 Fourth Avenue. Reported will make up a list during January for W. & J. Sloane, rugs and carpets, using some newspapers and is again placing orders for Shredded Whole Wheat Company, with newspapers.

PROCTER & COLLIER COMPANY, Cincinnati. Reported will make up lists during January for Ohio Marble Company, using farm papers.

WM. H. RANKIN COMPANY, Chicago. Now handle advertising for Kellogg's Toasted Corn Flake Company.

L. A. SANDLASS, Baltimore. Placing orders for J. Harrison Whitehurst Company, with a selected list of newspapers.

MEDLEY E. SCOVIL, INC., 25 Pine Street. Handling the advertising for American Exporter, Book.

SEHL ADVERTISING AGENCY, Chicago. Placing orders for Calumet Baking Powder Company, with some Western newspapers.

STERLING ADVERTISING SERVICE, 110 West 40th Street. Handling the advertising for Grey & Grey, Ltd.

STEWART-DAVIS ADVERTISING AGENCY, Chicago. Again placing 500-line 3-time orders with newspapers generally for Wm. Wrigley, Jr., Company.

STONETON ADVERTISING AGENCY, Hallowell, Me. Again placing the following accounts: H. P. Clearwater Electrode Company, North Wayne Tool Company, Pope Laboratories, and E. W. Hanks Company.

J. P., STORM, 35 West 39th Street. Placing orders with some Pacific Coast newspapers for Stein & Blaine, Furs.

J. WALTER THOMPSON COMPANY, Chicago. Again placing orders with some Pacific Coast newspapers for Davis Milling Company.

CHARLES H. TOUZALIN AGENCY, Chicago. Making 1,000-l. contracts with some Texas newspapers for Nacma Company, "Sa-Van-Egg."

TRACY-PARRY Co., Philadelphia. Again placing orders for Grove Park Inn with newspapers in selected sections.

VAN HAAGEN ADVERTISING AGENCY, Philadelphia. Placing orders with some New York city newspapers for Fritz & La Rue, Inc., Oriental rugs and carpets.

VANDERHOOF & Co., Marquette Building, Chicago, are placing copy in a list of newspapers for "Buttercup Whole Rice."

Adjusting Mail Subscription Rates

The Indianapolis newspapers, the News, Star, and Times, have increased their mail subscription rates to rural route patrons from \$4 to \$5 per year, in Zones One and Two, reducing, at the same time, their regular subscription rate in the same zones from \$6 to \$5 per year, in order to meet the Government's order that but one mail rate can be maintained in zones where the postage is the same.

Still Adhere to Penny Price

In Des Moines and Milwaukee daily newspapers are still selling on the streets at one cent a copy. In the former city it is said that the Evening Tribune and Capital are quite willing to abandon the penny price, but that the News, owned by the Scripps-McRae interests, refuses to raise the price. The daily Register's street sale price is three cents per copy; Sunday, seven cents. Outside of Des Moines the Register and Tribune sell at three cents for daily; while the Sunday Register is eight cents. Mail rates for daily issues, \$5 per year.

Charles Hartsen, of the advertising staff of the St. Paul Dispatch-Pioneer Press, has been on a successful hunting trip in northern Minnesota.

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

LITERATURE OF THE WAR

**Praise for Philip Gibbs' Correspondence
in The New York Times**

From a letter of an admirer of the great correspondent:
"The inexhaustible fertility, the amazing inspiration of this wonderful man, with heart and brain pressed to the very bosom of poor, battered France and Flanders, recording for the world, in a beautifully lucid, simple style—is one of the outstanding features of the war. As a lover of true literature, the writer has infallibly turned daily to the Philip Gibbs column of *The Times*, always sure of a treat to sheer beauty and unexampled workmanship, combined with an amazing close-up of the great things that stir heart and mind. That the Gibbs correspondence is the finest thing *The Times* or any other journal has ever secured is the sincere opinion of a discriminating grateful reader."

New Orleans States

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

41,267 Daily

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

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

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

VIRGINIA, MINNESOTA,

is the Home of the Largest White Pine Lumber Plant in the World.

**The
Daily Enterprise**

Representative
ROBERT E. WARD
225 Fifth Ave. New York
5 S. Wabash Ave. Chicago

FEWER "ARREARS" AND "OVERS" IN OCTOBER

Trade Commission's Reports Show Further Elimination of Waste Distribution—Some Magazines Still Offending as to Returns

The Federal Trade Commission has issued statistics showing the circulation and advertising statistics of publishers using newsprint and book paper for the month of October, 1918.

The total figures show a slight decrease over September in the percentage of returns, free copies, "overs," and "arrears" of publications using newsprint paper.

Some of the farm publications using newsprint and the foreign-language newspapers show very high percentages of arrears, one of the latter being as high as 83 per cent. Only a very small number of publications showed more than nominal percentages of returns, overs, and unpaid and service copies. These were mostly advertising mediums in the nature of house organs. More column inches of advertising were reported for October than for September, both by newspapers and magazines.

The percentages on the totals of returns, unpaid, and service copies, overs and arrears for publications using book paper were about the same for October as for September.

Some of the individual periodicals and magazines still continue to show high returns. The returns for five well-known weekly magazines averaged more than 21 per cent. The returns for five well-known monthly magazines also averaged more than 21 per cent. The unpaid and service copies of three monthly magazines averaged more than 23 per cent. Only a few periodicals and magazines showed high percentages of arrears, and these were chiefly class, trade, and church publications.

The attention of publishers is called to the fact that the making of monthly reports to the Federal Trade Commission is not affected by the reports required from time to time by other branches of the Government. Carefulness in returning reports to the proper address will expedite the Commission's tabulation and economize time and labor.

