

L155*
ER3
V.52



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America
1884 1919

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

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

NEW YORK, THURSDAY, AUGUST 7, 1919

Vol. 52, No. 10

OHIO STATE
UNIVERSITY

AUG 1 11919
LIBRARY

CLEAN "MEDICAL" COPY PUTS TRIBUNE AHEAD

For years The Chicago Tribune has trailed other Chicago papers in "medical" lineage. Year after year it ranked fifth or sixth in this classification, although first in almost all others.

Recently, however, the situation has been changing. Worthy "medical" copy is increasing more rapidly than "quack" stuff. Although The Chicago Tribune's rigid censorship has been in no way relaxed, The Tribune ranked first in "medical" advertising in June and July, 1919. The total "medical" lineage in all Chicago papers for the two months was as follows: Tribune, 90,190; American, 78,758; Journal, 76,739; Herald-Examiner, 72,412; News, 30,333; Post, 12,719.

Note that of the following fifteen leading "medical" advertisers in the Chicago Tribune in June not one offers an internal remedy:

- | | |
|-------------------------------|----------------------|
| <i>Marinello</i> | <i>Nestle's Food</i> |
| <i>Djer Kiss</i> | <i>Cutex</i> |
| <i>K. D. X.</i> | <i>Freezone</i> |
| <i>Scholl Foot Appliances</i> | <i>Pompeian</i> |
| <i>Pepsodent</i> | <i>Lysol</i> |
| <i>Cadum</i> | <i>Pebeco</i> |
| <i>Resinol</i> | <i>Tiz</i> |
| <i>Mulsified Coconut Oil</i> | |

All but three of the above placed more advertising in The Chicago Tribune than in any other Chicago paper during June.

"Toilet preparations" would be a better title than the outworn name "medical" for the above type of advertiser.

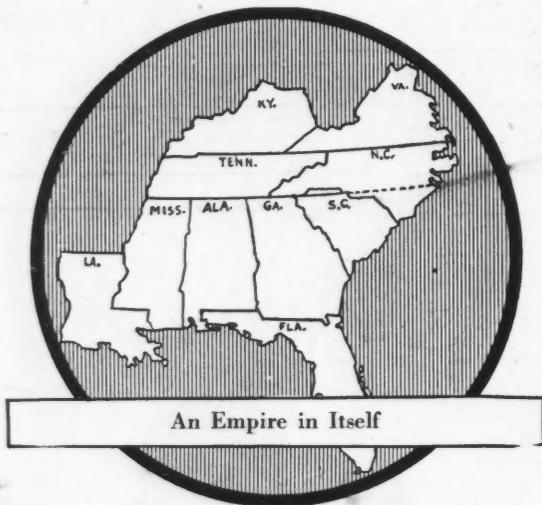
In June, 1919, The Chicago Tribune carried 90% more local display and 145% more foreign display than in June, 1918. The second Chicago paper carried a total increase, both local and foreign, of only 65%.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Chicago Tribune's 1919 BOOK OF FACTS on Markets and Merchandising will be sent free to any publisher or selling organization if requested on business stationery.

The South—An Empire of Vast Importance



Four ways of looking at the South as a market for goods. First—Area and population. Room enough to work in, people enough to make it worth while. An empire in itself. Second—Retail distribution. Figure how many sources there are for your products, be they what they may. Third—Daily newspaper help—intensive cooperative effort at your disposal. Reaching the people via the home route. Fourth—Sources of revenue. This list shows some of the principal agricultural productions, and there are many more. Note that there are no manufacturing statistics in this. The manufacturing activities of the South, already enormous, are growing larger every year.

Dealer and daily newspaper cooperation in this territory is sure to make a showing that will justify any expenditure.

	Area	Population	General Stores	Groceries and Delicatessen Stores	Dry Goods, Retail	Hardware Stores, Retail	Boots and Shoes, Retail	Drug Stores, Retail	Department Stores	Tobacco Retail
Alabama	51,279	2,269,945	6,055	1,912	377	547	565	870	49	6,230
Florida	58,666	921,618	1,362	1,132	404	359	413	580	32	4,761
Georgia	59,475	2,776,513	7,511	4,492	696	782	878	1,158	76	11,668
Kentucky	40,400	2,350,731	6,708	4,412	736	942	809	925	65	5,375
Louisiana	45,167	1,773,482	4,086	3,916	462	336	521	715	32	6,568
Mississippi	46,750	1,901,882	7,084	2,460	336	476	339	717	30	4,507
North Carolina	52,426	2,339,452	6,181	2,036	437	644	627	806	81	7,619
South Carolina	30,495	1,590,015	4,145	1,228	323	321	538	507	44	5,124
Tennessee	42,000	2,254,754	5,842	4,492	575	676	637	784	42	7,925
Virginia	42,627	2,150,009	5,864	2,436	395	572	690	673	81	7,683
Total	469,285	18,213,401	54,839	27,616	4,741	5,655	6,017	7,735	532	67,460

Annual Production

899,000,000 Pounds Tobacco.
566,272,000 Bushels Corn.
487,000,000 Pounds Sugar.
52,170,000 Bush. Sweet Potatoes.
45,427,000 Bushels Wheat.
40,642,000 Bushels Oats.
38,204,000 Bushels Potatoes.
30,364,000 Bushels Peanuts.
18,388,000 Bushels Rice.
14,125,000 Bushels Apples.
11,487,000 Tons Hay.
6,000,000 Pounds Hemp.
5,902,000 Bales Cotton.
5,652,000 Gallons Syrup.

Southern Daily Newspapers with Cooperative Spirit

Newspaper	Circulation	Net Paid		Circulation	Lines	Circulation	Lines
		2,500	10,000				
NORTH CAROLINA							
Asheville Citizen (M)	11,420	.025	.025				
Asheville Citizen (S)	9,734	.025	.025				
Asheville Times (E)	10,087	.025	.02				
Charlotte News (E&S)	11,598	.08	.025				
Charlotte Observer (M)	19,217	.055	.08				
Charlotte Observer (S)	19,217	.065	.04				
†Durham Sun (E)	5,000	.02	.02				
Greensboro Daily News (M)	16,955	.045	.085				
Greensboro Daily News (S)	22,498	.06	.04				
Raleigh News and Observer (M)	5,481	.045	.035				
Raleigh News and Observer (S)	21,209	.05	.04				
Wilmington Dispatch (E)	5,305	.02	.02				
Wilmington Dispatch (S)	5,305	.02	.02				
Winston-Salem Journal (M)	6,447	.025	.02				
Winston-Salem Sentinel (E)	7,900	.025	.02				
SOUTH CAROLINA							
Anderson Mail (E)	4,693	.0175	.0175				
Charleston American (M)	7,393	.025	.025				
Charleston American (S)	10,451	.025	.025				
*Columbia Record (E)	13,769	.08	.03				
*Columbia Record (S)	11,789	.03	.03				
*Columbia State (M)	24,614	.05	.05				
*Columbia State (S)	24,680	.05	.05				
*Greenville News (M&S)	10,876	.035	.03				
Greenwood Index Journal (E)	5,245	.02	.02				
Spartanburg Jour. & Car. Spartan (E)	2,978						
Spartanburg Herald (M)	4,388	.03	.03				
Spartanburg Herald (S)	5,473						
TENNESSEE							
*Chattanooga News (E)	17,262	.04	.04				
*Chattanooga Times (M)	30,408	.06	.06				
*Chattanooga Times (S)	26,868	.06	.06				
Knoxville Sentinel (E)	24,022	.06	.045				
*Knoxville Journal-Tribune (M)	24,838	.05	.045				
*Knoxville Journal-Tribune (S)	82,275	.14	.12				
Memphis Commercial Appeal (M)	118,148	.17	.15				
Memphis Commercial Appeal (S)	118,148	.17	.15				
Nashville Banner (E)	49,590	.07	.07				
Nashville Banner (S)	49,590	.08	.08				
Nashville Tennessean (M)	34,349						
Nashville Evening American (E)	15,196	.08	.08				
Sunday Tennessean & American (S)	34,051						
VIRGINIA							
†Bristol Herald-Courier (M&S)	11,094	.04	.04				
Danville Register and Bee (M&E)	10,069	.03	.03				
*Newport News Times-Herald (E)	13,087	.04	.04				
*Newport News Daily Press (S&M)	9,463						
Norfolk Ledger-Dispatch (E)	43,589	.07	.06				
Roanoke Times (M&S)	11,805						
Roanoke World-News (E)	11,288	.06	.04				
GEORGIA							
Atlanta Georgian (E)	49,441	.08	.08				
Atlanta Sunday American (S)	92,828	.12	.12				
Augusta Chronicle (M)	12,248	.03	.03				
Augusta Chronicle (S)	10,651	.035	.035				
Augusta Herald (E)	17,413	.035	.035				
Augusta Herald (S)	12,812	.035	.035				
Columbus Ledger (E&S)	7,362	.0275	.0275				
Macon Telegraph (M)	23,450	.04	.04				
Macon Telegraph (S)	19,321	.04	.04				
Savannah News (M&S)	20,120	.04	.08				
Savannah Press (E)	16,300	.04	.04				
ALABAMA							
Birmingham Age-Herald (M)	23,500	.07	.05				
Birmingham Age-Herald (S)	29,795	.08	.06				
Birmingham Ledger (E)	38,022	.07	.07				
*Birmingham News (E)	46,121	.08	.06				
*Birmingham News (S)	45,358	.10	.10				
*Mobile News Item (E)	10,706	.03	.03				
Mobile Register (M)	25,179	.05	.05				
Mobile Register (S)	35,048	.06	.06				
Montgomery Advertiser (M)	24,258	.05	.04				
Montgomery Advertiser (S)	24,258	.06	.05				
LOUISIANA							
New Orleans Times-Picayune (M)	78,417	.12	.12				
New Orleans Times-Picayune (S)	94,624	.15	.15				
New Orleans Daily States (E)	41,994	.10	.08				
New Orleans Daily States (S)	37,675	.10	.12				
*New Orleans Item (E)	73,905	.12	.12				
*New Orleans Item (S)	87,588	.15	.15				
FLORIDA							
Jacksonville Metropolis (E)	19,117	.045	.045				
Florida Times-Union, Jacksonville (M&S)	30,423	.06	.06				
Pensacola Journal (M)	5,610	.0172	.0172				
Pensacola Journal (S)	6,687	.0172	.0172				
Pensacola News (E)	5,090	.02	.02				
KENTUCKY							
*Louisville Herald (M)	52,456	.08	.08				
*Louisville Herald (S)	48,767	.08	.08				
Paducah News Democrat (M&S)	7,082	.0225	.018				

Government Statements April 1st, 1919.
 *A. B. C. statement, April 1st, 1919.
 †Publisher's statement, April 1st, 1919.
 ‡Includes Bristol, Tenn.

THE DOINGS OF THE DUFFS

—BY W. R. ALLMAN



EVERY DAY WITH N. E. A.

Write or wire

THE NEWSPAPER ENTERPRISE ASSOCIATION

(A Service—Not a Syndicate.)

CLEVELAND, OHIO

Philadelphia

is the greatest building and loan
centre in the United States

PHILADELPHIA BUILDING AND LOAN LEADER

Greatest Loan Centre in Country,
Convention is Told

Philadelphia is the greatest building and loan centre in the United States. This statement was made by W. R. Adair, president of the Omaha Building and Loan Association, addressing the annual convention of the United States League of Building and Loan Associations, now in session at Detroit. He said that since the B. and L. plan had been transplanted to the United States in 1831, Philadelphia had developed this method of thrift to a greater degree than any other community. As the result, Mr. Adair pointed out Philadelphia enjoys the proud title of "The City of Homes." He praised the proposed Federal building and loan bank system, and said it will provide ample means to meet building demands and also result in uniform legislation for building and loan associations in making B. and L. savings tax free. Representatives of numerous associations in this city are at the convention and some will read papers. It is also expected that Philadelphia will be candidates for high office.

There are approximately 7,300 B. & L. Associations in the United States, of which 1,200 are in the City of Philadelphia, with assets exceeding \$180,000,000.

Philadelphia now has 392,000 separate dwellings.

The North Philadelphia Tenants Protective Association will erect 6,000 dwellings at once.

All previous building records for July in Philadelphia were broken last month by an aggregated completed construction value \$6,281,930 greater than for any previous July.

Dominate Philadelphia

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

The Bulletin

Net Paid Average
for July

455,112

Copies
a Day

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

GREATEST CRISIS IN HISTORY FACES NEWSPAPER INDUSTRY, DECLARES S. S. CARVALHO

Noted Newspaper Authority Supports EDITOR & PUBLISHER in Warning—Twenty Per Cent More Paper Being Used Than Manufactured—Higher Prices Certain—Stocks On Hand Reach Danger Line—Department of Agriculture Asks Survey

THE newspaper publishers of America are today facing the greatest crisis in the history of their business, and paramount of the causes is the newsprint situation," is the opinion expressed to EDITOR & PUBLISHER, by S. S. Carvalho, expert counsellor, former general manager of all publications of William Randolph Hearst and recognized authority on every branch of the newspaper making business.

Mr. Carvalho bases his belief on a survey of general conditions, backed by his years of experience. He warns the publishers of America that unless they do something at once to curb the excessive use of newsprint at the present time, the entire surplus will be exhausted and the coming months of December, January and February will be the gravest in the history of the newspaper industry. Many will find themselves up against a stone wall when they attempt to meet their paper needs.

Higher Prices Sure

The entire question, as Mr. Carvalho views it (and as was pointed out by EDITOR & PUBLISHER last week), is not one of paper price, but of available supply meeting excess demand. He does not believe an increase in the price of newspapers which would be followed by a circulation decline, would assist materially in solving the problem.

Recognizing the seriousness of the present situation, the United States Department of Agriculture has asked that immediate steps be taken to develop the pulpmaking industry in the Northwest and Alaska with a view of relieving the users of newsprint from depending entirely on foreign markets for their supply.

Use of Paper Is Excessive

That five cent news print will prevail in a very short time is now the belief of many paper manufacturers, but these same men say that the question of price is secondary as there will be not enough paper to go round if the present excessive use is not stopped.

In discussing the present situation with EDITOR & PUBLISHER, Mr. Carvalho said:

"The newspapers of America are today enjoying the greatest prosperity in their history. The present conditions are most unusual. This prosperity is the result of advertising volume with some increase of rate. Newspapers today are making money in months that were formerly looked

upon as loss months; but there is going to be a reckoning.

"In October the publishers are liable to be confronted with a demand for a 40 per cent increase in

is not going to be the worst of the publishers' troubles.

"The excessive use of paper during the present summer months has been caused by the unusual volume of ad-

vertising caused by the general prosperity of the country.

"Then there is a third contributing factor to the excessive use of white paper. This is the new advertiser who is establishing his business, product or products in the minds of the public at a cost of 35 cents on the dollar to himself and 65 cents on the dollar to the United States Government.

The Government's Toll

"This third factor has been created by the excessive and unfair excess profit and income tax laws. Advertising is chargeable to running expense and rather than pay the excessive demands of the law a part of the money that would otherwise go into the treasury of the United States is being spent with the newspapers to establish goodwill and trade-marks.

"When I say that the price of paper may go up I base that statement on the following facts:

"First—The labor cost per ton on white paper is now \$20 against \$10 four years ago.

"Second—It takes one ton of coal to make one ton of paper and coal at the mill has practically doubled in price.

"Third—The haul on pulp wood is growing greater each year, likewise the freight charges.

"Fourth—The 6 to 9 cent markets of Europe, South America and Australia are now asking for Canadian and United States paper.

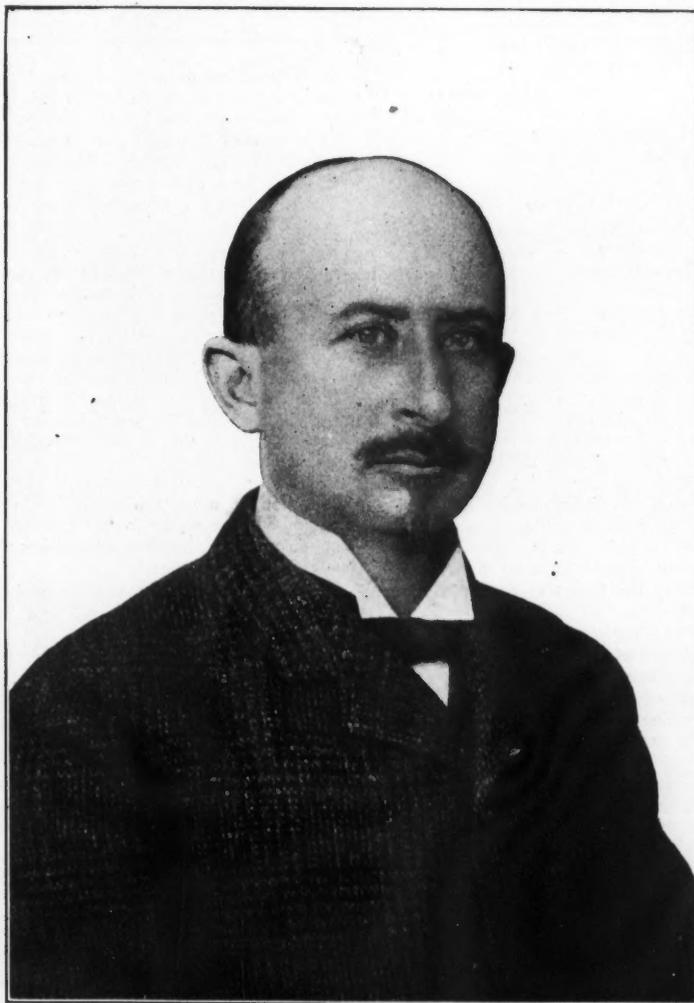
Danger Point Reached

"The production of newsprint has been increased this year, roughly speaking, between 5 and 6 per cent, but the use of newsprint has increased 25 per cent. This means that 20 per cent of the paper now being used is not only coming out of the surplus, but is rapidly eating its way past the recognized margin of safety.

"Contrary to the practice of many years, no surplus has been built up by paper mills this summer for use next winter. Mill stocks are down to the danger point and the mills, in an effort to meet conditions, are rapidly using up their surplus supply of wood stock.

"With the wood piles disappearing price ceases to be the real question. There is only one thing to be done—newsprint must be conserved; but

(Continued on page 19)



S. S. CARVALHO.

wages, and at about the same time the shortage of paper will begin to be felt. The present excessive use of paper cannot continue indefinitely, for with the demand exceeding the supply it is only a question of time until the crisis will come.

"I would not be surprised to see five-cent-a-pound newsprint, but price

vertising which has carried a stream of wealth to the newspapers. Several things have contributed to this advertising activity. A great deal of it has been caused by a desire to find a place in the new world business of which the United States is to be the center; there has been an unusual increase in the established lines of

NEWS PRINT SAVING NEED URGED ON NORTH CAROLINA EDITORS

Dr. Taylor Startles Annual Convention with Facts and Figures on Production and Waste—J. A. Sharpe Elected President—Peace Treaty Endorsed.

WRIGHTSVILLE BEACH, N. C., Aug. 1.—At the annual convention of the North Carolina Press Association, held here yesterday and today, various matters of interest were discussed, such as the need for conserving news print, question of exchanges, the cash in advance plan of subscriptions, political advertising, etc. The cash in advance plan for subscriptions, it was almost unanimously agreed, is the only businesslike way of handling the question. Secretary of the Navy Daniels was a guest and speaker on the need for an adequate navy and U. S. merchant marine.

Officers for the ensuing year were elected as follows: President, J. A. Sharpe, Lumberton Robesonian; first vice president, R. T. Wade, Morehead City Coaster; second vice president, J. F. Hurley, Salisbury Post; third vice president, Parker Anderson, Wilmington Dispatch and Greensboro News; secretary-treasurer, John B. Sherrill, Concord Tribune (for 33rd term); historian, M. L. Shipman, French Broad Hustler; orator, Miss Beatrice Cobb, Morganton News-Herald; poet, B. L. St. Clair, Sanford Express; executive committee, W. C. Hammer, E. B. Jeffress, I. S. London, Sanford Martin and H. B. Varner.

Twenty New Members Are Elected

By a rising vote the association elected Dr. William Laurie Hill poet emeritus.

Invitations from Waynesville and Greensboro to meet there in 1920, presented by J. D. Moon and E. B. Jeffress, respectively. The matter was left with the executive committee.

Twenty new members were received into the association, as follows:

J. D. Boone, Waynesville; J. B. Craig-miles, Bakersville; J. N. Flowers, Freemont; H. W. Haywood, Raleigh; W. Brodie Jones, Warrenton; W. H. Lindsay, Hamlet; Mrs. Carolina Land, Albemarle; G. L. Nesbit, Waxhaw; L. Busbee Pope, Dunn; J. P. Rawley, High Point; R. G. Shockell, Scotland Neck; F. M. Shute, Roanoke Rapids; F. J. Triplett, Hertford; Ronald B. Wilson, Raleigh; Grey Gorham, Asheville; C. M. Brown, High Point; A. C. Hunneycutt, Albemarle; A. C. Johnson, Lumberton; O. J. Peterson, Clinton, and Ben Dixon McNeill, Wilmington.

News Print Situation Startling

The newspaper men were enabled to secure many facts of value from addresses by Dr. Jobe Taylor of Roanoke Rapids and Mrs. Caroline Land, managing editor of the Albemarle News, the latter succeeding in making her point that women have a place in newspaper work so clear and definite that the editors were ready at the conclusion of her very interesting talk to elect Miss Beatrice Cobb of Morganton orator for next year's meeting.

The paper read by Dr. Jobe Taylor, a paper manufacturer of Roanoke Rapids, was pronounced by W. C. Dowd, editor of the Charlotte News, to be the most remarkably informing paper on the news print situation he had ever heard. Dr. Taylor sketched in rapid outline the whole history of paper making and startled his hearers when he told them the paper mills of the country are producing only 75 per cent. of the paper that is being consumed and that the forests of this country are being depleted three times as fast as nature is reproducing them.

"We are wasting our forest products," Dr. Taylor warned. "Nothing in the world is so appalling as the manner in which we are chopping away at the very vitals of the national life. He pointed out that substantially less paper is being produced today than was produced ten

years ago. He urged that the North Carolina Press Association set in motion influences for the conservation of paper resources by the abatement of waste, by the growing of more timber and by other means.

The association heard with every evidence of interest an exposition of the state's new tax program by Tax Commissioner A. J. Maxwell.

Peace Treaty Endorsed

The report of the committee on resolutions committing the North Carolina Press Association to endorsement of the peace treaty without reservations was adopted by a vote of 32 to 3, and was then made unanimous. A long argument against the treaty was led by Parker R. Anderson of the Greensboro Record and Wilmington Dispatch. Mr. Anderson said that the League of Nations plan hit at the very foundation of American independence and that "Section Ten" required this country to go immediately to the aid of France in the event she were attacked. The only unqualified negative vote was that cast by Mr. Anderson himself. But on Mr. Anderson's motion the vote was then made unanimous.

"The sex barrier is down. Convention and prejudice will not in the next few years keep a woman from success in whatever calling she elects," said Mrs. Caroline Land, of the Albemarle News, in a paper on "Woman and the Fourth Estate." "Woman," said Mrs. Land, "is in danger of finding her greatest hindrance in her own nature. The profession of journalism is strong with Kipling in the belief that the game is more than the player and the ship more than the crew. The personal element is abandoned. A complete sheet, bearing the limitations of no man's nature, is the apotheosis of good journalism. It's a game that a woman can play. But if she wants it, she will be under the necessity of turning out her copy without the fig-leaf imprint."

H. Galt Braxton of the Kinston Free Press, in a paper on "Propaganda Advertising," declared that the time had come when a newspaper publisher had to distinguish between free advertising and the real news of the day. Newspaper men must apply business principles to theirs the same as any other business enterprise and the propagandist

Advertising Pays Fruit Growers

SEATTLE, Wash., Aug. 4.—California's annual fruit sales would probably be something like 4,000 carloads today, as in 1893, but for advertising, declared Paul Findlay, of the California Fruit Growers' Exchange, in an address to Seattle advertising men. He declared that the expansion of this industry to an annual output of 50,000 carloads of fruit is exclusively due to extensive advertising.

"The successful business man has the goods and tells about it, while the failure may have the goods but does not tell about it," he said. "This is the difference between the merchant who advertises and the merchant who does not."

More than \$500,000 will be expended in advertising the apples of central and eastern Washington state this year in Eastern newspapers and other publications, according to an announcement made by P. R. Parks, general manager of the Co-operative Fruit Growers' Agency, with headquarters in Spokane, Wash. Last year's advertising appropriation was \$67,000.

must be referred to the counting room for a rate card. Mr. Braxton excepted propaganda put out by the government bureaus with educational aims and appeared to have in mind principally the business man who seeks to secure advertising in the form of so-called news matter.

With the subject, "What Is an Adequate Price for a Weekly or Semi-Weekly Newspaper?," J. A. Sharpe, editor of the Lumberton Robesonian, reached the conclusion, subject to amendment depending on circumstances, that the subscription price ought to be three times the cost of the white paper and the mailing costs combined. He said, however, that it was a question largely for each publisher and that it was difficult to lay down a general rule. He thought a committee ought to be appointed to consider what would be a suitable relation between advertising and subscription revenues.

President Whitehead supplemented the remarks of both Mr. Sharpe and Mr. Braxton with the declaration that the papers must make both advertising and subscription yield more or continue to live on glory and work for nothing.

The editors witnessed the launching of "The Cape Fear," the first concrete ship from a government shipyard. In his address, Secretary Daniels said:

"Today, as never before, the American people understand the real meaning of sea power. The war brought us to a realization of our weakness on the seas and never again will we be in the humiliating position we found ourselves in 1917.

"We will build a merchant marine which shall carry our commerce to the ends of the earth. We will never again permit the trade of this nation to pass into the hands of others."

In an address on the place of the editor in reconstruction, Roland F. Beasley, state commissioner of public welfare, said:

"At no time previous has the impulse for service been so great as it is today. The editor must keep alive the spirit of public service and apply it to the complex questions of community life."

PREDICT FIELDING'S ELECTION

Considered Favorite for Leadership of Canadian Liberal Party

MONTREAL, Aug. 6.—Indications are that Hon. W. S. Fielding, Editor of the Montreal Journal of Commerce, will be chosen as the leader of the Liberal Party at the national convention this week in Ottawa to select a successor to the late Wilfred Laurier.

Mr. Fielding was formerly editor of the Halifax Chronicle, but gave up journalism thirty years ago to become premier of Nova Scotia. He held that post for twelve consecutive years, and then for fifteen years was Minister of Finance in the Laurier Cabinet. When the Liberal Party was defeated in 1911 on the Reciprocity Agreement, Mr. Fielding again took up journalism, this time in Montreal. He was re-elected to Parliament two years ago where he has been an outstanding figure. His selection as leader of the Liberal Party will eventually mean the Premiership of the Dominion, it is believed.

POSTPONE ROTAGRAVURE

Will Not Be Resumed in Cleveland for Present—"P. D." Improves Plant

CLEVELAND, Ohio, Aug. 6.—The Plain Dealer and the Sunday News-Leader have decided not to reissue a rotogravure section at present. Arrangements had about been completed whereby each of these morning papers would resume such publications, which were discontinued during the latter part of the war period.

The Plain Dealer has just completed the installation of an additional press, which is necessary to meet increased circulation and advertising demands and has spent about \$7,000 in installing an up-to-date wash room, including a dozen shower baths for employes, on the fifth, or editorial floor.

Captain Playfair Returns Home

MONTREAL, Aug. 6.—Capt. W. E. Playfair, who went to Siberia as Canadian Press Correspondent with the Canadian Expeditionary Force, has returned to Montreal and a few days ago addressed a meeting of the Montreal Publicity Association. Before going overseas Captain Playfair was on the staff of the Montreal Star. The captain is not able to find much comfort in the Russian situation. He was of the opinion that the Russians would have to work out their own salvation and that the process would be a long and tedious one.

Canadian Soldier's Paper Stops

MONTREAL, Aug. 5.—The Canadian Daily Record, the overseas soldiers' paper, ceased publication July 31. It commenced publication in the spring of 1915 as a news slip attached to the routine orders of the day. It gradually grew in size and importance, until it became a six to eight-page paper filled with illustrations, editorials and news of the Canadian overseas forces. It also contained home news which was cabled overseas by a bureau established in Ottawa.

Hutchinson Editor Homeward Bound

HUTCHINSON, Kan., Aug. 5.—William Y. Morgan, owner and editor of the News, who has been engaged in war work for the Y. M. C. A., is believed to have sailed for home about July 28. Mr. Morgan was engaged in Y work with the 35th Division. Recently he has been touring Germany securing material for a book he contemplates writing.

BETTER UNDERSTANDING BETWEEN NATIONS OF WORLD MUST BE MISSION OF PRESS

American Editors and Publishers Join English Newspaper Makers in Demand for an Established System of Interchange—J. R. Scott of Manchester Guardian Says His Paper Will Send Men Regardless of General Action.

A TALL and almost thin man, whose eyes twinkle easily and who talks like an American, but has the mannerisms of an Englishman, came here to look us over a few weeks ago, and he is very much pleased with what he has seen, and likes a great many things that he has heard from us.

His name is J. R. Scott. He is the member of a family of leading English journalists and at present is general manager of the much-quoted Manchester Guardian, of which his father has been editor for nearly half a century.

Mr. Scott not only believes that a closer relationship between the Anglo-Saxon races is necessary for the future peace of the world and the security of the rights of the United States and the British Empire, and that the mission of bringing about a better understanding belongs to the press of the countries concerned, but is today putting into practice, insofar as the Guardian is concerned, agencies that will aid in this development.

"I do not know the details of the plans for the interchange of men between the newspapers of the United States and England, but I do know that the idea is a good one, from which not only the newspapers but the people of both countries would profit, and we should, by all means, attempt it," said Mr. Scott to EDITOR AND PUBLISHER. Continuing, he said:

Wants All Departments Included

"I object to the use of the phrase 'interchange of editors,' however, and do not see how that could be made to bring all the results desired. I do not think the interchange should be confined to editors or department heads in the editorial department, and I would strongly urge the widening the scope of the entire proposition to include even the business side of the newspaper as well as the editorial.

"We would probably derive the greatest benefit from a business office exchange, but that should not stand in the way, for we can all help one another. Publishing and advertising, there is no doubt, has been developed to a finer point in the United States than in England, and there are many things that I want to learn from you, even if I have to make another trip back for that purpose.

Guardian Will Send Man Here

"I think so well of the interchange idea that if it should for any reason fail to go through, although I cannot conceive of that, I propose to send some of the fellows of our paper over here to learn something about your newspapers and your people.

"It would be my idea that the men exchanged in the editorial departments would secure a better understanding of the people and the newspapers if given roving assignments as reporters.

"In this connection, I think the men from our side will have a little the best of things for a time, for our papers, as

a rule, have established styles of long standing that we rarely break, while your papers change style at times with an ease that is startling.

"What I mean is that your papers more generally adapted themselves to the style of an editor or writer, while in England the editor and writer must adapt himself to the style of the paper I rather imagine that would prove hard for a time for the American."

The Mission of the Press

"The new friendship that is to be established between the English-speaking people is entirely in the hands of

London editor to the British Committee to investigate interchange."

The Manchester Guardian, in carrying out its advocacy of a closer relationship between England and the United States, has already taken the first step and is now issuing a weekly edition for American readers.

This edition prints the week's digest of news and timely English editorial comment that carries with it an overseas interest. The new edition is made with a view of informing Americans and Canadians of events and opinions across the sea, which hold special interest for the people of North America.

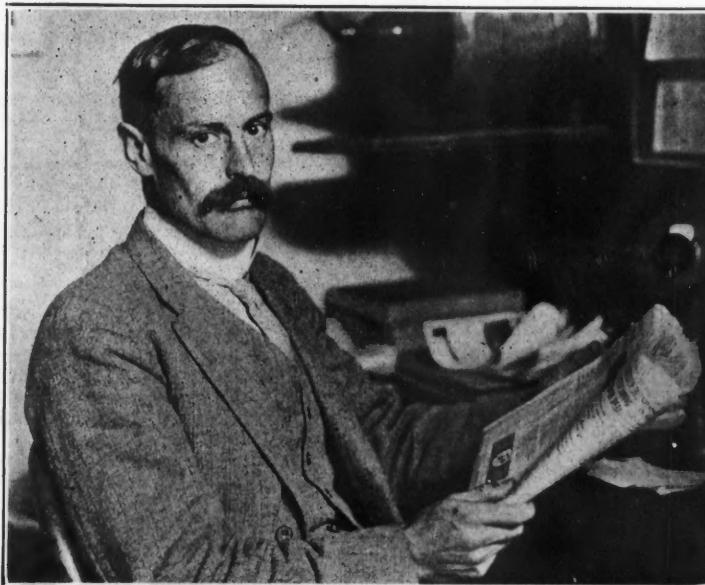


Photo by Curtis.

J. R. SCOTT

the press, and I think that a thing like the interchange which they can do to bring about the results we all desire should receive every consideration from the men of both countries."

"It was with pleasure that I learned of the appointment of James Bone, our

In keeping with the new policy of closer relation of the Guardian, an American office has been opened in New York and a Canadian office in Toronto. Mr. Scott has made it plain that this is only the first step in the greater plans of the famous paper. W. J. Curtiss,

WHAT AMERICANS SAY ABOUT INTERCHANGE

American newspaper makers are showing a deep interest in the subject of staff interchanges, not only with the newspapers of England, but other countries as well, as is shown by the following discussion of the subject by EDITOR & PUBLISHER readers:

MELVILLE E. STONE

General Manager, Associated Press.

I heartily approve of the proposed interchange of staff newspaper men between England and America. Indeed, I approve a like interchange with the newspapers of our other allies, if feasible.

I follow the views of Plato, who held to the omnipotence of public opinion and I can see no permanent peace with-

out a great development of inter-communication throughout the world. An international league of newspapers seems to me an essential feature of any league of nations for peace.

CYRUS H. K. CURTIS

President, Public Ledger Company, Philadelphia.

I heartily favor the proposed interchange of staff members by British and American newspapers and discussed this subject with Lord Northcliffe and Lord Burnham when I was in London a few weeks ago.

WILLIAM SEAVER WOODS

Editor, Literary Digest.

The plan for an international exchange of editors would at least do one

formerly of the London Times, is in charge of the New York business office.

Not His First Visit

The present visit of Mr. Scott is not his first to this country. Twenty years ago he was student in the department of mechanical science at Massachusetts Institute of Technology, but at that time, he says, he did not give a thought to the newspapers of the country and the business methods employed in making them, which has caused the conditions he has found on the present trip to be all the more amazing. He confesses that now he even likes our high office buildings, with their increased facilities for sunlight and fresh air.

While he recognizes a general condition prevailing in the world that means a readjustment in established conduct, he believes that the newspaper business as a whole is on the eve of greater prosperity than ever before, and that it has a wider field for its efforts than was true a few years ago.

Will Not Lower Prices

In speaking of publishing conditions in England, Mr. Scott said:

"Prices of newspapers in England will not be reduced, not in the immediate future, at least. Some few papers have increased the size of their editions, although it has not reached the pre-war days, but taken as a whole, changes that the war forced upon us as a means of conservation, have come to stay. I do not think that we will again return to the lavish use of paper that prevailed before the war. Our editors generally agree that there will be no return to the multiplication of special features, which was a very common practice before paper economy became a necessity."

splendid thing that nobody can dispute. It would prevent those misunderstandings and misconceptions that are usually at the root of international bitterness.

If every leading city in Great Britain had one or more editorial experts with a comprehensive and intelligent understanding of American affairs, all the ridiculous rumors and downright lies would be nailed on the spot, and the really constructive work being done here would be rightly interpreted to our friends over there. Of course, British editorial experts here would perform a reciprocal service.

