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# EDITOR & PUBLISHER



*The Oldest Publishers' and Advertisers' Journal in America*

\$3.00 a Year

NEW YORK, SATURDAY, SEPTEMBER 14, 1918

10c Per Copy

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## August Advertising in Chicago

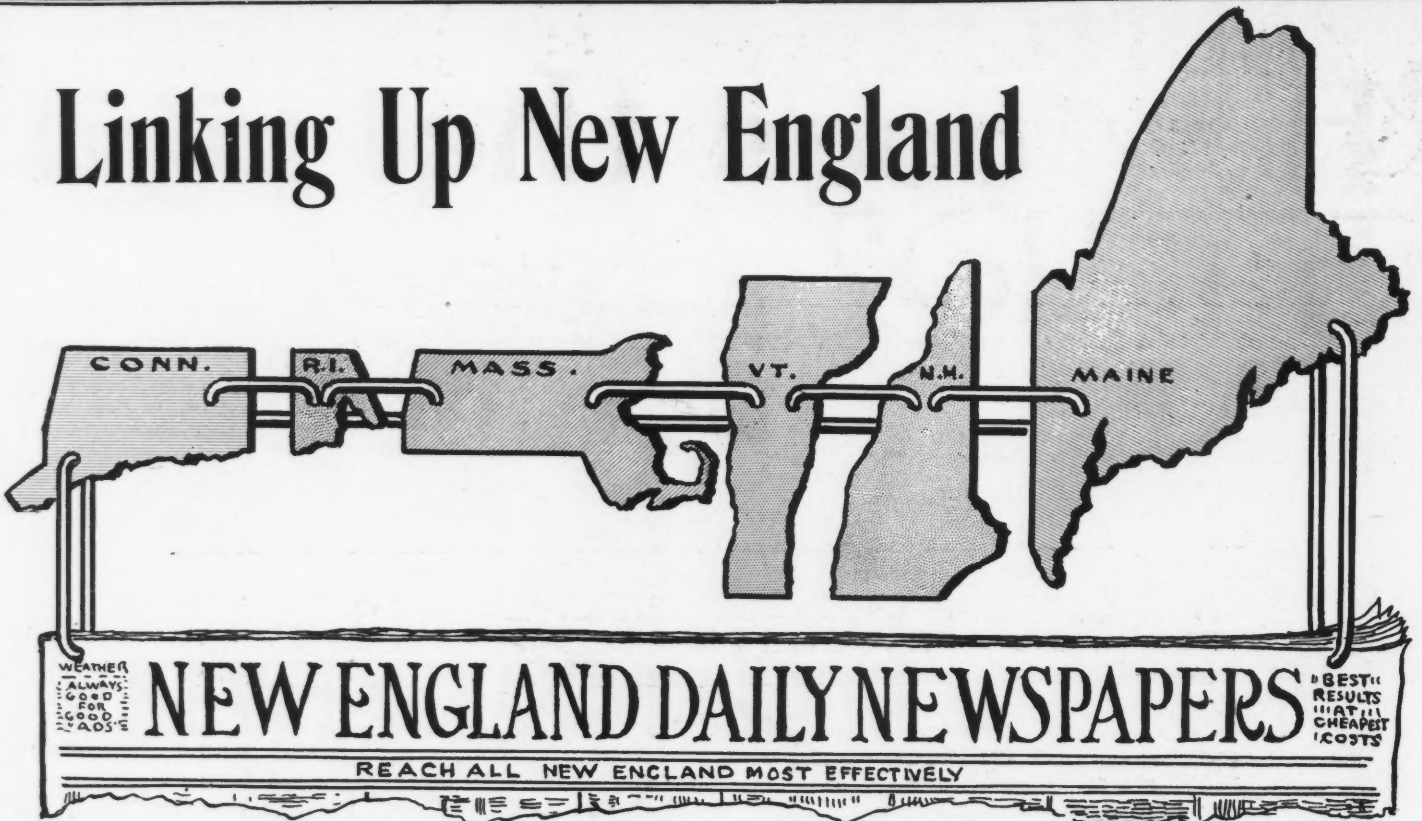
|                                      |                  |
|--------------------------------------|------------------|
| <b>Department Stores</b> - - - - -   | <b>FIRST!</b>    |
| The Daily News 188,679 lines.        | 6 days against 7 |
| <b>Clothing</b> - - - - -            | <b>FIRST!</b>    |
| The Daily News 67,142 lines.         | 6 days against 7 |
| <b>Books</b> - - - - -               | <b>FIRST!</b>    |
| The Daily News 6,098 lines.          | 6 days against 7 |
| <b>Furniture</b> - - - - -           | <b>FIRST!</b>    |
| The Daily News 31,690 lines.         | 6 days against 6 |
| <b>Musical Instruments</b> - - - - - | <b>FIRST!</b>    |
| The Daily News 14,383 lines.         | 6 days against 6 |
| <b>Educational</b> - - - - -         | <b>FIRST!</b>    |
| The Daily News 33,064 lines.         | 6 days against 6 |
| <b>Jewelers</b> - - - - -            | <b>FIRST!</b>    |
| The Daily News 3,375 lines.          | 6 days against 6 |

**IN NEARLY EVERY IMPORTANT CLASSIFICATION**

## **THE DAILY NEWS** *FIRST in Chicago*

(Figures furnished by Washington Press, an independent audit service subscribed to by all Chicago newspapers)

# Linking Up New England



New England's daily newspapers link up New England in a chain of advertising publicity that has no weak links—because of the perfect distribution given.

They reach every class of industrial, commercial and agricultural activity, at the zenith of its wartime prosperity. Every worker makes wages previously unheard of in New England—and there are thousands and thousands of possible “buyers” of reliable trade-marked goods who derive their wages from sources unknown, forgotten or dominant before the war.

Not long ago New England shipbuilding was

practically dead. Today, numerous shipyards are working day and night. One of the largest carriers launched in the Government's great shipbuilding drive, the 13,000-ton Wm. L. Speed, was a New England Labor Day contribution to “win the war.”

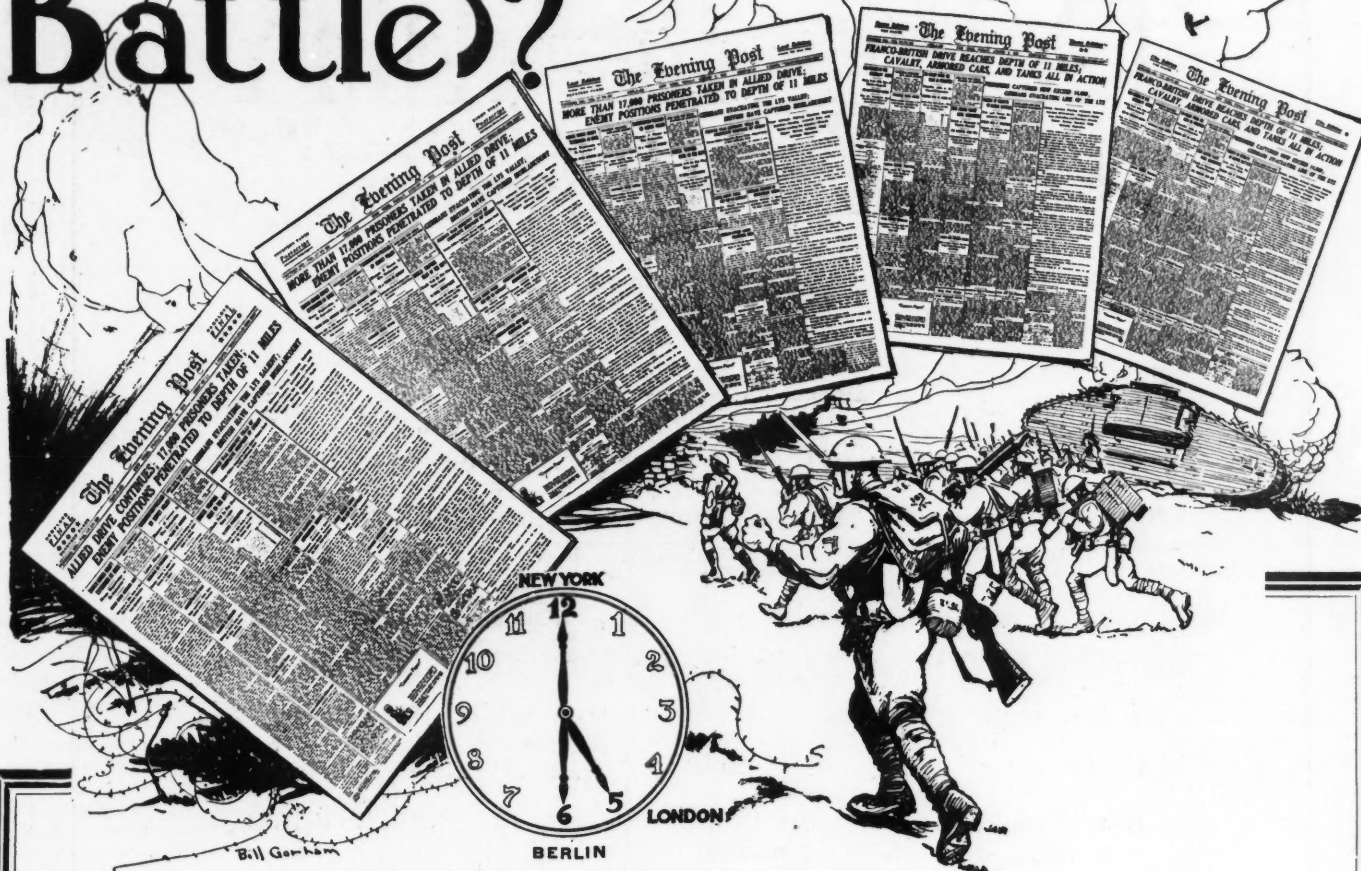
Even agricultural New England is again on the map. Petitions are being made to postpone the opening of the schools to allow the boy and girl farmers to continue their work in gathering New England's 1918 bumper crops.