CIRCULATING AND ADVERTISING STATISTICS OF PUBLISHERS USING NEWSPRINT PAPER, OCTOBER, 1918.*

Number of publications ...	Daily † cent.		Sun-day cent.		Per Week-ly cent.		Per Month-ly cent.	
	In thousands.	Per cent.	In thousands.	Per cent.	In thousands.	Per cent.	In thousands.	Per cent.
Total copies printed	25,273	100	16,001	100	6,274	100	9,573	100
Total copies returned	125	.5	71	.4	1.4	..	16	.2
Total unpaid and service copies	267	1.0	146	.9	72	1.1	106	1.1
Total "overs"	255	1.0	156	1.0	46	.7	133	1.4
Total copies to subscribers in arrears three months or more	58	.2	17	.1	150	2.4	611	6.4
Average number pages in each publication	12.6	..	31.1	..	12.4	..	23.0	..
Total column inches reading matter ‡	592	50.3	719	53.5	156	72.2	21	53.8
Total column inches advertising ‡	584	49.7	624	46.5	60	27.8	18	46.2

*Representing a total tonnage used of about 108,000 tons.

†Morning and evening editions have been tabulated as separate dailies.

‡Column inches of reading matter and advertising are for 611, dailies, 263 Sunday papers, 146 weeklies, and 29 monthlies.

Canada's Newsprint Export Booms
Canada's exports of pulp paper and pulp wood for the first six months of the country's fiscal year, ended September 30, were valued at \$49,964,000.

To Prepare Newsprint Report for War Industries Board

Publishers Do Not Wish Consumption Regulations Removed Before Feb. 1—Board Would End Them Dec. 15

The War Committee of the A. N. P. A. will meet next Tuesday to consider the changed, and still changing, conditions in the paper situation, and to prepare a report of the newspaper industry as affected by the newsprint situation to lay before the War Industries Board.

The conference comes at a crucial time, since the workmen in the paper mills have served notice upon the manufacturers of a strike beginning December 5 unless certain working conditions and wages are adjusted. When the War Labor Board made its award last June in the controversy between the workmen and the employers, several matters were left unsatisfied. An opinion delivered by the Board since then seems to conflict with the first decision, and the matters treated in it have been pending since. The workmen say now that an immediate settlement must be made or they will walk out in every mill in the country, tying up the entire industry.

Last week the publishers' representatives conferred with Chairman Baruch, of the War Industries Board, with regard to a continuance or withdrawal of the newsprint consumption regulations imposed as a war measure. It was agreed at that conference that the regulations should continue until February 1 next. Now, it is understood, Mr. Baruch asks the publishers to consent to a termination of these conditions on December 15. The publishers are not willing to advance the date so far.

Medal for Editor's Son

Fred Hamilton, son of the editor of the *Rennselaer (Ind.) Republican*, a machine-gunner in the Canadian army, who was wounded in France in September and is now recovering in a London hospital, has received a medal from the Canadian Government for bravery in battle.

"Democracy and Journalism"

George H. Payne is delivering a course of lectures on the co-development of popular government and journalism at the Eastern District High School, Brooklyn.

E. B. PIPER AND E. H. O'HARA HURT WHILE ON TRIP ABROAD

Thrown from Automobile Near Arras—Both Return With Party—Frank P. Glass Went to Brest to Visit Son-in-Law's Grave

"OURS was a most interesting and educative trip," said E. Lansing Ray, general manager of the *St. Louis Globe-Democrat*, to Editor & Publisher, referring to the visit of a party of American editors to Great Britain and the battlefield in France.

The party of which Mr. Ray was a member reached New York last Tuesday aboard the *Balmoral Castle*, having been gone since September 25. Frank P. Glass, however, left the party on November 14, to go to the grave of his son-in-law, who had been a member of the American Expeditionary Force, near Brest.

He was expected here the latter part of this week. A. W. McKay, general manager of the *Salt Lake Tribune*, hastened home about a month ago upon learning of the serious illness of ex-Senator Kearns, of Utah.

Representative Assemblage of Executives

The remainder of the party consisted of H. V. Jones, president of the *Minneapolis Journal*; E. H. Butler, owner, *Buffalo News*; E. W. Barrett, president, *Birmingham (Ala.) Age-Herald*; W. A. Patterson, Western Newspaper Union; Lafayette Young, jr., general manager, *Des Moines Capital*; Edgar B. Piper, editor, *Portland Oregonian*; Col. C. A. Book, president, *Pittsburgh Despatch*; F. R. Kent, managing editor, *Baltimore Sun*, and E. H. O'Hara, general manager, *Syracuse Herald*.

An accident that occurred in France came near depriving the party of two of its members, and resulted in painful injuries.

"We were nearing Arras," said Mr. Ray, "travelling in automobiles. There was a wagon train on the road, going in the same direction, which was supposed to turn out for us. There was some misunderstanding about the number of automobiles in our party, and the driver of one of the army wagons turned back into the road too soon. The car in which Mr. Piper and Mr. O'Hara were riding sideswiped the lorry, the steering gear broke, and the car dashed into a tree. Mr. Piper and Mr. O'Hara were both thrown out, and so seriously injured that they had to be taken to a hospital for treatment. It is probable that Mr. Piper will always bear a scar on his face from one of his wounds. Mr. O'Hara was not so seriously hurt."

Entertained Royally

"In England we were entertained royally by Lord Northcliffe, Cecil Harmsworth, Lord Burnham, and other newspaper owners. We had abundance of opportunities to talk with leading men in England and to see what that country was doing to carry on the war. We were received by the King, too, and spent a most enjoyable day at Sandringham. We had elected Mr. Glass spokesman for the party, and he certainly justified our choice.

"Since we were on the trip to study the war situation we did not examine closely into newspaper affairs and conditions, but we saw enough, even though our observation was more or less superficial, to find out what is the matter with the newspaper business in America.

"The fact is that the British publishers are getting an adequate price for their commodity, and the American publishers are not charging enough for theirs. All British newspapers are cut down in size, of course, but they get more for their product from the dealers than they did before the war, and they charge more for smaller advertising space.

His Income Trebled

"One publisher, whose name I do not feel free to mention, told us that the

year before the war he cleared \$1,000,000. Last year, he said, he cleared three times that sum.

"The publishers there have educated the British public to paying a fair price for the service, and that has placed the newspapers on the same basis as that of any other industry. Whether the same thing can be done in America is another question, but my belief is not only that it can be, but that it must be.

"We were in London the day the armistice was signed. Naturally, the people went wild. No business was done at all; indeed, it was difficult to buy a meal, everybody having gone to the streets to join the demonstration. That was on a Monday, of course. Well, while I understand there was a great time here, London must have outdone New York, because when we left there the following Friday for France, the celebration was still going on, apparently undiminished.