No doubt many criticisms can be leveled at the scheme, and as I sometimes drop into humor myself, I am sure I could write a rip-roaring satire on all the things it would not do. But the very salutary mission outlined above is something that it would do, and something that would be well worth while.

MARCELLUS E. FOSTER

President, Houston Chronicle

The suggestion that British and American newspapers exchange staff men as discussed in a recent issue of the EDITOR & PUBLISHER impresses me most favorably.

I would be very glad indeed to have

some good writer on a British paper visit Texas, and discover that Indians and wild cowboys are very scarce in this State and that we have a Manchester Canal "leading from the Gulf to Houston, and that there are some evidences of culture and refinement, as well as big business in this State, and that cotton doesn't grow on trees, and I would also be glad to have one of our men visit London, mingle with the people there, and find out for himself that they speak English on that great island, and that the stage Englishman with which we have been so long afflicted, is not typical of that great country.

I am quite sure that we could obtain many good ideas from British newspapers and we might be able to impart a few.

CONGRESSMAN GUY V. HARDY

PRESIDENT, NATIONAL EDITORIAL ASSOCIATION

It looks to me like Mr. Blumenfeld has hit on a good idea. It is a good subject to discuss at various associations, more especially among the bigger publishers. It would be a good idea for the big city papers to endeavor to exchange a member of their organization with the big city papers of Europe,—something after the fashion that universities made an exchange of professors a few years ago, by which method Germany succeeded in distributing a great deal of valuable propaganda.

The National Editorial Association appreciates better than most people the benefit that newspapermen get in traveling about the country. In the past years the leaders of our association have been in almost every section of the United States. This year we propose to meet in the Northwest, holding conventions at Victoria, Seattle and Portland.

HERBERT L. BRIDGEMAN

Publisher, Brooklyn Standard-Union.

That a better understanding between Great Britain and America is highly desirable and that it can best be promoted by the newspapers of both countries seems to me indisputable.

Not informed of the plans and scope of the proposed co-operative or exchange arrangement, I must ask to be "shown" and in the meantime to preserve a rather conservative frame of mind concerning it. In other words, it seems to me that the freest play of individual interests, opinions and authority would be more useful and effective than any general organized campaign or centralized overhead authority. Individualism has always been a strong point with American newspapers and it seems to me that wholesome rivalry will not only promote better work, but more independent thinking, presentation of all the facts and intelligent study from all angles.

To command public respect and do itself and the international cause real service, the alliance should be absolutely free of suspicion of obligation to any interest, political, financial, other than to tell the truth and think and talk honestly about it.

R. A. CROTHERS

EDITOR AND PROPRIETOR, BULLETIN, SAN FRANCISCO

The proposal for an interchange of staff members by British and American newspapers must appeal to all who wish to promote a friendlier feeling between the two countries. To know more of each other is to fear each other less. International enmities are three-fourths misunderstanding, and there is no better means of eliminating mutual suspicion than fuller and more accurate information as to what is happening in each country.

What applies to America and Great

RUTHMAN ADMITTED TO PARTNERSHIP

A. G. Ruthman, who has for some time been in charge of the Chicago office of Gilman & Nicoll, has been admitted



A. G. RUTHMAN.

into partnership in the firm, which will hereafter be known as Gilman, Nicoll & Ruthman. It is in recognition of Mr. Ruthman's excellent services in Chicago that this step was taken. He will continue to have charge of the Chicago office.

Gilman, Nicoll & Ruthman will retain New York offices in the World Building, and the Chicago offices in the Tribune Building, as heretofore. They have recently added the Pawtucket Evening Times to their list of newspapers.

Britain applies also to America and the rest of the world, though as a newspaper agency for a better understanding, the suggested interchange is the most practical of all beginnings. Some day the interchange could be extended to France, Italy, Russia, Germany and other countries. In the meantime the proposal promises to vitalize the League of Nations, to give to its statutory skeleton the flesh and blood of a sympathetic popular sentiment. We must know more of each other if we are to work together harmoniously in the cause of international peace.

And on the still more practical side, there should be mutual advantage to the newspaper business of both countries. We have all something to learn from somebody else and the best of all mediums for such learning is the newspaper.

W. H. DODGE

PRESIDENT, SCRIPPS-MCRAE LEAGUE OF NEWSPAPERS

The proposed interchange of staff members by British and American newspapers would, in my opinion, be a mighty step forward to the time when the whole world will be united into one great family.

Readers of American newspapers will be enabled to perceive more clearly the motives and ideals of Britain's statesmen, and through this mutual understanding, the two nations will be brought into more friendly relations than any formal treaty could accomplish.

The stage Englishman is just as unlike the true Englishman as the stage Yankee is unlike the real American. Hostility and enmity among nations sometimes rests upon such trifling questions as these.

During the coming years America will

have to solve many intricate domestic problems. English newspaper men may have the ability to aid in their solution because these problems are, in a measure, common to both countries, and the influence of the press is a vital factor.

British diplomacy is quite evidently determined to bring about close, friendly relations with the United States and no doubt the proposal for the interchange of newspaper editors had its inspiration in Downing street. If this surmise be correct, we may feel confident that our own government will not be backward about coming forward, and in that case British and American newspapermen will have the privilege of becoming a valuable auxiliary to those in charge of foreign resolutions.

CLARK HOWELL

EDITOR ATLANTA CONSTITUTION

I have read with interest the article in the recent issue of *EDITOR & PUBLISHER* on the progress of the movement for an exchange between England and American journalists.

I note with pleasure that the movement is receiving the hearty encouragement of prominent English journalists and from expressions already made in your columns from well-known American newspaper men, it seems that interest in the suggestion on this side is no less keen than among English newspaper men.

We can make no mistake in doing everything possible to encourage more cordial relations with our British brethren.

There are a few malcontents in this country, just as there are some over there, who are doing everything in their power to keep the two countries apart. Fortunately, they are in a hopeless minority, and their motives are so well understood that their very activity defeats their efforts in brewing dissension.

World wide peace and human freedom the world over depends upon the closeness of the co-operation of the two great English-speaking nations of the world, and whatever is done to this end benefits civilization that much.

No greater assistance can be rendered than by the press of the two countries.

J. K. OHL

MANAGING EDITOR, NEW YORK HERALD

Mr. Blumenfeld's suggestion for an interchange of editorial writers between English and American newspapers is worthy of serious consideration on this side of the now greatly narrowed Atlantic. The idea seems to me to possess real merit, and I believe American newspapers, and therefore the American public, would be greatly benefitted by its being put into effect.

While it is not accurate to say that as the result of the great war, the United States has suddenly become a world power—this nation having been a world power from its formation, in the sense of exerting a powerful influence upon world affairs—it is true that the war has added greatly to America's responsibilities and has put us in a position with regard to old world affairs which we have not held before.

It is of vital importance, therefore, that the American people in the mass should be better informed concerning European matters—economic as well as political—than they ever before have been, and it is manifest that the agencies to furnish that information, and to carry forward the desired education, are the newspapers.

As we on this side of the Atlantic need a right understanding of our brothers across the seas, so also do they need a right understanding of us. In the past this has been enjoyed by only a favored

few. For the current misunderstanding, or lack of understanding, of one another the newspapers have been largely responsible. Mr. Blumenfeld has suggested one way to better a situation in which all of us should be interested.

When the great war came upon the world, the question most often heard in this country was, "What is it all about?" The American people then were brought to sudden realization that so closely had most of them devoted their thoughts to home affairs that they had remained ignorant of the currents of conflict which had been working toward the undermining of civilization—their civilization—and which, they were soon to know, would inevitably involve their own country. They felt their lack of knowledge of old world affairs and being rather ashamed of it, they said to themselves, "never again." They are in the never-again frame of mind today.

Such an exchange as Mr. Blumenfeld suggests would operate to furnish American newspapers, the educators of public opinion, with men equipped with that more intimate knowledge of European affairs which would enable them to give their readers the light that they have the right to expect. It would result, particularly, in bringing about a better relationship between this country and Great Britain—and that is of greatest importance to both countries.

The American or Britisher who does not see that the working together of our two countries is the prime essential to the preservation of peace and the promotion of civilization, is blind indeed. For that working together, the most essential requisite is a better understanding of each of these peoples by the other. The one sure way to bring that about is for the newspapers of one country to deal fairly and intelligently with the affairs of the other.

As I understand Mr. Blumenfeld's plan, there seem to be no serious obstacles to its being put into effect; certainly none that are insurmountable.

Music Trade Association Has Advertising Censor

CLEVELAND, O., Aug. 6.—The Cleveland Music Trades Association, whose membership consists of the retail piano, player piano and several talking machine dealers, has appointed A. L. Maresh, secretary, as "official advertising censor." Mr. Maresh's duties consist in looking over newspaper advertisements with a view of eliminating false statements made by certain dealers whose methods of exploiting "bargain sales with profits" have been severely condemned.

Some of the dealers were "cornered" and told they would have to analyze their newspaper statements before printing them. One advertising writer admitted that he used "catchy" terms and phrases so his copy would make "more acceptable reading" for the public.

Mr. Maresh has the co-operation of a police prosecutor in prosecuting any violators of the Ohio law, and the piano dealers say they are determined to put out of business concerns which dupe the public into paying high prices for used instruments, purchased with the understanding on the part of buyers that the instruments are new.

The members of the Talking Machine Dealers' Association of Northern Ohio are also backing up the piano dealers.

Wanted—Information for Discussion at A. A. C. W.

Officers of Newspaper Department Issue Questionnaire as Aid in Formulating New Orleans Program

By WALTER G. BRYAN, Publisher Atlanta Georgian and American and President of Daily Newspaper Department, A. A. C. W.

DO you believe in a flat rate?
 Do you believe in free publicity for auto advertisers?
 Do you believe you or the advertiser should pay the cost of sending out circulars and letters to the trade?
 Do you advocate the amusement or commercial rate for movies?
 Do you believe in the same rates for local and foreign advertisers?
 Do you pay the full agency commission on automobile advertising sent you on the fifty-fifty basis?
 Do you believe the advertiser should pay the agency for their work instead

of making the newspaper allow 15 per cent. commission?
 There are dozens of problems like the seven above that should be thoroughly discussed behind closed doors by the men most interested—the advertising managers of daily newspapers.
 We want you to send your advertising manager (or the man who supervises your advertising department) to the meetings of the Daily Newspaper Department to be held in connection with the coming convention of the Associated Advertising Clubs of the World in New Orleans, September 21 to 25.

We need his help and in turn believe we can help you by sending him back home with a lot of new ideas, enthusiasm and "pep."
 At the San Francisco convention last year many advertising managers obtained information and ideas that were worth hundreds of dollars to their papers.
 Buford Goodwin, general manager of the Birmingham News writes me that Charlie Miller, the News' advertising manager, brought back one idea, "Shopping with Polly," that has already been worth over \$5,000 of revenue to the

News, besides coming back fully rested and refreshed, ready to do a big year's work.
 What Miller did, your advertising manager can do and I most sincerely urge you to send him to our meetings in September.
 Please
 Fill out the following questionnaire and mail it immediately to:
Charlie Miller, secretary-treasurer, Daily Newspaper Department, A. A. C. W., care the Birmingham (Ala.) News.

Name of Paper.....
 Address.....
 When Issued—Morning.....Evening.....Sunday.....
 Publisher's Name.....
 Advertising Manager's Name.....
 Will you attend the New Orleans Convention September 21 to 25?.....
 Will You Give Us a 5 to 10 Minute Talk on some Feature which has Added Revenue to Your Paper?.....
 What Will be the Subject for Which We may List You on our Program?.....
 Have you any Special Problems You Would like to Have Discussed at our Meetings?.....
 List Them in the order of Your Interest in Them.....
 Population of Your City.....Your Trade District.....
 Circulation of Your Paper—Daily.....Sunday.....

Local Advertising Rate—Minimum.....Maximum.....
 Foreign Advertising Rate—Minimum.....Maximum.....
 Amusement Rate.....Moving Picture Rate.....
 Automobile Rate.....Church or Charity Rate.....
 Do you send out Circulars or Folders for Advertisers Featuring Copy in Your Paper?.....
 Do You Charge the Advertiser for the Cost of Help and Postage for this Work?.....
 Do You Favor the Flat Rate?.....
 State Why You are For or Against the Flat Rate.....
 Do you believe the newspaper should charge the Foreign Advertiser a higher rate in order to pay the Agency its 15 per cent, or should the Foreign Advertiser pay the newspaper its local rate and then pay the agency for the service rendered him?.....

DO YOU BELIEVE A CENTRAL OFFICE FOR DAILY NEWSPAPER ADVERTISING MANAGERS WITH FOLLOWING SERVICE COULD BE HELPFUL TO YOU:

- FIRST:** Do you favor this idea? Say Yes or No.....
 To work with the Association of Advertising Agencies to eliminate the necessity of newspapers having to go out to sell merchandise in order to obtain contracts for advertising.
- SECOND:** Do you favor this?.....
 To make the advertiser bear the expense for help, printing and postage to send out circulars and broadsides and for putting up circulars in windows, dressing windows, etc.
- THIRD:** Do you favor this?.....
 To work for the elimination of agency discounts by showing the advertiser the advantage of his paying the agency for the service rendered him.
- FOURTH:** Do you favor this?.....
 To work for a uniform rate card and above all a flat rate the same for local and foreign advertising.
- FIFTH:** Do you favor this?.....
 To work for the elimination of nil oil, copper and mine stock advertising, which cannot stand the most rigid investigation, also for the elimination of clairvoyant, fortune-telling, matrimonial agency, and other forms of known fake advertising.
- SIXTH:** Do you favor this?.....
 To furnish you with information regarding the various advertising matrix services—to help you buy the best for your use at the lowest price charged by the makers in cities of your size.
- SEVENTH:** Do you favor this?.....
 A new idea department to send you copies of campaigns, feature pages, sections or editions that have been worked successfully in other cities. Every new idea developed by a member of our department to be sent in to the central office where descriptions or reproductions are to be made and sent you immediately. This should mean a new idea or feature at least every week if we secure several hundred members. For instance, one advertising manager recently sold a campaign to the coffee roaster in his city which was successfully copied in 15 or more cities while the same man copied a campaign from an Oklahoma paper which he sold to the electricians of his city.
- EIGHTH:** Do you favor this?.....
 To furnish a series of selling talks on newspaper advertising—not any particular newspaper but showing the most successful newspaper campaigns as compared to bill boards, street cars, magazines, etc., and other forms of advertising usually sold in competition with local display advertising.
- NINTH:** Do you favor this?.....
 A series of clever newspaper advertisements written by experts to help develop the lines you are weak in—for instance, a campaign addressed to the Florists one week, to the Shoe dealers the next week, etc., to show them the advantages of newspaper advertising. This properly illustrated and printed in your newspaper will help you land them.
- TENTH:** Do you favor this?.....
 To have a complete list of advertising solicitors who might be termed black sheep through having made fake contracts, jumping bills and in other ways being undesirable and in that way protecting members of our division from dishonest or unreliable solicitors.
- ELEVENTH:** Do you favor this?.....
 A research department to classify special success in various lines—for instance, if you are shy on jewelry advertising, to find and send you the best methods adopted in cities where newspapers have succeeded in educating jewelers to advertise with good results.
- TWELFTH:** Do you favor this?.....
 To standardize a rate that would be fair to the movies as compared to the legitimate and vaudeville house.
- THIRTEENTH:** Do you favor this?.....
 To arrive at a basis of giving a certain number of lines of advance publicity for each inch of amusement advertising paid for.
- FOURTEENTH:** Do you favor this?.....
 To work for the elimination of all so-called automobile publicity.
- FIFTEENTH:** Do you favor this?.....
 To furnish you with information on how to arrange rates or service to secure more small regular advertisers. Firms who should use several inches several times a week, year in and year out.
- SIXTEENTH:** Do you favor this?.....
 To work for a uniform style of make-up (such as the pyramid) so as to give the newspapers a more readable appearance.

Which of the preceding items are especially attractive to you? Give numbers.....

 What other ideals or improvements can you suggest for a central bureau (if one is established) to work in behalf of the daily newspaper advertising manager?.....

WOULD your paper be willing to pay a small sum weekly or monthly, say 50c. per week in cities below fifty thousand and a sliding scale based on population up to \$2.00 a week in cities over five hundred thousand for the establishment and maintenance of a central bureau in charge of a competent manager to serve you along the lines outlined above?.....
 What serious objection, if any, do you see in this service if two or more papers in the same town join our department and get the same service?.....

 Please sign your full name.....
 Title.....
 Date.....

STORY OF PERSHING TO BE SYNDICATED

Harold F. Wheeler Has Spent Much Time Gathering Data for Human-Interest Narrative of the Man Whose Career Is the Pride of All

Reports that a book giving the human interest story of the life of General John J. Pershing, Commander in Chief of the A. E. F., who is returning from France in September, would shortly be offered for newspaper publication reached EDITOR & PUBLISHER early this week. Yesterday they were confirmed by Irwin Barbour, manager of the Wheeler Syndicate, who said:

"We have obtained newspaper rights to the story of General Pershing by Harold F. Wheeler. In gathering the material for this work, Mr. Wheeler traveled to every part of the United States in which General Pershing was known. He went to the General's old home in Laclede, Mo., and talked to the men and women who had known the General there since his babyhood.

Knows Pershing Intimately

"He went to West Point, to Washington, to the border where he talked with soldiers who knew the General—and besides getting a great story which covers every point of General Pershing's career, he has turned out a book which puts the General in an entirely new light before the country. He makes us understand that Pershing is not a hard-boiled caste-bound military driver, but a real human being with a heart as big as a watermelon, and a fund of human kindness and understanding which will make him even more loved by the people when they learn to know him as he is.

"The first release on this work will be made early in September, and samples of the work will be available shortly. It will be both a daily and Sunday feature."

With definite assurances from the War Department that General Pershing will return from overseas early in September, newspaper campaigns have been begun in a number of cities for a series of tremendous welcomes to the man who led America to victory in the field.

Full Title of General

General Pershing, as Congress recently decided, will be the only officer in the United States Army to bear the full title of General—a rank vacant between the days of Grant and the World War—in recognition of his great services to his country.

General Pershing's life, especially of late, has been in his work, though no less so of his son, little Jack, the only survivor of the tragic loss which General Pershing sustained when his wife and two other children lost their lives in the burning of his home at the Presidio, San Francisco, at a time several years ago when he was on the Texas border.

G. C. Rice Indicted Again

George Graham Rice, well known as a get-rich-quick stock broker, promoter and publisher of a financial weekly in New York, was indicted July 28, by the Grand Jury on charges of assault and grand larceny. This is the third indictment returned against him in the last year. One of the previous indictments was for grand larceny, while the other, returned by the Federal Grand Jury, was for using the mails to defraud. Rice's real name is said to be Jacob Simon Hervig.

Fairbrother Recuperating

GREENSBORO N. C., Aug. 5.—Al Fairbrother, who recently sold the Daily Record to Parker R. Anderson and associates because of a breakdown in his health, writes from Redondo Beach, Cal., where he is now domiciled, that he has gained twenty pounds in weight, much of his indisposition and lassitude has passed away, and that he expects to return to North Carolina in the fall ready to take up business again.

Association Changes Name

With the approval of new by-laws by the committee on organization, the name of the American Association of Foreign Language Newspapers has been changed to the Publishers' Association of the American Press in Foreign Languages. The officers remain the same, headed by Jacob Ginsburg of Philadelphia as president. Headquarters are at 120 Broadway, with Frances A. Kellor, vice-president, in charge.

A. E. BRAUN HEADS PITTSBURGH POST AND SUN



A. E. BRAUN

PITTSBURGH, Pa., Aug. 6.—A. E. Braun has been elected president of the Post Publishing Company and the Sun Publishing Company of Pittsburgh to succeed the late T. H. Given, who died the last of June. Mr. Braun will continue to act as general manager, which office he has held for the last six years.

J. E. Trower has been elected vice president of both companies and will continue in charge of the advertising departments of both the Post and the Sun. H. H. King has been elected secretary and C. H. Irvin treasurer.

All of these officers have been connected with the Post and the Sun for years, so that their advancement comes to each as a merited promotion. The same policies which have placed these two newspapers in their present strong position in the Pittsburgh field will be continued.

Just Can't Forget the War

BALTIMORE, Aug. 5.—Returned war correspondents have been taken with the book fever, and already two histories of Maryland regiments have been published. One is by Raymond Tompkins, of the Sun and Evening Sun, and the other by Lester Mueller, of the American and Star.

Want Movie Ads Guaranteed

SEATTLE, Wash., Aug. 4.—Authority by an act of the city council to censor advertising of Seattle moving picture houses "in order that patrons will not be misled as to what they may expect to see" has been asked by the board of theatre censors. No action has yet been taken on the request by the legislative body.

OHIO LIST AFFILIATES WITH AD BUREAU

Directors Authorized to Enter Organization—Col. F. S. Van Gorder Elected President—Heavy Expenses Work Hardship on Publishers

(BY TELEGRAPH)

CLEVELAND, Ohio, Aug. 5.—Col. F. S. Van Gorder, business manager and one of the owners of the Warren Daily Chronicle, was elected president of the Select List of Ohio Daily Newspapers during the meeting, which closed at the Hollenden Hotel today. He succeeded Harry E. Taylor, publisher of the Portsmouth Times, and one of the real live wires of Ohio's newspaper publishers.

Mr. Van Gorder was commander of the One Hundred and Forty-fifth Infantry during its service overseas and made an enviable record.

E. B. Cappeller of the Mansfield News was elected vice-president, and C. H. Spencer of the Newark Advocate was re-elected secretary. The gathering, which was the annual one (the other meetings being usually held in Columbus), was attended by over 30 publishers and editors.

Don't Fear Paper Shortage

Advertising methods were discussed and a resolution pledging the organization to affiliate with the Advertising Bureau of the A. N. P. A., was unanimously adopted.

The publishers took an optimistic view of the newsprint supply, despite reports that production has increased not more than a few per cent over the output last year in the face of greatly increased consumption all over the country.

Though fine advertising conditions prevail, increased labor and other overhead expenses are still telling heavily on many of Ohio's smaller dailies, it was found.

"I think we will see better days in a newspaper way," said Mr. Taylor in retiring from the presidency. "I see better advertising rates coming and more circulation is in sight, but it will take hard licks to overcome other burdens publishers must carry in the face of the advancing price of labor, material and food prices."

See Better Times Ahead

The publishers gave their sanction to the movement now at high tide to cut the cost of food prices, all pledging their co-operation and that of their papers in aiding city, state and federal authorities in trying to stop profiteering.

The directors were instructed to plan a campaign of mail advertising among advertisers and agencies and also to figure on a publicity campaign in one of the leading advertising trade papers.

At the election the following named directors were chosen: E. B. Cappeller, Mansfield News; Fred S. Wallace, Coshocton Tribune; I. B. Sedgwick, Martin's Ferry Times; J. A. Chew, Xenia Gazette.

The list, which numbers 55 members, in as many Ohio counties, will hold its next meeting in Chicago on October 6th. Bi-monthly meetings are held, usually in Columbus. Robert E. Ward, the List's foreign advertising manager, and Mr. Ward's eastern representative, W. E. Jewett, of New York, attended the Cleveland meeting, which ended in an outing.

H. Roscoe Bailey, advertising manager of the Roscoe (Miss.) Daily News, is making a study of the Texas oil fields for a series of investment articles.

ENGLISH FIRMS ARE BUSY PLANNING AMERICAN SELLING CAMPAIGNS

Special Advertising Service Has Been Established—Many New Publications Established in England—French Journalists Complain About British Methods

By HERBERT C. RIDOUT,
London Editor, EDITOR & PUBLISHER

THE American Chamber of Commerce in London is at present engaged in the education of British manufacturers and producers regarding the American market, and its promotion work is of such a far-reaching character that it cannot fail to have its effect in ultimately benefiting American newspapers by creating advertisers among British commercial houses. The last Bulletin of the Chamber reveals an activity in this direction that I know has struck a number of old-established British houses as being altruistic in the extreme.

Founded in the belief that the best commercial interest of the two countries in every way demand a full exchange of goods between them on the broadest possible basis, the Chamber, with its 500 American and 500 British (non-voting) members, has arranged to give practical assistance to British firms entering the United States.

"Sell to America!" Is England's Cry

Of particular interest to American newspaper men is the fact that special service is given in advertising, as the Chamber's advisory committee on advertising has a most practical and useful method of supplying prompt information and advice.

It has been arranged, too, that each of the twenty other committees of the Chamber shall be ready with special assistance in this "sell-to-America" campaign, the Trade Information committee taking the lead in developing American sources of information.

Victory Loan "Push"

Great Britain has been passing through the excitements of the Victory Loan "push" and the National War Savings Committee Headquarters in London, with Sydney Walton, formerly press associate at the Food Ministry and more recently with the Canadian Mission in Britain, as the head of its Publicity Department, and L. H. Hartland Swann, managing director of Icilm, Ltd., and formerly advertising adviser to the Coal Controller as press advertising manager.

The press has shown a united front in concentrating its efforts upon breaking all previous records and it is an open secret that the one desire of the organizers is to beat the high record of the American Victory Loan. Newspapers have adopted the loan as their leading topic, christening it the Joy Loan, the "Lucky Dip" Loan and other names. Advertisers like Selfridge and the Sir Alfred Butt theatrical enterprises are offering large prizes in lottery form to subscribers who purchase the loan through them.

Newspapers Maintain Prices

Mr. Walton, in discussing the present campaign, acknowledged the special Victory Loan and Victory-International editions of EDITOR AND PUBLISHER to have been most useful in furnishing many valuable ideas for the campaign.

The British publishing world is by no means inactive. New publications of the most diverse character—newspapers, popular periodicals, magazines and trade papers—are constantly making their appearance, and, generally speaking, are established with every sign of success.

The prices of newspaper show no change, and in no important instance has there been any reduction of price to pre-war figures. Indeed, Sir Horace Brooks-Marshall, the Lord Mayor of London, himself a publisher and dis-

tributor of newspaper and periodicals, said recently that he considered the day of the halfpenny paper had departed. Representing, he believed, all sections of the distributing trade, he could say that they hoped it had gone never to return. They willingly paid their penny, their three-halfpence, their two-pence, or even their three-pence, they made their choice, and they got more than value for their money.

International Press Relations

Frank R. Bird, the secretary of the British Newspaper Society and editor of the Society's Monthly Circular, is doing a good work in cultivating working relations with similar organizations in other countries. His idea is that the visits paid by American and Canadian editors to Great Britain during the war has enlarged the vision of those responsible for the management of newspapers in both hemispheres and has created a comradeship amongst individuals which ought to be equally active among organizations. For many years a regular interchange of information has been operative between the Secretary of this society and the American Newspaper Publishers' Association, with considerable benefit to their respective organizations.

It was felt that this was only a beginning, and that other channels were untouched. Mr. Bird accordingly got into communication with other bodies in the United States and Canada with the happiest results. The various bulletins and other information regularly received from the Canadian Press Association, Inc., Toronto and the A. N. P. A. are filed at the office of the Newspaper Society for the use of its members.

French Journalists Complain

Whether from crassitude or inadvertence on the part of officialdom the correspondents of French newspapers in London are smarting under the disabilities which, they complain, British methods compel them to endure. They have secured the ears of their British press colleagues, who give wide and sympathetic publicity to their statement. The correspondents point out that throughout the war they submitted without demur to the restrictions imposed by the British authorities, but they now enter an emphatic protest against preferential treatment being accorded to the press representatives of another nation while they, as they allege, are still obliged to work under the old difficulties.

Jolly Well You Know H'it

The editor of one of England's greatest daily newspapers, on his way to the office one day last winter, stopped at a strange barber shop just off Fleet street for his morning shave.

"I 'ear the h'influenza h'is in the h'air," remarked the man with the razor in an effort to make conversation.

"I hope you are careful as to the brushes you are using, in that case," volunteered the Great Editor.

"H'oh! You don't h'understand me, sir. You're thinking about the 'air on the 'ead and I'm talking about the h'air of the h'at-mosphere," was the hasty rejoinder of the worker as he stroked his customer's chin.

The Union of French Correspondents in London is now taking steps to bring the matter to the notice of the Syndicat de la Presse Parisienne with the request that, "should the state of inferiority in which the duly accredited French correspondents are kept in England be maintained, the French authorities be asked to extend the same treatment in the future to British journalists in France."

All Christian-Science Case Evidence Is In

Arguments Will Be Made on September 8—Dittmore Action Set for Hearing October 6

BOSTON, Aug. 2.—Evidence in the suit of the trustees of the Christian Science Publishing Society to restrain the Board of Directors of the First Church of Christ, Scientist, from interfering in their conduct of the society's affairs, was closed today. The hearing, which has been held before a Master, has been in progress for 27 court days. Arguments will be made on September 8.

An opinion given the directors on September 6, 1916, by General Frank S. Streeter to the effect that it would be illegal for them to increase their salaries from \$2,500 to \$10,000, which was introduced by counsel for John V. Dittmore, a former director, was the principal feature of the evidence today. It was shown by records also that Dittmore and Archibald McLellan had opposed increasing the salaries.

The action of Mr. Dittmore against the directors, in which he claims he was removed illegally as a member of the board, will be heard on October 6.

Des Moines Women Organize

DES MOINES, Aug. 5.—Upon realization of organization importance, the fair sex of the four Des Moines newspapers held a dinner at the Tip Top Inn Tuesday of this week and organized a Women's Press Club. Miss Martha Porter, who has recently returned from war work overseas and who was formerly connected with the Register and Tribune staff, was elected honorary president. Mrs. Dorothy Ashby Pownall of the Capital was elected president, and Miss Hazel Ross of the Register and Tribune was elected secretary.

U. N. Hoffman, who recently resigned as city editor of the Tacoma Ledger, has entered railroad work in the freight traffic department of the Spokane, Portland & Seattle Railway at Astoria, Ore.

BAND ESCORTS EDITOR LEECH TO JAIL

Begins Ten Days' Sentence for Contempt of Court in Unusual Legal Case—Will Be Mass Meeting of Citizens on His Release

MEMPHIS, Tenn., Aug. 4.—Peculiar by a band and accompanied by scores of prominent business men who



EDWARD T. LEECH

paraded the principal streets of the city, Edward T. Leech, editor of the Memphis Press, an afternoon newspaper, entered the Shelby County Jail today to begin serving a sentence of ten days' imprisonment imposed for contempt of Chancellor Israel Pere's court.

The contempt charges grew out of an editorial written by Leech during a local political campaign last year, as was told in detail in EDITOR & PUBLISHER, last week.

Friends of Leech, who organized the parade today and accompanied him to jail, are planning a mass meeting next week when the editor is released. Former Mayor Litty, who was a leading figure in the parade, addressed a group of several hundred persons at the jail just before Leech was locked up.

On beginning his term, Mr. Leech said:

"I enter the county jail for a ten-day sentence because the Supreme Court of Tennessee has ruled that a general political editorial, containing no references to any judge or any case, can be construed in contempt of a judge who was himself a candidate in a pending election. This, I believe, is the big point at issue in my case.

"This attack on the right of newspapers to discuss judicial candidates, and this ruling that the strictures contained in an editorial can be held contemptuous without the necessity of showing interference with the court's procedure, can, if accepted as precedent, be used to silence other editors under similar circumstances. I do not believe the law ever intended such a condition, and I will be satisfied if my imprisonment will help only a little in preventing a recurrence of such decisions."

Newspaper Man Heads Deaf Assn.

SPOKANE, Wash., Aug. 6.—James H. O'Leary, the new president of the Washington Association of the Deaf, is a well known Spokane newspaper man, going West in 1902 from Minnesota. He was born September 27, 1870, in Hennepin County, Minn., and owned and operated a number of small newspapers in the East before settling in Spokane. In 1901 he was elected delegate to the State Democratic Convention in Minnesota. He is at present employed in the printing department of the Spokane Chronicle.

Presented Complete News Record

WINNIPEG, Man., Aug. 4.—During the general strike recently in Winnipeg the newspapers were out of business for six days. On resuming publication the Free Press carried a page devoted to a summary of the day's news for each of the days it had missed publication. This was done in order that its record of events might be complete.

TO FEATURE EXHIBIT AT NEW ORLEANS

Associated Ad Clubs of World Will Show Complete Advertising Campaigns, National, Territorial and Local—More Sustaining Members

Information of a most valuable character will be available to those who visit the National Advertising Exhibit, to be held as a part of the convention of the Associated Advertising Clubs of the World, at New Orleans, September 21 to 25, says a bulletin from the advertising association.

In addition to the fact that this year's advertising exhibit will take a new form, embracing complete showings of several actual advertising campaigns, it is also announced that at stated hours those who planned and executed the campaigns shown will be on hand to explain them and to answer any questions which are not answered to the complete satisfaction of the visitor by the exhibits themselves.

All Media Covered

Several campaigns are to be shown. There will be national, semi-national, territorial and local campaigns in the showing. Advertisements from publications, and from all other mediums used, as well as "follow-up" matter employed in the campaigns will be shown and explained, and Joseph S. Potsdamer, of Philadelphia, chairman of the exhibit committee, has declared that it will be such an exhibit and explained in such interesting detail as to bring notebooks from the pockets of those who see it.

In addition to these campaigns, two other features of importance are being planned.

One of them, following the chief theme of the convention, will show campaigns which have been used by manufacturers, merchandising establishments and other employers in gaining the co-operation of their employes.

This section will be supplemental to the plan to have a labor leader and a man equally representative of capital present what they believe to be the terms upon which capital and labor can agree, so as to insure increased production, and thereby insure continued prosperity. Samuel Gompers, president of the American Federation of Labor, has accepted a place on the program.

Neosho Plan in Detail

The other feature of importance will be a complete exhibit showing how the Advertising Club of Neosho has built up the business of Neosho through a plan of co-operative advertising, and by co-operation among the merchants to insure that all of the advertising done is so truthful as to insure that the customer who comes to Neosho will desire to make Neosho his regular trading point.

The Neosho plan has attracted national attention and was explained in EDITOR & PUBLISHER last week. For years the business men of that community, through the advertising club, have continued to build steadily, with the result that the little Missouri city quite frequently entertains business men from other communities who go there to make a first-hand study of the methods successfully employed in Neosho, with the idea of adapting them to their own cities.

Recognizing the wide interest which this co-operative work has attracted, the advertising clubs conceived the idea of "taking Neosho to the business world," in furtherance of the association's work in behalf of making all advertising absolutely truthful.

Among representative firms which have recently expressed an interest in the work of the Associated Advertising Clubs by becoming sustaining members, the association announces, are the following: Bearings Service Company, Detroit; Exchange National Bank, Spokane; Dayton Wire Wheel Company, Dayton; Phoenix (Ariz.) Republican, Phoenix, Ariz.; MacMartin Advertising Agency, Minneapolis; LaSalle & Koch, Toledo; A. O. Smith Corporation, Milwaukee; Liberty Motor Car Company, Detroit; Old Colony Trust Company, Boston; Greenebaum Sons Bank & Trust Company, Chicago; Superior Savings & Trust Company, Cleveland; Purity Oats Company, Boston; National Spark Plug Company, Rock-

CHALONER PRESSES POST SUIT

Court Grants Him Immunity from Molestation Until August 2

Judge Ford in the Supreme Court of New York has declared John Armstrong Chaloner, who recently won a libel suit verdict from the New York Evening Post, to be sane and competent to manage his own affairs and business.

The jury which heard the evidence in the libel suit gave Mr. Chaloner a verdict for \$30,000, which was reduced to \$18,500 by Judge A. N. Hand on condition that the defendant did not appeal. The appeal has been taken from the \$30,000 verdict and not from the reduced amount.