Link up New England most effectively with what you want to sell it by advertising in these

## STANDARD NEW ENGLAND DAILY NEWSPAPERS

|   | Net Paid Circulation | 2,500 lines | 10,000 lines |  | Net Paid Circulation | 2,500 lines | 10,000 lines |
|---|----------------------|-------------|--------------|--|----------------------|-------------|--------------|
| <b>MASSACHUSETTS</b>                    |                      |             |              | <b>MAINE</b>                           |                      |             |              |
| Boston American .....(E)                | 380,291              | .40         | .40          | Portland Express .....(E)              | 22,970               | .0          | .045         |
| Boston Advertiser and American .....(S) | 321,483              | .35         | .35          | Portland Telegram .....(S)             | 17,952               | .045        | .035         |
| Boston Globe .....(ME)                  | 277,151              | .30         | .30          |  | 40,922               | .105        | .080         |
| Boston Globe .....(S)                   | 316,790              | .35         | .35          | Population, 762,787.                   |                      |             |              |
| Boston Herald-Journal.....(M)           | 252,822              | .30         | .30          | <b>VERMONT</b>                         |                      |             |              |
| Boston Traveler .....(E)                |                      |             |              | Barre Times .....(E)                   | 7,249                | .017        | .0143        |
| Boston Post.....(M)                     | 497,125              | .45         | .45          | Burlington Free Press.....(M)          | 10,304               | .025        | .0179        |
| Boston Post .....(S)                    | 354,706              | .35         | .35          |  | 17,553               | .042        | .0322        |
| Boston Record.....(E)                   | 50,650               | .15         | .15          | Population, 361,205.                   |                      |             |              |
| Boston Transcript .....(E)              | 47,794               | .18         | .18          | <b>CONNECTICUT</b>                     |                      |             |              |
| Fitchburg Sentinel .....(E)             | 5,587                | .02         | .015         | Bridgeport Post-Telegram..(M&E)        | 38,870               | .0850       | .07          |
| Lynn Item .....(E)                      | 13,150               | .036        | .046         | Bridgeport Post .....(S)               | 10,311               | .04         | .025         |
| *Lynn Telegram-News ..(E&S)             | 16,000               | .04         | .04          | Hartford Courant .....(MS)             | 21,256               | .06         | .05          |
| Lowell Courier-Citizen ..(ME)           | 18,145               | .035        | .035         | Hartford Times .....(E)                | 31,339               | .06         | .06          |
| Salem News .....(E)                     | 18,949               | .05         | .04          | Meriden Journal .....(E)               | 4,897                | .025        | .0143        |
| Springfield Union .....(MES)            | 30,742               | .09         | .06          | New Haven Times-Leader..(E)            | 18,978               | .04         | .035         |
| Worcester Gazette .....(E)              | 30,123               | .07         | .05          | New London Day.....(E)                 | 9,977                | .0285       | .025         |
| Massachusetts totals .....              | 2,623,737            | 3.1362      | 3.0286       | Norwich Bulletin .....(M)              | 9,508                | .04         | .02          |
| Population, 3,605,522.                  |                      |             |              | Waterbury Democrat .....(E)            | 7,086                | .017        | .017         |
| <b>RHODE ISLAND</b>                     |                      |             |              | Connecticut totals .....               | 152,222              | .3605       | .2663        |
| Pawtucket Times .....(E)                | 23,840               | .06         | .04          | Population, 1,114,756.                 |                      |             |              |
| Providence Bulletin .....(E)            | 52,966               | .10         | .10          | Government Statements April 1st, 1918. |                      |             |              |
| Providence Journal .....(M*S)           | 34,050               | .075*09     | .075*09      | *Publisher's Statement.                |                      |             |              |
| Providence Tribune .....(E)             | 28,089               | .07         | .06          |  |                      |             |              |
| Woonsocket Call-Reporter ..(E)          | 10,247               | .0357       | .0214        |  |                      |             |              |
| Rhode Island totals.....                | 149,192              | .3206       | .2965        |  |                      |             |              |
| Population, 591,215.                    |                      |             |              |  |                      |             |              |

# How goes the Battle?



Edition after edition of the New York Evening Post—five every day—supplies the answer as swiftly as the news can be gathered on the field and flashed under the ocean by the Associated Press.

The Evening Post publishes the events of the battle on the day they occur. The sun in its course aids the task.

You get your earliest news in the noon edition—and then the day is near its end on the western front. Later the officials and the correspondents compare reports, verify facts, estimate the importance of what has happened. Hour by hour the story grows. At 4 in New York (9 o'clock at night in London and 9 o'clock in Paris) the complete narrative is given.

The full service of the greatest news-gathering organization—the Associated Press—sends into the office of the Evening Post a ceaseless flow of dispatches that are given to the public swiftly together with the interpretative telegraphic comment from David Lawrence, the Evening Post correspondent in Washington.

When you get the Evening Post you get the real news—not imaginings or idle rumors or yesterday's stories—you get *all* the news and you get it hot from the transatlantic cables.

Leave a standing order with your newsdealer or you may find that all the copies have been sold.

**New York Evening Post**  
 More Than a Newspaper  
 —A National Institution

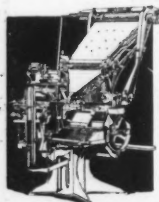
# TYPOGRAPHY

TRADE MARK  
LINOTYPE

## *and the Modern Newspaper*

The high standard of mechanical perfection achieved and the great economies effected by composing machines which were originated, improved, and developed by the Mergenthaler Linotype Company are thoroughly recognized and established in the mind of every newspaper publisher. We want you to equally appreciate the value of the constructive thought, the painstaking attention, and the large amount of time and money which the Company is now devoting to the development of Linotype Typography in the departments of typographic design and punch-cutting.

*The well-informed, progressive publisher knows this,  
and is building prestige by utilizing all the resources of  
LINOTYPE TYPOGRAPHY to serve his readers and advertisers*



MORE THAN 37,500  
LINOTYPES IN USE

## MERGENTHALER LINOTYPE CO.

NEW YORK, U. S. A.

CHICAGO

SAN FRANCISCO  
Canadian Linotype Ltd., TORONTO

NEW ORLEANS



# EDITOR-PUBLISHER



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

Vol. 51

NEW YORK, SATURDAY, SEPTEMBER 14, 1918

No. 14

## BRITAIN'S BUSINESS MEN DEMONSTRATE VALUE OF CONTINUOUS WAR-TIME ADVERTISING

### Val Fisher Brings to American Business Men the Heartening Story of How Advertising Has Served England in the Great Crisis, Co-ordinating Patriotic Effort, Selling War Securities, Stimulating Trade, Safeguarding Good-Will and the Present and Future Prosperity of British Business

I SHOULD like to see some patriotic American or group of Americans provide the money for you advertisingly to tell the people of Europe the truth about the great things you are doing for the Allies," said Val Fisher, in his recent notable address to the advertising agency men in New York.

Mr. Fisher, coming to us in the late summer as a special envoy from the British Ministry of Information, has made a deep impression upon the minds of American advertisers and business men generally by the picture he has brought to us of the Britain of today—stout-hearted, virile, forging ahead in many lines of industrial development, safe-guarding her future through taking thought of the morrow. Her business men continue to advertise that the asset of good-will might survive the war period, and, reaching out the hand of comradeship in war and in commerce to her Allies.

Mr. Fisher told of the demands of the war upon England's newspaper industry—how various papers had lost from eighty to ninety per cent. of their employees through the call to the still higher service in the fighting ranks; how leading dailies had been cut down in size to four pages—some of the evening papers to one and two pages—with advertising space correspondingly reduced and the demand for it higher than ever before, even at unheard-of rates.

Restricted to less than one-quarter of their normal supply of paper, with improvised staffs in all departments, many of these papers continue to pay the full wages of their former employees now in the service of the country. "If you knew just what Britishers in your own business had done you would feel as proud of them as I do," he said, "and glad that you belonged to the same profession."

#### Business Is Good in England

Mr. Fisher asked his hearers to imagine the U. S. with eighteen million of men in uniform, with over ten million women employed in the national service, chiefly in war-making industries; no pleasure automobiles and few trade vehicles, if they would begin to understand conditions in Great Britain. Yet business there is wonderfully good!

America is now in the position of England, he said, after the first year of the war, so far as the mental attitude toward business prospects was



VAL FISHER.

concerned. He proceeded to tell what had happened.

"The department stores of any country usually reflect the state of trade. The profits of the twelve leading London department stores during the period of the war are as follows: Fiscal year 1914-15, profits \$4,950,000; 1915-16, \$4,250,000; 1916-17, \$5,575,000. In the provinces the profits of the nine leading stores were: 1914-15, \$750,000; 1915-16, \$945,000; 1916-17, \$1,150,000.

"In the wholesale trade, the seven largest British houses increased their profits from \$3,429,000 in 1914-15 to \$5,885,000 in 1916-17. In the grocery trade, our leading chain store firm made

alone 3,750,000 workers received advances in salary. True, the cost of living has increased but the spending power of the public has increased to a much greater extent.

#### Advertisers Did Not Slow Up

"I am going to turn back for a moment to the experience of the retail stores, because they contain an object lesson which should not be lost on the business men of this country. During the first few months of the war, opinion was divided as to whether it was good policy to cut down advertising or not. Selfridge, already the largest and most consistent advertiser in the field, did not slow up at all. His profits during the first year of war were \$573,000. In the second year of the war, \$750,000, and in the third year of war were \$1,125,000. Another big London store decided to cut down their advertising until events proved that they were mistaken and the result is shown in their returns: For the first year of war they made a profit of \$1,546,000, in the second year, \$1,000,000, and in the third year \$1,175,000.

#### Tribute to Power of Advertising

"Here I would like to say that British business men owe thanks to you for sending us Selfridge; ten years ago he came to London, and in defiance of all tradition he built a big store before he had a single customer (every other big store in the world is built up from small beginnings)—he relied on advertising to start his store, and he relied on advertising to keep it going. Today, after ten years of trading, Selfridge's is second only in the list of British stores, and but for the war, which prevented him building extensions, he would have held premier position—truly a remarkable tribute to the power of advertising.

"British business men have continued to advertise right along. In the first week of the war the Government commandeered every automobile factory in the country, and since that time not a single car has been made for private purposes. Yet all these manufacturers have continued to advertise up to their pre-war standard. Consequently they have a long waiting list on which to commence when peace is declared, and what is of even greater importance, they have their good will unimpaired. What would have happened to them otherwise? Why, we should have forgotten even their names.

a profit of \$2,313,755 in 1916-17 and increased it to \$3,736,000 in 1917-18, the latter figure being \$1,000,000 per annum over their average for the previous five years. Lest you should think this is profiteering, I will tell you that the turn-overs justify such profits and further, the British Government has recently declared there was no profiteering. Trade is good, abnormally good in England, because never before in its history were there so many workers per thousand of the population—never before were there so many wage earners per family—never before was the wealth of the country so evenly distributed. In the first year of the war

"When the great trade rally comes after the war, they would have had to spend more money to recover their good will than they spent on keeping up and taking orders for the future. It is essential for the good of the country that every business man be encouraged to do all the trade they possibly can. The business man is the man to whom the Government looks for the money with which to win the war—they willfully released their men for service—they met every new demand uncomplainingly—they used advertising to conserve labor, and how well it has succeeded is shown by the state of trade. The attitude of the British man in general can be gauged from the remarks of Lord Leverhulme, president of Lever Bros., Ltd. (and the largest advertiser in the British Isles), at the last meeting of his company. In declaring a net profit of \$6,055,000 for the year 1917-18, he said: "The advertising of this company has been maintained as far as war conditions permit it at the pre-war standard."

#### Government's Advertising

Asked as to how the British Government regarded advertising, Mr. Fisher replied:

"I can best answer that by telling you what real advertising has done for the Government. In the first twelve months of war we raised money by bankers' loans and by selling war bonds and war savings certificates. These latter were advertised on old-fashioned financial lines with the result that at the end of the first year 550,000 people bought war bonds and about 600,000 war saving certificates.

"Then the Government adopted commercial advertising, as we understand it. They allocated the amount to be spent and entrusted the planning of the campaign to an advertising agent. As a result of this campaign, \$5,000,000 was raised in record time at an amazingly low cost. Since that date the Government has continued to advertise war bonds exactly as a manufacturer advertises his goods. Instead of dislocating the money market by taking out large sums at a time, they are raising an average amount of \$125,000,000 weekly; the actual weekly purchases fall below this amount, but the average is brought up by special drives.