"The return voyage was tranquil, but the trip over was awful. We ran into the worst storm seen for many years off the British coast. That was when the *Otranto*, one of our convoy, collided with another vessel and afterward ran aground on the coast for safety. In the convoy there were between 20,000 and 24,000 American troops. Influenza and pneumonia raged virulently, and a great many of the soldiers died. On our vessel, the *Orentes*, which carried 1,800 troops, there were 27 burials at sea. At one time there were more than 400 down with the illness."

Mr. Ray left Wednesday night for his home in St. Louis.

PULP STOCKS DIMINISHING

Manufacturers Report Output Affected by Shortage of Labor and Water

In their reports to the Federal Trade Commission for the month of October the manufacturers of wood and other kinds of pulp used in paper-making indicate a shortage of stocks on hand, due to curtailed production brought about by labor conditions, lack of water, etc.

Comparison of stocks on hand at the domestic pulp mills at the end of the month indicate that:

Ground wood mill stocks equal about 1 month's output; news grade sulphite mill stocks equal about 1 week's output; bleached sulphite mill stocks equal less than 3 days' output; easy bleaching sulphite mill stocks equal about 4 days' output; mitscherlich sulphite mill stocks equal about 1½ weeks' output; sulphate mill stocks equal about 2 days' output; soda pulp mill stocks equal about 3 days' output; mill stocks of other than wood pulp equal about 6 days' output.

HOLDING UP MORALE OF CARRIER BOYS

W. E. Potter, in Message to Circulators' Convention at Albany, Describes Welfare Work for Newsboys as Carried Out by His Newspaper

By WILLIAM E. POTTER, Circulation Manager Manchester Union-Leader.

The proper handling of newsboys and carriers requires nothing more than common-sense and good judgment. Too many publishers, and I am sorry to say some circulation managers, weigh the value of a newsboy too lightly. It makes no difference whether the boy is a carrier or a street seller—he is of just as much consequence in your organization as you are, Mr. Publisher, or you, Mr. Circulation Manager.

What are you doing for your boys? Are you letting them worry along by themselves? Do you take the reports handed to you by your assistant, city circulator, or some one else, read them, stick them away in your file and forget all about the boys until the next reports come along? If you are doing this you are omitting from your daily schedule of obligations to your publisher one of the most important duties you are pledged to perform for him, and a duty from which you will personally derive the greatest amount of pleasure.

When I was a newsboy in Boston, twenty-five years ago, I had a most excellent opportunity to know and feel the need of a friend in the newspaper offices. You may be sure I did not find many among the circulation managers for a reason which I understand now.

Competition was not as strong then as now—advertising rates were low—foreign advertising had not developed to the high standard of efficiency which now prevails.

I make it my personal business to be on the street or in the mailing-room on every edition, unless, of course, I am obliged to be out of town on other business. I try to memorize every boy's name or nickname, as the case may be. I find out something about him. If he has sickness in the family, I make it a point to inquire how the folks are—if he is getting along and is thinking of giving up the papers and wants to get a job, I try and place him. If he is inclined to be a roughneck, I try and find a soft spot in his make-up and discourage him in that direction. If he is a boy that has not had, or is not getting, education I see to it that he gets what he wants to read—get him to take out a card in the public library—discourage him from playing truant from school.

Five years ago we organized a newsboys' club. We held regular meetings in our mailing-room—no seats to sit on but the mailing benches, piles of paper, mail sacks, etc. The only requisite for membership was that a boy must either sell papers at retail on the street or deliver papers for this office to regular subscribers. The membership of this organization steadily grew until the organization outgrew the mailing-room, and opportunity for future development presented itself so strongly that I prevailed on my publishers the necessity of more convenient quarters. To-day we have a regular newsboys' clubhouse, with every necessary appointment—hardwood floors, electric lights, toilets, bubbles, blackboards, chairs, tables, and a circulating library just started. We have a campaign planned for this winter to have professional men talk to the boys at their meetings, on subjects such

as the care of health, teeth, eyes, etc. We also have an established employment agency for the boys. We furnish boys for special work Saturdays or any time that will not conflict with their duties selling or distributing papers.

My boys all know me and call me by my first name. I call them by their first name. They are no better than I, and I am no better than they. They make for my success, I make for theirs. They come to me with all their troubles, and I give them the best advice I can. In over 300 boys, I don't believe we have over two cigarette smokers. We teach the boys courtesy and how to properly sell and deliver a paper. At the regular meetings the boys are taught how to conduct a meeting themselves.

Knowing as I do of the wonderful newsboys' organization that our Brother Taylor has in Grand Rapids, I must extend my apologies to him for a number of features I have established at the Union-Leader Boys' Club.

AVOID ECONOMY WHICH IMPAIRS SERVICE

A. W. Cockerill Tells Circulators Where to Draw Line Between Conservation and Mere Curtailment of Expense—Get Worth of Every Dollar

Alfred W. Cockerill, circulation manager of the Utica (N. Y.) Press, addressed the Albany convention of circulation managers on the matter of economy in supplies and distribution of newspapers.

"The best definition I know for economy is: 'The least expenditure of means to attain the desired end,'" he said.

"As applied to the supplies and distribution of newspapers it would seem to me that true economy may be enforced only in so far as it does not cripple or interfere with the service.

"The biggest item in the supplies for the mail-room is the wrapping paper. It is false economy to buy a cheap grade of paper. Use paper as light as possible to fill requirements, for there is no necessity of paper stronger than sufficient to carry the load. Wrappers of quality are laid out quicker, easier, and in far better form than those of cheaper grade, and when the press starts, the time gained and labor saved in wrapping bundles in quality wrappers far more than offset what little might be saved by using odd ends. However, left-overs and spoiled papers may be used as liners and the saving is considerable. Mail clerks must practice judgment in the use of wrappers. Papers should be cut in several sizes and only a wrapper of size sufficient to carry a certain bundle should be used. Not nearly as large a wrapper is required to sustain the resistance of a bundle of five papers as is required for one of ten, and the same rule applies to larger bundles.