N. Y. Selects the Grunewald as New Orleans Quarters

Chairman John Budd Organizing Strongest Delegation Ever—Urges That Early Reservations Be Made

The committee in charge of the New York Advertising Club's delegation to the meeting of the A. A. C. W. in New Orleans has selected the Hotel Grunewald for headquarters, and Chairman John Budd is urging that all who intend going make reservations immediately. In an announcement just sent out Mr. Budd says:

"We want to take to the New Orleans Convention the largest and strongest delegation we have ever had at any of these conventions.

"The trip down and back by rail or steamer will be delightful. The problems that are to be discussed at the Convention will be of vital importance. If you do not get from the addresses information that will be worth at least \$5,000, it will be your own fault. A member of this club who attended the St. Louis Convention says that one idea he picked up at that meeting had resulted in a saving to his firm of \$50,000.

"As we must at once reserve rooms for our delegation at the Hotel Grunewald, which is to be our headquarters, we ask that you tell us at once what accommodations you will need either for yourself or for your representatives.

"Time of trip—By rail, 42 hours. By sea, 5 days. Leave New York Friday, September 19th, at 3:38 p. m.; arrive in New Orleans at 10:30 Sunday morning, September 21st. Returning, leave New Orleans Thursday evening, September 25th, arrive in New York, Saturday afternoon, September 27th. By taking the rail route those who attend the convention will be away from home 8 days.

"The trip by sea—Leaving New York, Wednesday, September 17th, the steamer is due in New Orleans Monday morning, September 22d. Returning leave New Orleans, Saturday morning, September 27th, arrive in New York Thursday morning, October 2nd."

ISSUES "FRONTIER DAYS" EDITION

Albert Hearst Makes Advertising Sales Record for State Leader's Number

The Cheyenne (Wyo.) State Leader broke all records this year with a "Frontier Edition" that contained 96 pages, which is looked upon as an unusual achievement in the smaller city journalism of the Far West.

The paper contained 47 full-page advertisements, mostly of local merchants, and more than sixty pages of the advertising contained in the number were sold in less than three weeks by Albert Hearst, the associate manager. He also wrote most of the copy contained in the advertisements.

The special edition, which is an annual event, marks the twenty-third annual "Frontier Day's" celebration, and the fifty-second birthday of the State Leader. Incidentally, when the State Leader was founded in 1867 Cheyenne was Crow Creek and Wyoming was overrun with buffaloes and wild Indians, according to a story by Frank Walter Sylvester.

Grute Locates in Cincinnati

CINCINNATI, O., Aug. 4.—Nain Grute, for eighteen years with the New York World and more recently with the Times, is now with the Cincinnati Commercial Tribune in the double capacity of news editor and Sunday editor. The Commercial Tribune's news bureau will be in direct charge of Mr. Grute. At one time he was connected with the Kansas City Star, and was one of the founders of the Kansas City World.

IF YOU DON'T KNOW ABOUT KANSAS CITY, YOU WILL!

Do you know
that 26 per cent of the
total railway mileage of the
United States is in
Kansas City's trade territory?

Do you know Kansas City?

No—We thought not. But don't worry, neither did Mr. Kansas Cityan until a few weeks ago. Then the Kansas City Star started something with a punch that primed all good citizens with a multitude of condensed facts about his own home town and made a legion of good citizens and boosters.

Now they are going to tell it to you. One hundred and twenty of the leading daily newspapers in the country are going to be used for the telling, and for thirty-five consecutive days they are going to drive home to the people of America facts about Kansas City that will fix securely in the public mind the importance of that Mid-West metropolis.

A public fund of \$75,000 has been created by subscription for this unusual home pride campaign, and the Star is justly proud of the fact that nothing that paper has done before has aroused so much favorable and enthusiastic comment among the men interested in the welfare of Kansas City.

The campaign of the Star, which has just closed, has already inspired similar campaigns in a dozen or more other cities.

On the first page of the Star for fifty-five consecutive issues, morning and evening, there appeared in a double-column box, of which the one above is a reproduction, a pointed fact about Kansas City. Each fact, written in bold script, was introduced by the words, "Do You Know?"

The people of Kansas City are so proud of the superiorities of their city as residential haven and industrial center, of which they learned through the Star, that they now want to tell them to the world.

"Do You Know?" has been issued in booklet form by a printing firm that is making free distribution. "Do You Know?" postcards can now be found at all Kansas City newsstands. Letter heads of business firms and the backs of envelopes coming from Kansas City carry the little fact sermons, and after a 24-hour canvass it was announced by the Chamber of Commerce that the people had subscribed \$75,000 to tell the story of the city to you through the daily press.

ford, Ill.; National Association of Accredited Commercial Schools.

In addition, it is announced that the Houston Post, the Pennsylvania Rubber Company, Jeannette, Pa., and the Ketterlinus Litho. Manufacturing Company, Philadelphia, have materially increased the sums of their memberships.

Rogers Establish Agency

PHILADELPHIA, Aug. 4.—The Roger Business Building Service has opened offices in the Mutual Life Building to handle advertising and sales promotion. Joseph S. and John L. Rogers are the organizers.



ALBERT HEARST

PLAN WARM WELCOME IN OREGON FOR N.E.A.

Four Days of Unalloyed Pleasure Await
Publishers—\$6,000 Trip from Port-
land to Medford and Return Is
Outstanding Entertainment

BY E. E. BRODIE

Publisher Oregon City Morning Enterprise and
Member N. E. A. Executive Committee

Four days of unalloyed pleasure have been allotted for the approaching conven-
tion of the National Editorial Association which comes to Oregon and the Pacific Northwest in August. Portland will be the first convention city, and the editorial party will arrive on a special train on Friday, August 8, at 5:05 P. M. Nothing has been left undone for the comfort of the guests, estimated at nearly 300.



E. E. BRODIE.

At Seattle, hotel men from Portland will join the train and assign rooms, so that upon arrival at Portland, there will be no delay nor confusion, and after a bath, the members of the party will be motored to the spacious grounds of the Waverly Country Club for dinner, arranged and served by the Portland Caterers' Association, on the lawn at the club by the banks of the beautiful Willamette River, near Portland.

Welcome by Mayor Baker

There the usual preliminaries will be held, such as an address of welcome by Mayor Baker of Portland and the responses, so that the decks will be clear for the business session next morning. Portland's crack municipal band will furnish music at the club grounds.

Saturday, August 9, will be given over to the business of the convention, at the Elks Temple, and at noon luncheon will be served in the dining room of the Portland Press Club in the Elks Building, through the courtesy of the Home Industry League of the Portland Chamber of Commerce. Adjournment will be taken at 4 o'clock and by arrangement of the Commercial Club of Oregon City the party will be taken on interurban cars to the pioneer city of Oregon, at the Falls of the Willamette, and the association officers will formally dedicate a monument, now being erected by W. P. Hawley, president of the Hawley Pulp & Paper Company, of Oregon City, to mark the establishment of the Oregon Spectator, the first newspaper on the Pacific Coast, in February, 1846.

The visitors will then be taken back to Portland and the formal banquet held at the Chamber of Commerce, through the courtesy of the Portland Oregonian and the Portland Telegram.

Famous Columbia River

Everybody is expected to be up and about early Sunday, for it will be a busy day, and guests are expected to get a cup of coffee before leaving their hotels, for breakfast will be along toward noon.

Automobiles will take the party up the famous Columbia River highway, over 60 miles of paved road, through the wonderful gorge of the Columbia, around Crown Point, with its 20 miles vista, and down past succeeding waterfalls, going as far as Eagle Creek, where the Oregon Fish and Game Commission and the U. S. Forestry Service have arranged to provide a bear and trout breakfast.

The return will be made to bring the party into Portland in time to go to their hotels and take a special train out of the Union Station at 4:30 P. M. for Salem, where at 6:30 P. M. dinner will be served by the courtesy of the Salem Commercial Club, and Governor Olcott will welcome the visitors.

Leaving Salem at 8:30 P. M., the night will be spent in Pullmans and the Easterners will waken at Medford at 6:30 and will have breakfast there, the Medford Commercial Club arranging it. Then the long line of motor cars will start for Crater Lake, "eighth wonder of the world." Basket lunches will be furnished, to be eaten at any point on this wonder highway, and the lake will be reached about 4 o'clock in the afternoon.

I shall not attempt to give a description of Crater Lake. No pen has ever been able to do justice to its elusive blue.

Next day the party will leave the lake right after lunch and return to Medford and it is hoped that arrangements will be perfected to go over the Pacific highway to Ashland, where dinner is to be served at Lithia Park, famous for its mineral water and its beauty.

Special Train to Mt. Rainier

At 8:30 P. M. Tuesday, the special will pull out for Portland, arriving at 7:30 A. M. Wednesday, August 13, taking a little better than an hour for breakfast at the Multnomah Hotel and then start on the Northern Pacific special at 8:45 for Tacoma, Washington, and the trip to Mt. Rainier.

The Portland Chamber of Commerce has agreed to finance the special train from Portland to Medford and return, at a cost of something like \$6,000, and the Medford Commercial Club will care for the party from its arrival at Medford until its departure, with the single exception of the expense at Crater Lake lodge, an item for the coupon book of Secretary Schlosser and Chairman Wilke of the transportation committee.

Committee in Charge

The committee in charge of arrangements in Oregon is as follows: W. J. Hofmann, Mayor George L. Baker, John M. Mann, J. E. Wheeler, John M. Scott, Phil S. Bates, Fred L. Boalt, George M. Cornwall, George H. Himes, Oscar Overbeck, I. N. Fleischner, Mrs. C. E. Jones, C. C. Chapman, Robert E. Smith, C. S. Jackson, W. P. Strandberg, Edgar B. Piper, A. C. Gage, Henry L. Corbett, Dr. Henry Waldo Coe, R. A. Stewart, Sidney B. Vincent, Thomas Sherrard and H. W. Kent, all of Portland; W. P. Hawley and Lloyd Riches of Oregon City; B. T. McBain of West Linn; F. J. Simpson of North Bend and Will G. Steel of Medford.

Oregon will be on hand in August to extend a warm welcome to the editors of the nation.

GOV. HART TO WELCOME N. E. A.

Seattle Has Made Big Preparations—State Association Meets, Too

SEATTLE, Aug. 4.—In conjunction with the convention of the National Editorial Association, the Washington State Press Association will hold its annual meeting in Seattle during the week of August 14. With the editors of the nation assembled in Seattle, this year's state gathering is expected to be one of the largest in the history of the organization.

Governor Louis F. Hart will welcome the N. E. A. editors to Seattle at the opening session here. An elaborate program of entertainment has been arranged in honor of the visitors under the direction of Frank P. Goss, of the Post-Intelligencer staff.

LET HOFMANN DO IT! PORTLAND FOLKS SAY

When anything is to be done out in Portland, Ore., they don't say: "Let George do it." They say: "Let Hofmann do it!" meaning W. J. Hofmann, advertising manager of the Oregonian and office holder extraordinary.

And Hofmann does it. He does it so well that there is hardly a civic organization in the city that does not appeal to



W. J. HOFMANN.

him when there is real work to do. Hofmann has tackled so many hard jobs and put them over so successfully that he has made a reputation that there is no hope of living down; consequently new duties are always being added. Hofmann hasn't shown any signs of weakening as yet.

There is a more or less general impression that the advertising manager of a city daily has a full-sized day's work ahead when he goes to the office in the morning. His office duties, however, are only a sort of appetizer for W. J. Hofmann, as may be appreciated when one glances over the following list of offices, all of which he is occupying at the present time:

President of the Pacific Coast Daily Newspaper Association.

President of the Pacific Northwest Tourist Association.

Director-general of the National Editorial Association convention, which meets in Portland next week.

Chairman of the entertainment committee for returning Oregon soldiers.

Potentate of Al Kader Temple, Nobles of the Mystic Shrine.

President of the Irvington Club, a community social and tennis club of seven hundred members.

Director of the Trails Club, which is making Oregon's mountains more accessible.

Director of the newspaper division of the Advertising Clubs of the World.

Rather a formidable list, but, of course, it does not take into account other titles that he has but recently dropped.

For instance he is an ex-president of the Portland Ad Club, and up to a short time ago had been for ten years a director of the Portland Chamber of Commerce. He is also credited with organizing the Royal Rosarians, a body of 100 Portland business men who act as the official entertaining committee during Rose Festivals, body-guarding the king and queen, receiving outside delegation.

Oregon Association to Meet In Portland, Aug. 8-9

Business Sessions Will Be Held Jointly
with N. E. A. Meeting—Members
to Be Guests of Local Publishers

EUGENE, Ore., Aug. 4.—Lloyd Riches, secretary, announces that the Oregon Editorial Association will meet August 8 in the Portland Press Club, just preceding the opening of the National Editorial Association convention sessions. The first will adjourn in time to join in the reception of the N. E. A. members, who will arrive in Seattle by special train at 5 p. m. that day.

Following is the tentative program of the State association gathering, as prepared by President C. E. Ingalls, of Corvallis:

- 9:30. Address of Welcome—Mayor Baker. Response for the Press—C. E. Ingalls, President State Association.
- 10:00. Relations and Cooperations of Press and Agency—Charles E. Couche, Couche Advertising Agency.
- 10:30. How Advertising Agencies Get My Goat—Elbert Bede. Discussions. Government Advertising—S. C. Morton. Propaganda—B. W. Bates.
- 1:30. Home Industries and the Press—A. E. Clarke.
- 2:00. Discussions—Ed. Aldrich, Bruce Dennis.
- 2:15. Press Appeals to Femininity—Miss Aileen Bronz, Society Editor Portland Telegram.
- 2:45. Both Sides of the Footlights, Through the Reviewer's Glasses—Leone Cass Baker.
- 3:15. Gathering News for an Army—David W. Hazen.
- 4:00. Literary Digesting the Oregon Press—C. C. Chapman.
- 4:30. Business Meeting.

The big show starts at 7:30 that evening, when all members of the National Editorial Association, and if you have paid your dues to the State Association, you are a member of the National Association, will be tendered a reception and dinner at the Waverly Country Club as the guests of the Portland Caterers Association, with the courtesies of the Waverly Club. Music will be furnished by Portland's crack municipal band, address of welcome by Mayor Baker, responses, etc.

Saturday, August 9.

9:30 a.m.—Business session Elks Temple. Ladies of party will visit the large stores, shopping, etc.

12 m.—Luncheon, headquarters of Press Club at Elks Temple. Luncheon courtesy of Oregon Home Industry League.

2 p.m.—Ladies of party automobile trip around Portland. Automobiles courtesy of War Camp Community Service, Mrs. Alice Benson Beach in charge.

4 p.m.—Adjournment of business session. Party takes interurban cars to Oregon City, where officers of association unveil monument to commemorate establishment of first newspaper on Pacific Coast. Monument erected by W. P. Hawley, Sr., president Hawley Pulp and Paper Company of Oregon City. Interurban train courtesy Commercial Club of Oregon City.

5:30 p.m.—Leave Oregon City by interurban cars for Portland.

6:30 p.m.—Banquet at Portland Chamber of Commerce courtesy of Portland Telegram and Portland Oregonian.

Sunday, August 10.

7 a.m.—Automobiles leave hotels for trip over Columbia River Highway, scenic road of the Pacific Northwest, up the Gorge of the Columbia river, passing Crown Point, with the unobscured view of the Gorge, Chanticleer Point and Rooster Rock, Latourelle Falls, Shepherd's Dell, Bridal Veil Falls, Multnomah Falls, Horse Tail Falls, Oneonta Gorge to Eagle Creek, where bear and fish breakfast will be served by the United States Forestry Service.

Special N. E. A. Edition in Winnipeg

WINNIPEG, Man., Aug. 4.—The Manitoba Free Press issued a special souvenir edition as a compliment to the members of the National Editorial Association when they visited this city, July 28, in the course of their Victory Tour. A warm welcome was extended in a full leading page article written personally by J. W. Dafoe, editor-in-chief. The editorial entente furnished valuable facts and figures about Winnipeg and Manitoba Province such as the American editors can use well when they return home.

Connolly with King Features

Joseph V. Connolly, late of the New York Sun and New Haven Union, has succeeded William B. Seabrook as publicity manager of the King Features Syndicate, New York. Mr. Seabrook retires to return to Georgia.

GUIDE FOR SPACE-BUYERS IN COMPUTING COSTS OF NATIONAL, SECTIONAL OR STATE CAMPAIGNS

State	Population	Number of English Language Dailies		Total	Total net paid		Total	Minimum agate line rate		Total	Number Sunday papers	Total Sunday circulation	Sunday minimum agate line space rate	A. B. C. Morning	Net Paid Evening	Circulation Total	Sunday	
		Morn'g	Ev'g		Morning	Evening		Morning	Evening									
Alabama	2,395,270	3	22	25	69,759	162,392	232,151	.15	4951721	.6451721	11	171,408	.4303574	69,759	120,653	190,442	156,250	
Arizona	272,034	8	12	20	25,590	26,322	51,912		1907145	.2507145	8	27,907	.1907145	13,285	12,950	25,685	14,702	
Arkansas	1,792,965	4	24	28	59,378	71,215	130,593		1433715	.3228550	6	88,724	.2028563	53,573	33,798	87,368	79,918	
California	3,119,412	47	97	144	498,459	794,407	1,292,866		1,3364598	2,4672531	40	860,657	1,7851083	408,368	522,759	931,127	778,794	
Colorado	1,014,581	9	28	37	57,478	215,876	273,354		1,2321445	.6135725	11	236,814	.4703574	45,899	156,586	202,485	212,722	
Connecticut	1,286,268	7	28	35	88,226	268,825	357,051		.6078572	.6678581	5	89,102	.2300000	73,391	116,366	189,757	54,872	
Delaware	216,941	1	2	3	10,599	31,219	41,818		.028	.065	10,599	31,219	41,818	None	
Dist. of Columbia	374,584	3	2	5	89,730	100,104	189,834		.2342858	.31	4	230,879	.5000000	88,730	160,104	248,834	230,879	
Florida	938,877	11	16	27	72,046	64,664	136,710		2,600715	.5404291	10	85,653	.2628573	54,045	25,846	79,891	68,456	
Georgia	2,935,617	8	20	28	116,565	195,731	312,296		2,635715	.4850006	15	322,780	.6071432	107,490	172,124	279,614	310,871	
Idaho	461,766	3	8	11	22,186	26,680	48,866		.6914286	.1514288	5	37,448	.1428572	16,267	None	16,267	15,589	
Illinois	6,817,734	21	107	128	838,625	1,860,372	2,698,997		1,271431	3,2193488	25	1,502,409	1,7550004	772,440	1,030,074	1,802,514	1,411,579	
Indiana	2,524,167	24	109	133	280,298	557,422	837,720		.5562517	1,7194670	18	288,434	.5775001	251,509	332,736	583,975	262,617	
Iowa	2,224,771	10	42	52	149,245	468,882	618,127		.2757144	1,0908583	12	302,550	.6085715	136,841	375,757	512,598	188,271	
Kansas	1,874,195	10	55	65	119,466	214,376	333,842		.3178573	.8290736	10	129,360	.3321430	97,733	113,829	211,568	102,360	
Kentucky	2,408,574	10	21	31	128,964	179,414	308,378		.3071430	.7728663	9	156,314	.3481251	114,688	130,790	245,478	146,227	
Louisiana	1,884,778	3	15	18	96,017	150,046	246,063		.1657143	.3630576	5	251,881	.4400000	95,267	127,536	222,808	245,572	
Maine	782,191	6	6	12	61,298	63,538	124,836		.1406429	.1582144	3	35,755	.0625000	23,088	37,863	60,951	21,549	
Maine	1,884,539	6	11	17	174,201	248,045	422,246		.3078573	.4878574	3	321,146	.5000000	160,412	216,130	376,542	321,146	
Massachusetts	3,632,790	12	61	73	872,723	1,171,189	2,043,912		1.985	2,6867875	12	1,360,048	1,7514287	737,799	960,906	1,728,705	1,304,746	
Michigan	3,133,678	7	53	60	189,541	740,478	930,019		.3306431	1,5225012	11	467,124	.7026573	134,446	650,331	784,777	414,423	
Minnesota	2,348,287	6	35	41	152,340	475,010	627,350		.2505358	.9728795	6	380,239	.5042858	148,868	418,731	567,597	375,286	
Mississippi	2,001,466	4	11	15	16,519	30,135	46,654		.075	.1957145	6	28,191	.1250000	4,772	11,179	15,951	16,444	
Missouri	3,448,498	12	60	72	594,490	899,450	1,493,940		.8633929	1,6151802	17	1,100,958	1,4571430	584,522	787,478	1,372,000	1,083,557	
Montana	486,376	11	9	20	67,074	44,650	111,724		.2250000	.2140430	8	84,654	.3407145	41,935	27,403	69,338	57,575	
Nebraska	1,291,877	7	18	25	118,524	245,850	364,374		.1742859	.5428574	7	236,424	.4300001	111,797	206,844	318,641	230,317	
Nevada	114,742	3	4	7	5,429	7,219	12,648		.0517850	.0618573	3	5,429	.0618573	None	4,632	4,632	None	
New Hampshire	446,352	3	10	13	14,362	42,523	56,885		.0506372	.1764829	11,475	13,662	25,137	None	
New Jersey	3,080,871	6	30	36	69,094	450,472	519,566		.1796429	1,0360364	6	73,068	.233572	None	255,296	255,296	34,286	
New Mexico	437,015	1	5	6	7,429	18,720	26,149		.025	.0728574	1	7,429	.0250000	None	None	None	None	
New York	10,946,989	44	111	155	1,921,548	2,893,760	4,815,308		5,3535721	6,7672171	27	3,134,908	5,3482868	1,235,037	1,907,423	3,162,460	2,280,731	
No. Carolina	2,466,025	9	24	33	90,359	75,954	166,313		.2353580	.5910794	13	122,967	.3307144	74,870	35,685	110,555	100,080	
No. Dakota	791,487	3	11	14	24,827	38,106	62,933		.0725	.1896430	3	29,078	.1050000	22,777	27,692	50,469	24,978	
Ohio	5,278,814	27	123	150	472,573	1,602,837	2,075,410		1,1067850	2,9927157	4,239,046	23	816,668	1,5263574	273,014	680,764	953,778	550,921
Oklahoma	2,377,629	10	49	59	135,018	207,700	342,718		.3250001	.9098091	20	188,245	.5814288	108,651	76,028	184,679	125,467	
Oregon	888,243	9	22	31	123,549	156,928	280,477		.2717860	.4517864	10	188,328	.3700003	79,365	102,731	242,096	172,586	
Pennsylvania	8,798,067	44	142	186	1,033,099	1,676,239	2,709,338		2,0625005	5,4858623	16	1,383,956	2,1985716	895,648	714,184	1,609,832	1,292,852	
Rhode Island	637,415	2	8	10	32,993	139,977	172,970		.0907143	.3564286	3	61,972	.1850000	29,875	71,947	151,822	61,972	
So. Carolina	1,660,934	6	10	16	61,550	55,383	116,933		.1678572	.1878574	8	81,585	.2328572	51,019	38,813	89,832	64,348	
So. Dakota	735,434	7	14	21	20,893	41,473	62,366		.1207144	.1907146	6	33,250	.1757144	14,966	19,806	34,792	21,350	
Tennessee	2,321,233	5	13	18	184,692	206,527	391,219		.2782143	.4707145	8	252,474	.4350000	152,192	155,603	307,795	248,313	
Texas	4,601,279	27	75	102	276,651	425,962	702,613		.8871435	1,4832164	41	572,533	1,4878579	236,931	220,360	457,291	454,304	
Utah	453,448	4	7	11	70,991	53,749	124,740		.1314286	.1542858	3	107,973	.1614286	46,438	52,113	98,551	75,087	
Vermont	866,192	2	8	10	18,514	32,711	51,225		.0428572	.1127859	18,514	6,765	24,279	None	
Virginia	2,234,030	12	18	30	136,976	179,289	316,265		.3471431	.4571432	11	164,752	.4000001	108,839	131,224	260,068	138,181	
Washington	1,660,378	11	23	34	137,485	343,392	480,877		.3375001	.8017861	13	290,120	.6205001	115,586	248,247	363,833	270,196	
W. Virginia	1,439,165	9	22	31	76,050	80,523	156,573		.2032858	.3178580	10	100,256	.2671430	21,015	54,927	75,942	47,728	
Wisconsin	2,553,983	4	45	49	54,701	408,169	462,870		.1242857	1,0243582	7	195,678	.3717858	52,697	348,041	400,733	194,638	
Wyoming	190,380	3	5	8	10,461	14,913	25,374		.052858	.1471431	3	10,461	.0542858	None	5,847	5,847	None	
Total	105,252,211	503	1948	2451	9,948,504	18,026,323	27,975,127	\$22,739,5720	\$44,2951603	\$67,0346723	505	16,017,717	\$30,0715964	7,956,569	12,090,820	20,047,389	14,290,360	

THE tabulation here printed affords to buyers of newspaper advertising space data on which either national or state campaigns may be planned with a minimum of effort in computing costs.

It is a summary of the facts presented in detail in the complete list of English-language daily newspapers of the United States, with their circulation figures and advertising rates, in the issue of July 24.

The agate line rates, covering 5,000-line contracts, show total costs for using either all of the Morning, Evening or Sunday newspapers in each state, and also in the United States as a whole. Figuring groups of states, major market groups, for campaigns in either of the three classes of newspapers is a matter of simple arithmetic.

For example: Colorado has 28 Evening newspapers, with a total circulation of 215,876 and a combined advertising rate of .6678581 per agate line. Thus 5,000 lines in all of these Colorado Evening papers will cost \$3,067.86.

In Indiana there are 24 Morning newspapers, with total circulations of 280,298 and a combined advertising rate of .5562517 per agate line. The cost for 5,000 lines in all of these Indiana morning dailies will total \$2,781.26.

Ohio has 23 Sunday newspapers, with total circulations of 816,668 and a

combined advertising rate of \$1,5253574 per agate line. Thus 5,000 lines of advertising in all of the Ohio Sunday newspapers would cost five thousand times the line rate or \$7,626.67.

This summary should be preserved for instant reference by every space buyer for an agency or a national advertiser, as it will serve as a reliable guide as to circulations and rates as applying to blanket campaigns.

The detailed information as to newspapers, referred to above as having been published July 24, will be supplemented in next issue of EDITOR & PUBLISHER by the publication of the same complete lists of 2,151 English-language dailies arranged in a different manner. Populations of states and of cities will be given, and the cities will be listed according to populations, not alphabetically as in the first publication.

This re-arrangement of data will emphasize for space buyers the comparative importance of markets in units of cities, based upon populations, and will also include all of the rate and circulation data originally presented.

Thus the issue of EDITOR & PUBLISHER for August 14 will have for space buyers an entirely new element of interest and value, and will be preserved for reference in connection with the tabulation given herewith and the lists printed July 24.

HOSKINS RETURNS TO HOUSTON

Made Managing Editor of Post After Service on Coast

HOUSTON, Tex., Aug. 5.—L. A. Hoskins has taken editorial charge of the Post, succeeding Charles Maes as managing editor. Mr. Hoskins is an old Houstonian, but for the past nineteen years has been living in California. Before going west he was employed on the Post for two years as Associated Press telegrapher and for a shorter period as telegraph editor.

Mr. Hoskins associated himself with the Los Angeles Examiner when that publication was founded. Eight years ago he became managing editor of the Los Angeles Tribune and later took on the editorial management of the Los Angeles Express, merging the editorial

management of the two papers under one head. He left the Tribune-Express connection in 1917 and became assistant to S. A. Perkins, of the Perkins Press at Tacoma. When the Perkins papers were sold to the Baker interests, and the Tacoma News Tribune, Mr. Hoskins renewed his Hearst connection, going to Atlanta as day editor of the Georgian.

Geraghty Managing Irish Press

PHILADELPHIA, Aug. 4.—The Irish Press, a weekly devoted to the interests of Ireland, has moved its headquarters to 924 Filbert street, and John B. Geraghty is now general manager. He is preparing plans for a circulation contest, with scholarships and trips to Ireland as the principal prizes. Joseph McGarrity is owner and publisher.

CROIX DE GUERRE FOR McDONALD

Chicago Newspaper Man Cited by Marshal Petain Personally

MRS. J. T. TOLER HOME FROM OVERSEAS

Wife of Atlanta Constitution's Circulation Manager, Nicknamed "Georgia" by Doughboys, Says Service with Them Was Most Enjoyable

The doughboys in France called her "Georgia." At home she is Mrs. John T. Toler, whose husband is the popular circulation manager of the Atlanta Constitution and past president of the International Circulation Managers' Association.



MRS. JOHN T. TOLER

Back from six months' active service with the American soldiers in France as a Y. M. C. A. canteen worker, "just to have done something for my country," Mrs. Toler brings home a war work record of which she can well be proud and the thanks of thousands of "her boys"—who will never forget her.

Mrs. Toler, young, handsome and charming daughter of the South, in her smart "Y" uniform, arrived in New York on the U. S. S. Mt. Vernon last Saturday on her way down to Atlanta, just bubbling over with praise and admiration for the work and conduct of the American soldiers in France.

She took up her work with them just after the armistice was signed (although it was not her fault that she did not get overseas sooner), at the time the boys were beginning to come back from the front, yearning for home and loved ones.

South and North Were One

It was the critical period of morale maintenance, and the war workers realizing it concentrated their efforts on making the boys as happy and contented as possible until the arrival of their embarkation orders. This was Mrs. Toler's duty, along with others, and she was assigned to the "Blue and Gray" Division, composed of men principally from New York, New Jersey, Maryland and Virginia.

"Once I was the only woman in the camp for a period of five weeks," she related to EDITOR & PUBLISHER, "and in that time I had a wonderful opportunity of studying the American soldier and his spirit.

"There wasn't anything they wouldn't do for me. I was the first American girl they had seen for as long as eighteen months—some of them—and there was nothing too good for me. They would confide in me and ask my advice, while many told me, with tears streaming down their bronzed and beaten faces, of mothers, sisters, wives, brothers, fathers and sweethearts back home whom they were so anxious to see and be with again.

Soft-Hearted Boys Again

"O! the spirit of those boys was wonderful — just soft-hearted youngsters again, transformed from fighting demons who only a few days before were battling the boche to death in the fight for human rights.

"When they found out I was from Atlanta, they promptly nicknamed me after my native state, and I was 'Georgia' to them thereafter, losing entirely for the time being my true identity.

"When I received orders to move on, to erect and take charge of another hut, what a protest those boys made. They threatened to appeal to generals, col-

onels, and every other authority in the army and the Y. M. C. A. to keep me with them, but orders were orders with us and I had to move along, hard as it was to break away.

Respectful and Courteous Always

"It was the same in the next camp and wherever else I went. Kindly respect and courtesy marked my reception and labors. It was most enjoyable work and I wouldn't have missed it for anything."

As the soldiers were gradually sent home and the camps broken, Mrs. Toler was assigned to duty in Paris and opened up and managed the first American ice cream soda parlor in the French capital. She served ice cream, sodas and sundaes over the counter, crushed

flowers. I will never forget the occasion as long as I live."

Luxuries of Life Forgotten

Asked if she didn't enjoy the Atlanta Constitution every day from home, a merry twinkle came into her eyes. "Indeed we did," Mrs. Toler replied. "We didn't get much time to read it, but it was fine for making fires in the morning when wood was too wet to light. Many a time I thanked my husband from my heart for sending it to me. Mr. Toler must have felt badly at first at the treatment of his daily love letter, as he called the Constitution, but I made him understand he could not send me anything of greater use, so he kept up the supply."

As for toilet luxuries, Mrs. Toler

N. Y. TRIBUNE DROPS OWN DELIVERY

After Year's Trial It Goes Back to American News Company's Joint Delivery and Raises Dealer Price to \$1.40 Per Hundred

After a year's trial of independent delivery service, the New York Tribune has abandoned the plan and returned to American News Company's joint distribution along with the other daily newspapers of the city. At the same time the Tribune also raises its dealer price from \$1.20 to \$1.40 per hundred copies. The changes were made effective Monday of this week.

Last summer, when newsdealers demanded a reduction in price of all New York dailies to \$1.20 per hundred copies and attempted to enforce their demands by boycotting the Hearst newspapers, the Tribune management met the dealers' rate, but the American News Company refused to handle the papers at the lower figure.

The Tribune declined to withdraw from its stand and formed its own system of dealer delivery in charge of Berthold Yokel, long with the Hearst papers. Mr. Yokel retired from the Tribune several months ago, and the circulation department was placed in charge of Frank M. Ball, who announces the latest change in policy.

NEW FIRM IN NATIONAL FIELD

Heaslip, Getz & Batchelor, Publicity Councillors, Open New York Offices

Charles T. Heaslip, Carl H. Getz and Bronson Batchelor have become associated in business as councillors in national publicity and in commercial and civic problems affecting public relations under the firm name of Heaslip, Getz & Batchelor, with offices at 366 5th avenue, New York.

Mr. Heaslip is a newspaper and magazine man of years' experience and recently was director of publicity for the United War Work campaign, the Y. M. C. A. and the Centenary movement of the Methodist Episcopal church.

Mr. Getz is a newspaper man who has worked in nearly every state, was formerly with EDITOR & PUBLISHER and was associated with Mr. Heaslip in the United War Work, Y. M. C. A. and Methodist campaigns.

Mr. Batchelor was formerly Washington correspondent of the New York Tribune and has been associated with Ivy L. Lee in corporation publicity in addition to being director of the Red Cross campaign in Washington.

G. F. Johnson in Complete Control

BINGHAMTON, N. Y., Aug. 1.—Less than one month after purchasing the Binghamton Republican-Herald, in cooperation with George F. Johnson, Representative in Congress William H. Hill has resigned as vice-president of the Binghamton Publishing Company, severing all connections with the newspaper and leaving Mr. Johnson in complete control. Differences over policies were the cause of Mr. Hill stepping down. He will continue as editor of the Johnson City Record.

Norfolk's Population Claims

Norfolk claims a greater gain in population during the last four years than any other Southern city. In 1914 the population was 90,000, and it is claimed that 250,000 people now live in the city.

Waterloo Evening Courier

AND WATERLOO DAILY REPORTER

Waterloo, Ia., July 29, 1919.

EDITOR & PUBLISHER: Yesterday I received your edition of July 24th, and read it with even more interest than ever.



A. W. PETERSON

I am moved to express my appreciation of the wonderful paper you are issuing. This last number seems to me to be the most complete and instructive issue of the kind that I have ever seen.

This is surely a very remarkable era of willingness upon the part of the public to come out in the open with thoughts for the purpose of exchanging views and benefiting the public in general. You are playing your part well in printing and distributing information which you are bringing out for the welfare of all who will read.

What is true of the reading matter pages of the EDITOR & PUBLISHER is also vividly illustrated as true of the advertising pages. The advertiser seems to have caught the spirit of the times, and is telling his story in a very commendable way.

Very truly yours,

A. W. PETERSON, General Manager.

Mr. Peterson is President of the Inland Daily Press Association and Chairman of the important Grievance Committee of the American Newspaper Publishers' Association. He has made a wonderful record in building up the Inland Association and the Evening Courier.

the fruits for syrups and did everything else possible to make the doughboys feel at home, and "Didn't they appreciate real American ice cream and sodas," Mrs. Toler exclaimed. "To many they were the first they had had since leaving home."

Asked what impressed her most in France, Mrs. Toler said it was a visit to the American cemeteries at Belleau Wood and Chateau Thierry, where a number of unidentified dead are buried.

Graves of Unknown Impress Deeply

One cannot describe the feeling of sorrow and emotion that arises when meditating above those graves," Mrs. Toler said. "To think of those poor fellows lying dead under unmarked mounds, thousands of miles from dear ones at home, who perhaps are expecting their return daily, and how they made the supreme sacrifice for their country, brought tears to the eyes of all of us as we made a pilgrimage to decorate the graves with

laughingly admitted that for a long time cold cream had to take the place of water very often.