#### New Appeal in Advertising

"The last of such drives was in June, when at the request of the Government the members of the Aldwych Club (an advertising men's club in London) undertook to raise \$250,000,000 in five days. To do this they had men map out the whole country as if for a selling campaign; every town, every village was given a quota of \$12.50 per head of its population, and this quota was translated into some munition of war. Thus Liverpool, with a population of 1,000,000, instead of being asked to buy war bonds to the extent of \$12,500,000 was asked to buy a 'Dreadnought.' The advertising in the press said: 'This is your Dreadnought, will you pay for it?' The posters told the same story.

"As a result of this human appeal the Lord Mayor of Liverpool was able to announce about the end of the first day that 'Liverpool had bought its Dreadnought and would buy another.' Indeed, in the five days Liverpool subscribed sufficient money to purchase seven 'Dreadnoughts.' Every town and village in England bought more than the quota allocated to it, and the result of real advertising was that the amount was oversubscribed by 50 per cent.

"After this experience the Government could not but realize the full value of advertising; to-day it is using it in dozens of different departments. Also, properly planned and paid for advertising has raised over \$8,000,000 for the relief of the destitute and injured of our allies; it has raised over \$10,000,000 for our wounded, blinded, and crippled heroes. By its aid an army of 5,000,000 splendid women were induced to volunteer for work in munition and other factories."

#### Business Men Rely on Advertising

Asked how advertising stands with the British business men, Mr. Fisher replied: "Higher than it ever did before, and with good reason. Not only have they seen what it has done for the Government and for the two hundred odd war charities, but opportunities have been given to prove never before vouchsafed to them. They have found a hundred new uses for advertising. Before the war British business men and the advertising men looked upon advertising as the cheapest method of selling goods. Thanks to the war, they have learned that advertising can be used to conserve labor. Advertising can be used to stop the sale of goods while still retaining the good will of the consumer. In a few cases they have realized, when it was too late, that advertising might have helped them out of serious difficulties.

"Let me give you an instance. The Government decided to ration gas in Great Britain. The gas-producing companies combined and ran an advertising campaign. They told the public frankly the gas was short. They showed the housewife that by conserving gas in a cooking range and in other directions, she might be saving the life of her boy at the front (you must remember that practically every British home has some member in the forces). As a result, the amount of gas was greatly reduced without loss of prestige to the producing companies. On the other hand, at the outbreak of war the Government placed restrictions on the imports of Swedish timber for making matches; it also put a tax on both imported and British-made matches; matches immediately became very scarce and dear. In the absence of knowledge of the many conditions which brought about this state of affairs the people blamed the leading match manufacturers. It will cost them far more to get back their good will than it would to have retained it.

#### Advertising to Mould Public Opinion

"The remarkable feature of British advertising during war times has been the advertising inserted by certain big manufacturing houses, who had already proven the value of advertising as a 'sales-maker,' to influence public opinion. Thus, we have an education bill at present in Parliament, which aims at raising the leaving age of school children. This, of course, is calculated to strike a vital blow at the trades using juvenile labor, particularly the textile trades. One of our largest textile manufacturers and one of the largest cocoa-producing houses both ran newspaper advertising campaigns advocating the passing of the bill, even though it will affect them seriously. Advertising in favor of prohibition was run and paid for by a group of public-spirited advertisers, and those are only a few of the campaigns run along these lines.

#### Anglo-American Trade After the War

"What of our trade after the war? To-day Great Britain and America are fighting as allies in the cause of liber-

ty; surely that comradeship will not cease with the war. Years ago, that great American patriot, Thomas Jefferson, in a letter to President Monroe, said: 'With Great Britain then, we should most sedulously cherish cordial friendship, and nothing would tend more to knit our affections than to be fighting once more side by side in the same cause.'

"Gentlemen, isn't this our opportunity to make true that pathetic utterance? I know that British business men would say most emphatically, 'YES'; we shall be more necessary to each other in trade after the war than ever before. War conditions have made it absolutely necessary that we sell you more goods than we did previously, and the same conditions have made it quite necessary that we buy more from you than we did before. Take the trade going westward first. For three years Great Britain has been borrowing very largely from you, and her national debt has been advanced by leaps and bounds. We, as a nation, can only pay the high cost of this war by increasing our export trade. Great Britain never had so many workers as at the moment. We must keep every possible unit employed on full time after the war. To this end, our Ministry of Reconstruction are working all the time and doing excellent work.

#### To Keep All Factories Busy

"British business will find itself in a very different position when peace is declared than it did when war broke out. We have to-day in England over 5,000 controlled factories, practically every one of which has grown as a result of the war. Take the automobile industry. I know one factory in the midlands that employed a pre-war staff of between 2,000 and 3,000—to-day they employ about 35,000. A friend of mine in London had a little factory employing from 200 to 300 people when war broke out. To-day that same factory employs 7,000 hands, and it is a model establishment. Do you think that British manufacturers are going to close such portions of their works as are being rendered necessary by the requirements of war? No, gentlemen, it is our purpose to keep every factory and their workers employed; indeed, it is necessary that we do so to pay the war advertising. Great Britain's manufacturers have learned much during the war. Never before have they been so receptive to efficiency methods in business. For example, take the clothing trade. In pre-war days the manufacture of ready-made clothing was not a large industry in Britain. Primarily because we, as a nation, did not wear ready-mades. Not only have the British manufacturers made scores of millions of suits for our own soldiers, but without British-made clothes the armies of our French, Italian, and Belgian allies would not have been able to continue the fight. Won't their experience in the manufacturing of scores of millions of uniforms be valuable after the war?

#### To Advertise for American Trade

"Again, I give you one instance of British trade coming this way as a result of the war. The manufacturers in one trade (of whom not more than 5 per cent. advertised in pre-war days) have recently formed an association in which 98 per cent. of the trade has joined. Through this association they have put up a fund of \$50,000 a year for three years with which to conduct an advertising campaign in this country.

"By coöperation on these lines British firms will do much to foster their export business. Lest you think the

business will all come this way, let me remind you that commercially no nation stands to gain as much from the war as does America. Great Britain has a per capita income of \$236 and a per capita debt of \$589. The United States of America has a per capita income of \$352 and a per capita debt of only \$63. No matter how long the war lasts, you will always be three years behind Europe as regards war debt. Again, in pre-war days Great Britain was one of Germany's best customers. We bought from Germany and Austria over \$440,000,000 worth of goods, chiefly manufactured articles. You cannot imagine a patriotic Britisher buying anything from Germany if he can help it, and Belgium, France, and Italy are in much the same position. As patriots, we shall each of us try to make up the shortage of goods by manufacturing in the country, but all of us have big reconstruction problems to face. Belgium and France in particular. Even in England we plan to build 500,000 workmen's houses immediately after peace is declared.

"You must remember that all building operations are being stopped during the four years of war. America then will be the only market to which Europe can turn for most of the manufactured articles we previously bought from the enemy. As you gentlemen know, I have been interested in the fostering of Anglo-American trade for many years. I would like to utter a word of warning to your manufacturing and export houses. Britain is to-day in her fourth year of war, and the blood of your own men is being shed in Europe because the other man planned ahead for forty years. I think it was Bismarck himself that uttered the phrase, 'In time of war prepare for peace,' and your manufacturers cannot do better than take this to heart.

"I find a tendency to leave the consideration of export trade until peace is declared—this is a mistake. Now is not the time to export, but most emphatically NOW is the time to lay your plans. Through a long experience with Anglo-American trade, I know that most of the failures made by British houses exporting to this country and vice-versa have come about by the lack of adequately understanding the temperaments and requirements of the people. The American manufacturer who plans well ahead and is ready to start out on the 'crack of the pistol' will surely beat his more tardy competitors."

#### Forced to Fight in Austrian Army

Three or four years ago Max Freeman, a newspaper compositor in New York city, and prominent in union activities, went to Europe with a number of friends on a sightseeing tour, planning to visit the home of his parents, who were born in Austria, but who had lived long in the United States. While he was in Austria the United States declared war on Germany and Max, it is believed, has been forced to fight in the Austrian army, despite that he is an American citizen. His people have not had any word from him since.

The information came to light through Gen. Pershing's report recently that Abraham Freeman, of New York, a brother of Max, has been seriously wounded while serving with the American forces.

When you want to find a buyer for the mechanical equipment which you no longer need, let EDITOR & PUBLISHER'S classified columns serve you.

## DONNELLEY SEES END OF SUNDAY COMICS

Has Received Many Protests Against Their Use—Will Not Take Initiative In Cutting Them Off — Awaits Newspapers Action

WASHINGTON, September 12.—Thomas E. Donnelley, chief of the Pulp and Paper Section of the War Industries Board, believes that the elimination of the colored comic section of Sunday papers, or at least its reduction to tabloid size, will be the next important step in news print conservation, but he has no intention of taking the initiative in such an order.

"There is a very strong criticism of the continued publication of the comic sections from all parts of the country," said Mr. Donnelley. "It comes from newspapers everywhere, and we are being urged to ban them or prohibit their publication in other than tabloid form.

"It is up to the papers to determine what shall be done. We do not undertake to tell the papers how they shall use their paper or what particular reading matter shall be cut out. We are concerned simply with a necessary reduction in the amount of paper used, and we have put out regulations which we hope will bring about a substantial economy. As our press notices have stated, the War Industries Board does not guarantee any publisher an adequate supply of paper after the curtailments have been put into effect, as special conditions imposing new demands for war products might require additional economy."

Mr. Donnelley expressed to the EDITOR & PUBLISHER some concern over the fact that scores of publishers obtained inaccurate information on the regulations through the abbreviated summaries carried over the press wires from Washington.

"The newspapers have acted just as we expected," he said. "They have responded in the finest spirit, as we knew they would. We have received thousands of letters, some of criticism and suggestion, but most of them of inquiry. In almost every instance where the programme was criticised it was due to misunderstanding, and when we straightened them out, everything was all right.

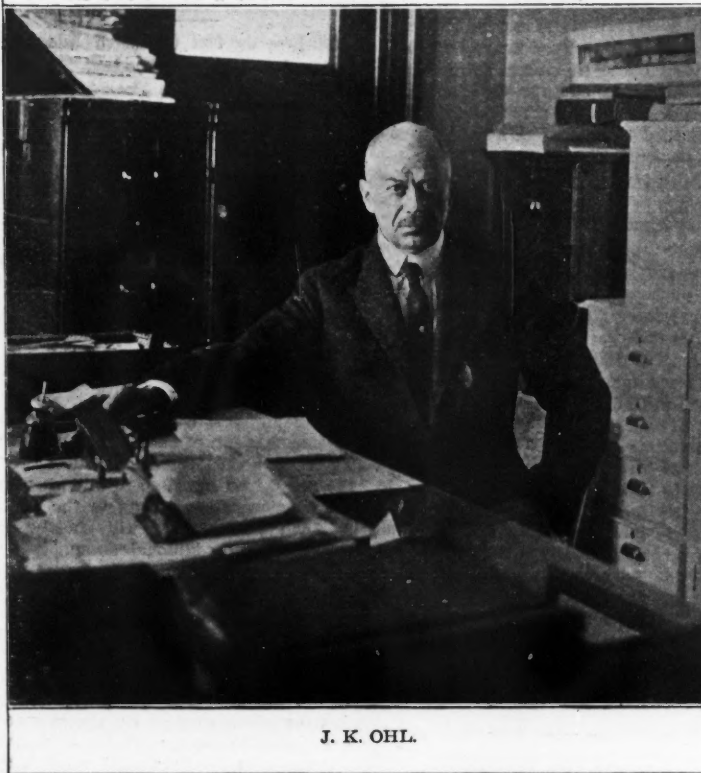
"Because of this situation we have decided that in the future we will have the regulations printed and mailed to the papers before they are given out here for publication as news. We were delayed by the rush of work at the Government Printing Office, and the regulations are just being mailed this week."