"Twine is another important item, and if we cut down on the use of twine we are forced to use stronger wrappers, so nothing is gained by that experiment. There is a great saving, however, in the use of tie ropes, which may be returned to the office and used day after day for months at small cost, and at a saving in time and labor, as they can be tied more easily and quickly than ordinary twine. The indications are that Kraft paper and jute twine are both apt to be cheaper in the near future. Previous to the war much of the Kraft paper was imported from Sweden, and all the fibre for jute twine was imported from In-

dia. The war being over, boats should soon be available to import these commodities.

Care of Mailing-Machines Is Important

"Much importance should be attached to mailing machines and considerable can be saved by watching them carefully. See to it that none are discarded or laid aside in disuse because of some small breakage or defect. Keep them in repair. New parts are not expensive, and ordinary repairs, including the re-adjustment and grinding of blades, may be done in our own plant or in a nearby shop at nominal cost. By watching out for the minor repairs, we may always have on hand extra machines complete and ready for instant use as the occasion may require.

"We have standing type galleys of all labels, which are used on bundles in the mail-room. These are set by lino-type in 30-point Gothic condensed. This type is of such size that it permits of uniform labels and is large enough to be easily read by distributing clerks and employees of the Post Office Department. By having this type all standing in our office it enables us to make corrections as often as desired. It requires only a few minutes for the printer to make the corrections and a boy can run the proof press at minimum cost.

"At the present scarcity and high cost of labor, the greatest economy of all is the saving of human energy. Cut out all unnecessary memoranda and all expensive details that have no direct bearing one way or another on the increase or decrease of business, or on the distribution of papers, but are maintained simply to satisfy the curiosity of the circulation manager or some one higher up.

"Save as far as possible the middleman's profit. The trained organization of the circulation department is, as a rule, more capable of promoting business and looking after the details connected with the distribution of the papers than the average newsdealer, who often demands certain concessions of the publisher for the privilege of making 100 per cent. profit on his product. Aim to make the distribution as nearly direct as possible, cutting out wherever practicable the independent newsdealer, for by so doing the control of the distribution is centralized and there is less chance of the shifting of responsibility, which is, perhaps, the biggest weakness in any system.

"Too much economy is a poor investment. The dollar should not be held so close to the eye as to obstruct the vision of a gain of one thousand or even of a dozen in circulation. That same dollar might turn the trick—so do not save it, but invest it."

OUTSIDE CIRCULATION A COMPLEX PROBLEM

Roy C. Webster Describes to Circulators Methods Used by Hartford Courant in Developing Morning and Sunday Distribution

Roy C. Webster, of the Hartford Courant, addressed the New York and New England circulators at their Albany convention on the subject of building outside circulation on morning and Sunday papers.

"With the impetus given to newspaper circulation since the outbreak of the war, every circulation manager having a first-class newspaper behind him to start with has probably had the oppor-

tunity of his lifetime to place his paper well to the front, even over the top, in his field, both as to permanent increase and reputation," Mr. Webster said.

"Allow me to be egotistical enough to state that we have the advantage of starting off with the requisite mentioned, a good paper, the best in New England, barring, of course, the papers represented in this convention.

"The next requisite, good service, is absolutely necessary, for without it all other efforts are partially wasted.

"In the city we have resorted to auto service exclusively, due to trolley troubles. We are using the trolleys and trains on daily delivery (through necessity) in the suburban and country territory, and have fairly good service.

"On the Sunday edition, however, we depend principally upon auto service, which has been found absolutely necessary during the past year, on account of poor Sunday morning accommodations by train and trolley. We run south forty miles, east thirty miles, northwest five miles, and west twenty miles, connecting at these terminals with trains or trolleys for more distant points. We are thus able to cover nearly our entire field of practically two-thirds of the State at a satisfactory hour.

"We extend our service wherever possible not only to the city or town, the dealer and carrier, but the home, through the carriers and special mail service of the first R. F. D. delivery, thus insuring morning delivery to many distant points. With few exceptions we are able to cover every town in our field on the early morning delivery and R. F. D. route, and our field extends to all but two counties (and to these in the summer season). In the centres, no matter how small, we endeavor to secure carrier delivery, and this has been made possible to a much greater extent since the war.

"The carrier problem has been and is still with us, and in a few cases we have resorted to girls, especially as substitutes in families where the boys have secured other work. It looks as though this substituting will have to be extended during the remainder of the war.

"We handle our distribution differently from many papers. We place our larger centres, wherever possible, under office-controlled agencies, persons who look after and handle our paper alone, daily and Sunday, distributing to carriers and dealers at the wholesale price. We have two exceptions on the Sunday and one on the daily to this rule, and these will eventually come under our own control when the conditions warrant. In the smaller places we handle the dealer and carrier direct. For distributing and being responsible for the accounts we allow 10 per cent. commission, with the usual 2 per cent. for cash; this latter discount is often passed along to the dealer or carrier by the agent. We have made no return allowance for three years, except for late deliveries.

"In the larger cities or towns we secure wherever possible a representative who acts as our local reporter or correspondent.

"In our larger centres a stated salary is paid for the reporting and the commission allowed on handling the papers gives a fair salary for a man's time.

"We also endeavor to organize independent routes, duplicating deliveries where possible to create competition, but in the main where we can cover a field thoroughly between 5:30 and 6:30 A. M. once, we have accomplished about all we can and confine our efforts to giving the best possible service by holding to sectional deliveries."

Covering Indiana

The Muncie Star has approximately three times the circulation of any other paper in Muncie.

The Terre Haute Star has a greater circulation than any other paper in Terre Haute.

The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper. (The Daily Star has a circulation of approximately 90,000.)

These three papers, comprising The Star League, offer the most effective and economical method of covering the Indiana market.

Combination rate of 15 cents daily and 17 cents Sunday is allowed, provided the advertiser uses equal run of copy within twelve months.

Special Representatives

Kelly-Smith Co. John Glass
220 Fifth Avenue Peoples Gas Building
New York City Chicago
R. J. Bidwell Co.
724 Market Street, San Francisco

A Big Circulation

More than doubled in 5 years

Des Moines Register and Tribune

U. S. P. O. REPORTS

Year	Circulation
1913	51,964
1914	64,994
1915	70,256
1916	80,413
1917	92,760
1918	118,180

The PITTSBURG PRESS

Has the **LARGEST** Daily and Sunday CIRCULATION IN PITTSBURG

Member A.B.C.