When it was suggested that she must have had home training and experience in work to enable her to make such a success of her Y. M. C. A. mission, Mrs. Toler said: "No, I never did a stroke of work worth while before I went overseas, and I don't know what I'll do when I get home again and won't have anything to do. I'll just have to find something I guess.

"Best of all now I'm going back to the best man on earth, and I just can't get down to Atlanta soon enough, but I can never forget my boys of the A. E. F."

Fred L. Rentz, manager of the New Castle (Pa.) News, celebrated his 37th anniversary of connection with the paper, July 30, by being host to the News staff at dinner. Places were laid for ninety.

MARKETS OPENING TO AMERICAN GOODS

Our Manufacturers Face Great Opportunity for Winning British Favor—James Keeley Tells of English Advertising Methods and Media

James Keeley, editor of the Chicago Herald before its consolidation with the Examiner and who has just established himself as advertising counsellor in Chicago, on his recent return from a year's visit to Europe, nine months of which was spent in England, gave an interview to the New York Times, in which he analyzed with his usual keen insight the present possibilities for developing markets for American goods in Great Britain.

He believes that during the reconstruction period our manufacturers may find the time particularly propitious for winning British favor for any good product. He warns against the folly of trying to force American selling and advertising methods over there, suggesting that campaigns should follow the accepted British policies.

Advertising Medium

"The American merchant and manufacturer who wishes to introduce his goods to the British market has not a difficult problem in advertising his products," says Mr. Keeley. "By using about two dozen papers he can secure a good market, the character of his product governing the character of the papers selected for his campaign.

"I looked into this question thoroughly and then secured from one of England's leading advertising agents his judgment as to the leading mediums, their circulation and pulling powers. The circulations given are approximate, as English papers rarely guarantee circulations. We divided the papers into three classes: (a) Those that appeal to the best class of the thinking public;

"The fifteen leading dailies of London have a circulation of 6,665,000, ranging from the 'million a day' Daily Mail to the 35,000 of the ultra-conservative evening paper. No. 2 in circulation is a picture paper, No. 3 is the evening sister of The Mail, No. 4 another picture paper. Six of the nine morning papers have half a million and over, while the three leaders in the afternoon field have 900,000, 600,000, and 300,000, respectively. The three morning papers, classed A, each has less than 200,000, and the other six are marked B. Of the afternoon papers four are A, one B and one C.

Enormous Sunday Circulations

The Class A mornings get, roughly, \$100 a column per 100,000 circulation, while the big fellows average from \$375 to \$400 per column on the basis of a million circulation. The evening rates, with the exception of one rate of \$250 for 300,000, are much lower for the bulk and somewhat higher for the class.

"In the Sunday field the circulations are enormous. Thirteen London papers have a gross circulation of 9,420,000, ranging from 2,500,000 to 60,000 for a sporting paper. Number 2, a picture paper, has 2,300,000, with two others with 1,250,000 each, one of these being a picture paper. There are two class 'A' Sunday papers, neither of which quite reaches the quarter of a million mark. The cock of the walk, with its 2,500,000, is classed 'C,' but its close rival is placed in 'B' category. Curiously enough, all picture papers are in the 'B' class, and they are all tabloid in form. The class 'A' Sundays get a measurably higher rate than the class

DOES NOT BELIEVE IN EXECUTIVES BURYING THEMSELVES



HARVEY W. WHITE.

NOT many newspaper makers are better known to the members of the craft, especially in the city of his adoption, than Harvey W. White, editor of the Buffalo Commercial; and there's a reason. Men who sit inside at a desk meet comparatively few of their fellows in the same line of work, but the reporter meets everybody—and Mr. White served many years in the capacity of a reporter.

Mr. White's home town is Elmira, N. Y., where he was born February 6, 1867. He comes of old Pilgrim stock, and on his father's side traces his descent from Peregrine White, famous as the first male child of white parents born in America. His mother, also, carries his origin back to New England, being of the Adams stock, which came to this country from Devon, England, in 1632. None the less, he chose Knox College, at Galesburg, Ill., for his alma mater, and pursued the classical course there.

He came home after taking his degree, of course, and began his newspaper career on the Elmira Daily Advertiser, then owned by J. Sloat Fassett. He afterward made a brief visit to Lockport, N. Y., where he took the city editor's desk on the Union, but returned to the Advertiser as its city editor. That was when Edward L. Adams, now U. S. Consul at Dublin, was the Union's managing editor. Buffalo seemed to offer attractions to him, however, and he went to that city in 1897 and served the Times there in various reportorial and editorial capacities. Six years later he joined the staff of the Commercial as a reporter, and rose steadily from one position to another until he became managing editor. When the Warren family sold the Commercial to Charles A. Finnegan, Mr. White was confirmed in the office of editor of the paper, thus reaching the apex of the editorial pyramid.

While some men permit themselves to be buried by the duties of supervising the editorial conduct of a newspaper, Mr. White is of different mental calibre. He has never lost personal touch with the world's activities, and always finds time to contribute the leader on the editorial page, daily. He is a master with the pen, and his writings have contributed not a little to the prestige of the Commercial in Western New York.

Perhaps his chief source of pride is his family. He is happily married and has six children who vie with their parents in family devotion.

'A' dailies, namely, \$250 for 220,000 circulation, as against \$250 for 150,000 daily. The 2,500,000 circulation one pays \$1,100 per column.

"In the weekly field circulations are small, with the exception of John Bull, with 1,200,000, and Punch, with 300,000. Of fourteen weeklies, 11 are in 'A,' 2 in 'B,' and 1, John Bull, in 'C.' The latter gets \$1,650 a page, and Punch gets \$750.

"In England advertising has not reached the pinnacle of success attained in America, but it is a growing and potent force. Recognition by the Govern-

ment of the paid announcement as a vital factor in raising armies, in supplying the Treasury with funds, and recently in informing the public of the difficulties of and the reasons for the delay in demobilization, has placed a hall mark of value on advertising that is bound to be of great benefit. One of the byproducts of the war has been this cause of education in publicity. The real business man is taking advantage of the situation thus created, and the astute American manufacturer and merchant who is willing to play the game according to the rule will gather his share of the harvest."

Business Men May Lay New Pacific Ocean Cable

Present Service So Bad That Drastic Steps to Remedy Conditions Are Needed, Says Davis

Unless there is an improvement in the Pacific cable service soon large business interests will unite to establish adequate means of communication in competition with the existing company, according to O. K. Davis, secretary of the National Foreign Trade Council, 1 Hanover Square. Mr. Davis says that the long delays in transmission of cables have become so frequent and serious that business was being seriously interfered with. In a statement this week he said:

"There are three rates of charges for cable messages across the Pacific. One is the commercial rate, which is the standard; another is the press rate which is usually one-third of the commercial rate, and the third is the urgent rate, which is three times the commercial rate. Ordinary business messages are usually paid for at commercial rate. Such messages submit precedence to all Government business. The urgent rates takes precedence over commercial business, and in normal times would require from thirty minutes to an hour in transmission.

"I have repeatedly sent urgent messages from Manila to New York by way of London when only forty minutes were required for transmission, but now from two to three days are required for the transmission of an urgent message.

"I think it will be admitted that business of such importance as to warrant communication at a rate of from \$4 to \$5 a word is entitled to have that communication made effective without delay. That certainly is the feeling among the business men concerned. They know from costly experience what the situation is, and are not seeking explanations of its causes, but means of relief."

HAUBRICH FIELD SECRETARY

Colorado Editors Follow Lead of Iowa and Utah

DENVER, Aug. 4.—The Colorado Editorial Association is to have a field secretary looking after the state newspaper's commercial interest and has named George T. Haubrich, secretary and treasurer, for the work.

Among his duties will be to secure foreign advertising for the Colorado papers; try to obtain an equal distribution of political and quasi-public corporation advertising; settle circulation and advertising disputes, and establish uniform rates for advertising and job work.

Mr. Haubrich's position and work will be similar to that done by field secretaries in Iowa and Utah.

Official Canadian News Bureau

The new official Canadian bureau of information has opened offices at 1463 Broadway, which will be available to American writers and publishers throughout the United States. Lieut.-Col. John A. Cooper is in charge.

Brakeley Joins Red Cross

George Brakeley has resigned as Sunday editor of the New York Sun to Red Cross Magazine, New York. There has been no permanent appointment to assume the managing editorship of the his place on the Sun.

A. P. NEWS WIRES SPAN 50,000 MILES OPERATION COSTS OVER \$2,500,000

Story of Gradual Development Shows How Mechanical Genius Has Been Applied—Automatic Printers Hasten News Delivery—Wireless Is Logical Next Step

BY MILTON GARGES.

ACTING CHIEF A. P. TRAFFIC DEPARTMENT.

SOMETIME back in the early part of the Nineteenth Century a Commissioner of Patents wrote to the Secretary of the Interior that he wanted to resign. The reason he gave was that everything that could be invented had been invented, and that he didn't want a job that was a sinecure.

Quite a few things have been invented since then. None has been of greater service than those which have made for the rapid dissemination of information. Our people have become so accustomed to the world's news served hot from the press that it is hard to realize that it is not such a far cry from the pony express to the automatic telegraph. Not so many years ago the news from Europe came by sailing vessel or slow steamer, the vessels on arrival being met down the bay by reporters who, after preparing their budgets, sent them off to the editorial room by carrier pigeon. In those days, too, New York got its news from the seat of government at Washington by pony express riders.

Made Press Associations Possible

With the invention of the telegraph and the stretching of the Atlantic cable the development of press associations became possible, and while it is not the purpose of this article to detail the many steps in the gradual march to present-day efficiency, it may be interesting to point out some of the milestones.

When The Associated Press decided, in 1885, to lease its wires instead of depending upon the commercial companies to handle its dispatches through the regular channels, probably the most important forward step was made. It became possible greatly to increase the service given to its members, both as to quantity and quality. It made available a wire connecting the principal cities which could be devoted entirely to the transmission of news dispatches.

Enter the Typewriter

It made possible the employment of a corps of efficient telegraphers whose skill with the dots and dashes made for speed and accuracy. It involved, of course, what in those days seemed a tremendous increase in costs, and the newspaper members in only the larger cities could undertake the innovation. It soon proved its worth. The amount of news delivered by this method was immense as compared with the meagre, abbreviated service which had come through by the commercial lines.

For some years prior to this a telegrapher here and there had been experimenting with the typewriter as an aid in receiving press dispatches. The great advantage of this method soon became obvious, and when the Associated Press established its leased wires it required its telegraphers to learn to use the typewriter.

The men were quick to respond, the typewriter relieving them of the strain of the old time stylus and flimsy method which had put so many of them out of commission with "telegrapher's arm"—a form of writer's paralysis. The man who had to handle the copy on the telegraph desk of the newspapers also rejoiced. Now he had clean, typewritten copy, every word spelled out in full, and all the punctuation marks in their proper places. It made his work easier; it enabled the printers to handle the copy faster and with fewer errors; when nearing the "deadline" he found that the copy could be "railroaded" to the printer, something impossible with the flimsy. The telegraphers soon found that with

increasing familiarity with the typewriter they could copy much faster than the best Morse operator could transmit the dots and dashes; also that it was easier to work at a higher speed. Having increased the speed capacity of the re-



MILTON GARGES.

ceivers, the next thing was to find a way to utilize this increased capacity by increasing the amount of matter the sender could produce.

Walter P. Phillips had evolved a code system which he originally used as a method of shorthand reporting. This consisted of a series of abbreviations, more or less arbitrary, but which were easily acquired. It was found that this could be adapted to the more rapid transmission of press dispatches. The sending operator, instead of spelling out the words, letter by letter, as previously had been necessary, could send the abbreviation corresponding to a word or group of words, the receiver would recognize the combination and transcribe it in its proper form on his typewriter.

Code System in Use

For example, the sender would transmit a dispatch like this:
"LD, Mar 22—T fs ac is nw ofly pud o a rmbk lg dsc flite ov t Nt Za wh ws pfmd by a Br non-rigid aisp, the US11, dur t pst fu dts. T vyj took t form o a ckt, mbcg t coast o Denmk,

Schleswig-Holstein, Heligoland, Nt Ger & Holland. T trip ws chzd bi xmy ufb wea T trf is rgdd as rnkq as ph t ms notbl flite f k dev utkn."

And as it would be turned out by the receiver, it would read:

LONDON, March 22.—The first account is now officially published of a remarkable long distance flight over the North Sea which was performed by a British non-rigid airship, the US11, during the past few days. The voyage took the form of a circuit, embracing the coast of Denmark, Schleswig-Holstein, Heligoland, North Germany and Holland. The trip was characterized by extremely unfavorable weather and therefore is regarded as ranking as perhaps the most notable flight of its kind ever undertaken.

It readily may be seen that the use of this code, with which the telegraphers soon familiarized themselves, made it possible to handle a greatly increased volume of dispatches and at a much higher rate of speed, but without imposing any hardships on the operators themselves.

(Continued on Page 42)

WANT MAIL PRIVILEGES

United Amateur Association Selects Birmingham for 1920

SEATTLE, Wash., Aug. 5.—Two hundred delegates from all parts of the United States attended the annual convention of the United Amateur Press Association of America held here this week. Birmingham, Ala., was chosen as the 1920 convention city.

Roy Erford of Seattle was elected president; J. H. Hasemann of Brooklyn, N. Y., was elected first vice-president, and Anita R. Kirksey of Havana, Cuba, second vice president. Dottie N. Florance of Snohomish, Wash., was elected to the secretaryship. Other officials chosen were Henry Cremer, Seattle, treasurer; D. Z. Gourman, Seattle, official editor; L. Adelaide Sherman, Contocook, N. H., historian; Lenora Pearl Brace, New York, laureate reporter.

A resolution was passed to petition the postoffice department for a second class rate on the amateur publications of the organization.

A Chinese Bureau of Information

A "Bureau of Information" has been organized in Shanghai, to disseminate news of China, free of cost, to the newspapers of America. Dr. F. C. Tong is chairman and George F. Sokolsky is manager. Their post address is Box 2001, American Post Office, Shanghai. It is announced that "the expenses are covered by patriotic merchants and students of Shanghai," and the request is made to "please put us on your exchange list, as we want the Chinese to know what America is doing."

Spencer Heads Journalism School

SEATTLE, Wash., Aug. 4.—Matthew L. Spencer, who rose from reporter to chief editorial writer on the Milwaukee Journal, has been chosen director of journalism at the University of Washington. Mr. Spencer will succeed Colin V. Dymont, head of the journalism department for several years who has accepted a similar position at the University of Oregon. Mr. Spencer was recently a member of the faculty of the University of Wisconsin.

Carter-Johnson Engagemnet

CHICAGO, Aug. 6.—The engagement of Miss Helen E. Carter, their founder and president, to Ralph Gerhardt Johnson, Western representative of the Merchant's Trade Journal, is announced by the Women's Advertising Club. Miss Carter will retire from advertising work after her marriage, which will take place August 28.

New Paper for the Men of Occupation Army

Amaroc News Launched at Coblenz and Will Operate on Plan of "Stars and Stripes"

The Amaroc News, a new third army daily newspaper, has been launched. It will be printed at Coblenz, the Army of Occupation headquarters. It is planned to run four pages daily and eight pages on Sunday and to distribute the paper to the most outlying points of the advanced area on the day of publication, says the Stars and Stripes.

The paper has been authorized by Major-Gen. Joseph T. Dickman, commanding general, Third Army, who himself selected the name. It is made up of the first two letters of the words American Army Occupation. Lieut. William J. Corcoran is the editor.

The paper will be printed at the plant of the Volkszeitung, American soldier printers supplementing the German workmen. There will be a daily cartoon strip and a page of illustrations every Sunday.

The paper will come off the presses at noon to be delivered to its readers by mess time.

Urges Patience with Correspondents

CAZENOVIA, N. Y., Aug. 4.—More than 100 members and guests attended the summer meeting of the Central New York Press Association held here and in Chittenango Falls. A. P. Bradt, of the Fulton Observer urged editors not to lose patience with correspondents because copy is poorly prepared, but show them how it ought to be done. He declared much valuable news is thrown into the wastebasket because editors will not take time to edit copy, and the paper loses good will and prestige as the result.

Michael Joins Reciprocal Service

Lieut. William K. Michael, who was business manager of the Stars & Stripes in Paris, has joined the Reciprocal News Service organization, as promotion manager. Like George T. Bye, K. Walter, Margaret Walter, all London staff correspondents of the R. N. S., Lieut. Michael is an alumnus of the Kansas City Star. He will make his headquarters in Kansas City and New York. He went overseas as an officer of the 121st Machine Gun Battalion.

"Smitty" Glad to Get Back

CLEVELAND, O., Aug. 6.—Josef Schmidt who has just returned from a year's military service overseas, is back on his old job as automobile editor of the Plain Dealer. "Smitty" was a motor truck driver and saw a lot of the war zone. "You bet I'm glad to get back," he said. "I got enough of that country. I would rather live in the United States."

Want Movie Studio in Atlanta

ATLANTA, Ga., Aug. 4.—The Atlanta Writers' Club has appointed a committee, consisting of Mrs. Norman Sharp of Atlanta and Mrs. Jacques Futrelle of New York to look into the feasibility of establishing a moving picture studio in Atlanta as a permanent institution.

Glasgow Now Publisher

NEW BEDFORD, Mass., Aug. 6.—William J. Glasgow, Jr., for a long time business manager of the Times, has become publisher, and Gardner Hart has been put in charge of the city desk.

FOREST WASTE HARMS PAPER INDUSTRY

Embarrassment of Pulp Mills, Due to Lack of Supplies, Causes Increasing Uneasiness, U. S. Forest Experts Say—Industry Is "Unstable"

"The main problem of the lumber industry is a forest problem," declares William B. Greeley, assistant forester, of the United States Forest Service, in a bulletin entitled "Some Public and Economic Aspects of the Lumber Industry."

"Beginning as a widespread industry of small units, like farming," he continues, "lumber manufacture has run more and more to groups of large mills which move from region to region and use up the forests of each in turn."

"The industry seems to have been built up beyond the needs of its market, for at least a third of its saws are idle."

Pressure on Mills

"The very abundance of timber itself—taken into private ownership in too large quantities and capitalized too highly—weakens the lumber industry through its pressure upon the mills. It now seems clear that holding the great stumpage surplus of the West should have rested with the public. The present difficulties of western lumbermen thus are partly the outcome of too liberal a disposal of the public lands."

"Largely from unavoidable economic causes, lumbering and private land ownership have used up forest resources section by section without restoring them. Parts of the United States are suffering from timber shortage and depleted industries in consequence."

"Progress toward an adequate forest policy rests mainly upon co-operation between the public and the lumberman. Little can be done by either single handed."

No Let-Up on Waste

In another bulletin, entitled "A National Lumber and Forest Policy," Henry S. Graves, chief of the U. S. Forest Service, writes:

"The policies of the Government and the States during the next few years in matters relating to forests and lumber will be of far-reaching importance."

"The fundamental economic situation that has heretofore kept the lumber industry in a state of unstable equilibrium still exists. Labor problems, in considerable part due to the unsound industrial situation, loom up with no permanent adjustment in sight. The dissipation of our forests goes on with no let-up."

"Exhaustion of local forest supplies, the closing of industries dependent on them, the embarrassment for supplies of the pulp mills and other consumers using special classes of forest products, the generally mounting prices to consumers, are other factors which are calling sharp attention to the effect of forest destruction, and are causing increasing public uneasiness."

Mills Are Well Supplied

All the American mills, for the present at least, are well supplied with wood, according to R. S. Kellogg, secretary of the News Print Service Bureau.

"Early last Fall, when it seemed the war was going to last a good deal longer than it did the mills put in heavy orders for winter delivery," he said. "The labor supply was good and the winter was a good one for logging, so the mills now have on hand more wood than they will need for a long time to come."

CHANGES IN CHARLOTTE

Groome, Miller and Sims Leave News—Hutto, City Editor

CHARLOTTE, N. C., Aug. 6.—Bailey T. Groome, who, since February a year ago has been city editor of the News, an afternoon paper, has resigned, and will establish here on August 8 a weekly to be known as the Review.

Julian S. Miller, who has been editor of the News for two years, has resigned to become a rural welfare agent.

Also leaving the News is J. V. Sims, circulation manager, who will head a company handling a farm light proposition. The News' new city editor is J. C. Hutto.

Give a thought to page 45.

BIG STAFFS ON PACIFIC COAST

Many Publishers Exceed Quotas to Take Back Service Men

SEATTLE, Aug. 5.—With the discharge of men from the army and released from the Naval Reserve Force, the newspaper field in the Pacific Northwest is becoming overcrowded. There is no serious surplus of newspapermen out of work, but all of the newspapers are carrying unusually big staffs in order to care for former employes returning from the service.

Newspapers generally in the Pacific Northwest have made room for those who answered the country's call while serving on their staffs, although in many instances it has meant exceeding their quotas.

THEODORE S. FETTINGER ADVERTISING AGENCY

KINNEY BUILDING

Newark, N. J., July 29, 1919.



THEODORE S. FETTINGER

I hope that the job you gave the newspapers will bear some fruit and that more adequate news reports of things vital to the people will take precedence over the idle gossip about ball players and the game generally.

And the same may be said of the boxing game, for which there is less excuse for the inordinate space devoted to it by even the respectable newspapers.

Sincerely yours,

THEODORE S. FETTINGER,

The editorial referred to by Mr. Fettinger has aroused widespread commendation from readers of EDITOR & PUBLISHER, especially from buyers of advertising space. The views of Mr. Fettinger are reproduced as a composite opinion, and coming from the head of an advertising agency should bear especial weight with newspaper publishers who give free publicity to boosting business ventures masquerading under the guise of sports.

"S & S" Men Mustered Out

CAMP DODGE, Ia., July 26.—The following newspaper men connected with the A. E. F newspaper, the Stars & Stripes, have been mustered out of service at this camp: Harold H. Herman and Lewis W. Norris, Kansas City Star; Raymond E. Walker, Oklahoma City Daily Oklahoman; Peter G. Miller and Walter O. Gill, Minneapolis Journal; W. J. McCollum, Sioux City, Ia.; Sigmund Bergh, Minneapolis Tribune; Clayton M. Ryder, Review of Reviews, Minneapolis; Herman Shine Miller, Dubuque (Ia.) Telegraph-Herald. Miller was one of the original staff of four to found the paper.

Sherman Leaves Hartford Courant

HARTFORD, Conn., Aug. 2.—Clifton L. Sherman, managing editor of the Courant, has resigned and will retire from newspaper work. Mr. Sherman began work on the Springfield Union. He came to the Courant in 1889 and has been with that paper since then, with the exception of five years on the staff of the New York Sun. Mr. Sherman's successor is Emile Gauvreau, who has been assistant managing editor for some time.

DETROIT, Aug. 4.—Wilbur Brotherton and Gage C. Tremaine have established an advertising agency here.

JURY SOON TO GET FORD CASE

Evidence All in Record Now and a Verdict Will Probably Be Rendered by Next Tuesday—Will Have Lasted Three Months

MOUNT CLEMENS, Mich., Aug. 5.—A verdict in Henry Ford's \$1,000,000 libel suit against the Chicago Daily Tribune is expected by next Tuesday night, just three months from the day the hearing began here before Judge James G. Tucker.

The evidence was all in the record today. Great importance is attached by the attorneys to what definitions of "anarchy" and "anarchist" Judge Tucker instructs the jury it may consider.

The hearing is one of the longest on record. It produced a searching analysis of libel laws and precedent and an immense amount of testimony. Approximately 120 witnesses were heard, including Mr. Ford himself and the publishers and several editorial writers of the Tribune, and 408 exhibits were put in.

Arguments will begin Thursday and continue Friday, Monday and Tuesday.

Vigorous methods were required to complete the presentation of testimony today. Editorials were filed for use in argument without first being read and cross-examination was virtually abandoned. Four witnesses placed on the stand by counsel for the plaintiff were not permitted to testify, Judge Tucker ruling that the subjects on which they were called already had been adequately covered.

William J. Cameron, co-author of "Ford's Own Page" in The Dearborn Independent, was sworn to refute the intimation that Mr. Ford, who refused to do any reading while a witness, could neither read nor write.

"I have heard him read and seen him write," said Mr. Cameron.

PORTLAND TELEGRAM PROMOTES

Cannon Assistant to Publisher—Captain Scott Managing Editor

PORTLAND, Ore., Aug. 5.—Richard D. Cannon, for many years city editor of the Telegram and for the last year managing editor, has been made assistant to the publisher.

Capt. W. S. Scott, who went to the Telegram several months ago from the Chicago Tribune, where he had served in various capacities for twenty years, is the new managing editor.

William H. Raymond is the new news editor, and Herbert J. Campbell has been made head of the copy desk. Charles L. Butman, formerly night editor of the San Francisco Chronicle, has taken charge of the Telegram's new automobile and farm section.

Three Wisconsin Bodies Elect

WAUKESHA, Wis., July 31.—The Wisconsin Press Association has re-elected President Kuypers, and chosen Miss Laura Dow of Palmyra secretary and treasurer.

The Weekly League re-elected President Kuypers, vice president H. E. Howe, Prairie du Chien Courier, and J. Walter Strong, Elkhorn, secretary-treasurer.

The Franklin Club re-elected President, Walter Mayer; vice president, George Nash, Eau Claire; secretary-treasurer, H. C. Hansen, Marinette.

Dr. Jose Santiago Rodriguez, special commercial agent for the United States of Venezuela, has recently arrived in New York to promote the growth of mutual trade.

SEES GREATEST CRISIS IN NEWSPAPER HISTORY

(Continued from page 5)

even if that is done now there is still likely to be a shortage next winter.

"Some publishers seem to be resting easy because they have contracts, but what will their contracts amount to if the mills cannot manufacture fast enough to supply their demands? Even now many mills are looking with apprehension on their coming deliveries.

"The International Paper Company has sent men all through Canada and met every demand for increased money for wood, but the piles at the mills are still continuing to diminish.

"Increasing the selling price of papers to force down circulation will not help so long as the present volume of advertising continues. Circulation has already fallen off but the consumption of paper has increased. You must bear in mind that four pages added to a 20-page paper, on a circulation of 500,000, will eat up a circulation reduction of 50,000, with an added 10 per cent of white paper."

Blames Publishers

Under the head, "Sun of Prosperity Shining on Pulp and Paper Mills," the Paper Mill and Wood Pulp News, of August 2, says that newsprint paper is today selling in 200-ton lots at \$4.90 and \$5 per hundred pounds with very few takers, "for the reason they cannot get it." The Paper Mill says that a paper shortage now exists and places the blame upon the publishers for refusing to contract at the prices which the manufacturers were asking some months ago.

There is no surplus of paper for emergencies, according to the Paper Mill, which adds that the reserve usually carried was almost entirely wiped out during the strike of sulphite and ground pulp makers.

Government Alarmed

Alarmed at the conditions existing in the paper market, the United States Department of Agriculture has issued the following statement:

"Nearly all of the American newsprint manufacturing industry is located in the Northeastern States—half of it in New York. Forests of wood suitable for pulp-making are being exhausted in the Northeastern States. At the present rate of depletion none to speak of will be left at the end of ten or twenty years. But in the Pacific Northwest—Washington, Oregon and part of California—and the Inland Empire of Northwestern Montana and Northern Idaho are great forests that have been no more than touched by the few pulp mills in that section of the country. And in Alaska are enormous areas of forests—the annual growth of which would supply pulp enough for half of the newsprint paper used in the United States. No pulp mills are there.

Few Mills Established

"Few pulp mills have been established in the Northwest, and none have been established in Alaska, in part because of the disadvantage in freight rates in reaching the eastern markets. The Panama Canal is believed to have removed much of the reason for this disadvantage, but other obstacles—such as the disinclination of business to pioneer in new fields—remain. Development of newsprint product in these regions is also retarded, it is believed, by the lack of authoritative knowledge of the extent and character of the available supply of forest material, their location and accessibility, available water

power, and the general situation which confronts the industry.

"The practice of forestry, which is now the only possible means by a permanent supply of domestic pulpwood in the East, it is believed, would be greatly stimulated by such a survey, which would develop in detail the seriousness of the situation.

"The sum of existing conditions is that American newspapers are becoming more and more dependent upon foreign sources of the raw material from which newsprint paper is made; the raw material is being exhausted in the section where the domestic industry is concentrated, and mills are moving from this country to Canada; while at the same time the United States contains forest resources in the Northwest and in Alaska that promise abundant supply

equal to the annual growth. This part of the program would require Federal and State legislation.

"As soon as practicable, development of the pulp-making industry in the northwest and in Alaska."

NEWS PRINT PAPER VIEWS OF NEWSPAPER MEN

Baltimore Protected

Herbert Wyle, business manager of the Baltimore News, said:

"Baltimore is not going to suffer any shortage of news print this year. The newspapers are fairly well covered, but there is no question in my mind but what prices will go considerably higher. I don't believe publishers will be able to

an increase in the use of news print, and with no appreciable increase in the matter of news print, something is bound to snap.

"The only course for the coming season is coolness in action, buying only such paper as will be needed and the 'let-live' policy not alone toward the publishers, but toward the honest manufacturers as well. Right now it is deplorable to get into the New York market and find big publishers bidding higher and higher, in many cases, one against the other, for paper which they don't expect to use."

Ample Supply in Seattle

C. A. Hughes, business manager of the Seattle Post-Intelligencer, says:

"The news print supply in this territory seems to be ample for present requirements, although a strike at one of the mills, which however has been adjusted, interfered quite seriously with production for a few weeks.

"As to future prices, we are unable to offer an estimate. In common with practically all Pacific Coast publishers, we are operating under a contract for paper supply covering a period of years.

"Have no suggestions to offer with reference to 1916 conditions to which you refer.

"Our circulation is averaging about fifty thousand net paid daily; sixty-two to sixty-five thousand Sunday—or slightly in excess of the output twelve months ago for like period."

WORLD GIVES WAGE INCREASE

All Departments Are Affected by 10 Per Cent Raise Dating from August 1

All employes of the editorial, reportorial, editing, art, clerical, advertising of the New York World, its fourteen branch offices and several news bureaus, earning less than \$5,000 a year and whose wages have not been increased during the last year, have been given an advance of 10 per cent.

Warned of News Point Shortage

LYONS, N. Y., Aug. 4.—Members of the Western New York Newspaper Publishers' Association were the guests of Charles H. Betts at their summer meeting here. Reports of satisfactory business by those present were unanimous, but it was realized that advertising rates and selling prices must be raised to make any profit in spite of the large income from business. Warning of a news print shortage was sounded by Frank Gannett of the Rochester Times-Union, unless papers were kept small. Another meeting will be held in Rochester, October 18.

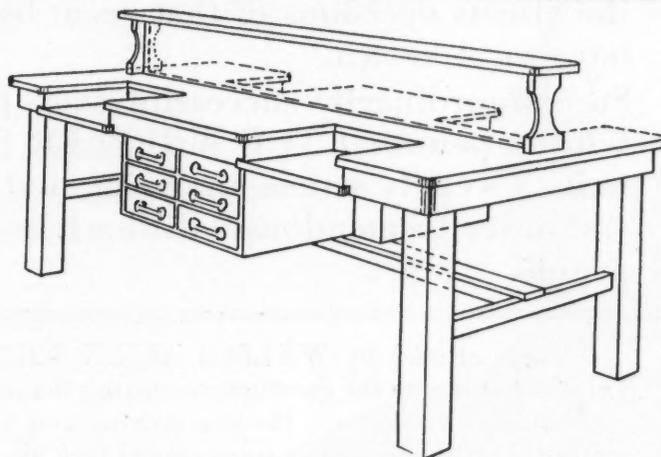
Pulpwood Prices Go Up

OTTAWA, ONT., Aug. 6.—The high cost of limits will doubtless be advanced in the near future as one of the contributory causes of the high cost of newsprint. Hon. G. Howard Ferguson, Minister of Lands, Forests and Mines in the Ontario Government, announces that limits recently sold brought the highest prices ever received. One berth brought \$22.50 per 1,000 feet on the stump, while several brought \$20 per 1,000 feet on the stump.

Rate Up in Augusta

AUGUSTA, Me., Aug. 5.—An advance of six cents an inch, effective August 1, is announced by the Kennebec Journal to "partially meet the recently greatly increased price of labor, paper stock and other materials entering into the cost of publication."

SPACE-SAVING TABLE FOR CROWDED LOCAL ROOM



THE sketch shown above is of a reporter's table in use in the office of the Wausau (Wis.) Daily Record-Herald. It has attracted a great deal of attention among visitors to the local room and should prove of interest to other publishers whose office space is limited.

J. L. Sturtevant, president and manager of the Record-Herald Company, describes the table, which was designed by George D. Derby, secretary of the company, as being 7'6" x 3'6", with accommodations for four men. It is built of birch with mahogany finish, has drop shelves for typewriters and ample drawer and working space. A telephone is conveniently located on the top shelf for use of all four workers.

for many years, and indefinitely under proper observation, if the industry can be built up in these regions.

"A condition of dependence upon foreign supplies of newsprint carries with it serious possibilities not only for consumers of newsprint (chiefly our newspapers), but also for other business interests and the public generally. It would afford a dangerous opening for covert interference with the freedom of the press and with untrammelled development of business through advertising. That such a danger is not imaginary has been evidenced abroad.

Dependent Upon Imports

"A permanent domestic newsprint industry is therefore a matter of public importance. Its maintenance is believed to be entirely practicable if the proper public action is taken.

"The Forest Service of the United States Department of Agriculture, to prevent American newspapers from becoming totally dependent upon a foreign supply, recommends:

"Immediately, an adequate governmental survey of American resources in this field.

"Immediately, steps to bring about the practice of forestry and the conservation of forests in the pulp-producing regions, to the end that the annual inroads upon the forests will be lessened, and eventually will be no more than

protect themselves against 1916 prices at all, mostly for the reason, however, of the few hoarding hogs at an insane panic, buying more than they need and paying any price at all for it, that is, of course, the rich ones. They could protect themselves against shortage by having an intelligent paper committee, one that the publishers would have confidence in, look after the needs of the publishers, who don't seem to know how to look out for themselves, and to prevent any publication from hoarding paper.

"Of course, there was a big contract. The committee also should be made a permanent one and one also that the manufacturers would have confidence in so that they could be encouraged in increasing production, rather than feel, as a great many of them do now, that there is no use of making any effort toward increase, when their whole market is finding a way, or trying to find a way, to keep them out of legitimate profits. I understand that there are vandals in the manufacture of news print the same as there are vandals in the publishing of newspapers.

"I believe that the willingness of publishers to pay a decent profit over cost of manufacture will do more to stimulate production than anything else and with the increase in the size of papers from an advertising standpoint, and the increase in circulation, naturally causing

WILLIAM ALLEN WHITE

THE VITAL AND COMPLICATED PROBLEMS CONFRONTING THIS NATION WHICH MAKE THESE AFTER-THE-WAR DAYS THE MOST DANGEROUS, MOST CRITICAL IN THE HISTORY OF OUR NATIONAL LIFE

He reported and interpreted the deepest newspapers in the United States. American readers of newspapers who have followed the map of the world would

demand for more work from Mr. White succeeded in persuading Mr. White to address legislative, industrial, commercial and political conventions which confront this government and

words each and will be for Sunday release. He is noted as possessing one of the keenest analytical perspectives and he has the gift of

THE COUNTRY TO THE OTHER FAMILY

problems facing America, and world problems OF NATIONS, SCHEDULED TO BE HELD

POLITICAL CONVENTIONS OF NEXT YEAR WAGED IN THE HISTORY OF AMERICAN

But he is more than that. He is the confident of the Capitol and in every great center of this country. He is in touch with all the vital, throbbing elements of the administration—the equal or superior of the people. He tells truth. He does not what he says is so worth listening to that he has written many magazines and reviews in the country.

cross currents in American political and industrial life. He has written every problem which this nation faces.

is certain to be tremendous. Options will be granted in the order requests are re- will enable them to understand clearly the pregnant questions confronting America

OPTION



WILLIAM ALLEN WHITE

373 Fourth Avenue, New York City

LETTERS OF AN EDITOR TO HIS SON

About six months ago a young newspaperman undertook the management of a somewhat slow going country town daily. His father, an experienced editor, has written him many letters of practical advice. EDITOR & PUBLISHER has secured extracts from these actual letters for publication in several chapters, the first of which follows.