Mr. Donnelley expects that when publishers have had time to study the programme in detail that suggestions for changes will be forthcoming and such amendments as are believed necessary will be submitted for general consideration and approval.

### Book Dedicated to Editor

CHICAGO, Ill., Sept. 11.—Dr. Arthur T. Abernathy has just written a book entitled "Center Shots At Sin," which he has dedicated to W. D. Boyce, publisher of the Chicago Blade, Chicago Ledger, and Indianapolis Times. The book is a series of evangelistic sermons. The dedicatory notice reads: "To that genuine patriot and practical Christian who lives in deeds rather than creeds, W. D. Boyce, of Chicago, who, not permitted to go himself, gave his son for Christian democracy, this book is lovingly dedicated by the author."

## NEWSPAPER MAKERS AT WORK



J. K. OHL.

FROM selling newspapers in a small city of the Middle West to the principal editorial position on a great metropolitan daily is a road long and difficult; one that only a strong and competent man could travel. J. K. Ohl, editorial director of the New York Herald, has made the journey.

Mr. Ohl sold papers while a high-school boy in Zanesville, O. Then, to use his own expression, he "began to hang around newspaper offices and finally wrote some baseball stuff." It whetted his appetite for the newspaper business, and when he went to Kenyon College it was not long before he was made business manager of the college publication. When he left college, however, he did not go directly into the newspaper business, but became a bookkeeper for the Toledo Carwheel & Foundry Company. But even then he wrote a great many letters to the newspapers upon current controversies during a political campaign. They attracted considerable attention, and soon led to an invitation to join the staff of the Toledo Bee, of which he became city editor about a year after he went on the staff.

Mr. Ohl was always attracted to political reporting, so he asked to be sent to Columbus to cover the Capitol for his paper. He got the job, taking it for \$7 a week, a little more than a third of his pay as city editor. But he made good, and before very long went to the Atlanta Constitution, under Henry Grady. He says he found the political game in Georgia, in Washington, and even in Tokio and Peking the same that he found at Columbus. He has had experience in all these cities, and a number of others in the Far East.

On the Atlanta Constitution Mr. Ohl—who, in Georgia and throughout the South, where his acquaintance among public men is wide—wears the soubriquet "Colonel"—had much executive experience, being city editor, night editor, and assistant managing editor, but from the early days of his connection he specialized in politics, State and Southern and national. This led, in 1896, to his going to Washington as staff correspondent of the Constitution, and almost from the beginning of his service at the National Capital he was also associated with the Washington Bureau of the New York Herald.

One cannot talk to Mr. Ohl very long without hearing something of interest about the Far East, on which he frankly admits himself a "bug." Few men in this country are so well equipped to tell of happenings during the most critical times in the history of the Orient, and few can tell them more interestingly. He has witnessed the fall of an ancient dynasty and the birth of a republic in a country whose history runs so far into the past that it dwindles to oblivion.

In 1901 he made a trip to Manila on an army transport, then to China and Japan, returning to the United States by way of the Hawaiian Islands. He developed rare qualities in sensing the problems of the Far East, and in 1907 received a commission from the Herald to go to Japan. He was to be gone for six months, but Mr. Bennett kept him in the Orient for six years, all the time sending to the Herald news matter of the greatest importance, and organizing a news service for the Herald throughout the Orient. He travelled through Siberia, Manchuria, Korea, the Philippines, the Straits Settlements, Burma, and India, but for the most time his headquarters were in China. He saw the absorption of Korea, the Chinese revolution, the fall of the Manchurian Dynasty, and was in China when that country was swept by the Manchurian plague, the most remarkable epidemic in history. No man has a cooler judgment on questions in that section of the world, which have become second in the United States only to winning this war.

Mr. Ohl did not graduate from college, but since then, in recognition of his advance in his profession, Kenyon, one of the foremost of the educational

## CHANCE FOR VETERAN IN CENSORSHIP

Dr. W. T. Ellis Sees Opportunity for Newspaper Men Called in New Draft to Replace Younger Warriors of the Blue Pencil

By WILLIAM T. ELLIS.

Youngsters of the eighteen to twenty-one period are not the only ones who acclaim with delight the new draft law. Myriads of men between thirty and forty-five welcome it as a door of opportunity for direct service of their country. If the Kaiser could know how ardent is the flame of patriotic purpose that burns in the breasts of Americans, young and old, he would revise several of his judgments,

Mature newspaper men may now have a special opportunity to exercise their abilities in France, as members of the American Expeditionary Force. At present, the censorship is, inevitably, manned chiefly by young men under thirty-one. A few of these had previous newspaper experience; most were assigned to the work because of their general ability. And they have made good. I am one of the many correspondents who can testify to the tact and courtesy and industry of the officers assigned to the varied tasks comprehended within the term "censorship."

These young men, however, did not enlist in order to edit copy or to deal with correspondents. They went to France to fight. They were trained to fight, and they desire to fight.

Now there will be opportunity for older newspaper men, veterans of the blue pencil, experienced executives, and trained in the school of personal contact with writers, to take over much or most of the work of the censorship. These men, because of their years, may not be best qualified for service in the trenches or firing line, but they can at least relieve the young war-horses who are chafing at the bit in editorial positions in the army.

Ripe in judgment; skilled in distinguishing between the essential and the non-essential; fearless in interpreting rules according to the spirit rather than the letter; tactful in personal relationships; inured to long hours and hard work, and fertile in devising and directing ways of approaching the public at home, these editors should be given opportunity by draft boards and by the War Department to serve Uncle Sam in the way for which they are best qualified.

institutions of the Middle West, has conferred upon him the honorary degrees of Master of Arts and Doctor of Laws. He is a Fellow of the Royal Geographical Society, this coming to him because of his wide knowledge of the Orient. Incidentally he has made two complete trips around the world, "and found it is round," he explains.

When asked about the "Colonel," "It represents a term of service on the military staff of the Governor of Georgia—a 'Croix de Guerre' of politics like that borne by George Harvey and Edward Mandell House," he said. "Harvey clings to his with a death grip, House says he is trying hard to live his down, I have been more successful, having divorced myself from it when the war brought real colonels to overshadow us of the tin variety. Nobody in this vicinity springs it on me except the advertising manager when he is trying to put something across."

## DAILIES CUT TO FIT NEW REGULATIONS

New York Sunday Papers Not Yet Within Limits Prescribed for News Print Conservation—Plan Greater Eliminations

Careful analysis of the volume of reading matter printed by the New York daily newspapers support, in the main, the reports received by the Editor & Publisher, mentioned last week, that they are within the limits prescribed by the Donnelley regulations. Most of the morning and evening papers are well within the prescribed space, though they had not passed, at the time the accompanying figures were made, through an entire month of the cutting period.

Some of the daily papers, notably the Times and the American, are making cuts that cannot appear in the reading matter reductions, but that conserve news print, none the less. They are eliminating certain advertising matter from editions that go far from New York into sections where the advertiser could not possibly benefit by the circulation.

The Sunday papers have come under the rule for only one issue. Several publishers told the Editor & Publisher last week that their plans for cutting the Sunday issues had not yet fully matured, but that they would be made soon, and in time to comply with the regulations. As they stood last Sunday, however, and according to the figures printed herewith, only the Herald had succeeded in reducing to the required column limitation.

The figures here presented were compiled by A. B. Chivers, business manager of the Globe, from data furnished by the statistical department of the Post.

## 7 REASONS FOR SAVING PAPER

War Industries Board Tells of Government's Need for Conservation

The War Industries Board, which is carrying on a campaign through the newspapers to educate the people to thrift in the use of paper of all kinds, has issued the following seven reasons why paper should not be wasted:

The Government's requirements for all kinds of paper are increasing rapidly and must be supplied.

Paper making requires a large amount of fuel which is essential for war purposes. A pound of paper wasted represents from one to three pounds of coal wasted.

Paper contains valuable chemicals necessary for war purposes. Economy in the use of paper will release a large quantity of these materials for making ammunition or poisonous gases.

Paper making requires labor and capital, both of which are needed in war service.

Paper making requires transportation space. Economy in the use of paper will release thousands of freight cars for war purposes.

Greater care in the purchase and use of paper will save money. Your savings will help finance the war.

Strictest economy in the use of paper will prevent a shortage.

## American Has Draft Editor

Following its popular action at the time of the first draft registration, the Chicago American has appointed a special "draft editor," who will personally explain all puzzling points in the new questionnaire to those who inquire. It is probable that the draft editor will be assisted by a staff of assistants and the same main floor room be allotted as was at the time of the first draft.

## LOW AD PRICE KILLED CANADIAN PAPERS

Publishers do Not Command Adequate Price for Their Commodity, Sutherland Tells Canadian Press Association—F. E. Simpson New Pres.

TORONTO, September 10.—That forty-one British Columbia newspapers have ceased publication during the four years of the war was the astonishing statement of Robb Sutherland, chairman of the British Columbia and Yukon Division of the Canadian Press Association at the annual meeting of the Division in Vancouver. His suggestion in this connection was that publishers did not command a sufficiently high price for their commodity.

He reported a gratifying increase in the membership of the Canadian Press Association in British Columbia. Of the fifty-seven newspapers published in the province, forty belong to the C. P. A., and this number will shortly be swelled by an additional dozen.

The minutes and correspondence largely centred about the question of Government advertising, to which it is expected a good deal of attention will be given.

It is probable that the newspapers of the province will appoint a legislative committee to meet the Government from time to time, and also to watch legislation in the provincial house with a view to obtaining advertising publicity through the papers of all matters where the interests of the public are in any way affected, such as in tax sales, statute changes, and issuance of charters.

F. E. Simpson, Kamloops Standard-Sentinel, was chosen president for the ensuing year, and K. J. McDougall, Penticton Herald, secretary. Kamloops sent an invitation to hold the next convention in that city, but the matter was left with the executive committee.

## FOLLOW U. S. IN PAPER SAVING

Canadian Press Association Recommends Regulations in Force Here.

TORONTO, September 10.—Regulations governing the use of news print paper by the daily newspapers of Canada have been promulgated by the special Newsprint Paper Committee of the Canadian Press Association and are recommended for adoption by the committee. Not unnaturally, they are identical with those recently introduced in the United States and printed in the EDITOR & PUBLISHER, August 10 last, except that they suggest the following additions:

Discontinue the use of premiums unless a price is put upon the premium for sale separately and the combined price is at least 75 per cent. of the sum of the individual prices.