Foreign Advertising Representatives:
I. A. KILBEN, JOHN GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York 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 Lytton Building
NEW YORK CHICAGO

The Morning Record

is THE ONLY

Meriden, Conn.

Newspaper member of the A. B. C.

Has over

35% more Circulation proved than other local paper claims.

FROM THE PRESIDENT OF THE I. C. M. A.

J. R. TAYLOR, president of the I. C. M. A., and also business manager of the Grand Rapids Press, says:

"Permit me at this time to congratulate you on the splendid paper which you are getting out. There was a time when, frankly, it was hard to get interested in some of the trade papers, but the EDITOR & PUBLISHER at this time is so brilliantly edited with up-to-the-minute interesting news that any newspaper man who is not receiving it and reading it very carefully is surely missing a great deal. All of the problems concerning the price and supply of paper, the action of the War Industries Board, etc., etc., make the EDITOR & PUBLISHER to-day necessary."

COULD DISCUSS ALL HELP CARRIER BOYS PHASES OF WORK EARN MORE MONEY

Large Number of Delegates at Albany Meeting of Circulation Managers Made it Possible to Cover Every Angle of Business

Appreciation of the value of getting together for discussion of the various phases of their work was indicated by the large attendance at the joint meeting of the New York and the New England Circulation Managers at Albany. It was remarked in the corridors of the Ten Eyck Hotel, where the convention was held, that the whole field could be gone over in the convention and in the personal conversations that occurred during intervals, because of the great number of managers present. The delegates were:

New York State

J. M. Annenberg, R. D. M. Decker and J. W. O'Connor, Knickerbocker Press; C. H. Condon, Watertown Times; E. W. Van Dusen, Schenectady Gazette; W. C. Hixon, Syracuse Post-Standard; John O. Taft, Binghamton Republican-Herald; James McKernan, New York World; Martin A. Miner, Utica Observer; William M. Henry, New York American; Frank McDuff, Albany Times-Union; A. W. Cockerill, Utica Press; Frank L. Frugone, New York Bolletino Della Sera; G. M. Therien, Buffalo News; C. E. Blewer, Binghamton Press; D. W. Tanner, Utica Herald-Dispatch; M. J. Burke, Brooklyn Eagle; Victor Ryberg, New York Telegraph; Victor Ridder, publisher, William Hoffman, New Yorker Staats-Zeitung; Fenton Dowling, Editor & Publisher; Glen England, Johnstown Leader and Republican; Harry Cohen, Albany Argus; Ralph B. Goble, Lockport Union-Sun-Journal; L. F. Curtwright, Glens Falls Post-Standard; Richard Barrett, New York World.

New England

George H. Reynolds, New Bedford Standard; Edward Gans, John W. Duffy, Fall River Herald; T. E. Johnson, Taunton Gazette; Benjamin Madowsky, Fall River Globe; R. C. Webster, Hartford Courant; C. M. Schofield, Worcester Gazette; D. T. Williams, North Adams Transcript; C. W. Palmer, Woonsocket Call; Louis T. Ready, New Haven Register.

Ernest M. Scholz, Crowell Publishing Company, New York; James L. Henderson, Montreal Gazette; W. L. Argue, Toronto Star; A. F. Naufftus, American News Vendor Corporation, New York; Fred Schoup, Cox Multi Mailer, New York; F. P. Blair, Blair & Austin, Louisville, Ky.; Adolph Picard, wholesale newsdealer, Albany.

W. J. Cram, Albany Knickerbocker Press; Vernon Bailey, Gloversville Leader-Republican; Louis T. Ready, New Haven Register.

C. E. Blewer Opposes Use of Premiums in Securing Renewals and New Business—Says Efforts Should Centre on Work of Route Boys

C. E. Blewer, of the Binghamton Press, addressed the joint convention of New York and New England Circulation Managers at Albany, on the practice of giving prizes to carriers and newsboys.

"In most cases the practice by certain publications of giving premiums for renewals and new circulation, especially to a subscriber that receives his paper by carrier, is past," said Mr. Blewer.

"We have found that when we give a premium for new subscriptions alone, the regular subscribers who have always stood by us feel that they are neglected, inasmuch as we are giving their neighbor a premium to take our paper for a short time, and we do not give them one.

"We have, on several occasions, offered prizes to our carrier boys if they would make a certain gain in their route within a definite time, and they have been very successful. But one has to watch the carrier when this method is used, for after the contest is over and the prizes are given out, he often loses his enthusiasm and gets careless with his deliveries and collections. He forgets that he must give good service to retain his new subscriptions. He will lose a certain per cent. of his customers, get discouraged, and soon give up his route. The boy is a wonderful proposition, and when properly advised and shown what he should do, and what you want him to do, his value to the circulation department of a daily newspaper is unlimited.

"How to keep your carrier interested in his work is an important matter and requires careful attention. Be sure to show him that he will earn more by building up his route. The better he delivers his papers, the better the subscriber will stand by him. The boy should be made to realize that he is an important factor in your business. Which he is.

"On October 1, 1918, the Binghamton Press Company advanced their subscription rates from two to three cents a copy at the news stands and from the street sales boys, and from 12 cents per week to 15 cents per week by carrier. Our city circulation consists of 10,000 copies delivered by carrier, 3,500 to dealers, and an average of about 2,000 to sales boys daily. We expected to lose an average of about 1,500 daily, but we did not. The drop for the first and second weeks of October averaged but 48 copies daily.

"I firmly believe that if you have any money to spend, for circulation promotion, that you will get better and more permanent results by sharing with the carrier than in any other way."

Many newspaper publishers and editors ask for syndicate prices on "Little Stories for Bedtime," by T. W. Burgess.

This feature is not syndicated. It is one of many features in "the essential service" issued by The Associated Newspapers only to its members. The A. N. now comprises fifty leading newspapers in the United States and Canada.

If your city is not now covered you may secure all information from

The Associated Newspapers
170 Broadway New York

The Evening Star

"One Edition Daily"

2 cents

There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included. Net A.B.C. Circulation 2 Cent Basis March 1st, 1918—98,714

Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL

225 Fifth Avenue New York

Why Does The Detroit Free Press

"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper?