I CANNOT forbear one little I-told-you-so. You will remember that I warned you that you had undertaken the biggest contract of your young life in tackling that rundown daily, and that it would make that shave-tail lieutenant's job of yours look like carrying 15 hours in college, by comparison. I am glad, though, the enthusiasm of youth, and its self-confidence led you cheerfully and hopefully into the job. And I am sure that that same enthusiasm and self-confidence will land you a winner, if you will but add to them patience, persistence and perseverance, not always the attributes of youth.

Never for a moment have I regretted the advice I gave you to enter the small town field at the beginning of your newspaper life, although there would have been advantages in a year or more of city experience. The danger I foresaw was based on my own experience, for as you know, I started in the city, met a modicum of success which in a way proved my undoing, at least as far as breaking away for a chance at independence. Promotions and salary increases came rather fast, and carried me over the time when it might have been easy to make a change. I mean by that that I stuck to the city game, and rose as far as I could as an employe, with never a chance of being my own chief.

Introspection

When I used the word *independence* a few lines back, I sounded the keynote of this little sermon, the hope and equally the disappointment of many a capable newspaper man, who is inclined to introspection, and we all are that at times. And introspection usually leads to a sort of cynicism among newspaper folk, introspection and inevitable knowledge of the weaknesses and selfishness of humankind. When newspaper men foregather you are sure to hear them grumble about their hard lot, traceable chiefly to the alleged fact that they are slaves to a whip-cracking city editor or other boss who in turn is the slave of someone higher up. Most of them are, of course, looking ahead to the time when they can swing the whip and make some other poor devil dance.

Much Yet to Be Done

Really these chaps are hoping for the day of independence, but, of course, many of them will never be fitted for independence, just as you will agree that all soldiers are not fitted for shoulder ornaments, even if they do think they are. The real chance for independence for these grumbling newspaper men lies in the small town field, which, as you know, I have been preaching to every congregation that would give me a hearing, and some that wouldn't. As I have grown older I have repented by own mistakes and have endeavored to rectify them by precept and example. You have given me the example. This is my opportunity as it is yours.

As I lay before me a copy of the paper as it was when you took hold of it, and compare it with one of a few weeks later I see many notable improvements, and yet so much to be done. I recall some of your remarks about whipping into shape a bunch of raw rookies, a comparison that no doubt comes to your mind many times. You got one

man straightened out, only to see how much more awkward another fellow appeared. You make one betterment in the paper, only to bring into bold relief a dozen glaring faults. In my suggestions and criticisms from time to time you are likely to find me forgetting the fact that my own experience has been largely on newspapers which had plenty of material, human and otherwise, to work with. Having seen your plant I know your handicap, but I must insist that there are a thousand things you can do to clean up and make better your paper even with the tools you have at hand.

Turning Capital into Dividends

Your paper has been losing money because it did not have circulation. Not having circulation it has not enough advertising, and what it has brings only ruinously low rates. With these, your only two sources of revenues, at such a low state, how are you going to improve your product?

That's your problem, and in a measure mine. Putting the case in another way, how are you going to turn your little working capital into dividends? Your efforts to improve your paper is your answer.

It is far better printed than it was, but don't let up for a minute on your pressman, for he can ruin your work as an editor and as an advertising solicitor. Your readers will not stand for a smudgy page, particularly when your competitor is giving them a clean one. Find time to familiarize yourself with your pressroom, know enough of the machinery to understand its limitations and possibilities, giving the pressman what he actually needs to get results.

Watch Proofreading

Quite as bad as smearing printing is dirty proofreading. Your paper a month ago was as full of errors as a lush league box score, and the worst of it was the editor did not see them, neither did he care. Hardly a head without a type mix-up, some of them, of course, due to the printer, but many, I am sure, due to bad copy. Heads and stories were "railroaded" to the form without proofreading, but I doubt if galley proofs would have made much difference to that editor, who was both careless and carefree. Errors now are the exception, whereas they used to be the rule, but don't relax for a minute, or you are lost. Appeal to the pride of your printers, for even the poorest of them must have some self-respect. Mark the errors as you see them in the paper, and run down the culprit by proof and copy. I know of one small paper whose smaller editor rather proudly told me that he never saved even to the next day copy and proof. He was a lost newspaper soul who, I know, has received his reward.

Wake Up

Rotten is not a pretty word, but it means a lot, and it fits so well the make-up of many a newspaper. I read not long ago of a western country editor who resented in harsh words what he called this new-fangled higher criticism on the part of city newspaper men and teachers of journalism who urged an orderly and attractive arrangement of news and symmetrical and informative

heads. He wrote any old kind of a head, and shoveled the stories into the form without rhyme or reason, and still made money. Maybe so. I know of a storekeeper who boasts that he keeps no books and yet makes money, but these incidents prove nothing except bull-headed luck. Your make-up now has a batting average of about 200, a gain of about 200 over a month ago, but you have quite a spell to go before you can break into the big league. The old editor had an idea, about the only one he ever had, that six or seven stories was enough for the first page, and on these he put big sprawling heads, poorly composed and unsymmetrical, and thought he was fooling the reader into believing that he was getting big and important news, whereas all the time he was losing subscribers. Now you have 18 or 20 items on the first page, with heads that are at least human. You are learning how to trim your show window.

(To be continued)

McNeil-Orr Wedding Celebrated

Lieut. Archibald McNeil, Jr., until recently head of the Bridgeport (Conn.) Post, Standard and Telegram, and Miss Ann Orr, co-star in "She's a Jolly Good Fellow," were married in the Church of the Transfiguration, New York, on Monday noon. Lieut. McNeil is a former Connecticut state senator and was in active service in the Navy until June. He is now in the wholesale coal business.

Preparing Wounded Soldiers For Advertising Careers

FORT DODGE, Ia., Aug. 4.—A complete and practical advertising course has been opened by the educational department of Fort Dodge, at Hospital Ward No. 1, and already nineteen men have enrolled. Another class opened in Ward No. 13 had seven men enroll the first day. Miss Elizabeth Canaday is one of the instructors.

The soldiers are enthusiastic about the work. The men are returned soldiers from France, who have been wounded, and are being educated for civil life before being discharged.

Juniors Elect Officers

The Junior Advertising Club of New York has elected Jack Goldstein, of Harry C. Michaels, Inc., president; Maxwell Bruckenstein, New York City Car Advertising Company, vice president; A. J. Quinby, United States Rubber Company, treasurer; Charles Forbes, Automotive Exporter, secretary. In addition to the four officers, the following committee chairmen were elected to make up the executive council of seven members: E. L. Sullivan, publicity; S. Rybeck, membership; P. J. Baietti, co-operation.

—give the retailer a square deal

Mr. Manufacturer—put yourself in the place of the retailer who stocks your goods.

The retailer receives an attractive folder announcing a big national campaign, each advertisement to be seen by millions of people!

True!—But millions of people in that retailer's territory will *not* see this advertising.

If you were the retailer, what would you care about the gross circulation of any campaign? You would want to know how much circulation is in *your* territory.

Is that the truth?—The Solution?—Localize your advertising. Give the retailer a square deal.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

In July---a "dull" month

THE

Baltimore Sun

Maintained its stride and again

Gained More Than a
Half Million Lines
of Paid Advertising

This makes the advertising gains for the seven months of 1919 well above three and three-quarter million lines

☐ The three issues of The Sun (Morning, Evening and Sunday) in July carried more than two million lines of paid advertising, 200,000 lines more than appeared in the five issues of the other Baltimore papers.

☐ The Sun's consistent gains month by month show advertisers find it "good business" to increase their investment in Sun space.

Cover Baltimore Completely With the
Home Delivery Circulation of
THE BALTIMORE SUN

FROM THE TRANSLATION OF THE THREE HUNDRED

LUDENDORFF

WE CAN SAY UNEQUIVOCALLY THAT HIS REVEALS

It is not a defence, or justification, of the German crimes. It is a frank admission against right in the world's history. Ludendorff admits that from 1916 the impotence and weaknesses of both the German armies and the imper

A FEW HIGH SPOTS FROM THE THREE HUNDRED
STORY ALREADY T

LUDENDORFF

TELLS how Germany feared that Holland and Denmark would join the Allies and give her her death-blow on those unprotected frontiers which she had not a single man available to defend.

RELATES in detail how the high command saw nothing but defeat facing them in 1916, and of the countless efforts made to bring about peace.

REVEALS that Germany had no inkling of Russia's collapse previous to its happening. Had they known of it in advance, Ludendorff would never have favored unrestricted U-boat warfare, which brought the United States into the war and sealed Germany's fate.

EXPLAINS that at no time had he any hope of the collapse of any of the Allied Nations.

CONFESSES that Verdun was a colossal mistake, with its ghastly toll of wasted lives and material.

TELLS of the Battle of the Somme and admits the terrific effectiveness of Marshal Haig's policy of attrition which caused huge losses that Germany could ill afford.

FRANKLY ADMITS that the weakened man-power of the German Army and the shortage of munitions on the Western front was more alarmingly serious than the Allies ever suspected.

ACKNOWLEDGES that at the end of 1916 the German troops on the Western front were completely exhausted.

ADMITS that the attempt to organize the Polish Army to increase their available man-power was a complete failure.

EXPLAINS how many of the fighting methods of the Allies were adopted by the German commanders.

GIVES DETAILS of the serious troubles between German statesmen and the High Command on the one side and those of Austria, Bulgaria and Turkey on the other.

REFERS AGAIN AND AGAIN in terms of scathing bitterness to the inefficiency and lack of co-operation of the Imperial Government.

ADMITS REPEATEDLY the weakness of German statesmen, and lauds the abilities of Lloyd George, Clemenceau and Wilson.

CLAIMS that the constant talk of peace by German statesmen destroyed the will of the people to wage war successfully.

SHOWS that the Crown Prince was for peace without any gains for Germany as early as 1916.

Ludendorff's story of the war, as only those in the high command in Germany have the story can afford to let a co

Released for daily publication, beginning Wednesday, September 3rd

WIRE YOUR ORDER W

THE McCLURE NEWSPAPER SYNDICATE,

HUNDRED PAGES ALREADY FINISHED OF

LUFTHANDE'S STORY

REVELATIONS WILL STARTLE THE WORLD

a frank confession in detail of the most colossal failure of military strategy in 1916 on the German cause seemed hopeless and lays bare the plans of the imperial statesmen.

HUNDRED PAGES OF LUDENDORFF'S STORY ALREADY TRANSLATED

CONFESSES that the campaign against Roumania, which seemed a brilliant military victory for Germany, left her in a greatly weakened condition without compensating results.

RECOGNIZED the Allied determination to defeat the Central Powers and to accept no other ending of the war.

TELLS of the unwillingness of those in power to take any responsibility for unrestricted U-boat warfare and divulges who actually gave the order at last.

REVEALS that Germany hoped in September, 1916, that President Wilson would act as a go-between for peace. Says the German Government knew in November, 1916 of President Wilson's plans for his note of December 18th, on "Peace Without Victory."

TELLS how Von Bernstorff attempted to further Wilson's peace plans and to keep the United States out of war.

ADMITS that the Allied propaganda against Germany throughout the world was eminently successful in contrast to the complete failure of the German propaganda.

BITTERLY ASSAILS the publication of Bernhardt's book.

ADMITS the so-called strategic retreat to the Hindenburg Line was actually a necessity with no alternative.

THROWS NEW LIGHT on the attempts of Germany to embroil Mexico with the United States.

Among the papers that have ordered

- | | |
|----------------------------|-----------------------------------|
| New York World | Philadelphia Ledger |
| Chicago Daily News | Pittsburg Gazette Times |
| Boston Post | San Francisco Examiner |
| Toronto Star | Los Angeles Examiner |
| Louisville Courier-Journal | Abilene (Tex.) Reporter |
| Bridgeport Post | Canton Repository |
| St. Louis Post Dispatch | Waterbury Republican |
| Atlanta Georgian | San Diego (Cal.) Sun |
| Milwaukee Journal | Nashville Tennessean and American |
| Syracuse Herald | Springfield (Ohio) News |
| Dayton News | Springfield (Mass.) Union |
| Buffalo Times | Albany Knickerbocker Press |
| Youngstown Telegram | Salt Lake City Tribune |
| Baltimore News | San Antonio Light |
| Omaha World Herald | Greenville (S. C.) Piedmont |
| Austin (Tex.) American | Portsmouth (Ohio) Times |
| Fargo Forum | Superior (Wis.) Telegram |
| Paducah (Ky.) Sun | Tacoma Times |
| Lexington Herald | Cincinnati Enquirer |
| Portland Oregonian | |
| Washington Post | |

any have until now known it, is something no paper claiming leadership in its territory let a competitor obtain.

per 3rd, about 2,500 words a day for approximately one hundred days.

ER WITHOUT DELAY

373 Fourth Avenue, New York

CUSTER'S LAST BATTLE WAS ALBANY SCOOP

Argus Carried Story Exclusively Although Opposition Received Same Wire Service — John Talman Tells Happenings of '70s

Imagine a newspaper today "scooping" its rival, in regular publication hours, on the most important news for over ten years, both papers having the Associated Press dispatches! But just this did happen, in the experience of John Talman of St. Paul, newspaper librarian of the Minnesota Historical society, who for thirty-seven years was in daily newspaper work.



JOHN TALMAN

The big story in question announced the killing of Gen. George A. Custer and his entire command by the Sioux Indians under Sitting Bull in battle on the Little Big Horn river in Montana.

"It was about midnight on July 5, 1876," Mr. Talman tells EDITOR & PUBLISHER, "that the news of the tragedy, which was enacted on June 25, first reached the newspapers. It was brought to Salt Lake City, Utah, by courier. I was telegraph editor of the Albany (N. Y.) Argus, and, of course, made the proper front-page display of the meager details then at hand. The next morning our contemporary, the Express, had not a word on the subject and the public was inclined to regard the story a hoax until the afternoon papers confirmed it.

"First" Once Too Often

"This lapse on the part of the Express, which went out of existence several years ago, was due to its habit of shutting off arbitrarily before the press report was all in and going to press. The Express prided itself on being the first on the street, but for once it got there too soon, and it was understood that some employes had a most villainous quarter of an hour because of this awful break.

"I had a personal reason for feeling unusual interest in Gen. Custer. In Civil War times the subordinate officer he chose for companion in the brief interludes of relaxation in the desperate fighting in the Shenandoah Valley in 1864 and 1865 was my brother, Byron Talman. Byron, who died in 1909, was first lieutenant of Company M, Twenty-second New York Cavalry. He was in command of his company practically all the time it was in the South and in several engagements acted as major.

"Byron was a year older than Custer, who at that time, though a major-general, was only twenty-four. With his yellow hair streaming over his shoulders and with his fiery energy and daredevil-

ness, he was as inspiring a cavalry leader as Rupert or Murat.

"At the time of Gen. Custer's dramatic end, Charles Emory Smith, later editor of the Philadelphia Press, Postmaster-General and Minister to Russia, was writing the Albany Evening Journal editorials and all the New York Republican state platforms.

Staffs Were Limited

"The manager of the Argus was Daniel Manning, political 'boss,' and a few years later Secretary of the Treasury under Cleveland. The managing editor was Stephen C. Hutchins, a crochety, irascible man, forceful writer and enterprising newspaper man. He was succeeded in 1878 by the late St. Clair McKelway of the Brooklyn Eagle.

"The political editor was the smooth, silent, ever agreeable Daniel S. Lamont, Secretary of War during President Cleveland's second term, and afterward president of the Northern Pacific and heavily interested in New York city traction lines. For several months while Col. Lamont was ill I took care of his work as political editor.

"To show the sharp contrast between the newspaper work of those days and this, let me state that for years and years I, single-handed, edited all the telegraph and the vicinity and state news, wrote the obituaries, reported afternoon lectures, did not a little editorial writing, and, with the city editor, read all the proof but the advertisements. And once I labored nineteen months without a 'night off.'

Mr. Hill Changed His Mind

"This was 'going some,' I thought, as did others; but in after years my work on St. Paul and Minneapolis papers was such that I used to sigh for a fortnight of my old Albany job as a vacation.

"In 1877 David B. Hill, subsequently governor of New York, United States senator and a formidable candidate for the Democratic presidential nomination, was a member of the legislature. He controlled and managed the Elmira Advertiser.



PROF. RAY C. BEERY

President of the Parents Association

has come to the forefront as a writer on domestic problems. His new feature

"Making the Most of Marriage"

is notable for its broadness of view, and plain, practical common sense. Now appearing in some forty papers.

Three times a week, about 500 words.

Released by

Thompson
Feature Service
No. 443
Fourth Ave.,
NEW YORK

"Mr. Hill's political interests were increasing so rapidly that he decided to drop the more onerous of his newspaper cares. He asked Mr. Manning to find him a good managing editor."

"Messrs. Manning and Hutchins recommended me for the post. Then Mr. Hill changed his mind and concluded to go on running the paper himself, which he did. Many a time have I speculated upon what my future would have been if David Hill had not changed his mind."

Barry Writes from Brazil

J. F. Barry, who formerly was New York manager of the A. B. C. and later assistant advertising manager of the New York Evening Post, writes EDITOR & PUBLISHER on July 12 from Para, Brazil, as follows: "Have just got back from a two weeks' cruise along the coast as far as French Guiana. The weather here is perfect—not hot as I expected. We start our up-the-river trip in a few weeks. I hope EDITOR & PUBLISHER is still forging ahead merrily. Kindest regards to all."

Tom Downey Injured

BOSTON, Aug. 6.—The many friends of Tom Downey, veteran circulation manager of the Boston Globe, will regret to learn that he is confined to bed in the City Hospital with a broken hipbone, the result of a fall last Saturday.

Congratulated by Officials

Congratulations have been bestowed by Governor Smith, Mayor Hylan, Police Commissioner Enright and other police officials on William J. Murray and Charles E. Seelig for their successful publicity work for the recent New York Police Department Field Day games which drew some 250,000 people. They turned out enough police field day stories that were printed to fill four clipping books of the fourth deputy police commissioner. Mr. Murray and Mr. Seelig are both veteran New York newspaper men. The former is now in the insurance business and Mr. Seelig is now with the Tribune.

Bar Reporters from Police Stations

OKLAHOMA CITY, Okla., Aug. 6.—A petition for a mandamus writ to compel Mayor Walton and police officials to allow reporters of the Times and the Daily Oklahoman access to the police and public records was filed in the district court here Monday. The Mayor ordered on July 25 that no representatives of these papers be allowed in the police station unless under arrest. An order for police not to discuss matters with reporters was later rescinded.

Building contracts totaling \$790,000 have been awarded at Tulsa, Okla. They include a high school building to cost \$300,000.



The Best Rotogravure Section
in America

A Complete 16-page "Movie" Magazine
Free Every Sunday With

THE PHILADELPHIA
RECORD

Circulation—Exceeding 140,000—Advertising Rates
40c per Line—Yearly Contracts, 30c per Line

Roller Maker Wanted

Competent man as foreman. Good salary for steady, reliable man. Address Rollers, Care of Editor & Publisher.

The Truth About Mexico!

Free Service of timely news and features, written by loyal Americans recently or now in Mexico.

Not propaganda; fact! We have no axes to grind.
Mexican Committee, League of Free Nations' Association, 130 W. 42nd St., New York City.

MEN AND MILLIONS

Seeking Oil Create a Giant Industry and a Great Market

When an oil "scout" in the Texas fields flashes into the home office the news that another "gusher" is adding its thousands of barrels to the section's wealth, the glory of that tense moment has its background of weeks of ceaseless toil, careful management and treasure spent.

Oil production in Texas today represents the peak of high-pressured human endeavor.

It demands the best products for its work money can buy. Prices are seldom reckoned. Time is the vital factor.

When you see the exploration of the Texas oil fields summed up in figures you are, perhaps, amazed. But the material demanded and consumed by development makes a really staggering total.

One hundred million dollars each six months—the average drilling period for a well being three to six months—is now taken by the actual drilling operations. The organization back of this vast expenditure and the preparation for the care of the

crude oil takes millions on millions more.

The great oil industry today is literally demanding things which make good in its business. Trucks, motor cars that stand road punishment, steel products, tools, modern machinery, all classes of building material, mill supplies, laboratory supplies, electrical equipment of rugged type and dozens of other industrial products have a greedy market awaiting them in Texas.

Finding the safe, sure road to this new era of insistent demand is the real task for the sales manager. Oil men do not waste time. They expend every ounce of energy in an eternal race with the clock. They demand the same spirit in those who deal with them.

The Fort Worth Star-Telegram, a great daily in the heart of the oil fields, takes you there most adequately. An impressive percentage of oil men read it to the exclusion of all other daily papers. Its general news service and its special oil pages satisfy in every respect their need for a "regular" newspaper.

NO SUMMER SLUMP THIS YEAR.

The Star-Telegram carried 388,958 lines more advertising in July, 1919, than it carried in July, 1918.

Gain for First Seven Months 1919 over 1918

2,821,618 Agate Lines.

Greatest Gain of Any Texas Newspaper

FORT WORTH STAR-TELEGRAM

Second Paper in Texas—First Paper in Fort Worth Territory

OVER 65,000 DAILY

70,000 SUNDAY

MEMBER A. B. C.

A. G. CARTER, Vice Pres. and Gen. Mgr.

A. L. SHUMAN, Advertising Mgr.



*One Hundred
and
Fifty-Four
Families
One Hundred
and
Fifty-Four
Star
Subscribers*

A glimpse of Sunset Hill District—one of the exclusive residence sections of Kansas City, famous for its beautiful homes and magnificent scenery. Every family in this district of one hundred and fifty-four homes is a regular subscriber to The Kansas City Star.

There are more Star subscribers in Greater Kansas City than there are families.



*Eighteen
Families
Eighteen
Star
Subscribers*

Another block in Kansas City—Benton Boulevard from Twenty-Sixth Street to Twenty-Seventh Street. A high class boulevard neighborhood, in which reside eighteen families, all of whom subscribe to The Star and have it delivered twice a day to their homes.

There are more Star subscribers in Greater Kansas City than there are families.



*Twenty-Five
Families
Twenty-Seven
Star
Subscribers*

Kansas City's newest and most exclusive family hotel—Georgian Courts, located at Gillham Road and Armour Boulevard. This building, occupied by twenty-five families, represents twenty-seven Star subscribers. Twenty-four families take one copy each, one family takes two copies and the janitor subscribes for one copy.

There are more Star subscribers in Greater Kansas City than there are families.

THE KANSAS C

*“Everybody in
Kansas City
Reads The Star”*

These six photographs represent a cross section of Kansas City. They are taken in six different neighborhoods, ranging from boarding house districts to the exclusive residence sections and are presented in this advertisement to show that, irrespective of wealth, station or social position, everybody in Kansas City reads The Star and has it delivered regularly twice a day to the home.

THE KANSAS C

MORNING
215,000

EVENING
215,000

Chicago Office, 1418 Century Bldg.

CITY STAR

**“Everybody in
Kansas City
Reads The Star”**

**In Greater Kansas City
there are:**

- Telephone Subscribers... 75,100
(Two Systems)
- Natural Gas Users..... 98,150
- Electric Light Users..... 69,100
- Water Rent Payers..... 80,391
- Star Subscribers.....104,210

The count of Star subscribers in this statement does not include suburban circulation, out-of-town readers, street sales, counter sales or any circulation except that which is delivered direct to the homes of Kansas City people by The Star's regular and exclusive carriers. The total circulation of The Star, including newsboy and news-stand sales and out-of-town distribution, exceeds 215,000 copies twice a day.

CITY STAR

**SUNDAY
215,000**

**WEEKLY-STAR
315,000**

New York Office, 2 Rector St.

*Twenty
Families
Twenty
Star
Subscribers*



A neighborhood of “less expensive” houses in Kansas City—Chestnut Street, the block extending from Howard Street to Twenty-Fifth Street. In this block live twenty families, and to these twenty families there are delivered twice every day twenty copies of The Star.

There are more Star subscribers in Greater Kansas City than there are families.

*Sixty-Nine
Families
Seventy-One
Star
Subscribers*



A boarding house neighborhood in Kansas City—the “sixteen hundred block” on Summit Street. In this block are sixty-nine residences and seventy-one Star subscribers. No matter to what part or corner of Kansas City you turn you will find that The Star is universally read.

There are more Star subscribers in Greater Kansas City than there are families.

*Forty-Eight
Families
Forty-Nine
Star
Subscribers*



A block of Kansas City apartment buildings on Harrison Street just south of Linwood Boulevard. To this group of buildings, housing forty-eight families, forty-nine copies of The Star are delivered every morning and evening. The extra copy is subscribed for by the janitor.

There are more Star subscribers in Greater Kansas City than there are families.

CIRCULATION NOTES

Street newspaper vendors in Indianapolis were ordered by city authorities recently to remove all of their newsstands from the streets, but they appointed a committee which induced the officials to change their ruling so as to permit them to maintain movable stands that may be folded up and put out of sight when not in use.

The Rocky Mountain News and the Denver Times entertained 200 newsies at a picnic at Eldorado Springs, Sunday, July 27.

The Texas Daily Times entertained the Ranger newsboys at a special showing of the "Masque of Life" at a local movie theater.

The fife and drum corps of the Schenectady (N. Y.) Newsboys' Association marched in its first parade July 19, being guests of the Moose convention. There are 65 pieces in the corps and the association numbers more than 100.

The July 19th edition of the Schenectady (N. Y.) Union-Star was delivered to Ballston Lake and Burnt Hills subscribers by airplane. Plans are being made for permanent air routes of delivery.

Robert E. Mattice, former assistant circulation manager of the Schenectady Times-Union, has taken charge of the Rochester (N. Y.) office of the Crowell Publishing Company.

P. N. Blake, former circulation manager of the Omaha Daily News, is taking charge of a new branch office opened in Omaha.

Earl H. Diggs, formerly connected with the circulation department of the St. Louis newspapers and recently a second lieutenant in the army, has been placed in charge of the new office in Fort Wayne, Ind.

J. J. Maguire, formerly connected with Chicago newspapers, is now in charge of a new Grand Rapids (Mich.) office.

The Des Moines Evening Tribune is promoting an annual swimming contest to be held August 16. Medals will be given to all winners of first places.

Attempts of radical leaders of the Seattle Central Labor Council to sustain news vendors who discriminated against other Seattle newspapers in favor of the Daily Union Record, organized labor's organ, in violation of an agreement signed with all of the publishers of the city, were overridden when delegates

A. A. C. W. Recognizes Work of Advertising Women

Women members are soon to enjoy all the privileges of the men in the Associated Advertising Clubs of the World, according to the intentions of President William C. D'Arcy and the executive committee of the organization, who plainly express their views in the following letter addressed to the advertising women of the clubs.

"The executive committee of the Associated Advertising Clubs met in New Orleans on June 2, accepted a proposal of mine, and I hasten to give you the word that we will make plans to change our Constitution at our next convention (September 21-25) to provide for a woman member of the executive committee.

"Advertising recognizes no party, creed or color. It is the valuable servant of all, the property of civilization, and the instrumentality for making, molding and sustaining public opinion—social as well as commercial.

"The women of the world have long since demonstrated their capacity in many fields and they most certainly have indelibly impressed their personality on the field of advertising.

"Therefore, it is the hope of the executive committee that with this increase in our executive personnel the affairs of the clubs and the affairs of women in particular may be advanced and that we may all be better and that the profession and business of advertising be more definitely established and understood.

"It is our further hope that your club will send a large delegation to the New Orleans convention and from those present honor one with a nomination which will then be confirmed by all the delegates assembled."

from the Seattle News Boys' Union threatened to withdraw from the council unless it stood by them in the agreements their officers had made. The newsboys' representatives bitterly opposed any discrimination in favor of organized labor's paper.

H. V. Parratt, late circulation manager of the Oakland (Cal.) Daily Tribune, and with the El Paso Morning Times, and San Antonio News, is now with the Salina (Kan.) Daily Union.

J. A. McNeil, formerly manager of circulation for the Bridgeport (Conn.) Post Publishing Company and the Evening Herald, has made a connection with the New Haven Times-Leader, where he will conduct a subscription canvass for the next two or three months.

About fifty Dallas newsboys left the city last week under the direction of W. A. Zischang, secretary in charge of the Dallas Newsboys' Home, for a week's outing at Camp Dallas, near Lancaster, on the Trinity River. Funds for the outing for the newsboys were contributed in a "Big Brother" campaign conducted by the Rotary Club.

BUYING CONTACT WITH PUBLIC

Automobile Manager So Characterizes Daily Newspaper Advertising

MILWAUKEE, Aug. 6.—Newspaper advertising was advocated by William C. Reinhold, Western manager of the Vim Motor Car Company, Chicago, in an address before members of the advertising section of the Milwaukee Association of Commerce. "When you buy newspaper advertising you do not buy space—you buy contact with the public," said Mr. Reinhold. "It is like buying from railroad ticket agents; you do not buy tickets but transportation. A 400,000 circulation of a newspaper is the same as a city of 1,000,000 inhabitants."

After Mr. Reinhold's address the remaining assets of the Advertisers' Club of Milwaukee were sold at auction. They included pictures and office equipment. The club formerly was a separate organization, and maintained club rooms. Later it was merged with the Milwaukee Association of Commerce.

INCREASES AGENCY COMMISSIONS

Louisville Courier-Journal and Times Sets 15% and 2% as New Basis

LOUISVILLE, Ky., Aug. 2.—Bert N. Garstin, advertising manager of the Courier-Journal and Times, announces a change in commission to recognized advertising agents and cash discount from 10 per cent and 5 per cent to 15 per cent and 2 per cent, effective on all advertising contracts accepted on and after August 1.

This action is taken "in recognition of the splendid creative work being done by American advertising agencies in the realization that they, like we, are laboring under vastly increased operating expenses."

Sues for Life Insurance

St. Louis, Mo., Aug. 5.—Suit has been filed by Mrs. Mabel W. Bragdon against the General Accident, Fire and Life Insurance Company to recover on a policy for \$7,500 on the life of her husband, the late Dudley A. Bragdon, vice-president of the D'Arcy Advertising Company, who shot and killed himself in his home October 1, 1917. Mrs. Bragdon alleges her husband's death was an accident. The coroner's jury returned a verdict of suicide. In addition to the value of the policy she sues for \$2,500 attorney's fees and \$750 damages for delay in settlement.

Roberts Just Couldn't Stay Away

ATLANTA, Ga., Aug. 4.—Those connected with the automobile industry of Atlanta are greeting their oldtime friend, Kelly Roberts, in his best role—that of automobile editor of the Georgian and Sunday American. For several months past Mr. Roberts has been on Auto Row as manager for the retail department of Patterson Auto Sales Company, but he could no longer withstand the temptation to go back to his old calling, newspaper work.

Leave Schenectady for Syracuse

SCHENECTADY, N. Y., Aug. 4.—Clyde D. Wagoner, managing editor of the Schenectady Union-Star, has resigned last week to accept a position on the copy desk of the Syracuse Post-Standard. He is succeeded by Raymond Mowers, former telegraph editor. Frank J. Early, police reporter, has gone to the Syracuse Herald. J. E. Davidson has retired from the newspaper field.

CHARLES FELD AND ED DANFORTH have returned from naval service to the Atlanta Georgian.

THE EVENING TIMES

PAWTUCKET, RHODE ISLAND

Announces the Appointment of

GILMAN, NICOLL & RUTHMAN

WORLD BUILDING
NEW YORKTRIBUNE BUILDING
CHICAGOAs Advertising Representatives in the
Foreign Field

Effective August 1st, 1919.

C. O. BLACK,
General Manager.A MESSAGE
FROM AKRON OHIOThe
Akron EVENING
AND SUNDAY
Times
FIRST IN AKRON

In the month of June, 1919, The Akron Evening and Sunday Times published a greater volume of advertisements, and recorded a greater gain than any other Akron newspaper.

1,414,686 AGATE LINES OF ADVERTISING PUBLISHED DURING THE MONTH OF JUNE.

The Akron Times carries twice as much automobile advertising as all Akron newspapers combined.

It is an increase of 89% over June of last year and represents a lead of 206,374 more agate lines of advertising than was published by any other Akron newspaper.

FIRST

IN NEWS—IN PRESTIGE—IN ADVERTISING. Associated Press Service. Member Audit Bureau of Circulations. To cover Akron with greatest efficiency, no newspaper serves like

The Akron Evening Times

"AKRON'S ABLEST NEWSPAPER."

R. F. WALKER, Gen. Mgr.—Owners—W. KEE MAXWELL, Editor

Foreign Representatives
CHAS H. EDDY CO. BOSTON NEW YORK CITY CHICAGO



Place Your Advertising in the Big Convention Number of Associated Advertising

The monthly circulation of Associated Advertising which is 15,500 A. B. C. will be increased by the distribution of several thousand copies of the September issue at the New Orleans Convention of the Associated Advertising Clubs of the World September 21 to 25.

The delegates and visitors to the Convention, who will spend \$200 or more each in expenses, will read every line of the program, plans, day-to-day happenings, entertainment features, etc. These all appear in the September number.

Space taken in the September Convention number will have greater publicity and actual result bringing value than in any other issue.

The remarkably enhanced editorial value of the publication has attracted such a volume of advertising in the past four months that it has been necessary to increase the book from

36 to 52 to 60 to 68 to 72 Pages

Business already scheduled forces the September issue to more than 100 pages. To get a good position, wire your reservation for this number at once.

One page, \$150; \$5 an inch. All advertising next to reading matter. (Page 8 x 10; 3 cols. 2½ x 10).

Associated Advertising

A MONTHLY MAGAZINE

Associated Advertising Clubs of the World, Inc., Publishers

H. C. DAYCH
Eastern Representative
110 West 40th St.
New York City

P. S. FLOREA
Business Manager
110 West 40th St.
New York City

STANLEY IKERD
West'n Representative
123 W. Madison St.
Chicago, Ill.
Tel.: Central 3021

BRIEFS

DUE TO EFFORTS OF NEWSPAPERS, POST offices at Warrensburgh and Lake George, N. Y., have been advanced from third to second class.

MISS MAE NORTON, OF PORTLAND TELEGRAM, was recently a passenger in army airplane from Portland to Seattle for what was longest flight yet made by a woman in Pacific Northwest.

HOUSTON CHAMBER OF COMMERCE recently gave luncheon for reporters of local daily papers.

ORTON E. GOODWIN, FORMERLY WITH various Portland newspapers, is compiling a history of Red Cross activities in Oregon.

SERGT. LARRY WEIDEMANN, FORMERLY of Boston Record, is assistant editor of "Battle of Bourges," a new paper started by A. E. F. at Bourges, France.

CANADIAN GOVERNMENT HAS LIFTED cable censorship on all messages to points within British Empire, except Egypt. Senders may now use code.

WALTER MENDENHALL, of the Burlington Junction (Mo.) Post, has sold an interest to Stewart Lewis, of Warrensburgh, Mo., who returned recently from army service overseas. He was formerly with the Houston (Tex.) Post as assistant city editor.