Discontinue voting, guessing, or other contests for the purpose of obtaining subscriptions.

Discontinue special holiday, industrial or other special editions.

Regulations for the curtailment of reading matter also are the same as the Donnelley regulations, with this addition:

Reduce reading matter up to 70 columns by 5 per cent.

Reduce on additional space over 70 columns and not over 90 columns by 15 per cent.

Reduce on additional space over 90 columns and not over 110 columns by 30 per cent.

Reduce on all additional space over 110 columns by 50 per cent.

## Bar Double Trucks

A. H. Belo & Co., publishers of the Dallas (Texas) Morning News, Dallas Evening Journal, and other publications, to cooperate with the Government in news print conservation, have notified its advertisers that nothing larger than a full page advertisement will be received at any time. In the Sunday issues of the Dallas Morning News heretofore, several local department stores have carried double page advertisements in nearly every issue. The fifty-fifty rule has been adopted and is being rigidly adhered to, and the reading matter is being reduced to a minimum without loss of quality.

## "BEST BEGGAR" RAISED BILLIONS FOR BRITAIN THROUGH PAID ADS



CHARLES F. HIGHAM.

Charles F. Higham, recently elected the first European vice-president of the Associated Advertising Clubs of the World, has earned the title of "Britain's Best Beggar." He is one of the best known advertising experts in Europe. In the early days of the war, he proved to the British Government the value of properly planned and paid for newspaper publicity.

Mr. Higham planned the advertising which enabled the late Lord Kitchener to raise the greatest volunteer army the world has seen. He next wrote copy for the Victory Loan which resulted in \$5,000,000,000 flowing into the British treasury. He believes that paid for advertising is not only the cheapest means for selling goods, but also the best way of raising money for charitable purposes. Since the outbreak of the war, he has arranged campaigns and written the copy for more than eighty British war charities, for which were gathered more than \$5,000,000,000 at the cost of a fraction of one per cent. Further, he has in every case returned his fees as his donation to the funds.

Mr. Higham is a convincing speaker and has a dynamic personality. He is a candidate for the British Parliament in the next election.

## Kentucky Press Meets Monday

LOUISVILLE, Ky., September 11.—President D. M. Hutton, of the Kentucky Press Association has sent out a call for a special meeting of association members, at the Seelbach Hotel, September 16. The conference is to consider the part the Kentucky editors shall take in the coming Liberty Loan Drive.

## MORNING PAPERS

|          | Average columns of reading 1st 6 mos. of 1918. | Reduction ordered. | Conservation size. | Average columns of reading Aug. 12-31. |
|----------|--|--------------------|--------------------|--|
| Times    | 89   | 11%                | 77%                | 75                                     |
| Tribune  | 92   | 12%                | 79%                | 79                                     |
| Herald   | 88%  | 11                 | 77%                | 85                                     |
| American | 105  | 19                 | 86                 | 84                                     |
| Sun      | 92%  | 12%                | 80                 | 81                                     |
| World    | 70%  | 5%                 | 65                 | 63                                     |

## SUNDAY MORNING PAPERS

|          |      |      | Col. reading Sept. 1st. |
|----------|------|------|-------------------------|
| Times    | 371  | 97%  | 273%                    |
| Tribune  | 392% | 110% | 300%                    |
| Herald   | 357  | 89   | 253                     |
| American | 443% | 141  | 302%                    |
| Sun      | 430  | 133  | 312%                    |
| World    | 336% | 78%  | 259%                    |

## EVENING PAPERS

|          |      |     | Avg. col. reading Aug. 12-31. |
|----------|------|-----|-------------------------------|
| Post     | 105% | 19% | 86%                           |
| Mail     | 77   | 7%  | 69%                           |
| Globe    | 72%  | 6%  | 66                            |
| Sun      | 81%  | 9   | 72%                           |
| Journal  | 91%  | 12% | 79%                           |
| World    | 86   | 10% | 75%                           |
| Telegram | 64   | 4%  | 59%                           |

## SUNDAY EVENING PAPERS

|          |     |    | Col. reading Sept. 1st. |
|----------|-----|----|-------------------------|
| Telegram | 72% | 7% | 65%                     |

## SPANISH RIVER ASSETS GROW

Increase Nearly \$500,000 in Spite of Lower Earnings

MONTREAL, September 9.—The Spanish River Pulp & Paper Mills, Ltd., has just issued its annual report. The net revenue declined by \$388,000 the figures being \$1,729,000 for 1918, and \$2,117,000 for the previous year. In spite of the decrease in net earnings, the company's position has been greatly strengthened during the past year as current assets gained from \$5,700,000 to \$7,578,000. In other words the current assets increased

nearly half a million dollars over current liabilities for the year.

George Mead in commenting on the annual report stated that "stocks of newsprint throughout Canada and the United States were unusually low while the demand continued good, so that there was every reason to believe that the company would have no difficulty in disposing of its entire output during the ensuing year."

Publishers who have advertising to sell should indicate their faith in advertising THROUGH advertising.



## NO NEWSPAPER CAN SCORE BEAT ON NEW DRAFT NUMBERS

Only First Twelve Will Be Wired As Taken From Box—  
Remainder Will Be Set Up and Sent Out Under  
Five Days Release

[FROM OUR SPECIAL CORRESPONDENT.]

WASHINGTON, September 12.

**A**N entirely new system of reporting the order in which serial numbers are drawn in the new draft has been worked out by the War Department and the press associations.

The numbers will not be sent out over the wires as they were in the two previous drawings, but are to be mailed to the papers under a five-day release.

### Give Equal Opportunity for Publication

This change was held necessary if newspapers were to be permitted equal opportunities of printing the list in full, as the press associations advised the War Department they could not attempt to wire the numbers as drawn.

General Crowder estimates that the number of "pills" holding the fates of men will be so great on account of the heavy registration that it will require twenty-six hours of steady drawing and recording to complete the task. The numbers are drawn as fast as they can be wired, so it was realized that the press associations could not tie up wires for that length of time without serious detriment to news service.

The associations canvassed their clients and learned that there was a very general demand for the full list of numbers. The plan as worked out provides for the wiring of the first twelve numbers drawn. These are the numbers which will be pulled from the big glass bowl by the Secretary of War, General Crowder, General March, the chairmen and ranking minority members of the Senate and House Com-

mittees on Military Affairs, and other notables. These numbers will be sent out at once over the wires.

The full list will be rushed from the capitol in "takes" to the Government printing office and set up by a special force. It will be rechecked at once to insure accuracy and the sheets given to the press associations and to special correspondents desiring them for mailing.

Although no announcement has been made, it is presumed the lists will be released for the afternoon papers, as the drawing is essentially an afternoon story under ordinary conditions.

While the drawing will be public as before, to convince the American people of its absolute fairness, a prohibition will be issued against publication of the numbers before the date of release. Some objection to this on the part of metropolitan papers having their own wires is expected, but it is believed that when the circumstances are explained an agreement will be obtained.

The drawing will take place early in October.

## TO DEFINE SEDITION BY A NEWSPAPER

Jury Must Decide, With Articles From Newark Freie Zeitung as Criteria—  
Use New York World Clippings for Comparisons

Is the possible inference to be drawn from a series of editorial articles appearing in a newspaper over a period of months, showing evidences at least of a sustained mental attitude, proper evidence upon which to convict the owners and editors of that paper of having conspired together to produce the same complexion in the minds of their readers?

And if the selection and editing of news matter seem to have been affected by the same mental attitude, should that be considered as weighing upon the side of conviction?

These are questions at issue in the trial of Benedict and Edwin S. Prieth, formerly proprietors and publishers of the New Jersey Freie Zeitung, a German language newspaper published in Newark, N. J., and three of their former editorial employees, William von Katzler, Henry Waechter, and Hans von Hundelshausen. The trial opened Monday before Judge Thomas G. Haight in the United States District Court for the District of New Jersey.

### Newspaper Files Seized

The Freie Zeitung offices at 225 Washington Street were raided by Federal agents, and the Prieths and their editors were arrested on October 4, 1917. Seizure was made of the files and loose copies of the newspaper. From issues covering

the period between June 15, 1917, when the Espionage act became effective, and October 1, 1917, selection was made of fifty articles which the Government now holds to be convincing evidence that there existed on the part of the defendants a desire to discourage enlistment in the military forces and submission to the draft, in violation of Section 4, Title 1, of the Espionage act.

Said to be one of the longest that has ever been presented in court here, the indictment upon which the issue is being tried is the third found against the five defendants. Of the two previous indictments, one charged treason and the other violation of Section 3 of Title 1 of the Espionage act. Neither of these was ever brought to trial.

It is the Government's contention that the articles offered in evidence show a manifest intent to discourage enlistment by impugning the motives of the Administration in leading the country into war, intimating constantly that it was to save England, characterized as the "slacker" nation, and bolster up her "imperialistic" aims; and to dampen enthusiasm by harping upon the alleged failure of the recruiting campaign and the apathy and lack of interest of the American people in the war.

Upon the seeming relation one to another of the articles cited rests the Government's whole case, so far as it has been revealed.

In writing, publishing, and circulating the fifty articles, it is charged, the defendants committed 165 separate overt acts directed to carry out the alleged conspiracy. Under the section of the Espionage act upon which the indictment is based, it is not necessary to show that the alleged conspiracy was

carried out, but merely that attempt was made to do so.

The defence relies upon the constitutional privilege of free speech, and also contends that the inference which the Government would have drawn from its evidence is not justifiable, and that if it were it would not be proper ground for a conviction of conspiracy. Otto A. Stiefel, of counsel for the Prieths and their co-defendants, stated their position when he said, in objecting to the admission in evidence of translations of certain of the articles:

"These are hand-picked articles. By such a process of selection one could prove anything taken from the Bible, the Newark Evening News, or the New York Times. Out of any one of these you could construct a case that might impress anyone—a strong case, it might be. The Government puts these articles together in juxtaposition and attempts to make out of them a composite picture that never existed in fact."

Judge Haight, in refusing to bar the articles from evidence, made use of the old parable to the effect that one drop of water will spatter itself upon a granite block without making any impression, but a continuous dropping over a period of years will wear away the stone.

### Alleges Agreement

"I take it," he added, "that it is the intention of the Government to try to show the jury that one article appearing after another, all ultimately leading to the same end—that charged in the indictment—show that there was a concerted agreement to accomplish what the grand jury charged."

Another point gained by the prosecution was the court's ruling that it was not necessary to prove that the newspaper was circulated among persons of military age, but that proof of a general circulation alone would be sufficient for the purpose of substantiating the charge set forth in the indictment.

In connection with this decision an interesting incident was the testimony of Paul Lambrecht, a news dealer, that demand for the Freie Zeitung, as he found it, was chiefly from old people.

The defence scored when Judge Haight ruled that excerpts from published articles were not admissible in evidence, but that the context must be submitted with them. The court held, however, that it would not be necessary to amend the indictment where it gave only excerpts, but that the entire articles should be submitted to the jury.