BECAUSE

The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers on Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg. New York City

THROUGH THE CLASSIFIED COLUMNS

of EDITOR & PUBLISHER you may sell that second-hand equipment—press, linotype, mauler, anything used in the production of a newspaper. Mechanical equipment which is still useful is marketable—and a classified ad will find the market for you.

SITUATIONS WANTED

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

Attention Publishers and Business Managers

The International Circulation Managers' Association has a membership of nearly 500. Among the members are several very competent men who are seeking a change to a larger field, and a few of them temporarily out of employment. The association would like to have publishers or business managers correspond with the General Welfare Committee. We know they will find this an excellent way to secure good men. Address J. M. Annenberg, Chairman, Post Office Box 58, Schenectady, N. Y.

Solicitor—Copy Man

Advertising solicitor on New England evening paper. Must be able to write fair copy. Good salary and chance to advance. Address I, 1009, care Editor & Publisher.

Experienced Managing Editor

just graduated from officers' training school as second lieutenant, is about to return to civil life, and will be open for proposition from paper in Southern city of 75,000 or more. Fifteen years' experience. Highest recommendations. Would prefer paper which badly needs rebuilding and reorganization. Am married, sober, healthy, thirty-six years of age. Ready for engagement about December 15. Address I, 1010, care of Editor & Publisher.

Correspondent to Europe

Young man, twelve years' experience in Canadian journalism, now editor of a live evening newspaper, wishes to engage with either a Canadian or American journal or syndicate to go to Europe as correspondent during the days of reconstruction. If you want to increase circulation, here's your chance. State your proposition first letter. Address I, 1011, care of The Editor & Publisher.

Capable Newspaper Executive

now employed as general manager of successful newspaper, desires connection in larger field. Would like to correspond with publisher needing a general or business manager. No city under seventy-five thousand considered. Knows the business from all angles and is able to conduct your business efficiently and along profit-producing lines. Best references as to ability is success in present position. Age thirty-five, married, neat appearance, good mixer and able to represent publisher under all conditions. Address I, 1013, care Editor & Publisher.

Circulation Manager

We have an opening for a competent circulation manager who will consider future prospects as much as present salary. Must be live wire with ability to reorganize circulation department and get results. Give age, experience, and salary expected to start in first letter. Address I, 1014, care Editor & Publisher.

Reporter

Active newspaperman with four years' experience as reporter and special article writer on New York daily, desires position on metropolitan paper. Knowledge of Russian and Yiddish. Excellent references. Salary \$30.

All-Round Newspaper Man

Is there an opening for an all-round newspaper man, who is a versatile writer of advertising copy and a designer of lay-outs that compel sales? Has had wide experience in publicity work and direction of national advertising campaigns. Could take charge of a magazine, trade journal, or house organ requiring new life and ideas. Willing to accept moderate salary and have further increase entirely dependent upon results. Address A, 501, care Editor & Publisher.

Press Photographer

Press photographer now employed, wishes permanent position on live paper. Go anywhere, but prefer South. Best of reference. Address A, 502, care of Editor & Publisher.

Magazine Editor

Now that the war is over, I intend to resume my rightful place at not less than \$3,000 a year. What I have done is the best recommendation as to what I can do. At present in a minor position. Address A, 504, care Editor & Publisher.

Accountant and Auditor

twelve years with large Eastern city daily and Sunday newspaper desires to make change. Married; age thirty-one; experienced in advertising, circulation, manufacturing and general newspaper accounting. Best references. Address I, 999, care Editor and Publisher.

Newspaperman

with all round experience, particularly strong on desk work and in executive positions, desires to change by January 1. Can come earlier. Best of references. State salary. Address I, 993, care of Editor and Publisher.

Circulation Manager

Knows how to go after and handle circulation in large and small cities; a thoroughly experienced worker and executive; a specialist in organization and promotion work, desires a connection with a newspaper in a good field. Address I, 996, care Editor & Publisher.

Editor-Manager

Man who successfully established a daily paper in New England city, having sold business, desires position as manager or managing editor of newspaper or periodical. Can make an A1 journal, attractive in form, interesting and accurate in news, strong in editorials. Exceptional references as to character, training, and ability. Age thirty-seven. Salary, \$4,000. Address A, 505, care of Editor & Publisher.

Advertising Manager

Thirty-three years old, now employed, married, draft exempt; twelve years' successful newspaper advertising experience, writer of result-producing copy and a real salesman, desires position on eastern paper in city of 30,000 upwards. Both large and small city experience. Highest class references, \$45 a week to start. Address I, 989, care The Editor and Publisher.

Miss Phillips Made Sunday Editor

Succeeding Robert M. Blood as Sunday editor of the Syracuse (N. Y.) Post-Standard, Miss Mildred Phillips, a Syracuse University girl, is the first woman to replace a man on the staffs of the newspapers in Syracuse. Miss Phillips has had two years' experience in publicity work and has done some special writing for the Post-Standard.

HELP WANTED

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

WANTED— Managing Editor

One of the largest, most important, and progressive daily newspapers (morning) of the Southwest is seeking a man broad enough of experience to assume commanding charge as managing editor and large enough of calibre to properly represent the ideas and ideals of the owner. Something beyond ability as an editorial writer desired. Apply by letter only stating qualifications, experience, and mention salary accustomed to. The position is permanent, and it will be profitable to the man selected. Address Box A, 503, Editor & Publisher.

Circulation Manager

Mr. Publisher of afternoon daily, the war is about over; do you wish to recoup your circulation? If so I am ready to do the work for you; have been eighteen years in the game. Address A, 500, care Editor & Publisher.

Wanted

Returned soldier, advertising solicitor. Permanent. Give full particulars, experience, salary wanted, etc. Mitchell Daily Republican. Morning, evening, and Sunday. Mitchell, South Dakota.

FOR SALE

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

For Sale at a Sacrifice

20 Mergenthaler Linotypes—Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice. FANTUS BROTHERS, 525 SOUTH DEARBORN STREET, CHICAGO.

For Sale

One Auto Press in perfect condition. Size 14x20. Model C. C. Write to Fred J. Kern, Publisher News-Democrat, Belleville, Ill.