THE CHEROKEE (OKLA.) REPUBLICAN has purchased the subscription list of the Byron (Okla.) Promoter, which ceased publication recently. The Republican will publish a special page of Byron news.

THE JAMESTOWN (KANS.) OPTIMIST, the property of Fred M. Cook for the past eleven years, was sold to Walter A. Carlile, of Jamestown, July 31. Mr. Carlile has worked for the Clifton News, Concordia Kansas, Clude Voice and Clay Center Republican.

THE FREMONT PUBLISHING COMPANY, Fremont, Neb., has been organized, and stock is being sold. A \$50,000 building will be erected and a daily established.

THE NEWTON (KANS.) JOURNAL has changed from a weekly to a daily, morning edition. R. E. Nye is owner and publisher and Mrs. Esther Nye is editor.

GEORGE TURNBULL, PROFESSOR of journalism at University of Oregon, will spend a part of vacation editing copy on the Portland Oregonian.

RALPH H. MITCHELL, LATE HEAD OF Portland Oregonian copy desk, became assistant managing editor of the Denver Republican, August 1.

GEORGE A. WEBER has established the Uehling (Neb.) Post, a weekly.

THE PRATT (KANSAS) HIGH SCHOOL paper, the Mirror, published by the students of journalism, was awarded first prize for the best high school paper by the Department of Industrial Journalism, Kansas State Agricultural College. The Winfield, Winfield, Kansas, was second; Lawrence Budget, third; Topeka World, fourth, and Wichita Wichitan - Messenger, fifth. Twenty papers were entered.

GOVERNOR FREDERICK D. GARDNER, of Missouri, will address the Missouri Editorial Association at their annual

meeting Sept. 25-27, in Springfield, Mo.

HUGH McVEY, former advertising counsellor of the Capper publications, has resigned and is establishing the Southwestern Advertising Company in Wichita, Kansas. Mr. McVey, before leaving Topeka, inserted an ad. in the Capital, offering his home for sale. Before evening he had closed the deal.

THE KANSAS CITY POST HELD ITS annual picnic at Electric Park, Kansas City, July 31. Twenty-five thousand people attended. Several hundred dollars in prizes were given in a "better babies" contest. Unknown to the news editor of the Post, C. A. Sturgis, his grandson, Richard Clark Sturgis, won first prize for the best baby 18 months old.

LIEUT. HARRY A. DAVIS, U. S. M. C., former K. C. Post reporter, has left the military service, and after a short rest, will re-enter newspaper work.

CAPT. BEN S. HUDSON, OWNER AND editor of the Fredonia (Kansas) Herald, recently back from France, was awarded the distinguished service cross by General Pershing.

ROBERT FOCHT, EDITOR OF THE EUREKA (Kansas) Herald, has been appointed postmaster of Eureka.

BUSINESS NOTES

DALLAS (TEX.) NEWS BUILDING IS declared by fire department inspectors to be best fire risk in city.

ANNUAL PICNIC OF HOUSTON Post family was held at Galveston, July 30, with about 300 present.

D. L. STUMP, FORMERLY OF SMITHVILLE (Tex.) Headlight, has started a weekly at San Jose, Tex., called Epitome.

GENERAL PUBLISHING COMPANY, Albany, N. Y., will publish a 100-page book, "Albany's Part in the World War." Two newspaper men, Edward F. McGowan and Harry Cohen, are officials of company.

GLOVERSVILLE (N. Y.) CHAMBER OF Commerce has started national newspaper advertising campaign to attract attention to its glove making industry—\$150,000 will be spent. An appropriate slogan for city is sought and prize of \$200 set up for best suggestion.

ST. PAUL SUNDAY PIONEER PRESS has put out second effective "Own-your-own home" section.

AMERICAN CONSUL AT NAIROBI, British East Africa, urges sending more American trade newspapers to that territory.

FRED M. RANDALL ADVERTISING AGENCY, Detroit, has moved to new quarters in Book Building.

WEEKLY PAPER, CALLED "THE TENANT," for occupants of New York office buildings, has been started by Wardell & Aarons Publishing Company, Tribune Building.

ASSOCIATION NEWS

MILITARY TRACT PRESS ASSOCIATION of Illinois, meeting in Quincy, decided to clamp "the lid" down tighter than ever before on Government free publicity.

SECOND ANNUAL MEETING OF PEOPLE'S Press Association, representing Non-

Partisan League interests, will be held in Fargo, N. D., August 18-19. H. P. Knappen, of Bismarck, is president.

NORTH DAKOTA PRESS ASSOCIATION will hold annual meeting in Mandan tomorrow and Saturday.

HOUSTON ADVERTISING ASSOCIATION will publish series of papers on advertising presented at weekly luncheons. It also plans to finance Advertising Association News, official publication of the club.

COMMITTEES FROM HOUSTON AD CLUB and other clubs of city have presented Judge Chester H. Bryan with a gold watch in recognition of his services in leading Liberty bond drive in Harris County.

STAFF CHANGES

SERGT. WALTER B. STODDARD HAS returned to Watertown (N. Y.) Times.

HENRY J. STEKETEE HAS RESIGNED FROM the South Bend (Ind.) Tribune staff to go with the Racine (Wis.) Journal-News.

CAPT. OGDEN J. ROSS HAS RECEIVED HIS discharge and returned to his duties on Troy (N. Y.) Times.

CHARLES MAES IS NOW CITY EDITOR OF Houston Post.

F. LEONARD DONOVAN, ASSOCIATE EDITOR of Troy (N. Y.) Record, has been

placed in charge of Record's Watervliet bureau.

WILLIAM T. LOCKWOOD, FORMERLY OF Buffalo Courier, and John J. O'Connell, of Glens Falls Post-Star, have joined staff of Schenectady (N. Y.) Union-Star.

WALTER V. WOOD HAS LEFT TROY (N. Y.) editorial department to enter Columbia School of Journalism.

MISS SADIE ERLICH HAS BEEN APPOINTED society editor of Troy (N. Y.) Times.

E. CLARKE KING HAS JOINED STAFF OF Albany (N. Y.) Times-Union.

C. M. BRISTOL, CITY HALL REPORTER for Portland (Ore.) Journal, has become associated with a bond house.

JACK HAMMOND IS LEAVING DETROIT Free Press to return to St. Paul Pioneer Press copy desk.

C. ELLIOTT DE FOREST RESUMED WORK for Bridgeport (Conn.) Times August 4. He was a sergeant in Medical Department of Army, Morale Section.

COLEMAN CRAIG, ASSOCIATE EDITOR OF Baptist Standard, Dallas, has been elected editor of Baptist New Mexican, at Albuquerque, N. M.

MISS ELIZABETH WADLEY HAS RESIGNED from the Capper publications to become city editor of the Manhattan (Kansas) Mercury.

The June advertising record of the Brooklyn Standard Union shows a total of 646,255 agate lines.

This is a larger amount of advertising than this newspaper ever carried in one month.

The increase over June of one year ago is 202,939 lines. We thank you.

ADVERTISING SECURED

Advertising for Special Issues of Daily Papers and Magazines. Souvenir Programs of big events. Publicity campaigns conducted. If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON
2 RECTOR STREET NEW YORK CITY

NEW YORK STATE

A MARKET FOR FOOD PRODUCTS

7,157,506 people in New York state are "city folks."

They do not grow their own food—but must buy what they eat—and 7,157,506 people eat a lot of food.

This, of course, does NOT include the hundreds of thousands of people from all parts of the country who go to New York on frequent trips—and who are also eaters of foodstuffs in large quantities.

There are 29,758 retail grocery and delicatessen stores in the state of New York, and 233 wholesale grocery houses.

8,852 of these retailers are in New York City. The other 10,906 are scattered throughout the state—1,530 at Buffalo, 814 at Rochester, 608 at Syracuse, 440 at Albany and so on.

It would be hard, indeed, to imagine more ideal market conditions for food products of all kinds.

The market is there. The demand is there. Dealers are there. Jobbers are there. Transportation is there. Money is there.

All kinds of people are included—those who buy because of price as well as those who buy in spite of the price.

Just as New York state is an ideal market for food—so is it an ideal market for any product that bears a trade mark.

New York daily newspapers, as listed here, cover the state in a splendid manner—and reach two out of every three people in the state.

Link your product up with the local dealers in the city in which it is sold and get and give the cooperation that results in sales.

	Circulation	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	33,559	.07	.07
Albany Knickerbocker Press (S).....	43,957	.07	.07
Albany Sunday Telegram.....	27,959	.05	.05
*Batavia News (E).....	8,458	.0225	.0225
Binghamton Press-Leader (E).....	26,546	.07	.06
*Brooklyn Daily Eagle (E).....	46,902	.18	.18
*Brooklyn Daily Eagle (S).....	69,046	.18	.18
*Brooklyn Standard-Union (E).....	53,264	.15	.15
*Brooklyn Standard-Union (S).....	58,929	.15	.15
Buffalo Courier & Enquirer (M&E)...	70,626	.15	.12
Buffalo Courier & Enquirer (S).....	115,359	.17	.15
Buffalo Evening News (E).....	103,634	.16	.16
Buffalo Evening Times (E).....	56,861	.10	.10
Buffalo Sunday Times (S).....	71,435	.10	.10
Elmira Star-Gazette (E).....	25,889	.06	.05
Glens Falls Post-Star (M).....	8,045	.0214	.0214
Gloversville Leader-Republican (E)...	6,275	.02	.02
Gloversville Morning Herald (M).....	6,245	.03	.02
Ithaca Journal (E).....	6,791	.025	.025
*Jamestown Morning Post (M).....	9,131	.025	.02071
*Mount Vernon Daily Argus (E).....	7,193	.02	.02
Newburgh News (E).....	10,613	.04	.03
New York American (M).....	305,241	.50	.41
New York American (S).....	947,270	.75	.65
New York Globe (E).....	179,906	.39	.36
†New York Herald (M).....	107,642	.40	.36
†New York Herald (S).....	107,642	.50	.45
New York Evening Journal (E).....	675,118	.75	.75
New York Post (E).....	32,369	.25	.20
New York Sun (E).....	194,695	.39	.36
†New York Sun (M).....	117,414	.39	.36
†New York Sun (S).....	117,414	.39	.36
†New York Telegram (E).....	190,681	.342	.315
†New York Telegram (S).....	190,681	.246	.225
New York Times (M).....	350,598	.50	.485
New York Times (S).....	500,000	.55	.5335
New York Tribune (M).....	108,011	.32	.28
New York Tribune (S).....	108,011	.32	.28
New York World (E).....	355,069	.40	.40
New York World (M).....	334,513	.40	.40
New York World (S).....	569,762	.40	.40
Niagara Falls Gazette (E).....	12,454	.03	.03
Poughkeepsie Star (E).....	9,920	.03214	.025
*Rochester Times-Union (E).....	67,121	.14	.12
Rochester Herald (M).....	35,826	.06	.06
Rome Sentinel (E).....	5,353	.0179	.0157
Schenectady Union Star (E).....	17,660	.08	.04
Syracuse Journal (E).....	45,030	.08	.08
Troy Record (M&E).....	25,537	.04	.04
Yonkers Daily News (E).....	3,640	.0178	.0178
*A. B. C. Statements April 1st, 1919.			
Government statements April 1st, 1919.			
Total Circulation.....			6,914,295
10,000 Line Rate.....			9,4766
2,500 Line Rate.....			10,2097
†Seven-day average.			

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



GEORGE C. DIESTEL, cartoonist for the Buffalo Commercial, is comparatively a newcomer in the newspaper world, but his work is making a hit in Buffalo.

Asked for a few facts about himself by EDITOR & PUBLISHER's representative, Diestel replied:

"Don't you know I'm a cartoonist—a fellow who is supposed to get oodles of cash every paynight for performing the simple process of transcribing ideas on a piece of white paper, and making them look like something they are not?"

"But listen. Get this right in your EDITOR & PUBLISHER. I may be a cartoonist, but I am not an artist. No, sirree. When I was about seven years old I overheard my father and mother discussing my future.

"I guess we'll make an artist out of this priceless gem of ours," said mother.

"I guess we won't," said father, and for those words I love father.

"But I honestly did try to fulfill my mother's wishes for my future welfare, and started along the lines tradition has laid out for an artist to follow. Then I went to work in a commercial shop. From there I advanced to a place on a newspaper. I stayed there until the business office felt that the paper couldn't afford a staff cartoonist any longer.

"From then it was just one thing after another. Now, I am on the Commercial and when I pull something made out of rags, or drawing paper, in other words, that gets by 'Bill' Hippler, city editor of the Commercial, I walk home full of good cheer and feel as if mother was right."



GEORGE C. DIESTEL.

AMATEURS MEET IN CLEVELAND

Discuss Launching Chapter of N. A. P. A.—Northern Body Launched

CLEVELAND, Ohio, Aug. 4.—Amateur writers and youthful publishers of Ohio held a meeting at the Hollenden Hotel today to organize a Cleveland chapter of the National Amateur Press Association. The Northern Ohio Amateur Press Association was also launched during the meeting.

Samuel Loveman is at the head of the Cleveland amateurs. Harry E. Martin, of the Mountain Union College and Mount Union Press Club, and past president of the national organization of

amateur publishers and writers, was a speaker.

Sells Great Tract to Japanese

LIMA, Peru, Aug. 3.—It is reported that Dr. Augusto Durand, a prominent landowner and proprietor of the newspaper La Prensa, has sold about 800,000 acres of land near Huanuco, on the Amazon watershed, to a Japanese syndicate.

ST. PAUL, Minn., Aug. 6.—Earl Craven has sold his interest in the Marquette (Mich.) Chronicle and will come to the Dispatch-Pioneer Press, August 11, as editorial writer.



If It's Worthwhile It's In West Virginia

West Virginians—because they are prosperous—are up to the minute and they enjoy the benefits of all the new and worthwhile things that are put on the market.

They know what is meritorious and what is not because they have the happy faculty of seeing into things quickly. They understand what it is that a manufacturer is trying to tell them about when he advertises in their daily local newspapers. If he has a worthy product and gets the facts before them through their newspaper, he is pretty close to making a sale.

In West Virginia, the farmers have their own electric lighting systems and they first learned of this convenience through their local daily newspaper.

West Virginia has about 60,000 automobiles and yet you will rarely see a make of car here that is NOT advertised in the West Virginia newspapers.

West Virginians respond so readily to the advertising of worthwhile articles in their local daily newspapers that there is keen competition among the merchants and dealers to handle those products that are advertised over the dealer's name. On the other hand, a canvass of 40 merchants showed that 28 of them would not be influenced in the lines they handled by the so-called "national advertising" in magazines and metropolitan papers with only scattering circulation in the merchants' territory.

	Circulation.	Rate for 5,000 lines.		Circulation.	Rate for 5,000 lines.
Bluefield			Martinsburg		
*Telegraph ... (M)	5,463	.02142	†Journal (E)	3,249	.0129
Charleston			Moundsville		
†Gazette (M)	11,410	.03	*Echo	1,730	.0115
†Gazette (S)	11,700	.02	Parkersburg		
†Mail (E)	9,336	.025	*News (M)	6,239	.02
Clarksburg			*News (S)	6,239	.02
†Telegram (E)	7,864	.02	†Sentinel (E)	6,695	.017
†Telegram (S)	8,351	.02	Wheeling		
After Feb. 1st, 1920025 line (flat).			†Intelligencer . (M)	10,139	.0325
Fairmont			†News (E)	14,749	.04
*W. Virginian . (E)	5,192	.02	†News (S)	17,800	.05
Grafton					
*Sentinel (E)	2,275	.014	*Government statement, April 1, 1919.		
Huntington			†A. B. C. statement, April 1, 1919.		
†Advertiser ... (E)	8,524	.02	†Publishers' statement, April 1, 1919.		
†Herald-Dispatch (M)	11,165	.02			
†Herald-Dispatch (S)	11,599	.02			

Read Up on West Virginia!

“GREATER FRANCE”

NUMBER OF

EDITOR & PUBLISHER

WILL BE ISSUED ON THANKSGIVING DAY,
November 27, 1919

IN cooperation with M. Henri-Martin Barzun, head of the French Press Bureau in America, and former editor of Premier Clemenceau's newspaper, *L'Homme Libre*, EDITOR & PUBLISHER will issue, on November 27, a notable SPECIAL NUMBER devoted to the cultivation of closer press and commercial relations between the peoples of the great French and American Republics.

This effort will be on the same scale of completeness and impressiveness which characterized the recent Victory-International Number of EDITOR & PUBLISHER—an issue which has attracted worldwide attention and interest.

The “GREATER FRANCE” Number will present authoritative reviews of the French Press, not only in the homeland itself, but in European countries of French language—Belgium, Luxembourg, Switzerland and French North Africa—as well as in French Dominions and Protectorates throughout the world and also in Latin Europe,—countries of French interests and culture, such as Italy, Spain, Portugal, Roumania, Greece, Egypt, Asia Minor, South America, Mexico, Canada and the United States. The publications issued in the French language total more than six thousand.

The “GREATER FRANCE” Number will have for its chief purposes the strengthening of the immemorial ties of friendship which bind together in common ideals and aims the two peoples—comrades in war and cooperators in peace; the establishment of mutual understanding and amity between the newspapers and newspaper men of the world's greatest Republics; the promotion of closer trade relations through the presentation of essential information about market opportunities in “Greater France” now awaiting American manufacturers.

American business men, seeking trade expansion, will find in this “GREATER FRANCE” Number the fullest information as to how to win their places in the French markets—facts as to ways and means of developing these markets and the planning of advertising campaigns in connection therewith.

THE “GREATER FRANCE” NUMBER WILL SET A NEW MARK OF ACCOMPLISHMENT IN CONSTRUCTIVE TRADE JOURNALISM

It will commemorate fittingly the first Thanksgiving Day after the signing of Peace, and will link more closely than ever before the cultural and commercial interests of the two great nations that have best typified, for more than a century, the ideals of freedom and liberty—of “Government of, by and for the people.”

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

SUITE 1116, WORLD BUILDING

NEW YORK CITY, U. S. A.

EDITORIAL

NEWSPRINT OUTLOOK

MANUFACTURERS of newsprint are, as usual, delegating to publishers the task of worrying over the present and prospective conditions in respect to supply and price. In substance the attitude of the manufacturers is:

"We are producing as near to the maximum capacity of our mills as is possible under present conditions. We have labor difficulties to meet and growing costs of every kind. Our product must be sold at a price which will yield a profit commensurate with the hazards of the industry. We can sell to other countries at a greater profit than at home—so we must take the utmost possible advantage of that fact. Publishers know that our present shipments equal, and sometimes exceed, our current output. They must know that conservation is necessary if they would avoid trouble in securing the paper that will be needed for the months of heavy advertising."

As to prices, it is freely predicted that we shall have, in due course, four-cent paper—that is to say, four cents a pound at the mill under contracts for large tonnage. In what is called the open market—the sources of supply for extra tonnage and special needs—the four-cent price has already been passed. Recent inquirers have been quoted prices above four and a half cents on limited quantities. Emergency purchases are often made at prices much higher than this.

The advertising volume this year has been very great, and many newspapers are using now reserve or excess tonnage which should be held for the needs of October and November. Thus present necessities are being met at the cost of future trouble. Publishers generally realize that the problem is not, after all, one of price—but of supply.

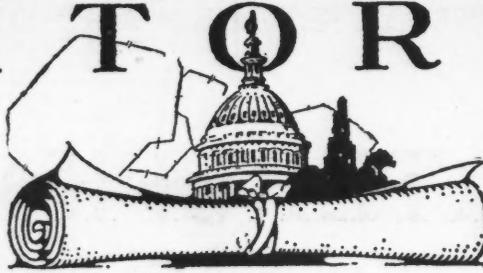
In war times the readers of newspapers were content with a smaller proportion of text matter than they now expect. They submitted, for patriotic reasons, to the curtailment of feature matter—the need of which, in the present period of world readjustment, is so vital that, in the public interest, it should be met. There was never before a period in our history when it was so essential that the people should have the fullest light on all problems confronting mankind. Economic conditions should not be allowed to interfere with the great tasks now entrusted to the press. The larger interests, the common interests, are paramount, and must be served.

But how is this to be accomplished? Surely not through any revival among the newspapers of the old, discredited "circulation wars." Not through practicing waste of white paper to meet the same kind of "competition" on the part of rival newspapers. Not through selling newspapers for less than the cost of white paper and distribution expense. Not through accepting advertising at rates which spell loss.

Nor can the interests of the press as a whole be safeguarded by adhering to old traditions as to the necessity of allotting big space to such topics as baseball, the movies, automobile gossip, etc. If these things were treated on their comparative news value, cutting out precedent and all outside considerations, a space saving of tremendous proportions would result. Of course, in the process of conservation of space for worth-while matter, the press agent must be eliminated altogether.

It is the belief of many well-informed students of the situation that conservation of newsprint will be most effectually attained through a general increase of price to three cents. EDITOR & PUBLISHER has frequently pointed out the logic of a movement to this end. The change to the two-cent price had much to do with saving the situation during war time. The result on circulations was wholly for betterment. That is a recent history, and familiar to all. The three-cent price may become necessary throughout the country.

Newspaper advertising rates, generally speaking, are lower than publishing conditions warrant. Everybody—including the advertiser—knows this to be true. The reason rates remain too low is one that, on its face, seems so unsound as to be almost absurd. It lies in the fear that the other fellow will adhere to the losing rate, and succeed in capturing the business



MR. DOCKERY'S REASONING

HON. A. M. DOCKERY, Third Assistant Postmaster General, in explaining the department's ruling that book reviews, in which prices are given, must be classed as advertising, says:

"All advertising must be considered, regardless of whether it is paid for or inserted free, and must be charged with postage at the zone rates applicable to the advertising portion."

A strict adherence to such a ruling would place a great deal of current news matter in the category of advertising. A glance through a New York evening newspaper, of August 4, reveals a good many news stories in which prices of things are discussed.

On the first page we note that stocks have slumped, and the story names a long list of stocks affected, with their selling prices. The financial pages of the same newspaper are given over largely to news in which commodity and stock prices are freely quoted.

There are news stories about the army's surplus food stocks, quoting prices. The racing chart quotes the prices bookmakers accept for wagers on horses. In a Senate debate wheat prices are discussed in detail. The price of gas in New York is advertised in a court ruling. Hotel prices in Scranton have been advanced ten per cent. A story about Naval recruiting emphasizes the fact that hospital apprentices, second class, will receive \$35.90 a month and expenses. An editorial names the amount being sought by different Universities and Colleges as additions to their endowments. Merchants, we read, have formed a Thrift League, to sell bonds in denominations of \$10 and \$100, in co-operation with the Treasury Department.

If the mention of the price of a book, in connection with a review of it, turns that review into advertising, then the news stories mentioned above are advertising, too. They are not paid advertising, of course. In fact they are news stories and features paid for as such by the newspaper—just as are book reviews. But they could not escape the advertising classification under Mr. Dockery's reasoning.

That the absurd zone rate for advertising sections of publications carries with it the possibility of such an interpretation as is now given to it by Mr. Dockery is simply one more reason why it should be repealed altogether.

IF you rent a store or office, you rent by the year. Why not plan your advertising campaign in the same way—on the yearly basis? In the long run the "frequency of insertion" advertiser derives the largest possible return from his investment. Obviously, therefore, the "every week" plan is a "short cut" to success because the rate is lower and the impulse to buy is impelling.

KING ALBERT of Belgium has conferred upon Marse Henry Watterson the Order of the Crown in recognition of conspicuous services to the cause of the martyr nation. If Marse Henry could receive from his fellow newspapermen individual tokens of the esteem in which they hold him—mementos of their debt to him for worthy inspirations—he would be swamped with keepsakes.

ONE of the reasons for the present era of Southern prosperity is the fact that the South is advertising her resources and her newspapers. She is compelling attention—and attention means interest, for the South spells opportunity for all who seek a market for worth-while products. Thus advertising is not a result of the big development of Dixie—it is one of the causes of that development.

THE merchants of the country find no particular difficulty in refraining from giving away merchandise. Why should the newspapers find it so hard to resist giving away space to press agents?

NO press agent can hold his job unless he succeeds in getting for nothing that for which an advertiser buys.

of the paper that adopts the sound rate policy. Advertisers, however, are not fooled by rates. They buy factors of value in advertising mediums—not merely space. They will always pay a fair price for space in the newspaper which can best serve them, irrespective of competitive rates.

The wise publisher will protect the value of his product by cutting out trivial matter to make room for the vital, both in news and features. He will practice every possible economy in white paper—that he may be able to take care of the increasing volume of advertising. To do less—to be stampeded by the spectre of wasteful competition into reprisals in kind—would be to court avoidable trouble.

ON TO NEW ORLEANS!

PUBLISHERS will find it highly profitable to arrange for their advertising managers to attend the New Orleans convention of the A. A. C. W., September 21-25. This year special efforts are being made to bring to the foreground the meetings of the Daily Newspapers Department, and there is in process of making a very notable program of topics for intimate discussion at these sessions.

W. G. Bryan, publisher of the Atlanta Georgian, is chairman of the Newspaper Department and Charles Miller, advertising manager of the Birmingham News is Secretary-treasurer. These live wire executives propose to make the New Orleans convention one long to be remembered by the newspaper men in attendance—and to see to it that there shall be such an exchange of ideas as to fundamental advertising policies and practices that every man fortunate enough to participate will go home with "pep" and enthusiasm to spare.

It has always been a matter of regret that the daily newspapers have not been adequately represented in the activities of the Associated Advertising Clubs of the World. It has been felt that the great primary medium for advertising should play a more conspicuous part in the big annual conventions of the association, thereby conserving the obvious "fitness of things."

It is to be greatly hoped that the attendance of newspaper advertising men at New Orleans will be fully representative. It is to the interest of all publishers to see that this is so.

THE Association of Foreign Press Correspondents in New York, whose membership is limited to authorized representatives here of overseas newspapers, is an organization of which much may naturally be expected in the way of furthering that international good will which the war has helped so mightily to create. These men interpret us to the world. They give to the people of our neighboring nations a daily picture of American events and affairs. There should be, in the common interest, close and friendly relations established between their association and our own organizations of newspapermen.

August 7, 1919. Volume 52, No. 10.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

W. D. Showalter, editor; John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellon, Features.

James Wright Brown, publisher.

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

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craick.

Chicago: D. F. Cass.

San Francisco: R. J. Bidwell.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

PERSONALS

IN THE EDITORIAL ROOM

Cary Dowd, managing editor of the Charlotte (N. C.) News, may be a candidate for the Democratic nomination for Congress. Mr. Dowd is one of the most popular and influential editors in the state and he is expected to make a strong run.

Leo Thomas Heatley of the United Press cable desk is very proud. An eight-pound girl that arrived July 30 is the cause.

Steven Philip Verner, former Washington correspondent and now editorial writer on the Colon (Panama) Star-Herald, was a visitor in New York and Washington during the past week.

W. C. McGinn, formerly on Dallas Morning News, is home after service with the marines. He was wounded at Chateau-Thierry, having one elbow entirely shot away, but after spending nearly eighteen months in hospitals, by processes of skin and bone grafting, his arm has been rebuilt and he is able again to work as a cartoonist.

Basil E. O'Meara, recently returned from overseas, has been made sports editor of the Atlanta Journal newspapers. W. M. Gladish, former occupant of the desk, becomes automobile editor.

Elmer Lockwood of Ithaca, Dennis O'Connell of Rochester and Glens Falls, and William Lippman of Schenectady are new additions to the Schenectady (N. Y.) Union-Star staff.

Keith Clevenger, formerly editor and publisher of the Osawatomie (Kan.) Graphic, is now managing editor of the Salina Union.

Victor Ross, who gave up the financial desk of the Toronto Globe to become assistant to the president of the Standard Oil Company of New Jersey, has been vice president of that company and a director of the Imperial Oil Company.

Ralph H. Turner, formerly with the New York Evening Post, is now on the staff of the United Press as cable editor. For two years Turner was United Press correspondent in Tokio, Japan.

Joseph H. Shea, on the Standard-Telegram for nearly a year, has resigned to join the staff of the Bridgeport (Conn.) Post.

Lieut. John W. Shaver, until his enlistment with the 18th Engineers a reporter on the Portland Oregonian, was married in New York on his return from France to Miss Margaret Maginnin of Portland. Lieut. Shaver now has a position on the Engineering News-Record staff.

Margaret St. Vrain Sanford, former music critic of the Rocky Mountain News, has returned to Denver after several months' service abroad with the American Red Cross.

Frank E. Nolan is again sports editor of the Bridgeport (Conn.) Post, following the resignation of Jackson J. Donovan. He has been also made official scorer for the Americans in the Eastern League.

Capt. William Marquat has returned to the Seattle Times as assistant automobile editor.

Lieut. Thomas A. Hendricks, formerly a member of the Indianapolis News staff, has been appointed to the United States courier service, which will involve much traveling in Europe.

Miss Lois Willoughby, formerly with the editorial department of the old Chicago Inter-Ocean, was married on July 26 to Edwin B. Stillman, of Westerly, R. I. The couple will reside in New York city.

Parke F. Hanley, formerly with the New York Press and Sun and more re-

cently an ensign in the Navy, was married last Friday to Kathryn E. Baermann by City Clerk Scully in New York.

Raymond Mowers, managing editor of the Schenectady (N. Y.) Union-Star, is father of a new son.

Arthur K. Purington, city editor of the Bath (Me.) Times, was honored with the following "personal by the Lincoln County News: "Arthur K. Purington, of Bath, the talented newspaper man and efficient automobile inspector, was in town Saturday. As he drove out it was noticed that he had no tail light."

Carlton J. Ketchum, who was a "cub" on the Ottawa (Ont.) Citizen when he enlisted in the early days of the war, has returned with lieutenant's stripes and the Military Cross.

Harold Place, sports editor of the Des Moines News, is the father of a seven-pound boy.

Miss Daisy McGregor, formerly of the Ottawa Journal, the Calgary Albertan and the Calgary Herald, was recently married to Mayor Marshall, of Calgary.

Marshall Crosby Rogers, an editor at Fall River, Mass., has filed intentions of marriage with Marion Stetson Brown, at Portland, Me.

Earl E. Evans has returned from eighteen months' service overseas and resumed work as news photographer of the St. Paul Dispatch-Pioneer Press. After the armistice was signed Mr. Evans made historical pictures in France, Belgium and Germany.

Alex Sayles, sports editor and photographer of the Albany (N. Y.) Evening Journal, has received the Republican party endorsement for supervisor in Albany county. This is his first start in politics.

H. B. Crozier, assistant managing editor of the St. Paul Dispatch-Pioneer Press, represented his papers on the trade tour of St. Paul business men through South Dakota. Howard Kahn represented the St. Paul Daily News, of which he is financial editor.

IN THE BUSINESS OFFICE

Fred B. Robinson, vice president of the Waco (Tex.) Times-Herald, with his family, is spending the summer in Los Angeles, Cal.

Charles D. Ocaim, who has been advertising manager of the Santa Ana (Cal.) Register, assumed a similar position with the Tucson (Ariz.) Citizen, August 1.

Harry Watts, advertising manager of the Des Moines Register and Tribune, is spending his vacation in the wilds of northern Minnesota, fishing and hunting.

Ralph M. Henderson has returned to the El Paso (Tex.) Herald organization as advertising manager.

Lieutenant John I. Rancourt, formerly connected with the Providence Journal advertising department, has been awarded a Distinguished Service Cross by General Pershing for gallantry in action at Fiammes, France, August 9, 1918, and also a French war cross from the French Marshal.

Wesley McCurdy, assistant to the general manager of the Manitoba Free Press, recently won fame in Winnipeg golfing circles by making "a hole in one" on the Bird's Hill course.

Harry J. Benner, of the Easton (Pa.) Express business staff, and Miss Marjorie M. Pritchard, were married a few days ago at Camden, N. J.

Robert Lipsett, former news editor, has been appointed assistant to the general manager of the Winnipeg Telegram. He is succeeded as news editor by Vernon Knowles.

Claude R. Sanagan has left the advertising staff of the Toronto Globe to join the Overland Sales Company, Toronto.

Jacob A. Triller, until recently of the

PRINTER'S DEVIL STUCK TO VIRGINIA AND WON

L. E. Pugh, the new president of the Virginia Press Association, is no rolling stone. He was born in Virginia in 1875



L. E. PUGH.

and has stayed right there near his home town folks since. Twenty-two years ago he started to work as a printer's devil and stuck for promotion and self-made prosperity. His upward march has been steady and sure. In turn he has been a successful printer, linotype operator, foreman of the composing room, advertising solicitor, advertising manager, and now when he takes a run over to Waynesboro the grown-up kids that played with him in his bare-legged days point him out as the enterprising business manager and one of the principal owners of Newport News' only two daily newspapers.

Pugh believes in Virginia and himself and does things. In December, 1917, the plant of the Newport News Sunday and morning Press and evening Times-Herald was destroyed by fire and put a man-sized job up to him. He bought new equipment under the existing market difficulties and in the face of the scarcity of labor caused by the war and the high wages, paid at the Newport News shipyards installed it in record time. Not the least of the things that he had to overcome was the embargoes then in force.

Mr. Pugh is a leading spirit in the Newport News Rotary Club, a director of the Chamber of Commerce, and when a progressive movement for betterment of his city is underway he is usually found in the midst of it with his coat off and his sleeves rolled up.

advertising staff of the Galt (Ont.) Reporter, has joined the Ottawa Citizen's soliciting force.

H. W. Sierichs, president of Press Illustrating Service, New York, was married July 11, to Miss Callie Thornton Cornell, formerly instructor of

art in the Galveston public schools. J. G. Lloyd, who was for many years private secretary to Jason Rogers, publisher of the New York Globe, has been commissioned a first lieutenant in the U. S. A. engineers.

WITH THE AD FOLKS

John Sullivan, secretary-treasurer of the Association of National Advertisers, is spending his vacation at Nantucket, Mass.

Prof. C. M. Sembower, of the department of English in Indiana University, has resigned to join the Homer McKee Company's staff at Indianapolis.

Lieut. H. F. Bauerman has joined the Chicago office staff of J. P. McKinney & Son, newspaper representatives. He is well known in Chicago general and special agency circles.

Miss Edith Sampson, advertising manager for the Daniels & Fisher Stores Company, Denver, has been added to the staff of the University of Denver, where she will lecture on advertising problems.

George S. De Rouville, head of the De Rouville Advertising Agency, Albany, N. Y., has entered the theatrical field and will head a corporation erecting a new playhouse in Albany. The De Rouville agency will be continued.

F. A. Wilson-Lawrenson, president of the New York Advertising Club, has been elected vice-president of the Presto-light Company, one of the subsidiaries of the Union Carbide & Carbon Company, of which he is sales manager.

George B. Sharpe, of the Cleveland Tractor Company, paid a visit to his old friends in New York last week, and the Advertising Club took the occasion to present him with a beautiful Roycroft leather bound volume of letters written by members last spring when Mr. Sharpe retired as president and moved to Cleveland.

New Members of Capper Staff

Recent additions to the staff of the Capper Publications of Topeka are: J. S. Boyd and H. D. Fansler, New York; B. J. Reynolds and L. H. Follette, Chicago; F. B. Rigby, Kansas City; F. R. Bumpus and Lee McMahon, Omaha; R. E. Archer, Detroit; George Bishop and W. A. Connor, Oklahoma City; C. J. Maseck, B. B. Brewer, A. W. Boyer, M. G. O'Dell, A. C. Ross, W. W. Bowman, Marshall Crawford and P. P. Pebble, Topeka.

The Cleveland Press has signed a contract for the Haskin Service for one year



Haskin keeps his finger on Uncle Sam's pulse and answers all questions for the readers of his papers free of charge.

GET THIS SERVICE FOR YOUR TERRITORY
Address FREDERIC J. HASKIN, Washington, D. C.