Files of the New York World covering the same period as the issues of the Freie Zeitung, from which the Government's selections were made, are to be introduced in evidence by the defence. Mr. Stiefel has intimated that it is his purpose to compare articles appearing in the World with those quoted by the Government from the Freie Zeitung in an attempt to show that the German language newspaper was less daring in its comment than one of the most ardent champions of the Administration.

Richard B. Appleton, a former Newark newspaperman, now with the Detroit Free Press, is the Government's expert who made the translations of the German articles in the Freie Zeitung to be used in the prosecution. He was on the stand two days proving the translations and submitting to cross-examination, the evident purpose of which was to create doubt as to whether he had properly conveyed the ideas intended by the writers of the articles.

The Government rested its case Thursday afternoon, and the court di-

## GETTING READY FOR BIG OVERSEAS ASSIGNMENT



PRIVATE JAMES J. STILLMAN.

Why shouldn't as good a "street man" as Private James J. Stillman, for six years reporter on the New York American, be able to interview the Kaiser and incidentally give him a taste of cold marine steel? Stillman can deliver the goods and knows all the parries and thrusts and just how to recover after he has spiked his man.

"Journalism was never like this," says Private Stillman, "nor did I ever dream there could be an experience so valuable. A short time ago I was assigned to the 222d Company, U. S. M. C., here at Paris Island, S. C., and have been busy on the rifle range, generally conceded to be one of the greatest in the world. We are all getting proficient in slinging the steel pellets, and our one desire now is to shoot on that big Teuton range in France."

rected the acquittal of Henry Waechter and Hans von Hundelshausen on the ground that not sufficient evidence had been presented to connect them with the alleged conspiracy. A motion to exclude all the articles from the Freie Zeitung that had been introduced was denied.

Of interest in connection with the trial is the fact that the Freie Zeitung plant was destroyed in 1863, during the Civil War, by a mob incensed over the strong editorial support which the late Benedict Prieth, sr., founder of the paper, gave to the Government in its application of the draft. This Prieth was the father of the two now on trial. He was a German revolutionist who fled to this country and became an American citizen.

### Offer \$1,000 for Bomb News

The Chicago Evening American and the Chicago Herald and Examiner each are offering \$1,000 reward for exclusive information leading to the arrest and conviction of those guilty of committing the bomb outrage at the Federal Building on September 2. For nearly two hours after the explosion all reporters were prohibited from passing the police lines thrown around the building. A Herald and Examiner photographer who happened to be near by is said to have been the only newspaper man obtaining the entree. He succeeded in getting several flashes.

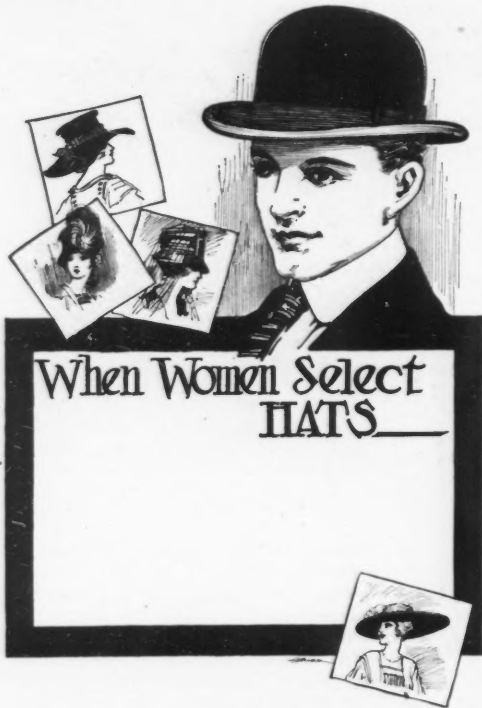


# MAKING THE News-Courier PAY



The Opening of the Season for Fall Hats Gives the Service Department an Opportunity to Create Some Attractive Pictorial Displays. . . . . A Little Talk on "Making Ads. Stand Out."

By W. LIVINGSTON LARNED



A Somewhat New Appeal in Sale of Men's Hats, Elaborating the Fact That Men Should Buy Hats with the Same Style-Sense as Women.

THE Hateree Chap wore a somewhat disconsolate expression as he entered the advertising manager's office and deposited a packet of dealer electro proofs on the desk.

"I'm in trouble," said he.

"Want to cancel some space, I presume," answered the Ad Man, cynically.

"No, that isn't it at all," was the indignant response, "and since you've mentioned it, permit me to say that nine times out of ten, despite all you fellows have said and written, the merchants in this town would increase their space rather than decrease it . . . if they were only shown how."

"Do you mean to suggest that the merchants do not advertise in a large way because they don't know what to say?" rejoined the Ad Man.

"Something like that . . . yes. Here's an example. It's right in the family. Do you recall coming to me at the start of the golf season . . . when I was not advertising to speak of . . . and drawing up a plan for the exploitation of golf hats, caps, etc.? Nothing like it had ever been attempted in this town. We took photographs of the three local club houses . . . made silver-print drawings two columns wide and ran them at the top of a special series. We told something about the clubs; praised the courses, and then told about our special line of golf headgear . . . as I recall it, we even named some of the hats and caps after the clubs. That series went over big. We sold more golf stuff than ever before in the history of the firm . . . and made some fast friends among the sportsmen of this town, too. They were tickled at seeing their club in print. That's what I mean by giving an advertiser a NEW BASIC REASON to use newspaper space."

"But we are doing it all the while," came back the Ad Man.

"And you SHOULD," nodded the Hateree Chap, "most of our merchants in the village are not trained advertising men. They have not learned the rudiments of the game. Many of them do their best at writing advertisements . . . planning them, etc. And it gives them the cold shudders every time. It's a task they dislike, because they know so little

## FOREWORD

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



Reminding men, that while many must wear the sort of hat recommended by Uncle Sam, there are others to whom the call has not come—and these must have civilian headgear.

of it. When it's time to turn in copy they begin to squirm. And very few of our local houses can afford a full-fledged advertising manager."

"True," agreed the Ad Man.

"All right . . . here's where you can prove up on some of that highfalootin' talk. I'm in a hole." "The nineteenth," grinned his companion, thinking of golf.

"No . . . hats . . . the fall season," resumed the Hateree Chap, "here I am ready for a month's drive on specials, and as far as I can make out I'll have to resort to plain type and some of those frightful stock borders of yours."

He began to fumble with the packet of proofs and finally spread them out upon the desk.

"The manufacturer sent us this line of plate stuff," grumbled the Hateree Chap, "just heads of fellows wearing hats. But I had an experience with some just like them last year . . . too much detail . . . drawn in crayon . . . they smudge up when they get in the paper. But that isn't my chief objection . . . the darn little cuts lack individuality. The other hat stores and haberdashers in

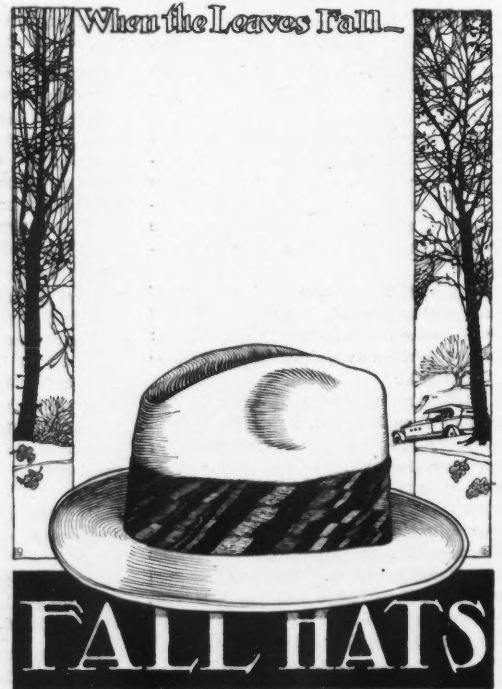
town are supplied with similar cuts. They may not be exactly the same, but they are so close a novice would never know the difference. If I run them my advertisements will be half-brothers to all of the other hat publicity in the newspaper. Do you follow me?"

"A block or two ahead," smilingly replied the Ad Man, "that's a common fault of much plate matter that is sent out . . . it's printability. The cuts are not practical. After all is said and done, the simple outline drawings are the safe ones. No matter how poor the ink or the paper or the press work, they manage to hold their own. We get manufacturer's electros here that a magazine couldn't do justice to after a month of make-ready. They send proofs on fine enamelled book paper and wonder why the newspaper result doesn't match. But let's get down to brass tacks . . . tell me your trouble."

"I want to advertise my fall hats," retorted the Hateree Chap, "and I want the space to hold its own against all the competitive advertising. The paper is chock full of hats these days. These electros here won't put the stunt over for me. What have you to suggest? I'm hungry for constructive advice . . . the kind that gets down to making marks on paper."

"Men should take as much pride and exercise as much care . . . in the selection of hats as women folks," observed the Ad Man. "And the prices that are charged this season make a hat an investment. Ouch, but prices are going up."

"Why can't we put that very thought in an advertisement?" inquired the Hateree Chap, "it's true—a woman will be as fussy as a bundle of cats when she's selecting a new hat. She'll try on a dozen . . . feel of the material . . . turn 'em inside out . . . demand to know who originated the style, etc. No chance buying with HER. That hat must become her or she'll have none of it. She knows perfectly well, in the first place, that it won't do for her to buy an unbecoming hat. And I want to say right here that this business of picking out the ONE hat that will become your face is not easy. Few men really know what hat becomes them. It's wrong for a salesman to allow a man to go out wear-



The fall months are great hat-buying months. This design can be used two or three columns with brief text or as a decorative corner-piece in a general advertisement.



To advertise a "Special" but with just enough environment to suggest the utility thought and the need of business style-appearance.

... and directed to small town folks. It doesn't HAVE to amount to much, for the people do not expect it ... would not appreciate it. The longer the wrong hat for his face and head and build. He should be told ... coached in making the purchase."

"Introduce your well-groomed man in a swagger felt hat, and surround him by pretty women in attractive hats," said the Ad Man, "this will put over a part of your sales thought and make a rather unusual hat ad illustration. Moreover, I think it will attract sweethearts, wives, sisters, and mothers. They will see the sense of the argument and show the copy to the men. I certainly agree with you that a strong piece of copy can be written around your basic idea. Do your salesmen really give a customer wise council?"

"Sure they do. We do our darndest not to allow a man to buy an unbecoming hat. Of course, they all clap eyes on a certain model and insist upon taking THAT particular one, because it's an eye full. The fact that it may not become them is aside from the main objective. But we do discourage that type of sale. Our counter experts are trained. They can judge pretty quickly what sort of model will suit Mr. Brown as soon as he comes in the door. And we invite our trade to examine the workmanship, the style, the course of supply, etc. Let's call that one of the series."

"Ought to introduce a touch of war," declared the Ad Man, "it looms larger in the scheme of life every second. And say ... so many men going into the service must eventually hurt your business, doesn't it?"

"Strange, but we seem to be doing about the same as usual," was the rejoinder, "lots of young fellows coming along. And they are the buyers of nobby new hats. The older birds hang onto a top piece until the rain leaks through the roof. Frugality increases with years, you know. However, if we can get the war spirit in, that will brighten up my campaign ... and ... it WILL get us away from all the other electro junk. What have you to suggest?"