Wm. Travers Jerome Named As Bennett Trustee

To Represent Sister of Late Publisher Under Will of James Gordon Bennett the Elder

William Travers Jerome, former District Attorney of New York County, has been appointed a trustee, in succession to the late James Gordon Bennett, of the estate of James Gordon Bennett the elder, founder of the New York Herald. The appointment was made on the application of Mrs. Jeannette Bennett Bell, widow of Isaac Bell, and sister of Mr. Bennett, whose death occurred at his villa at Beaulieu, France, on May 14 last.

By the will of the elder Bennett, his estate was divided equally between his son and daughter, Mrs. Bell to have the use of the income from her half during her lifetime, the principal to revert to her children. Mrs. Bell is now living in Surrey, England. The amount of the trust is estimated at between \$600,000 and \$700,000. Up to the time of her brother's death Mrs. Bell is said to have been in receipt of an annual income of \$40,000.

In his own will Mr. Bennett gave to his sister \$50,000, making no further provision for her, but stating that "she is already amply provided for." To each of her three children he gave annuities.

\$20,000 cash or less

will be used in purchase of a daily newspaper property. Location must be within 300 miles of Chicago, Ill. Proposition R.T.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue New York

18% Net

On account of death, the only daily newspaper in a manufacturing city of 15,000 population, about four hours from New York, can be bought at a price that will show 18% for investment and services under present net earnings. This newspaper has never had an advertising or subscription solicitor. Its business can be largely increased by modern methods. \$20,000 cash necessary for first payment.

HARWELL & CANNON

Newspaper & Magazine Properties,
TIMES BUILDING, NEW YORK, N. Y.

Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager
37 WEST 39TH ST., New York

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

FOR SALE

DUPLEX 12-Page Flat Bed NEWSPAPER PRINTING AND FOLDING MACHINE

Prints and folds a seven-column 4-6-8-10-or 12-page paper to 1/2 or 3/4 page size at 4,500 per hour. A good press at a reasonable price.

WALTER SCOTT & COMPANY PLAINFIELD, NEW JERSEY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., New York City.

Established a Quarter of a Century.

Dine Thirty Enlisted Men

A Victory Thanksgiving dinner was given to thirty enlisted men at noon Thursday in the New York World Restaurant, in the dome of the Pulitzer Building, by members of the World Chapel and their friends.

You MUST Use the
**LOS ANGELES
EXAMINER**
to cover the GREAT SOUTHWEST
Sunday Circulation **150,000**
MORE THAN
Member A. B. C.

U. S. P. O. REPORT

For the period ending Oct. 1, 1918

The New Orleans Item

Daily70,964
Sunday90,242
Average73,703

Foreign representatives
THE JOHN BUDD COMPANY
New York Chicago St. Louis

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Dealer Influence

See what we are doing to push advertised goods. Write for a copy of

The Link

A business publication mailed to Boston dealers by the
Merchandising Service Department of the

Boston American

FOR SALE

A Scott Press with stereotype equipment; 5 linotype models, 2, 4 and 5. The property was owned by the Lynn News Company, recently taken over by the Lynn Telegram. Also Keystone Type Equipment and many fonts of the latest display type. Apply,

LYNN TELEGRAM-NEWS
LYNN, MASS.

Hemstreet's
PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

WHEN THEY COME HOME

(Continued from page 18.)

destroyed must be put back, in some form or other. And America has working clothes on this minute.

"Competition is going to be pretty hot. And it will be just as torrid, too, for the small town merchant as for the big manufacturer, competing with multitudinous markets. If I am a druggist, like Bell, then it will be necessary for me to pry my eyes open with tooth-picks. The drug store across the street will suddenly blossom out with a shop full of innovations that I never knew existed. Or a syndicate will think up a new chain-store scheme, or the mail-order man will devise a better plan than ever for selling leaders via catalogue.

"The one way to be sure is to Advertise. For concerns that advertise are compelled to keep abreast of the times in order TO advertise. It goes with the very fundamental of Advertising.

"But for one week, let's make up our minds to be more interested in landing accounts from the prospects that have never used our medium before. The wrong way to do it is to breeze in with a handshake and a smile and a 'Good morning, will you please advertise in our paper?' The right way is to take them in something so good, so sensible, so timely, and so attractive that they simply can't say 'No.'"

(Editor's Note)—This department will answer all stamped queries relative to advertising problems and will provide rough pencil suggestions to elaborate pictorial possibilities on any theme. The stories are intended to be of constructive help to the advertising departments of newspapers. But we will go further—we will advise you in the matter of personal problems related to your own community.

FATHER OF POINT SYSTEM DIES

John Marder Was Long Identified with Type-Making Industry

John Marder, one of the organizers of the American Type Founders Company, and an old-time printer who introduced the point system of manufacturing type, died last week at his home in Palisades, N. J.

Mr. Marder was born in Ohio in 1835 and, after having learned his trade, worked in many places in the Middle West until 1860, when he became a partner in the Chicago Type Foundry. He was Western manager of the American concern from its inception until 1908, when he retired. He is survived by his wife, two sons, and two daughters.

OBITUARY NOTES

RAYMOND MANNING, police reporter for the Chicago Daily News, who left last March to join a United States infantry regiment and later enter an officers' training school in Texas, died of pneumonia at Waco, Tex., about a week ago. He was twenty-three years old; was a graduate of the City News Bureau, formerly was a member of the old Chicago Herald staff, and had been on the police run for the Daily News for the past six or seven months. His brother, Clement Manning—formerly with the editorial department of the Chicago Herald and Examiner—now is with the A. E. F. in France.

C. RAY STEPHENSON, correspondent for the International News Service at Cleveland, O., died on Saturday last of influenza, contracted while visiting his wife, who was abed in a hospital with

the disease at the time. She recovered sufficiently enough to nurse him until the end. Mr. Stephenson would have reached his thirty-fifth year had he lived one day longer. Before connecting with the I. N. S., he was associated with the Chicago and other offices of the Associated Press and a number of metropolitan newspapers.

WILLIAM BARKER, seventy-nine years place advertising for Farwell & Rhines, until his retirement in 1915, died from heart disease in his home in Mount Vernon, N. Y. He went with the New York Tribune in 1863.