Popularizing Ice Cream Cones Through Ads

New Kind of Advertising Begun by Consolidated Wafer Company Through Mallory, Mitchell & Faust

CHICAGO, Aug. 5.—Mallory, Mitchell & Faust, Security Building, Chicago, have begun placing fairly large-space campaign in newspapers in and within a 200-mile radius of Chicago for the Consolidated Wafer Company, Chicago, on ice cream cones. The campaign is at present restricted to those territorial limitations in the way of an experiment, but it is expected that by next year it will be extended through leading newspapers all over the country.

"This advertising," stated Mr. Mitchell, who is handling the account, to EDITOR & PUBLISHER, "is, to my knowledge, the very first to exploit ice cream cones to the general public. It is estimated that the ice cream cone manufacturing business of the United States amounts to approximately \$20,000,000 per year, whence may be gathered some idea of the magnitude of this hitherto-unadvertised industry.

"Heretofore, cones has been a sort of outlawed product, suitable only for the consumption of children or the very poor. The advertising campaign now under way is doing everything possible to create an impression of dignity to rehabilitation in public respect for the cone.

It stresses numerous uses for the cone by adults as well as children. It forces consideration of the tasty edibility of the cone, and takes it out of the class of a mere doughy container for the cream. With the country about to go dry, we anticipate possibly the greatest development of the cream business the country ever has seen."

Ohio Woman's Annual Outing

BOWLING GREEN, Ohio, Aug. 4.—The summer meeting of the Ohio Newspaper Woman's Association will be held at Lakeside Saturday and Sunday, August 23 and 24. W. K. Matthews, chief editor of the Dayton Journal and Herald, will be the principal speaker. Mrs. Lida Keck Wiggins, Springfield, and F. Romer of Pep and the Newspaper Enterprise Association of Cleveland, are other principals on the program. The association membership is speeding along rapidly and boasts of the most prominent women writers and reporters in the State.

Will Handle Army Food Sale

BINGHAMTON, N. Y., Aug. 6.—The management of the Press has informed Mayor Barnes that it will provide the financial guarantee necessary to allow Binghamton to participate in the benefits from the sale of unused Army food supplies. The offer was immediately accepted. This overcomes the difficulty caused by the New York State Laws not allowing a municipality to enter into commercial undertakings. The Press will take over the entire proposition.

Publishers Pick Jury

HOUSTON, Tex., Aug. 4.—The August Grand Jury of Harris County will be made up of men picked by the publishers of three daily newspapers of Houston, Judge Robinson of the Criminal District Court having appointed M. E. Foster, publisher of the Chronicle; Roy Watson, publisher of the Post, and G. V. Sanders, editor of the Press, as jury commissioners.

UP IN MICHIGAN EDITOR TOUTED FOR GOVERNOR

HAVING been born on March 22, 1884—the same day that the JOURNALIST, granddaddy of the EDITOR & PUBLISHER, made its first bow to the world—and chose newspaper work as a life activity, Arthur H. Vandenberg, who has just been elected president of the Herald Publishing Company of Grand Rapids, Mich., was bound to succeed.



A. H. VANDENBERG

His newspaper training has been thorough. His upward trend has been by slow degrees from an "office boy" beginning and covers a period of twenty years. For many years now he has been vice-president, editor and manager of the Herald, and when ex-United States Senator William Alden Smith decided to retire as president, after nearly a quarter of a century of service, it was only natural that Mr. Vandenberg should be chosen to succeed him.

Mr. Vandenberg is very earnest in his belief in the responsibility of journalism. He is one of the few newspaper publishers in America today who insist upon writing their own editorial columns. He is the original author of the plan known as "The Right of Industrial Petition" for establishing industrial peace and industrial justice—a plan we are liable to hear something about in Congress shortly.

The Herald was one of the first newspapers in the United States to swing out for a program of "League of Nations" reservations. Upon the occasion of Mr. Taft's visit to Grand Rapids, the Herald presented him with a questionnaire upon the subject, and as a result was able to print a Taft reservations letter ten days before the disclosure of the Taft correspondence on this same subject with William Hays, chairman of the Republican National Committee.

Being one of the most popular orators in the Northwest, it was not unusual that Editor Vandenberg should be called upon to try for a speech-making marathon record during the various Liberty Loan drives. With "Jacky-Band" trains he swept up and down the state of Michigan and scored a total of 810 war speeches in less than two years of hostilities, besides serving as a first lieutenant in the Michigan State Troops.

Mr. Vandenberg is married and has three children. In addition to other activities he is vice-president and treasurer of the Newspaper Engraving Company of Grand Rapids and Kalamazoo, and a director in the Grand Rapids Savings Bank. His only public office was on the Grand Rapids Charter Commission, but for years he has been a member-at-large of the State Republican Central Committee. He was chairman of the commission that put "Zach" Chandler's statue in the Hall of Fame under the dome of the Capitol at Washington.

A Michigan governorship fight now looms in the offing, and there are many people up that way who say that Editor Vandenberg's hat will be tossed into the Republican "ring."

Ads on EDITOR & PUBLISHER'S Equipment Page are read by real buyers and sellers.

ILLINOIS

- Saturday Evening Post
- Ladies' Home Journal
- Cosmopolitan
- Woman's Home Companion
- Delineator
- Good Housekeeping
- American
- McClure's
- Pictorial Review
- People's Home Journal
- Metropolitan
- Red Book
- Century
- Harper's
- Scribner's
- Hearst's
- Sunset
- Everybody's
- Review of Reviews
- World's Work
- Designer
- McCall's
- Women's Magazine
- Mother's Magazine
- System
- Current Opinion
- Munsey's
- St. Nicholas
- Boy's Magazine
- American Boy
- Literary Digest
- Collier's
- Leslie's
- Outlook
- Life
- Scientific American
- Popular Mechanics
- Popular Science
- Theatre Magazine
- Physical Culture
- Field and Stream
- House Beautiful
- Motion Picture Magazine
- Photoplay
- Modern Priscilla
- Christian Herald
- Atlantic Monthly

Forty-seven magazines — the pick of the entire country. Good magazines all of them. They are the popular sellers, the magazines that cover the country so thoroughly.

Well, in the state of Illinois, for instance, the newspapers listed in this advertisement, alone, have MORE circulation than ALL of these magazines COMBINED.

The COMBINED circulation of ALL of these magazines IN ILLINOIS is 1,276,485 copies. The COMBINED circulation of the daily newspapers listed here is 1,892,449 copies.

The COMBINED rate for ALL of these newspapers is \$2.3304 per agate line.

There are 250,000 FARMS in Illinois, and they are the most valuable farms in the United States.

The annual grain output of these farms approximates 692,800,000 bushels. That is wheat, corn and oats alone.

It is harvest time in Illinois NOW. Farmers on 250,000 of the most valuable farms on earth are cashing in. They ALL read daily newspapers. Get me? Sure thing you do!

	Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,000	.04	.04
Bloomington Pantagraph (M).....	17,213	.035	.035
Champaign Daily Gazette (E).....	4,605	.0129	.0129
Chicago American (E).....	326,998	.40	.40
*Chicago Herald-Examiner (M).....	289,094	.38	.31
*Chicago Herald-Examiner (S).....	596,851	.53	.46
Chicago Daily News (E).....	386,498	.43	.43
Chicago Journal (E).....	116,807	.22	.18
Chicago Post (E).....	55,477	.25	.12
Danville Commercial News (E).....	15,086	.03	.03
*Elgin Courier (E).....	8,173	.02	.02
Moline Dispatch (E).....	10,113	.03	.03
Peoria Star (E).....	22,738	.045	.04
Quincy Journal (E).....	*8,591	.025	.025
Rockford Register-Gazette (E).....	13,477	.03	.03
Sterling Daily Gazette (E).....	5,072	.02	.02

Total Circulation 1,892,449. Rate per line, \$2.3304. Government Statement, April 1st, 1919. *A. B. C. Report, April 1st, 1919.

RECORD YEAR FOR OIL PROMOTION SCHEMES

Estimated That Credulous Will Part with \$200,000,000 in 1919 for Worthless Shares—Many Newspapers Ban Such Advertising

That hundreds of thousands of hopeful, but sadly credulous people, will be parted from their money—and their Liberty bonds—to a total of two hundred million dollars this year by adventures in "oil" investments is the estimate of the New York Sun.

The army of fakers, whose lifelong business it is to capitalize the greed for easy profits which rules so many men and women, has now turned its attention to "oil," and to the advertising and selling of shares in mythical or worthless claims.

A western publisher said, in a recent conversation with a representative of EDITOR AND PUBLISHER:

"Everybody out our way knows that an investment in oil is a gamble. They know that it costs so much to drill a well, and that there is only a chance that oil will be found. If it is found, they win—sometimes in a big way. If it is not, they lose. They do not buy shares on any assurance that they will win out. They like to take the chance of winning, or of losing. It is human nature. We feel, therefore, justified in accepting such advertising, with proper limitations of the style of copy and the claims made."

This publisher voices the attitude, in a general way, of all publishers who accept such advertising. It is their belief that with proper censorship, the elimination of absolutely misleading claims, etc., such advertising is legitimate.

To Stampede the Credulous

It is, of course, conceivable that there are honest concerns engaged in promoting oil ventures; that they use moderation in their appeals to investors. But it is obvious that the bulk of the oil share advertising is intended to stampede the credulous into making investments which have little or no chance of producing anything.

The aim of a great deal of this oil shares advertising in the newspapers is to produce inquiries, to be followed up by circular literature of the most alluring kind. Thus, while the newspaper advertising may be moderated to suit the scruples of the business manager, the concern has usually in view the obtaining of an up-to-date "sucker list," in which rich possibilities exist. What the newspaper will not permit the promoter to say in his advertising he is thereby enabled to say in direct letters and circulars.

Once on a "sucker list" the victim is a target for such onslaught, by letter, night telegrams, etc., as would turn the head of all but the most cautious investors.

Newspapers which try to safeguard their readers from misleading advertisements of all kinds are drawing the line stoutly against oil promotion schemes.

MacKinnon at Winthrop, Me.

A. E. MacKinnon of New York, circulation authority, is spending the summer at Winthrop, Me., and runs into Boston two days a week in connection with special organization work he is doing for the Herald. His Winthrop address is R. F. D. 24, where he would like to hear from friends once in a while.

MODERN WOMAN DEMANDS WIDER READING SCOPE

A VISITOR one time asked Frank W. Taylor, managing editor of the St. Louis Star, who was the best man on his staff.



"Katherine Richardson," was his prompt reply. That was several years ago, when Miss Richardson was dividing her time between re-write, fires, murders, eternal triangles, movie write-ups and high-brow dramatic reviews. At the time it was her daily habit to snub the "woman's page" and ignore "best recipes for rare-bits."

Having accepted the declaration of war as clarion call to all womankind to "come out of the kitchen," Miss Richardson hailed with joy the feature editorship of the Star, which included complete charge of the comic, the picture and the woman's pages. About the last of these she confessed she knew nothing, which proved of great value to her in making a success with her new responsibilities.

"The general plan I have outlined to pursue on the Star's woman's page is to admit that women have intelligence—that their reading is not limited," remarked Miss Richardson the other day, "and it is on that theory I am working in trying to hold the mass of women readers who were developed by the general discussions of world questions carried on at all women's gatherings, and the daily search for word of their boy, that were 'over there.'"

"In getting up my woman's page," continued Miss Richardson, "I work on the theory that the home-keeping woman wants to know how to rear her children; how to arrange well-balanced meals; how to preserve the family's health without constant appeal to the doctor; what women in her own and other walks of life are doing; what civic reforms are afoot; the newest departures in methods of education; how the suffrage situation is progressing.

"Working women, I feel sure, want to know how to better themselves. They want to know what professions are open to them and in what lines of work women have made most marked success.

"And the answer to all of these desires and questions can be found in a story about, an interview with, or a signed article from, some person—man or woman—in St. Louis, so you see, our woman's page has a 'home-stuff' appeal in more ways than one."

A. B. P. Changes Convention Date

The date of the convention which the Associated Business Papers, Inc., had planned to hold in Chicago during October has been changed to September 18, 19 and 20. One or more of the sessions will be of especial interest to advertisers and advertising agents. The dates have been selected with reference to the convenience of those who attend the A. A. C. of W. convention.

Starts New Free Edition

MARSHALL, Tex., Aug. 4.—H. M. Price, publisher of the Sentinel, a free distribution daily, will begin the publication of a morning edition Sept. 1.

The purpose of these little talks about Wisconsin is not to sell newspaper advertising directly, but to picture to the reader the actual territory, as he should see it for himself.

He may be a long distance from Wisconsin, and he may not have a correct impression of the territory. He may not realize the development of the "middle west," industrially or educationally.

He may see farms in his neighborhood that would not be farms at all by Wisconsin standards.

He may see shipbuilding in a salt water cove, yet it would not be ship-building in fresh water Wisconsin.

He may see factories, with blazing furnaces and sweating labor, but that would not mean manufacturing to Wisconsin where the percentage added by the MAKING is to materialize into QUALITY.

Picture Wisconsin as the poet has described it, "every mile a mile of beauty or a mile of riches"; its people earnest, ambitious, striving for knowledge as the royal road to wealth by achievement.

And then you will have the vision to plan for your business in Wisconsin. Living at a distance you will no doubt have something to SELL. Well, Wisconsin will buy it, if it is all right, AND you will let them know about it.

Just advertise it in these papers to the home folks, and SEE that it is easy to order and get delivered.

Papers

	Circulation	Rate for 5,000 lines
Beloit News (E)	6,593	.025
Eau Claire Leader-Telegram (M&E&S).....	9,042	.027
Fond du Lac Commonwealth (E).....	*6,037	.025
†Green Bay Press Gazette (E).....	11,011	.025
Kenosha News (E)	5,221	.0143
La Crosse Tribune-Leader Press (E&S).....	13,567	.035
Madison, Wisconsin, State Journal (E).....	†14,689	.035
Madison, Wisconsin, State Journal (S)	†10,891	.03
Milwaukee, Wisconsin-News (E).....	*62,000	.10
Milwaukee Journal (E)	113,830	.14
Milwaukee Journal (S)	93,830	.14
Milwaukee Sentinel (M&E)	81,752	.11
Milwaukee Sentinel (S)	67,162	.11
Racine Journal News (E)	7,666	.025
Sheboygan Press (E)	6,693	.0214
Superior Telegram (E)	15,152	.035
Wausau Record-Herald (E)	5,353	.01785

Government Statements, April 1st, 1919.

*Publisher's Statement, April 1, 1919.

†A. B. C. Statement, April 1, 1919.

TIPS FOR AD MANAGERS

ADVERTISING AGENCIES CORPORATION, Metropolitan Tower, New York City. U. S. Navy Department will advertise through this corporation.

BLACKMAN-ROSS COMPANY, 95 Madison avenue, New York. Placing orders with a list of newspapers for Samuel W. Peck & Co., "Sampeck Clothes," 806 Broadway, New York City.

CALKINS & HOLDEN, 250 Fifth avenue, New York City. Reported will make a list of newspapers during the fall for Foss-Hughes Co., Philadelphia.

CAXTON AGENCY, 9 East 40th street, New York City. Will place advertising of American Tobacco Company's "Pall Mall Cigarettes."

WENDELL P. COLTON Co., 165 Broadway, New York City. Again placing copy in selected sections for Durham-Duplex Razor Company.

DAUCHY COMPANY, 9 Murray street, New York City. Reported will make up list of newspapers during September for Kenyon & Thomas' "Hale's Ointment."

ALBERT FRANK & Co., 26 Beaver street, New York City. Placing orders with New York newspapers for Delatour Beverage Corporation's ginger ale.

WYLIE B. JONES AGENCY, Binghampton, N. Y. Placing orders with newspapers for Arrow Chemical Co., "Bitro Phosphate."

LORD & THOMAS, Mellers Building Chicago. Reported will make up list of newspapers during September for "Hamlin's Wizard Oil" Company.

LYDDON & HANFORD COMPANY, 200 Fifth avenue, New York City. Again placing copy with newspapers for Bonopto and Nicotol.

RUTHRAUFF & RYAN, 404 Fourth avenue, New York City. Reported will make up list of weekly newspapers during September for Radio-Round Incubator Company.

SHERIDAN, SHAWHAN & SHERIDAN, 30 East 34th street, New York City. Will place accounts for American Beach Magneto Company, and Karry-Love Industrial Truck Company.

WADE ADVERTISING AGENCY, 37 West Van Buren street, Chicago. Reported will make up list of farm papers within next sixty days for Keystone Steel & Wire Company.

WILLIAMS & CUNNINGHAM, 6 Michigan avenue, Chicago. Placing orders with some New York City newspapers for Innovation Daytime Bakeries.

EDWIN BIRD WILSON, 68 William street, New York City. Placing orders with list of newspapers for Bankers' Trust Company.

ANDREW CONE AGENCY, Tribune Building, Chicago. Placing 250-line copy three times a week in list of 40 newspapers for C. D. Knapp, Jr., & Co., Singer Building, New York, investment brokers.

23,622,636 LINES GAINED IN JUNE

Only Two Out of 88 Daily Newspapers in 18 Leading Cities Printed Less Advertising Than in Same Month Last Year

In the month of June, of 88 papers in 18 of the leading cities of the United States, 86 publications gained in advertising and only two lost, according to the figures just compiled by the New York Evening Post's Statistical Department. The 88 papers printed a total of 75,117,642 lines, 23,622,636 more than in the same month of 1918.

The figures by cities follow:

	1919.	1918.	Gain.
New York	13,285,844	8,876,800	4,409,044
Birmingham	2,126,012	1,492,080	633,932
Chicago	5,994,054	3,680,724	2,313,330
Philadelphia	6,939,445	5,092,726	1,846,719
Los Angeles	4,734,296	2,886,772	1,847,524
Baltimore	4,598,222	3,336,564	1,261,658
Detroit	4,421,914	3,315,984	1,105,930
Cleveland	4,299,075	2,886,300	1,412,775
Washington	3,876,564	2,815,757	1,060,807
Buffalo	2,630,859	1,694,402	936,457
St. Louis	3,572,420	2,413,860	1,158,560
San Francisco	3,135,724	2,283,832	841,892
Minneapolis	2,594,060	2,063,852	530,208
Indianapolis	2,936,955	2,040,004	896,951
Milwaukee	2,547,404	1,576,335	971,069
New Orleans	2,569,770	1,685,676	884,094
St. Paul	2,003,924	1,433,838	660,086
Cincinnati	2,770,500	1,948,500	822,000
Totals	75,117,642	51,495,006	23,622,636

Six-Month Records

The following figures are supplemental to those printed in EDITOR & PUBLISHER, July 10, 17 and 31, showing the gains in advertising made by leading newspapers of the United States in the first six months of 1919, as compared with the same period of 1918. The figures are self-explanatory:

	1919.	1918.	Gain.
Fort Worth Record	4,306,100	1,981,640	2,314,550
Jersey City Journal	2,283,939	1,998,127	375,812
Kansas City Post	2,723,266	1,950,230	764,036

Plan Mississippi Valley Exhibit

ST. LOUIS, Aug. 6.—Newspapers and advertisers have joined in boosting the plan for an exhibition of manufactured and kindred products of the Mississippi Valley, to be held in the Exhibition Building, this city, from October 27 to November 8. Robert L. Burch is managing director of the exhibit, which will in its entirety be illustrative of the achievements and potential greatness of the territory.

prestige

You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.

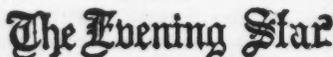


FOR 50 YEARS A NEWSPAPER.

Charter Member A. B. C.

Reason Results

The merchants of Washington, D. C., usually use more space in



than in the other three papers combined.

AIDS BETTER BUSINESS IN LOUISVILLE, KY.

PROUDEST of the boasts of Walter C. Hellman, past president of the Advertising Club of Louisville, Ky., is that he was responsible for the formation of the Better Business Bureau, whose activities are having a wholesome effect upon advertising in and about that city.



WALTER C. HELLMAN.

Mr. Hellman had an ambition to be a mining engineer, so he took the full course in the Lane Technical Preparatory School in Chicago, his native city. The newspaper business drew him, however, so he became a reporter, but soon turned his attention to advertising. The wanderlust took possession of him soon afterward, and he "hopped" a cattle boat in Boston and sailed away to Liverpool. He doesn't say much about the pleasures of being nurse maid to a lot of steers, but he'll still talk by the hour of the fun he had loafing through the British Isles, Belgium, Holland, Germany, Switzerland and France for a year.

Back to Chicago then, and into the advertising business again, this time under the tutelage of Thomas M. Bowers, becoming secretary of Mr. Bowers' organization after three years. He saw something in being advertising manager of a commercial concern, so transferred his allegiance to The Hub, on State street, Chicago, in that position, and

Required a Neutral Court

ST. CATHARINES, Ont., Aug. 6.—J. M. Elsen, publisher of the Evening Journal, has been acting as police magistrate during the absence from the city of the regular incumbent of that office. A few days ago he got a decided "jolt" as a result of the arraignment before him of George T. Strong, his city editor, and W. Arthur Moore, former city editor of the Journal and now city editor of the Daily Standard. Moore was charged with assaulting Strong. Publisher Elsen decided that the case demanded a neutral court, and adjourned it.

after two years went to Louisville to attend to similar work for Levy Bros., the large Louisville clothiers. There he is now as chairman of the Advertising Department of the National Association of Retail Clothiers, of which body he is an officer. His brother, Fred W. Hellman, a former member of the Junior Advertising Club of Chicago, was killed in action in France last September.

Timely Local Features

The Philadelphia Press believes in exclusive local features of a timely kind. "How Women Will Vote," "Mayoralty Possibilities," and "Is Handshaking a Carrier of Disease?" are current Press features which afford daily symposiums of opinions from readers in all walks of life.

(150 x 280)



The Detroit News

is the recognized daily and Sunday Want Ad medium in Detroit. Daily, it publishes more Want Ads than all its competitors combined. Sunday it carries 40% more Want Ads than its only Sunday competitor.

This position in the Want Ad field proves that The News thoroughly reaches the people who read and respond to advertisements.

The Detroit News

First in America in Volume of Paid Advertising. The Advertiser's Exceptional Opportunity

GAINED over a MILLION LINES

During the first six months of 1919, publishing 1,090,808 agate lines more advertising than during the same period of 1918.

It pays to advertise in THE CLARKSBURG TELEGRAM "West Virginia's Leading Newspaper."

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation I. A. Klein, New York—John Glass, Chicago

U. S. P. O. Report

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

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



98% Sandusky Homes take the evening

STAR-JOURNAL

Member A. B. C. Foreign advertising representatives:

La Coste & Maxwell, 45 W. 34th Street New York C. J. Anderson Spl. Agency, Marquette Building Chicago

THE ALVORD & PETERS CO. Publishers, Sandusky, Ohio

TEACH MERCHANTS TO ADVERTISE

Dealers Want to Co-operate with Manufacturers and Jobbers, But Do Not Know How, Declares Fred P. Mann, of Devils Lake, N. D.

ST. PAUL, Minn., Aug. 6.—Fred P. Mann of Devils Lake, N. D., thinks that advertising is the greatest thing on earth. He said so at a dinner given him here July 31 by the jobbers and manufacturers of the city, who talked over their recent "Victory Trade Tours" in southern Minnesota, Wisconsin, Iowa and South Dakota.

Mr. Mann is president of F. P. Mann & Sons and president of the state organization of the North Dakota retailers. "I know," said Mr. Mann, "that St. Paul dealers desire to co-operate with retail merchants in their territory. I am convinced there must be more of this co-operation. On the recent trade tour I think I found the solution of better merchandising. The selling end of the business must be better developed. Advertising must be universally applied. I have found this true in my own business and I know it is true in others."

Last year, he said, the business over the counters of his general merchandise store totaled \$600,000. This success came from a start as a grocer with \$1,600 of stock bought on credit from a St. Paul jobber. His success he attributes to advertising.

"In South Dakota," Mr. Mann went on, "I called on 300 merchants and 76 editors. I found that not 10 per cent of the merchants made a real effort to sell their merchandise. I found some of them did not believe in advertising and some of them do little of it. I asked merchant after merchant:

"Do you advertise in your papers?" "Oh, we advertise some," was the reply.

"Advertise more and then advertise more," was my advice to them."

Mr. Mann exhibited a two-page advertisement published lately in his home city. It dealt exclusively with the hardware branch of his business.

"The next day after that ad appeared," he asserted, "we saw a great increase in our hardware sales. That increase is still being felt. I talk with intense conviction on advertising. It has been responsible in great degree for the success of our business. I am convinced that advertising is the greatest thing on earth. Do not lose your enthusiasm. Keep it up. You will get results."

Industrial Feature Makes a Hit

GREENSBORO, N. C., Aug. 6.—The Daily Record (afternoon) has added a page dealing with the personal and industrial situation in the cotton mills. There are three milling districts in Greensboro (Revolution, Proximity and White Oak), the latter being the largest denim mill in the world. The new feature has already boosted the circulation of the Record considerably.

A Unique Employees' Club Formed in Dallas

DALLAS, Tex., Aug. 4.—With the object of bringing about closer co-operation of all departments, A. H. Belo & Co., publishers of the Dallas Morning News and the Dallas Evening Journal, has organized a "Dinner Club" among its employees. This club is composed of two members from the larger departments and one member from the smaller departments, all elected by the employees themselves on secret ballot. Heads of departments are ineligible for election.

This club meets once each week, on Tuesday evenings at 6 o'clock, at some hotel for a luncheon and get-together meeting lasting one hour and a half. All expenses of these meetings are borne by the company. At these meetings problems of the various departments are discussed, suggestions are made and ideas interchanged. Information gathered at these weekly meetings is to be imparted to others in the various departments by the department's representative in the club.

In order that all employees may serve on this dinner club, under the rules adopted a member elected serves for one month, when he or she is supplanted by another member elected in the same way, and members who have served on the club for one month are ineligible to serve again for a period of one year or until all other members of that department have served.

WHAT OUR READERS SAY

Advertising a Solution to Labor Troubles

CHICAGO, August 1, 1919.
To Editor & Publisher: Feeling that it is the duty of every good citizen to devote some constructive thought to the welfare of his community, more particularly at such a time as this, I am submitting an expression on a situation which appears to be becoming needlessly alarming.

The issue between Capital and Labor is not impossible of solution. In fact, it is far from being the most difficult of the problems confronting us either nationally or locally. The requirements of both Capital and Labor are automatically created—variable, yes, but always readily discernible.

Our Constitution guarantees to each and all the right to "life, liberty and the pursuit of happiness." The realization of this, however, is impossible unless adequate means of subsistence are available. The deducible facts, therefore, are that Labor must (and I use the word "must" in the full sense of its meaning) make the cost of its subsistence plus a fair return (for the proverbial rainy day) on the effort invested, and Labor, too, must be reasonable in

PREMIUMS

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

its interpretation of what this means.

Our nation, I am sure, with its vast resources, can still afford this. It is equally true that Capital must subsist and be compensated. Industry must make the cost of its production plus a fair return on the money invested, or face dissolution; that would mean unemployment and the utter collapse of our entire social, civic, and industrial system.

The spirit of Democracy is to give consideration to the wishes of the majority rather than to the minority. Why, then, should an element greatly in the minority be permitted constantly to menace a thing so vital as our industrial welfare? I believe that the practical solution of the present problem is suggested in a thought which was successfully executed during the war. In its earliest stages it was concluded by ourselves and our allies that the authorities of the Teutonic alliance could not be reached through reason. It was then determined to reach the rank and file of the people. This was done and this propaganda perhaps more than any other one factor won for ourselves and our allies a signal victory in the greatest struggle the world has ever known.

Why can not this thought be applied to our domestic situation, as the practical solution with which to dissipate these increasingly ominous clouds which are hanging over Capital and Labor and robbing the people of this, the greatest of all nations, of that real peace and prosperity to which they are so justly entitled. In conclusion, therefore, printers ink to my mind is the most practical and economic medium with which to dispose of this vexatious problem and to bring together the contending factors. It should be generously used both in paid and unpaid publicity. The paid publicity could be wisely auspiced by the American Chamber of Commerce and by the American Federation of Labor.

E. C. DECLERQUE.

Says Ledger Was First to King George

PHILADELPHIA, July 28, 1919.
To the Editor, Editor and Publisher.

Dear Sir: Returning from a vacation I find in your issue of July 19 the enclosed London dispatch regarding the sending of newspapers by the British Dirigible R-34. It is so palpably untrue and unfair that I cannot help but write to you.

Please understand that I do not consider it any great journalistic achievement to have sent newspapers by the airship. It was merely a "stunt" and I think the Public Ledger should be treated fairly in this matter. It was the Public Ledger and not the New York Times that was delivered to King George, as the acknowledgment from his secretary to our correspondent in London proves.

I am reliably informed that the only papers carried by the R-34, with the exception of the Public Ledger, were several copies of the New York Times Rotogravure section and Magazine Section of Sunday, July 20, printed in advance of the sailing of the dirigible. It is a fact

WE SPEND MORE
THAN
\$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

The True News
FIRST

Always—Accurately

International News Service
World Bldg. New York

beyond dispute that in the official log of the voyage of the R-34, an entry is made that the ship carried copies of the Philadelphia Public Ledger and that no other newspaper is mentioned in the official log.

I am not asking you to correct your item but I merely want to let you know that occasionally some one outside of New York has an original thought.

Yours very truly,

JOHN J. SPURGEON,
Philadelphia Public Ledger.

Found—A Baseball Magnate Who Believes in Paid Advertising!

NEW HAVEN, Conn., July 25, 1919.

Editor and Publisher: The impossible has happened.

New Haven has a baseball manager who believes in paid newspaper advertising, and is entirely opposed to the principle of baseball magnates grafting on the newspapers. He is George Weiss, owner and president of the New Haven baseball team in the Eastern League, and he is using the daily newspapers to sell baseball just as any merchant or manufacturer uses them to dispose of his product. It is so rare for a baseball manager to use advertising in the way all of them ought to use it, that I feel sure you will be interested.

Very truly yours,

W. R. HENNINGER,
Publisher New Haven Times-Leader.

Washington Star Omitted in Error

DETROIT, July 31, 1919.

To Editor & Publisher: We find that the Washington Star lineage for the first 6 months of 1919 was omitted from the lists in the full-page advertisement of the Detroit News in your July 24 issue. This was no fault of yours nor of ours, as we used figures furnished us in advance by the Advertising Age of Chicago, and they did not include the Star in their list to us, although the July issue of the magazine did.

The Washington Star carried 8,983,250 lines daily and Sunday and 6,859,754 lines week-days only. This lineage entitles the Star to fifth place on the seven day list and eighth place on the six day list.

DETROIT NEWS.

W. H. Moore, Foreign Advertising Manager.

Jack Fechan and Harold McMichael, of the editorial department on the Des Moines (Ia.) Capital, have resigned. Allan Kohan, formerly with the Register and Tribune, has been appointed as sports editor.

New Era Features

30 East 42nd St., New York City

Forty Leading Papers
Print Our Service.

Send for our Headline History of the World War

PRESTIGE

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

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

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

LOVES, AND IS LOVED BY, CHILDREN

JUDD MORTIMER LEWIS, who is known as the editor of the "Tampering with Trifles" column of the Houston



Post, the Post's poet and the friend of children, may be honored by the city naming a school after him. Mr. Lewis' child poems are known all over the world. He has been with the Houston Post since 1900 in one capacity or another and has

proved his efficiency in all lines of newspaper work. He began to earn his living when a very small boy in Cleveland, Ohio, where his parents had moved from Fulton, N. Y., his birthplace. Lewis did not have much of an opportunity for education, for he had to help to take care of the family. But he "read up" in everything and got into newspaper work. About the time of the Spanish-American war he took to poetry and verse writing and made good right off. Nineteen years ago he joined the Houston staff and continued his success there.

Feeling that he ought to do something for humanity, Mr. Lewis conceived the idea of conducting a "baby bureau" through the columns of the Post. This proved a wonderful work and attracted attention all over the United States. Only recently, the Post under his management gave what was called the "Kiddies' Picnic." The Post is still receiving letters from little friends thanking it for the good time they had at the picnic.

Mr. Lewis has two young daughters of his own who are known as "Eyes of Blue" and "Touslehead" through his child poems. He is called upon to tell stories at the various schools and every child knows and loves him.

Hears Editor Abroad

T. V. Ranck, managing editor of the New York American, has sailed for Europe on a combined vacation and business trip. He plans making several additional news service connections for the American before returning home.

Meyers Off to New Hampshire

Alvin J. Meyers of New York, who has just completed special numbers for the Pittsburgh Observer and the Philadelphia Press, will leave this week for New Hampshire to spend a short vacation.

EDITOR & PUBLISHER costs only \$3 a year—why delay?

A. P. WIRES SPAN 50,000 MILES FOR NEWS

(Continued from page 17)

Newspaper publishers always have been a progressive lot, and it wasn't long before the leased wire system was further extended until it embraced most of the cities of a hundred thousand population, or more.

The publisher in the small town, who could not afford the cost of a leased wire, but who required a greater volume of news than he could secure over the commercial companies' wires, had to be taken care of. This led to experimentation with the long-distance telephone as a method of transmitting news dispatches. From these first attempts eventually was evolved a system which has been highly beneficial to the small town publisher.

The telephone company agreed to lease wires for what it termed PNT and SPT circuits (which mean Public News Transmission and Special Period Talking circuits) at a rate much lower than the usual charge for commercial calls. It also provided a special instrument for the transmitting and receipt of dispatches by telephone.

The reader (who corresponds to the sending operator on a telegraph circuit) talks into a special transmitter designed to increase the volume and carrying capacity of his voice. He is equipped with a head-piece which permits him to hear any "breaks" from the receivers, and also frees his hands for handling the copy.

At the receiving end there is a corresponding instrument. The receiver straps on the head-piece, unlimbers his typewriter and is ready for business. The calls come in periods ranging from five minutes at a time to half an hour or more. With three five-minute calls the small town paper can receive from 1,000 to 1,500 words a day, while in an hour as much as 5,000 words can be transmitted by this method.

The newest method of transmitting news dispatches, and the one which it is thought will eventually show the way to the greatest development of press associations is the automatic telegraph printer.

This machine was first experimented with by The Associated Press in 1912, as a method of local delivery to the

New York papers. From the headquarters at 51 Chambers street various telegraph lines radiate to the eighteen newspapers which are members of this organization. At the newspaper end of each of these lines is a machine, in appearance much like the ordinary typewriter, which reproduces all news transmitted from the central office. The modulus operandi is this:

At the central office there is a tape cutting device by which the operator perforates a strip of tape in a code which, when it is passed through a transmitter, sends on the line a combination of positive and negative impulses. Five impulses in various combinations form all of the letters of the alphabet, the cardinal numbers and punctuation marks. At the receiving end, a series of selectors pick up the varied combinations, and partly by the utilization of the electric current, partly by mechanical operations put into effect by the current, the proper letter or figure on the typewheel is presented, the type is struck against the paper and the wheel stepped forward for the next letter. At the end of a line the line space and carriage return selectors perform the functions indicated.

It is possible to operate these machines at a speed of 60 words a minute, so that one of them can, in ten hours, deliver the equivalent of more than 30 columns of news.

The experiment with local delivery by this method was so successful that the automatic was tried on long line work. It was equally successful here and circuits are now in operation between New York, New Haven, Hartford, Worcester, Springfield, and Boston; between Chicago, Milwaukee, St. Paul and Minneapolis and between New York and Philadelphia.

It is expected that soon it will be possible to adapt the automatic printer to the smaller services now carried by telephone, and it is not beyond the

realms of possibility that within a very few years every telegraph editor will have an automatic printer at his elbow unreeling reams of copy ready for his hand.