"Sketchy views of some of the service headgear ... trench hats, marine, army, aviation, and sailor hats. They are rather interesting, anyway. We will sprinkle them down the side of the ad and then make the large display one of your new models,

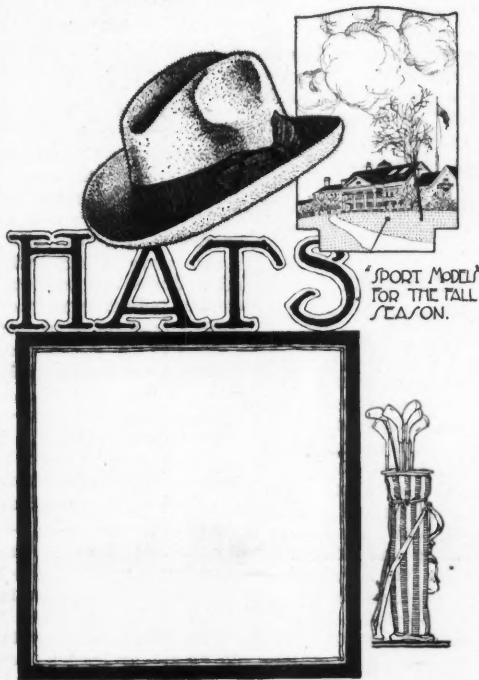
Your headline can inject this sprit ... Here, you fellows who can't wear a service hat, for one reason or another, we can give you the best there is in the civilian line. It WILL make a bully good cut."

"O. K. for No. 2," said the other, decisively; "now can't we draw up a couple with a touch of the fall and winter atmosphere? It provides a natural and artistic setting for the goods. Trees, with falling leaves, in panels, up the two sides and a very large hat elsewhere in the composition. Then give me a whopping display of the word HATS. I want them to see it as far as they can see the paper."

"How's this?" said the Ad Man, making a little sketch in the rough on his pad.

The Hateree Man nodded. "We were mentioning the golf club a second ago," continued the Ad Man, "and so many fellows past the draft age belong to the clubs or like that sort of thing. I think you could use another club house scene and a drawing of a particularly attractive rough texture hat for autoing and outing in general. We have a great many golfers in this town. Dwell in your text on this model as the very thing for 'coming and going,' and the necessity of LOOKING YOUNG, although there's a touch of gray in your hair. The small pen and ink scene will liven up the hat and give the entire space tone."

"Got you," exclaimed the Hateree Man, "that service claim of yours has some basis for exploiting. Give me an autumn scene, too, with a nobby car, decorative trees, and all the other fixings that go with the season. Better make one a derby design ... although derbies are doomed ... so say I. Men seem to find that they are hard to wear



Combining headgear and accessories in Pleasing Pictorial way. Text to be a special appeal to motorists, golfers, and sportsmen in general.

... rim the forehead and give headaches. The soft hat is mighty popular ... more so this season than ever in my memory."

"You must not forget the town appeal," said the Ad Man, "and, somehow, I am of the opinion that you hat folks never seem to stress that 'look well' idea enough. In this age a man is judged by his appearance. Looks never counted for more. I knew a check room boy once who said he could tell the salary a man made by the hat he wore. Something to it. So often you hear the remark: 'That's a very becoming hat you have on.' But too many men buy too many hats haphazard ... dash in and jam on a lid and let it go at that. They never really know whether they have selected THE hat or not. We'll show a style figure in a becoming soft hat and touch up the composition with a vista of big buildings ... the business section, etc. And I think you are wise in going to a little extra effort in

securing these cuts. The other fellows WON'T do it ... your ads are certain to 'stand out.' That's a necessary part of modern publicity. Getting the reader's attention FIRST by reason of well-mannered individuality. They go about it carefully in the larger cities. I happen to know the Knox hat ad manager. He has built fine prestige for the New York store by the most painstaking work. Nothing is left to chance."

"What's the scheme?" "Sizes up a new model. Looks it all over ... decides the type of man to whom that hat should appeal. Draws a mental picture of the class ... the individual ... the character, as it were. It's like casting a play. Then he goes to an artist who specializes in character drawing. He sits down with him and plots out those types. They are not merely studies of men in hats ... they are wonderful character studies of the top-notchers of their class. And the men match the hats. They belong to each other. The assimilation is perfect. Nothing superficial or forced about Knox advertising. It has class written all over it. You get the impression that if they take so much pains with their advertising they must live up to it in the goods."

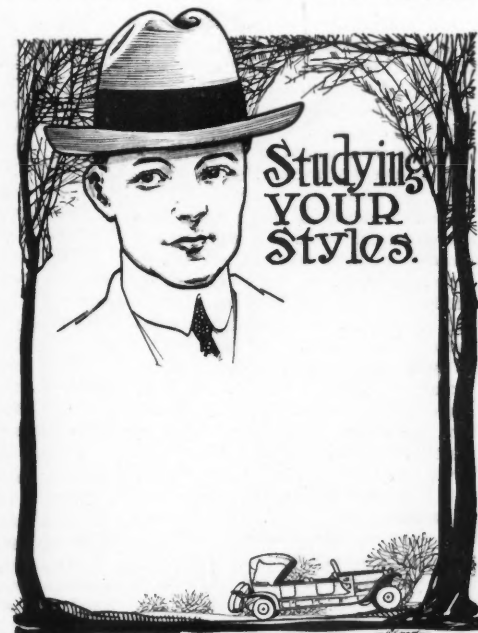
"Sounds interesting," reflected the Hateree Chap. "I have seen that advertising manager fuss and fume for days until he had exactly the correct type of man drawn," explained his companion, "he carefully poses the hats in the most becoming and advantageous positions. And, to make his ads measure up to the final test, he maps out the space for text, white margins, etc. It's a case of watching every detail, however small, the ENTIRE WAY THROUGH."

"And that's a slam at me, I suppose," grunted the Hateree Man, "I scribble off some copy and fire it over to you. I never give typographical niceties a thought."

"There's room for improvement, I must confess. You know, well arranged text can be as interesting as an illustration. Text can be readable and inviting in proportion to the method of arrangement. It's an art well worth studying."

"Do you think the average newspaper reader really knows the difference?"

"They sense it without quite knowing why. In this new series of yours we will diagram our type space and do some experimenting. I think I can win you over to more care in that direction. Nothing that the metropolitan papers attempt, in the way of typographical stunts, is impossible in our smaller plant. Type is type. It's more a case of laying it out ... designating neat arrangements. I have all thought that we in the smaller towns do not take our propositions and responsibilities seriously enough. We say ... as you intimated a moment ago ... 'Oh, it's only a little ad in a little paper



A Double-Column Design with the Autumn Appeal and a strong play for Character and individuality in the Selection of Headgear.

I live in these towns, however, the more I am impressed by the steadily increasing cleverness and progressiveness of the citizens. Our local girls are singing and playing the latest song hits as soon as New York gets them. They keep pace with all of the latest styles. Conditions have changed. But much small-town advertising has NOT changed . . . it's exactly as it was twenty-five years ago."

"We have not been in a position to study the problems of advertising . . . it's mechanical possibilities," insisted the Hateree Chap, "and that's where you, on your paper, and through your service department, can help us . . . make us see the light. There should be more of this collaboration

thing . . . sitting down in your office and talking things over."

"And we are doing more and more of it," explained the Ad Man, visibly pleased, "not surface help, but the kind that gets down and scratches. I think you, in the past, with your hats, have depended too much on dealer electros which are well enough in their way, but which become monotonous. Intersperse material of YOUR OWN. Spend a little extra money and fight competition in a thoroughly modern manner. It will PAY. You have simply taken the stand, too arbitrarily, that since the space costs only SO much, it is out of all reason to spend SO much for an extra picture or cut or bit of ser-

vice. But it's in developing a new community of purchasers and a new community of trade interest that these things build day by day. Advertising should be attractive, and far too much of it ISN'T. It's merely advertising. Is your fall line in?"

"Certainly," answered the Hateree Chap, a trifle surprised at the query.

"Can I see it if I go down to the shop?"

"Yes . . . oh, I get you. The hats are on us. Come with me and I'll illustrate that point I made concerning our careful salesmanship. I'll give you a top piece that will make you a new man."

"What's the matter with this lid?"

"It never became you," smiled the Hateree Man, "that's what you get for not dealing with us."

## TO LEAVE MARRIED MEN ON PAPERS

Crowder Explains Application of New Draft Law to Newspaper Men—Batchelors Must Prove Their Necessity in Organization

WASHINGTON, September 12.—Gen. Crowder's decision with respect to the classification of men under the new Man-Power act, on industrial, employment, and occupational grounds, does not alter materially the status of newspaper men.

The purpose of the revised draft regulations simply is to state more clearly than in the first draft on what grounds the district draft boards are to defer a man's liability for military service on account of employment. The inclusion of men up to forty-five years is the obvious cause of this.

For a newspaper man, as for any other class of worker, to obtain deferred classification solely on occupational grounds, it will be necessary for him to convince the district draft board:

(1.) That the industry, occupation, or employment he happens to be engaged in is necessary to the maintenance of the military establishment, or the operation of the military forces, or the maintenance of the national interest during the emergency; and,

(2.) That he himself is necessary to the operation of the enterprise by which he is employed.

### In Class 4 Group

The industrial preferential list issued by the War Industries Board on Monday was construed in some quarters as being the "essential industries" list, and that employment in any one of those cited would entitle a man to deferred classification. Newspapers and periodicals were placed in the Class IV group of essential industries.

Gen. Crowder stated specifically in his new regulations that, while this preferential list would be used as somewhat of a guide by district draft boards, it was in no sense binding on the boards to follow it, and that they were privileged to consider as necessary any industry not included in the list.

Washington correspondents of a number of papers have been urged by their offices to learn something definite about the status of newspaper men in industrial classifications. It is well known that the first draft made big inroads into almost every newspaper office in the country, and, with the age limits running from eighteen to forty-five, there are comparatively few really active newspaper men not subject to call.

The one fact which most editors have had called to their attention by Gen. Crowder is that they always should keep in sight the fact that newspaper men with wives and children dependent

upon them for support will not be taken, and that there is no intention of declaring any branch of the business non-essential, as an Iowa board started to do.

It is, therefore, he pointed out, only the single men, without dependents of any kind, who are concerned with the industrial classification features of the new draft.

There can be little doubt, according to officials here, that newspapers are necessary for the "maintenance of the national interest during the emergency," if not actually the maintenance of the military establishment, as many contend.

Deferred classification of several newspaper men, on the ground that they were indispensable to the particular office by which employed, has been granted, two of them on appeals to the President. In many instances papers have obtained postponement of reporting dates of some men until others could be "shown the beat," and press associations have obtained deferred classification for telegraph operators on the ground that they were engaged in supporting the military establishment through the dissemination of Government information.

### Misconstrued Statement

Secretary Baker's statement with reference to the indispensability of newspaper men was misconstrued at the time he made it, because he had been talking of the Iowa "work or fight" case, and some of his hearers understood him to mean that the individual worker would have to prove himself necessary to a paper under the "work or fight" order. Secretary Baker later said he had no intention of creating any such impression, and that what he said referred to the claim of the individual under industrial exemption regulations, with any reference to the work-or-fight order.