EX-GOVERNOR W. D. HOARD, of Wisconsin, publisher of the Union and Hoard's Dairyman, died at his home in Fort Atkinson, November 22, after a long illness. He had long been regarded as the foremost authority in the country on dairying problems. Since 1911 he had been in personal charge of his publications.

W. DUFF PIERCY, editor of the Mount Vernon (Ill.) News, died from pneumonia following Spanish influenza.

FRANCIS F. HUMMEL, editor of the Dover (N. J.) Index, is dead after a lingering illness. He was sixty-seven years old, and for more than forty-three years had been editor and publisher of the Index. He was one of the founders of the paper. He was born at Mauch Chunk, Pa.

JAMES F. MELTON, publisher of the Greentown (Ind.) Gem, was sawing wood with a crosscut saw for exercise when he suddenly straightened up and dropped dead with apoplexy. He was sixty-three years old.

CHARLES J. VAN VALKENBURGH, editor of the Laurel (Ind.) Review, died on November 16 of pneumonia, following influenza.

GEORGE D. GOODHUE, founder of the Oregon Poultry Journal, died November 12 in Portland, Ore.

TO USE PAID DISPLAY SPACE

Oregon Business Men Adopt Modern Methods in Promoting Home Industries

PORTLAND, Ore., November 23.—The advantages and desirability of using products manufactured in Oregon will be set forth in an elaborate advertising campaign to be conducted within the State by the Home Industry League. In the past the movement to interest the public in made-in-Oregon goods has been confined chiefly to the news columns of the papers, and the press has been constantly besieged to give free space to this propaganda. Now the manufacturers have adopted the obviously correct viewpoint that the right way to undertake a campaign of this kind is through the use of paid display space.

The Home Industry League will insert its advertisements in twenty newspapers published in the chief cities of Oregon, and including seven Portland publications. These advertisements will be carried for one year. There will be a change of copy in all publications each time an advertisement appears.

May Be Secretary to Governor

Edward Staats Luther, political writer on the New York Telegraph and former Albany newspaper man, is being mentioned as the probable appointee as secretary to Gov.-elect Alfred E. Smith. Mr. Luther has been prominent in Democratic politics for some time, and is a close political friend and confidant of Mayor Hylan, of New York.

Bolshevik Editor Sentenced

Michael Charitinoff, of Winnipeg, editor of the banned Russian paper "The Working People," who pleaded guilty to a charge of sedition, has been sentenced to three years in the penitentiary, together with a \$1,000 fine.

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

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

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

Publishers' Representative

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

Every Editor will this year want our

CHRISTMAS AND
REVIEW of the YEAR
CARTOONS

By W. Chas. Tanner and
Wood Cowan

ORDER NOW, without waiting to see proofs, and we'll send mats on approval, crediting if not entirely satisfactory in every way.

The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

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 forthcoming star features by Frank H. Simonds, John L. Balderston and Montague Glass.
120 West 32nd Street, New York

TODAY'S
HOUSEWIFE

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

GEORGE A. McCLELLAN
President

The
Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia



The Wheels of Trade and Transportation are Moving Smoothly in Ohio

EVER first to reflect and adjust itself to changed conditions, Ohio will rapidly get back to normal—but normal now-a-days will never be as pre-war days.

The wise National Advertiser is going to dig in NOW and entrench—develop with the changed conditions and consolidate his business lines as he moves forward. He will then be in a position to reap the results of his foresight when the tremendous expansion which is now in sight takes place.

Profitable business may be developed in Ohio NOW—manufacturers with vision will think of “Ohio first” as an intensive area of population and prosperity where advertising results are assured.

The daily newspapers shown below should be included in every advertising plan to cover the State. They are published in the important merchandising centers and their influence and selling force radiate to the rural districts so that they thoroughly cover the State.

	Circulation	2,500 lines	2,500 lines		Circulation	lines	lines
Akron Beacon-Journal (E)	32,807	.04	.04	Dayton News (E)	36,652	.055	.055
Akron Times	21,517	.03	.03	Dayton News (S)	28,216	.035	.035
Athens Daily Messenger	8,115	.0175	.0175	Lima Daily News (E&S)	11,710	.0265	.0207
Canton News (E)	13,636	.03	.03	Lima Republican Gazette . (M&S)	10,008	.0143	.0143
Canton News	9,571	.03	.03	Marion Daily Star (E)	9,664	.02	.02
Chillicothe News-Advertiser	3,055	.00714	.00857	Newark American-Tribune . (E)	6,380	.0128	.0128
Cincinnati Enquirer, 5c (M&S)	55,504	.12	.12	Piqua Daily Call (E)	4,010	.0115	.0115
*Cleveland News (E)	134,461	.19	.19	Portsmouth Daily Times . . . (E)	11,818	.02	.02
*Cleveland News-Leader (S)	142,425	.19	.19	Springfield News (E&S)	13,550	.025	.025
Cleveland Plain Dealer (M)	182,552	.24	.24	Toledo Blade (E)	81,897	.13	.11
Cleveland Plain Dealer (S)	205,825	.27	.27	Youngstown Telegram (E)	21,735	.05	.05
Columbus Dispatch (E)	81,656	.115	.105	Youngstown Vindicator (E)	23,685	.05	.05
Columbus Dispatch (S)	71,164	.115	.105	Youngstown Vindicator (S)	19,065	.05	.05
Columbus (O.) State Journal (M)	54,195	.10	.09	Zanesville Signal (E)	11,809	.02	.02
Columbus (O.) State Journal (S)							

*A. B. C. statement, average 18 months, ending April 1, 1918.

Government statements October 1, 1918.

"After the War" Is Here

American Industry Is Now Up Against
Its Most Serious Problems and
Greatest Opportunities.

It must be protected from the inrush of the product
of cheap labor.

It must through newspaper advertising find markets
for vastly increased production.

It must in many instances apply the "Ford Idea"
of quantity production at small unit profit.

It must establish new outside markets for production
beyond home demand.

It must with banking co-operation open up the
world's markets for American products.

It must give American Labor a fair reward, even
to the equivalent of profit sharing.

*Every solid, worth-while newspaper will be found
ready and willing to help produce the greatest
era of prosperity our country has ever seen.*

NOW OVER
200,000

THE NEW YORK GLOBE

MEMBER
A. B. C.

JASON ROGERS, Publisher