The rapidity with which transmission improvements have developed press associations may be indicated by the statement that to-day The Associated Press has more than 50,000 miles of leased wires carrying its service into every state of the Union; employs nearly 700 skilled telegraphers; uses a hundred automatic printers and serves about 250 of its 1,165 members by telephone. It expends annually in wire rentals and operators wages more than \$2,500,000.

In addition it has linked the whole western world in a network of communicating lines. It serves the great papers of South America which hold memberships in its co-operative organization with a daily news service of nearly 4,000 words. This goes to them on a cable 7,850 miles in length. It serves its members in Mexico City by cable working directly from its Galveston bureau to the City of Mexico. It has a leased cable to serve its members in Havana, while the half-dozen or more members in Alaska receive a cable service over the government lines.

Members at Honolulu and other cities in the Hawaiian Islands get their daily news budget flashed by wireless from San Francisco, while the whole of Canada is served through the alliance with the similar co-operative organization known as The Canadian Press. Interesting experiments are being made with the wireless telephone and it is expected that before a great while this marvel of science also will be yoked to the press association chariot.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

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

GEO. B. DAVID & CO.

Foreign Representative
171 Madison Ave. NEW YORK

The Pittsburg Dispatch

with proper conditions seldom, if ever, fails in its duty to its advertisers.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending April 1st, 1919
43,701 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 Agcy.
Sole Foreign Representatives
New York Chicago St. Louis

BUFFALO NEWS

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK
Lytton Building CHICAGO

Setting the Pace

During the first half of 1919 the Plain Dealer printed 8,585,951 lines of advertising, a lead of 1,145,041 lines over the second paper.

For Cleveland Advertising use the medium that sets the pace.

The Plain Dealer

Largest Morning Circulation Between
New York and Chicago

When the East Reaches the West

LOS ANGELES EVENING HERALD

The greatest week-day advertising medium on the Pacific coast

DAILY CIRCULATION 127,773

THERE are some lines of advertising the appeal of which is directed almost exclusively to the class of people financially able to gratify their desires for the best. In every large city you will find one paper of such a character and so edited that it reaches practically every person belonging to this class.

THE CHICAGO EVENING POST

is such a paper and automobile advertisers find their customers almost exclusively among this class. For years **THE CHICAGO EVENING POST** has carried more automobile advertising than any other Chicago evening paper. The figures for 1918 follow:

The Chicago Evening Post	1,049.42
The Daily News.....	891.17
The Journal	550.05
The American	412.22

The Test Town of the Country for the National Advertiser

Beloit, Wisconsin

Beloit employs 7500 highly-skilled, highly-paid mechanics in thirty factories whose deposits in local banks total \$7,000,000.

Are you getting your share of this industrial wealth?

Beloit has one paper—the Daily News. Circulation over 7,000. Rate, 2½ cents per agate line, effective October 1st.

TRIBUTE TO MR. FULLER BY OLD ASSOCIATE

D. M. Lord Says World Is Poorer for His Passing—Only Two or Three of the Old Generation of Advertising Men Left

By D. M. Lord.

The world is poorer for the passing of Charles H. Fuller. The advertising fraternity, especially, has lost a leader.

Mr. Fuller belonged to what might be termed the second generation of the advertising fraternity. G. P. Rowell, S. M. Pettinghill and J. H. Bates were the originals in the business in this country. They have long since passed on, and the second generation is now on the borderland, with probably but a few years to remain with us.

Mr. Fuller's conception of the advertising business, was of the highest order. He did not believe in spending money in advertising without hope of return to the spender. He might well be classed as the highest type of promoter of business by advertising. Given a manufacturer with a line of goods that the general public needed, so great was his confidence that advertising would bring success that he would risk his money in promoting the business, which undoubtedly represented the farthest advance of any of the older concerns in this line.

Helped Make Advertising a Science

At the time he established his business, advertising was not recognized as a science, in fact, was looked upon with suspicion. He early realized that it was a science deep and hidden, its development worthy of the thought of the ablest minds.

To place it where it belonged, he devoted much time and thought. It was in Chicago that the first Advertising Agents' Association was formed. He, with two or three others of like mind as himself, spent many hours planning and working to place advertising on a plane with other sciences and force its recognition as one of the most necessary factors in the development of modern business.

It cannot be claimed that the present high standing of the profession is the result of the efforts mentioned, but it cannot be denied that from these meetings started the currents that have carried it to its wonderful position.

Greatest Pleasure Was to Help Others

In character he was high-minded. He believed in standing for what was right, even though it meant financial loss. He believed the ethics of the business were built on the lines of the golden rule. He was known among the fraternity as Uncle Charlie.

His great pleasure was to reach a helping hand to some stumbling advertising man and put new life and hope in one who was headed for failure. There were a number of such cases.

He retired from business early enough in life to enjoy the money he had made, and was not forced to spend the remainder of his life in nursing a body crippled with overwork and nervous exhaustion.

He has passed on to that mysterious beyond to receive the reward of a life well spent and to receive the reward that comes to those of whom it may be said "Well done."

There remain only two or three of what may be termed the second generation in the advertising business, and their call cannot be long delayed.

Willis S. Thompson Passes Away in Indianapolis

Once Owned Indianapolis Sun, Pittsburgh Sun, Syracuse Telegram, and Managed Other Prominent Dailies

Willis S. Thompson, former owner and publisher of the Indianapolis Sun, died of heart trouble on August 1 in an Indianapolis hospital, aged 57 years. He was connected with many newspapers throughout the country, was the founder of the Pittsburgh Sun and at one time was the owner of the Syracuse (N. Y.) Telegram.

For two years he was with the San Francisco Examiner and for twelve years with Denver papers. For the last two years he was in charge of publicity and directory publications for the Central Union Telephone Company.

Andrew Geyer Dead

BELMAR, N. J., July 31.—Andrew Geyer, president of the New York publishing company bearing his name, died here today, aged 70 years. He founded Geyer's Stationer, a weekly trade paper, and was one of the organizers of the Stationers' Association of New York, the Stationers and Publishers Board of Trade and the Booksellers and Stationers' Provident Association, as well as an honorary member of the Association of Stationers and Manufacturers.

Veteran Editor Dead in Brooklyn

Wallace P. Groom, eighty years old, formerly editor-in-chief of the New York Mercantile Journal, died August 4 in Brooklyn of old age infirmities.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper and is the only morning newspaper in industrial centre with a million population.

Morning Edition, 2c.
Sunday Edition, 5c.

Obituary

WILLIAM TAIT, 95, paper manufacturer and former president of the Tait & Sons Paper Co., died in Bridgeport, Conn., July 25. He learned the paper making business in Trumbull as a boy.

JAMES A. MOORE, a reporter for the Watertown (N. Y.) Times, was killed when crushed beneath his automobile last week. He was covering an accident in which there had been several deaths and in attempting to rush one of the victims to the hospital accidentally drove off the road and into a gully. Other newspapermen with him were injured.

HENRY J. CALNAN, 61 editor and owner of the Troy (Kans.) Chief, died July 29 from apoplexy. Mr. Calnan came to Troy in 1884 to assume the editorship of the paper, following years of newspaper work in Iowa, Colorado and other mid-West States. He later purchased the paper.

EDWARD CONNOLLY, 25 years old, fell from a press in the New Haven Register plant Sunday and died shortly afterwards from a fractured skull.

MRS. EMILY E. CUTLER, mother of Monte Cutler, a New York newspaper man, died of apoplexy in the New Rochelle Hospital, July 31, in her 85th year.

CHARLES Q. LAFFERTY, a veteran compositor who had worked on newspapers in Akron, Newark and Pittsburgh, died July 25 in the latter city, aged 65 years. He leaves a widow and three children, of whom Joseph E. Lafferty is with the Pittsburgh Sun and Mary is in the business office of the Dispatch.

GEORGE WARD COOK, for 50 years prominent as a newspaper man and politician in Massachusetts, died in Haverhill recently. After serving in the Civil War, Mr. Cook learned the newspaper business on the Newburyport Herald and in the office of the Lawrence American. He established the first newspaper in Watertown, also the Everett News, and in Con-

junction with Hon. Wilmot R. Evans, president of the Winthrop National Bank of Boston, published and edited the Everett Republican. He later was editor and proprietor of the Beverly Times and editor of the Beverly Citizen. For four years he was the Newburyport correspondent of the Boston Globe, and also worked on the Wakefield Item.

EDWARD MCGOWAN, for 30 years an employe of the New York Press Club and widely known by newspaper men, died in Roosevelt Hospital August 1, aged 63 years.

A. H. STUHLTAUTH, editor and publisher of the Ellenburg (Wash.) Capital, died July 8 of apoplexy. Previously he had been associated with the Salt Lake Tribune and other Western newspapers.

JOSEPH F. SWEENEY, assistant circulation manager of the Brooklyn Citizen and connected with that paper for more than 20 years, died July 30 of appendicitis.

May Bring Back Socha's Body

LOS ANGELES, Aug. 4.—The body of Max Socha, editor and publisher of Germania, a newspaper published here until after the United States entered the war, will probably be brought home from Santa Paula for burial. Socha committed suicide recently.

Ad Censor in Bethlehem

BETHLEHEM, Pa., Aug. 5.—The Bethlehem Bankers' Association, organized by financial men of the three Bethlehems, has named a committee to pass on all local advertising by the institutions before the latter take up with any schemes.

The North Jersey Shore is enjoying the greatest season in its history.

The quickest and most economical way to get their business is thru

The Asbury Park Press (Evening)

and

The Shore Press (Sunday)

Member Audit Bureau of Circulations. Standard Rate Card on Request.

Frank R. Northrup, Special Representative, 303 Fifth Avenue, New York City. Association Building, Chicago.

J. Lyle Kinmonth, Publisher, Asbury Park, N. J.

The Dominating Force

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

The Bridgeport Post Standard-Telegram

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

FOREIGN REPRESENTATIVES

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

Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

Evening News

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

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

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

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

Reaching the MOST Buyers at the LEAST Cost

Govt. Statement For Six Months Ending April 1st.

BOSTON AMERICAN

301,270

The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The Pittsburg Press Has the LARGEST

Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A. B. C.

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

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

TWO DAILIES QUIT IN TULSA

The Morning Times and The World's Afternoon Edition Cannot Stand High Cost of Operation and the Prohibitive Labor Conditions

TULSA, Okla., Aug. 6.—The Morning Times, established three years ago by Charles Page, owner of the Tulsa Democrat, as the morning edition of the Democrat, suspended Thursday. High cost of operating expenses and the employment situation caused the suspension.

The Tulsa World's afternoon edition also suspended Thursday for the same reason.

NEW EQUIPMENT IN BINGHAMTON

Both Dailies of City Are Planning Extensive Plant Enlargements

BINGHAMTON, N. Y., Aug. 5.—The Binghamton Press has just announced the purchase of extra equipment which will amount, it is estimated, to about \$15,000, to carry out its policy to enlarge and improve its daily editions. Two new Intertype machines have been purchased and are being installed, making a battery of twelve machines now operating. Other new equipment will be added as rapidly as it can be obtained, it is said.

At the same time it is stated that the Binghamton Republican-Herald will spend about \$50,000 on new presses and machines and other equipment to be installed in its new building, which, it is expected, will be ready for occupancy in less than six months.

Ketchikan Chronicle Appears

SEATTLE, Aug. 5.—The Chronicle, published at Ketchikan, is Alaska's newest daily newspaper. The first issue appeared July 23. It is an eight-page evening paper and edited by Edward G. Morrissey, formerly connected with the editorial staff of the Seattle Post-Intelligencer, and well known in Alaska journalism. Bernard M. Stone, formerly of the Seward Gateway and other Alaska papers, is business manager.

Enlarging in Schenectady

SCHENECTADY, N. Y., Aug. 5.—A new addition is being constructed to the present plant of the Daily Gazette to enable enlargement of the composing department. When the work is completed a number of new linotype machines will be installed and other mechanical improvements added to the present equipment.

Fire in Troy Budget Plant

TROY, Aug. 4.—The plant of the Troy Budget suffered several thousand dollars damage as the result of a fire July 21. Twenty rolls of paper and two barrels of ink were consumed by the flames, which threatened at one time to spread to the editorial and advertising departments.

EQUIPMENT FOR SALE

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

For Sale

Unusual circumstances place on the market for immediate sale daily doing \$65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-754, care of Editor & Publisher.

24-Page Hoe Press

For Sale—This press is in A-1 condition. May be seen printing now. Prints 4, 6, 8, 10 or 12 pages at 15,000 to 18,000 per hour. 14, 16, 18, 20 or 24 pages at 7,500 to 9,000 per hour. Folded to 1/2-page size. Full stereotype and electrical equipment. Kohler System. Bargain to a quick purchaser. Chester Times, Chester, Pa.

For Sale

Monotype matrices, slightly used and in best condition, 72 to set, in the following sizes: 14, 18, 24, 30, 36 pt. of the following faces: 39, 64, 86, 88, 140, 141, 861, 891, 40 sets in all. Also 10 steel matrix cabinets, capacity 450 lbs. Address A-818, care of Editor and Publisher.

For Sale

Standard Ball Player Board, 8x12. Satisfaction guaranteed. 1, 5 or 10 year size; Order now for World's Series. Special rates. George H. Reynolds, Treas., The Standard, New Bedford, Mass.

EQUIPMENT WANTED

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

Wanted

Foot power press 10x15 or under; also paper cutter and type. Address A-815, care of Editor and Publisher.

"The Street" New Financial Weekly

The first issue of "The Street," a new financial weekly, appeared in New York July 30. It will aim to fill the role of "interpreter of the new problems and responsibilities of America as the financial leader of the world." J. Edward Meeker, formerly a publicity director of the Government Department of Labor, is editor of "The Street" and Louis C. Whiting is financial editor. Publication will be every Wednesday, from 49 Wall street.

Magazine of Finger Prints

CHICAGO, Aug. 5.—The latest journal to be established in the trade paper field here is the Finger-Print Magazine, which will concern itself entirely with the realm of identifications by means of finger prints. George A. Fargher, lately with the Manufacturers' News and the National Builder, is managing editor. Publication offices in the Mallers building.

Murphy Starts Photo News Service

David A. Murphy, until recently general manager of the Central News Photo Service and previous to that manager of the photo news department of the American Press Association, has launched a new news photographic venture, the Graphic News Bureau, in New York. Offices are at 32 Union Square.

ALBANY, N. Y., Aug. 2.—Fire in the composing room of the Times-Union did several hundred dollars' damage. It threatened to spread to the stereotyping equipment, but was put under control before much damage was done.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

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

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
American Typefounders' Products
Printers and Bookbinders Machinery of Every Description
CONNER, FENDLER & CO.
96 Beekman St. New York City

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

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

GOSS

the name that stands for
SPEED, DEPENDABILITY,
SERVICE

THE GOSS

"High Speed Straightline" Press

Used in the largest newspaper plants in U. S. A. and Europe.

THE GOSS

Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order, Catalogue and Magazine Work.

THE GOSS

"Comet" Flat Bed Web Perfecting Press

Prints a 4, 6 or 8-page newspaper from type forms and roll paper.

GOSS STEREOTYPE MACHINERY

A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

New York Office:
220 W. Forty-second St.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

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

Assistant Advertising Manager

Young man, 25, desires position as assistant advertising manager, or charge of agency production department, nine years experience. Box A-819, care of Editor and Publisher.

Business Manager

A man live to create new business in advertising, understanding the difficulties of circulation building, possessing an agreeable personality that makes friends, and with executive ability to handle employees, wishes to connect with newspaper needing the services of a competent man, conscientious, loyal worker, age 38. Character and recommendations are very best. Address A-822, care of Editor and Publisher.

Business Manager

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies, seeks engagement for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Newspaperman

Newspaperman, 30 years old, unmarried, just back from Europe with ten years' experience European field wants position on New York or other eastern city daily or weekly, preferably leader editing, political correspondent, foreign editing. Best of references. R. H. F. 349, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Desk Man

Live young newspaperman, six years' experience street and desk, now managing editor of every morning (Sunday) paper, desires desk position with live evening daily. Address Daylight-30, care of Editor and Publisher.

Circulation Manager

seeks change; hard working, careful and thoroughly trained in the principles of management and circulation work; nearly 20 years' experience on morning and afternoon papers places me in a position to conduct business with regard for economy and efficiency; best of references. Address A-816, care of Editor and Publisher.

Circulation Manager

A capable man understanding the details of circulation work, wishes to get in touch with daily newspaper. My knowledge is based on experience gained by years of hard work. At present employed. Good business judgment, married, satisfactory references. Address A-823, care of Editor and Publisher.

Cartoonist

Cartoonist, young man experienced on comics and cartoons desires employment. Samples furnished upon request. Address A-820, care of Editor and Publisher.

Cartoonist

Young man wants position with Western daily—highest references—political cartoons and comics. Address A-821, care of Editor and Publisher.

Advertising Service Man

At present in another branch of the business; 35, good presence and address, can write and solicit advertising; thorough correspondent, seeks connection with first class daily which puts premium on giving first-class, courteous service to clients in the belief that whoever invests 100 cents for space in its columns is entitled to a dollar's worth. Salary \$50. Address Energy, care Editor and Publisher.

Experienced Circulation Manager

Competent, experienced circulation manager open for engagement; thoroughly reliable; can take entire charge of department and show results; member I. C. M. A. Minor Shutt, 289 South Main, James-town, N. Y.

Woman Editor

Woman wants position as editor woman's or children's department, or literary work on paper. Three years' experience. Address A-794, care of Editor and Publisher.

HELP WANTED

Advertising Solicitor and Copy Writer

Advertising Solicitor and Copy Writer Wanted—Man of ideas who thoroughly understands retail advertising, department store and other work, copywriting for department and other stores. Permanent position and good pay for the right man. Write at once giving past experience, age and salary wanted to the Journal Quincey, Ill.

Advertising Manager and Solicitor

An opportunity with a future for a live, earnest advertising man; complete charge of the advertising on an aggressive daily of 5,000 circulation in a city of 15,000 with a rich agricultural trading territory. We want a man immediately; state salary and full particulars in your first letter. The Free Press, Mankato, Minn.

Salesman

Salesman wanted who KNOWS he can sell high class feature service to newspapers. Should be practical newspaperman. Salary \$2,100, traveling expenses and small commission with rapid advance to producer. Address A-824, care Editor and Publisher.

Editorial Assistant.

Permanent position is open for right kind of man as editorial assistant on old-established national news weekly of large circulation. State experience, qualifications and salary expected. Pathfinder, Washington, D. C.

Experienced Designer

Wanted at once an experienced designer, a creative artist for newspaper promotional work. Must be especially good in styles. Send samples, state salary expected. Advertising Manager, Columbus, Dispatch, Columbus, Ohio.

City Circulator

Afternoon paper in the southwest's fastest growing city wants a capable wide-awake experienced young man as city circulator. Must have a tact for handling carriers and making producers of them thereby taking a city circulation that straight news and "forging ahead" with it. A place with a good future for the party who makes good, but no banker's salary to begin with. State experience, salary expected, and enclose references with first letter. Address A-817, care of Editor and Publisher.

High-Class Advertising Salesman

Wanted: Energetic high-class advertising salesman on only daily paper in city of 25,000 people, circulation of 9,000 people. Good opportunity and wages to right party. The Review, Alliance, Ohio.

Woman Reporter

The young woman who takes this job will be thoroughly dependable and able to take responsibility. She is wanted at once as a feature and straight news reporter for the Sunday edition of an evening paper published in a middle west city of 170,000. Preferably she will come from a smaller city and her age will be from 20 to 25. She will have a liking for work and an ambition to get ahead. Give full information in first letter, state salary expected and send photograph if possible. Address A-825, care of Editor and Publisher.

BUSINESS OPPORTUNITY

Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

Opportunity

Have excellent opening for man with limited capital. Old publication now incorporating. The Commuter, Newark, N. J.

PERSONAL

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

Kendall B. Cressey, editor and publisher of the Austin American, asks that William B. Dustin communicate with him.

Would appreciate information as to the present address of John E. Bateman who recently conducted a circulation contest for the News. Address W. C. Dowd, Charlotte, N. C.

FRENCH JOURNALISTS HERE

Four Representatives of French Press Welcomed as High Commissioners

Four French newspaper men have come to the United States to serve as members of the French High Commission, and a dinner to welcome them and in honor of two departing commissioners was given at the Vanderbilt Hotel last Friday, with Judge E. H. Gary as the principal speaker.

The toastmaster was Maurice Carse-nave, chief of the French High Commission, who paid a glowing tribute to Othon Gerlach, professor of the departmental studies of the French Commission, and Henri Delmas, of the Havas Agency, who left here on Monday.

He welcomed to America E. Grosclaude, of the Paris Journal; H. C. Delavand, of the Havas Agency; Lieutenant George Dinago, now representing Le Figaro in this country, and Captain L. Loewy, of L'Information, of Paris.

In speaking of the making of peace, Melville E. Stone, general manager of the Associated Press, declared that "it is more difficult to establish a peace than to conduct a war—much easier to destroy than to build up. A child can touch a match that will destroy a palace, but that child cannot build a palace. Let us look forward," he continued, "and not backward."

Percy Bullen, treasurer of the Association of Foreign Press Correspondents, spoke of the co-ordination between the press associations during the war, declaring there had been no more harmonious work throughout the great war machine.

Paper Experts to Meet Sept. 24-27

CHICAGO, Aug. 5.—The fall meeting of the Technical Association of the Pulp and Paper Industry will be held here at the Coliseum September 24-27. Secretary Thomas J. Keenen, with headquarters at 131 East 23d street, New York, in announcing the meeting says: "Research work of the utmost importance to the industry will be outlined. The standing committees of the association will present outlines of endeavor for the improvement of processes, machinery and apparatus and these will form the basis of their finished reports at the next annual meeting."

Student-Journalists Active

AUSTIN, Tex., July 31.—Of the class of 24 of the School of Journalism of the University of Texas, Miss Annabel is reporting at Tulsa, Okla.; Miss Maud Milan is reporting and doing feature writing on the Waco News-Tribune; Miss Jesse Mary Hill has a position for the summer on the Chautauqua (N. Y.) Daily; J. E. Angly, Jr., is sports editor of the Galveston News; W. J. Wegg is reporting on the El Paso Herald; Miss Ruby A. Black is a student assistant in the School of Journalism and acting as managing editor of the school publication, the Daily Texan, and Hill Cooke is reporter on the San Antonio Evening News.

Sues to Protect Car Ad Contract

St. Louis, Mo., Aug. 5.—The Western Advertising Company has taken into court its fight to hold its contract for street car advertising in St. Louis and suburbs, and an injunction was issued yesterday by Judge Dyer in the United States District Court to restrain Rolla Wells, receiver for the United Railway Co. from interfering with the contract and advertising for bids for the privilege. August 4 was set for the hearing.

Democratic weekly of a far West county seat paid owner \$3,675.80 in year ending April 30, 1919, for his personal effort and income on the investment. Can be bought for \$8,500; \$5,500 cash necessary.

Proposition S. Y.

Charles M. Palmer
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building New York

LEGION POST IN MARTIN'S MEMORY

New York Newspaper Men Veterans to Honor Correspondent's Memory

A post of the American Legion, to be formed among newspaper men war veterans in New York, will be named in honor of Don Martin, war correspondent for the New York Herald and The Syracuse Herald, according to present plans.

Don Martin, widely known as political reporter, went overseas as a war correspondent just before Christmas of 1917. He contracted pneumonia while covering, under most trying conditions, the historic Argonne offensive. He was taken to Paris, where his death occurred October 7th last.

Barber Agency Moves

BOSTON, Aug. 5.—The J. W. Barber Advertising Agency has removed from 338 Washington street to new quarters on the eleventh floor of the Little Building. This is one of the oldest advertising agencies in the country. J. W. Barber, the president, started in the advertising business in Boston in 1866.

INCORPORATIONS

NEW YORK. — Harcourt, Brace & Howe; printing and publishing; \$200,000; W. D. Howe, D. C. Brace, A. Harcourt, Mt. Vernon, N. Y.

Fred R. Moore Corporation; printing and bookbinding; \$20,000; I. M. Dudley, I. L. and F. R. Moore, 14 Douglas street, Brooklyn.

Technical Advertising Service; \$10,000; A. H. Gleason, J. J. Hayden, J. W. Suling, 258 Broadway.

Jewish Publicity Service for Theatrical Enterprises; \$30,000; S. and S. M. Inselbach, M. Kiesel, 1004 Eastern Parkway, Brooklyn.

BUFFALO, N. Y. Pollock Ink Works; dissolved.

BROOKLYN, N. Y.—Paper Specialties Corporation; \$5,000; S. J. Cohen, B. Waldman, S. I. Goldberg, 37 Liberty street.

UTICA, N. Y.—Clinton Publishing Company; dissolved.

SYRACUSE, N. Y.—Empire New England Company; printing and publishing; \$5,000; H. M. Mott, B. A. and S. H. Kemper, Syracuse.

Attempt to Unionize News Writers in Seattle

It Is Reported That \$42.50 Will Be Demanded as Minimum Weekly Scale—Editors Not Wanted.

SEATTLE, Aug. 4.—A movement has been launched to unionize the newspaper men on the Pacific Coast. Newspaper Writers' Union No. 12 has already come into being, and members of the Daily Record staff, published by organized labor, are fathering the plan, which is making some headway.

Individual letters were sent out this week to every newspaper man employed on the Seattle dailies, "except editors who employ and discharge help," calling upon them to attend a meeting to be held soon. It is reported that the union plans to ask for a minimum wage of \$42.50 a week for experienced reporters and copy desk men.

All Wages Raised in Binghamton

BINGHAMTON, N. Y., Aug. 5.—The employes of the mechanical departments of the Binghamton Republican-Herald and the Binghamton Press have won their demands for increases, the publishers agreeing to increase the scale in all departments \$7 a week. This gives the compositors and linotypers working on the day shifts \$34 and those on the night shifts \$37 a week, with time and a half for extra work. General increases are also made in the editorial and business departments, affecting all classes of employes and ranging from \$3 to \$8 weekly.

Wages Go Up in Lewiston

LEWISTON, Me., Aug. 5.—Sixty union employes of the Lewiston Sun and Journal, respectively, morning and evening papers, received an increase averaging \$6 weekly by an agreement reached on July 24. The new scale, effective at once, and in force until July 1, 1920, provides a minimum of \$24 for day work and \$27 for night work.

Dry Law Hits Chicago Press Club

CHICAGO, Aug. 4.—The boast of the Chicago Press Club to be the only large Loop organization of like nature whose doors never are locked, can no longer be truthfully made. After nearly five decades of distinguished and sleepless history, the directors have decided to, for the first time, close the clubrooms at 12 midnight, from July 17 and throughout the month of August "at least." Attendance has fallen off radically since the dry legislation went into effect.

Portsmouth to Have New A. M. Paper

PORTSMOUTH, Ohio, Aug. 4.—The Times is planning a new morning edition in the fall, in addition to the Sunday issue recently established. A site for an enlarged plant has already been purchased and a new Goss press and stereotyping machinery ordered.

THE MAN WHO HANDLES DOUGLAS ADVERTISING



FRANK L. ERSKINE

AS an incentive to other young men not to neglect their parents, just see what exercise of the filial spirit did for Frank L. Erskine.

Frank is a Reading, Pa., boy by birth, and the birth occurred July 29, 1874. He got into high school at the usual age, and after school hours worked in an insurance office as an outlet to his industrious proclivities. Then he went to Philadelphia to take a place in the office of the famous lawyer, Wayne McVeagh. Young Erskine intended to study law as he got opportunity, but the fates sent his parents to live in Brockton, Mass. The lad stayed where he was until his next vacation in 1891.

Instead of devoting this spare time to an outing at some resort, he traveled to Brockton to pay a visit to his parents. While he was there he met W. L. Douglas, the famous shoe manufacturer, with the result that he started work in the advertising department of the Douglas Shoe Company the next month—October. It took him only seven years to climb to the position of advertising manager, and four years after achiev-

ing that step he was elected a director of the company.

Mr. Erskine was identified with the campaign that resulted in the election of his chief to be Governor of Massachusetts, in 1904. He has served in the Brockton city government and has been on the school board there for six years. Last year he was made sales manager of his company. He is somewhat of a club man, but never allows club life to interfere with his business.

AUDIT BUREAU REPORTS

CHICAGO, July 31.—A. B. C. reports have been issued on the following newspapers:

Lexington (Ky.) Herald, Mansfield (Ohio) News, Moline (Ill.) Daily Dispatch, Newark (Ohio) Advocate, Staunton (Va.) Daily Leader, Vincennes (Ind.) Commercial.

Gary (Ind.) Post, Marion (Ohio) Star, Ogden (Utah) Examiner, Ogden Standard, Pueblo (Colo.) Chieftain, Pueblo Star-Journal, Colorado Springs Gazette, Colorado Springs Evening Telegraph, Fond du Lac (Wis.) Daily Commonwealth, Fond du Lac Daily Reporter, Lynchburg (Va.) Daily Advance.

Lynchburg News, Oshkosh (Wis.) Daily Northwestern, Racine (Wis.) Journal-News, Racine Times-Call, Ronaoko (Va.) Times-World News, Sandusky (Ohio) Star-Journal, Sandusky Register, South Bend (Ind.) Tribune, Toledo (Ohio) Times, Winfield (Kan.) Daily Courier.

Aberdeen (S. D.) Daily & Sunday American, Atchison (Kans.) Globe, Davenport (Ia.) Daily Times, Ft. Madison (Ia.) Evening Democrat, Greeley (Colo.) Tribune - Republican, Lorain (Ohio) Times-Herald, Mt. Vernon (Ohio) Republican News, Rochester (N. Y.) Democrat and Chronicle, Rochester Herald, Rochester Times-Union.

Brooklyn (N. Y.) Standard Union, Chattanooga (Tenn.) News, Chattanooga Times, Connellsville (Pa.) Daily Courier.

All-Soldier News Staff for Lexington Herald

LEXINGTON, Ky., Aug. 6.—The Herald announces the reorganization of its editorial news department as follows: Associate editor, Maurice Burnaugh; managing editor, LeMar Q. Ball; city editor, G. M. Pedley; state editor, Herbert Graham; telegraph and sporting editor, Herman Phelps; commercial editor, Fred Jackson.

Sergeant J. H. Turner, Medical Corps, who served in Base Hospital Unit No. 40, will return shortly to the Herald's advertising department.

With this reorganization in effect every man in the Herald's news department wore the uniform when the armistice was signed. There were 55 Herald employes in various branches of the service, and under the reorganization the Herald has now 36 returned soldiers, including a captain, first lieutenant, second lieutenant, sergeant and 33 privates.

Jacob Schmidt Elected President

SPRINGFIELD, Ill., Aug. 1.—The Tazewell County Publishers' Association has elected the following officers:

President, Jacob Schmidt, of the Pekin Free Press; vice-president, H. D. Lewis, of the Deer Creek Progress; secretary-treasurer, W. R. Johnson, of the Morton News; executive committee, Mrs. F. C. McKee, of the Delavan Advertiser-Times; George Cramer, of the Mackinaw Enterprise.

MORNING, NOON AND NIGHT

The New York Times is read in the home and in the office and men and women, at the end of the day, in homeward bound cars and trains, read The New York Times, because they have not found time earlier to thoroughly absorb the editorials and the news. Business men often finish their reading of The Times at home in the evening, after the activities of the day.

THE NEW YORK TIMES
"All the news that's fit to print"

R. J. Bidwell Co

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER

SAN FRANCISCO SEATTLE
742 Market St. 1302 L. C. Smith Bldg.

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY
20 Fifth Avenue Lytton Building
NEW YORK CHICAGO

PUBLISHERS' Service Bureau

invites editors, publishers, motion picture producers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

Canadian Press Clippings

The problem of covering the Canadian field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 Church St., Toronto, Can.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's

PRESS

CLIPPINGS

Tenth Avenue at 45th Street
New York

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium to the Jewish field.



The National Jewish Daily

PENNSYLVANIA

AND

Woolen Goods

This year's production \$80,000,000

Pennsylvania's chief fame lies in the production of Coal, Petroleum and steel products and we are liable to overlook a mere matter of some eighty millions of dollars worth of woollens which come from Pennsylvania looms this year.

The fact is Pennsylvania is second only to Massachusetts in this most important industry—and woollens amount to practically one third the value of the manufactured products in the state—the second most important state in the Union.

Pennsylvania, ranking second in importance of all the states, ranks equally high as a trading territory, and, when properly cultivated, (that is cooperatively with local merchants and local daily newspapers) produces astonishing results.

These daily newspapers work in harmony with local retailers in their communities, and can do great work for national advertisers in making a mighty worth while market worth a whole lot to them.

The city population of the cities in which this list of daily newspapers is published is 3,204,696.

The combined circulation of these daily newspapers is 678,802 and the combined rate on 2,500 line basis is \$1.6323 and on the 10,000 line basis \$1.4418.

	Circulation	2,500 lines	10,000 lines
Allentown Call (M)	22,175	.03	.03
*Altoona Mirror (E).....	23,676	.04	.04
Altoona Times (M).....	14,940	.025	.025
Bethlehem Globe (E).....	6,766	.025	.025
*Chester Times & Republican (M&E).....	14,177	.04	.04
Connellsville Courier (E).....	6,888	.015	.025
*Easton Express (E).....	11,096	.02	.02
Easton Free Press (E).....	15,455	.0285	.0285
Erie Herald (E)	8,632	.02	.02
Erie Herald (S)	8,491	.02	.02
Harrisburg Telegraph (E).....	28,910	.045	.045
Johnstown Democrat (M)	9,841	.03	.025
Johnstown Leader (E)	8,039	.015	.015
Lancaster Intelligencer & News-Journal (M&E)	22,018	.05	.05
Lebanon Daily News.....	8,349	.0179	.0179
New Castle News (E).....	13,411	.025	.025
Oil City Derrick (M)	6,135	.023	.018
Philadelphia Record (M)	123,277	.25	.25
Philadelphia Record (S)	133,680	.25	.25
Pittsburgh Dispatch (M)	54,810	.12	.08
Pittsburgh Dispatch (S)19	.14
Pottsville Republican (E).....	10,797	.0329	.0329
Scranton Republican (M).....	27,130	.08	.07
Scranton Times (E)	36,861	.08	.07
West Chester Local News (E).....	11,926	.03	.03
Wilkes-Barre Times-Leader (E).....	19,376	.05	.035
*Williamsport Sun (E).....	16,110	.05	.035
York Gazette (M)	15,026	.03	.03
Total	678,802	1.6323	1.4418
Government statement April 1st, 1919.			
*A. B. C. statement April 1st, 1919.			

New York Advertising Situation

Figures showing the growth in the volume of business placed by these stores during the first six months of 1919 and 1918.

THE STORES—

Abraham & Straus	Bonwit Teller	Lord & Taylor	Stanley & MacGibbons
Altman	Gidding	McCreery	Stern
Arnold, Constable	Gimbel	Macy	Stewart
Best	Hearn	Oppenheim, Collins	Worth
Bloomingdale	Loeser	Franklin Simon	Wanamaker

EVENING PAPERS	1919	1918	
The Globe	1,831,094	1,251,571	579,523 gain
The Journal . . .	1,644,337	1,105,050	539,287 "
The World	1,438,053	1,053,982	384,071 "
The Sun	1,518,941	1,139,153	379,788 "
The Mail	781,322	1,029,429	248,107 loss
The Telegram . .	686,960	737,116	50,156 "
The Post	311,885	450,753	138,868 "
Total	8,212,592	6,767,054	

The Globe leads both in total volume and in lines gained.

These merchants, in a position to know the comparative pulling power of every dollar spent in advertising, are good people to follow.

Member
A. B. C.

THE NEW YORK GLOBE
JASON ROGERS, Publisher

N O W
180,000