Here is what he said, and it represents pretty closely the Administration position to-day on the indispensability of newspaper men under the new regulations:

"With regard to the question of as to whether newspaper reporters are men engaged in essential work, I do not hesitate to say that the gathering of news for the public information is an indispensable industry, but whether a certain person is indispensable to that industry, I think must be determined upon the facts.

"I think the question of his indispensability would depend upon the possibility of replacing him. I know the situation in Cleveland rather better than most places, and there are on each of the newspapers there men of considerable years, beyond the present draft age, and I should imagine there were a good many men in Cleveland who would be able to do pretty expert reporting. If you can get enough older men to take their places, the younger men would not be indispensable."

## BIG MARKET CENTRES IN NEW SOUTH

Amazing Development of Birmingham and Jacksonville Told in Advertising Through "Editor & Publisher" of Great Significance

National advertisers who have been accustomed to undervalue the market opportunities in the South have had brought to their attention through the advertising columns of EDITOR & PUBLISHER in recent issues some amazing facts. In last week's issue, for example, the market opportunities of Birmingham were presented in four pages of impressive advertising by the Birmingham News, and the steady growth of that sterling newspaper, in spite of war conditions, was interestingly told.

In the same issue there appeared a double-page advertisement of Jacksonville and the Florida Times-Union, which carried exclusively to our readers the story of a city's amazing development and of the intimate relation of the Times-Union to that growth. Few cities in the country are experiencing such substantial progress, and the Times-Union keeps in step with its city and field. EDITOR & PUBLISHER, in giving to national advertisers, through this exclusive advertising, a fact-story of a great and growing market and of its leading newspaper, feels that a real service has been performed.

### SCORES MURDER SCOOP

Chicago Herald and Examiner Beats Its Fellows on Sensational Story

CHICAGO, September 10.—The Chicago Herald and Examiner scooped every other paper in the city by fully twenty-four hours on the sensational Broadway murder story this week.

The Herald and Examiner celebrated its "beat" by sending Leola Allard, a clever feature writer, to Columbus, Kan., where Norma Cook, the girl in the case, and her mother were in retirement. Miss Allard brought the couple back to Chicago, an exclusive interview and several photographs being secured en route and representing the Herald and Examiner's "beat" the second day. Ever since the paper has tantalized its competitors with daily exclusive stories, keeping the local whereabouts of Miss Cook and her mother secret.

### Has Five Women Reporters

Miss Lillian Friedlander, who formerly took stories dictated over the telephone by reporters of the Milwaukee Journal, has been made a full-fledged reporter. This makes the fifth simon-pure woman reporter that the Journal has. Only a few months ago the number was three, but the difficulty of getting men has caused the number of women to be increased.

## DISPATCH INSURES EMPLOYEES

Protects Each in Amounts of from \$500 to \$1,000

PITTSBURGH, September 10.—The directors of the Pittsburgh Dispatch, with a view to offering protection to the families of all its employees, has entered into a group life insurance contract with the Equitable Life Assurance Society, with the result that every employee of the Dispatch is carrying from \$500 to \$1,000 insurance at no cost to the insured. The contracts were made effective on September 2, following which the Dispatch employees tendered Col. Charles A. Rook, president-editor of the publication, a sincere vote of thanks.

The amount of insurance provided varies according to the length of service of the beneficiary. For instance, those who have been with the Dispatch for less than one year received \$500. Two years carried with it \$600; three years, \$700, and so on until the maximum amount, \$1000, was reached. An employment of at least five years was necessary to obtain the larger amount.

## CHURCHILL CANCELS CONFERENCE

Gives no Reason, After Calling Managing Editors to Washington

WASHINGTON, September 11.—A conference of managing editors of leading daily newspapers was called for to-day by Brig.-Gen. Marlborough Churchill, Chief Military Censor, but was cancelled on Monday after some of the editors were in Washington or en route there.

The conference was called for the purpose of bringing the men in immediate charge of handling news into contact with the officers whose task it is to prevent matter that may give information to the enemy reaching the public.

No explanation of the abandonment of the conference was given beyond the statement that it had been postponed.

### Paper Mills to Haul Own Coal

Three of the big corporations of the Fox River valley, Wisconsin, which manufacture news print paper have organized a corporation to build and operate a tug and several barges which will be used to bring coal from Green Bay to the mills of the companies. The companies are the Kimberly-Clark Co., the Thilmany Pulp and Paper Co., and the Inter-lake Pulp and Paper Co., whose mills are scattered along the river between Keukauna and Neenah. The new corporation is known as the Fox River Navigation Co., and is capitalized at \$100,000. The amount of coal which it is expected to haul during each navigation season is more than 100,000 tons.



OFFICERS AND DIRECTORS OF THE AUDIT BUREAU OF CIRCULATIONS.

From left to right: Stanley Clague, managing director; J. E. Clarke, an auditor; Edward S. Babcock, President, representing the Firestone Tire & Rubber Co., Akron, O.; L. J. Delaney, manager New York office A. B. C.; Henry W. Schott, Third Vice-President, representing Montgomery, Ward & Co., Chicago; W. A. Strong, Chicago Daily News; F. R. Davis, General Electric Co., Syracuse; L. B. Jones, Eastman Kodak Co., Rochester; E. R. Shaw, Treasurer; representing Power Plant Engineering, Chicago; George E. Cook, Mother's Magazine, New York; George S. Fowler, Colgate & Co., New York; F. C. Grandin, Postum Cereal Co., Battle Creek, Mich.; F. W. Stone, American Review of Reviews, New York; W. Laughlin, Second Vice-President, representing Armour & Co., Chicago; B. F. Sawin, Critchfield & Co., Chicago; William A. Whitney, Phelps Publishing Co., Springfield, Mass.; Mason Britton, McGraw-Hill Co., Inc., New York; Franklin Allen, Chief Auditor A. B. C.; A. W. Erickson, Vice-President, representing the Erickson Co., Inc., New York; Miss May F. Murphy, stenographer.

## A. B. C. OFFERS AID TO GOVERNMENT IN NEWS PRINT CONSERVATION

**Sends Committee to Washington to Discuss Active Co-operation —Directors Clean Up Question Involving Membership of Chain of Papers**

"THE best attended, the most enthusiastic, and the most efficient meeting that we ever had," is the way Stanley Clague, managing director of the A. B. C. referred to the fall conference of the directors of that body in the Knickerbocker Hotel on Tuesday last.

Sixteen out of a possible nineteen members of the board attended, and they travelled a total of 17,000 miles to be there. In addition to the sixteen members of the board there were present Mr. Clague, Franklin Allen, chief auditor, and L. J. Delaney, manager of the New York office of the A. B. C.

### Decide Most Important Question

One of the most important matters to engage the attention of the meeting had been pending for some time and had stimulated not a little interest among A. B. C. members. It involved the status of a chain of newspapers as A. B. C. members. Discussion of it occupied practically three hours, but a settled decision was reached which was satisfactory to both sides of the controversy.

The question of handling split-period audits brought about a warm debate. It has been the practice of the A. B. C. when auditing an account three months, say, after the annual period, to make a blanket report covering the entire fifteen months. This plan will not be followed hereafter. In such an instance a separate report will be made for the yearly period and another separate report of the three months' period. This scheme, it is believed, will furnish reports that will be of greater value than those made by the old method.

The meeting saw chaos threatening in advertising as a result of the Government ruling forbidding circulation guarantees. It was argued that its enforcement would result in requiring a rebate where circulation falls below

guaranteed amount. It was argued that strict enforcement of the ruling would bring about the condition that obtained years ago in the selling of advertising, the very one which the A. B. C. was organized to wipe out. There was no desire to withhold from the Government the full cooperation of the A. B. C. in effecting the saving of news print which the Government aimed at in promulgating the ruling, but there was a division of opinion upon the efficiency of the ruling in achieving that object. It was argued that net circulation is the only thing shown in the reports of the A. B. C., returns, free copies, and all other waste being eliminated from them. It was finally determined to send a committee to Washington to take up that and several other matters with Thomas Donnelley, of the Pulp and Paper Section of the War Industries Board.

Following up this action, Stanley Clague sent on Wednesday the following telegram to Mr. Donnelley:

"The board of directors of the A. B. C. assembled to-day in New York from all over the United States and representing twelve hundred of the leading advertisers, advertising agents, and pub-

lishers of newspapers, magazines, farm papers, business magazines, and general mediums, expressed an earnest desire to cooperate with your division. During the past five years under the guidance of headquarters in Chicago and New York, we have developed a highly efficient corps of auditors covering the United States, constantly auditing and verifying circulation statements of publishers, with the result that waste is rapidly being eliminated. Our investment represents over a million dollars. Our audits are accepted as standard. We offer our entire facilities to the Government, hoping you may desire to use us in the constructive work you are now initiating. Our president and managing director will meet you in Washington Thursday to discuss further if you wish."

The committee consists of Messrs. Babeox, Clague, Strong, and Schott.

It is believed that the A. B. C. can be of great service to the Government in the movement to conserve news print. The auditors have been instructed to report to the Bureau their findings on the way the various papers are observing the Government rules with regard to wasteful practices, and their reports are to be forwarded to the Government to aid it in this work. It was formally decided, also, that all the facilities of the Bureau should be available to the farm papers, and it is understood that any other member of the Bureau may be furnished with any information possessed for which it may ask.

Two directors sent their resignations to the meeting. J. A. Morley, of the N. K. Fairbanks Company, Chicago, was succeeded by R. F. Rogan, of Proctor & Gamble, Cincinnati, after a spirited contest. F. H. Squier, of the Pabst Brewing Company, Milwaukee, resigned because his concern was going out of business in consequence of the Government order forbidding the manufacture of beer. His resignation was accepted with many expressions of regret, and a resolution was passed that the Bureau was sorry to lose the services of a man

who had been so valuable to the organization. In his place B. H. Bramble, of the American Chicle Company, Toronto, was elected. Mr. Bramble is the first Canadian to sit on the board of directors.

**Brief,  
But  
BIG!  
Our  
Weekly  
One-Column  
Religious  
Features**

**They have Pep and Punch  
—but also piety**

**THE ELLIS SERVICE  
Swarthmore, Pa.**

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

## EXPLAINS METHOD OF HANDLING ARMY CASUALTY LISTS

War Department Convinced New Scheme Is Best—May Gather Individual News On Casualties Only On Day of Publication

WASHINGTON, September 12.

WAR DEPARTMENT officials and the Committee on Public Information are convinced of the entire success of the new system of handling casualty lists of the United States army.

There was a disposition in many sections to criticize the new programme, but, it is contended, all objections have been answered satisfactorily to editors, and the merits of the plan have entirely overbalanced its drawbacks.

### Marlen Pew Explains Regulations

The fundamental objection to the present system was based on the supposed prohibition of local stories obtained from relatives of soldiers, killed or wounded, and the ban against sketches and photos of men named in a list, to be used when the list itself was released.

To set at rest the doubts of many managing editors, Marlen E. Pew, chief of the War Department Branch of the Committee on Public Information, has sent out the following to the news associations:

"Several editors have asked for an interpretation of the rule concerning releases on casualty lists sent by mail in advance.

"If you will be good enough to send out a service message to your clients comprehending the following, I believe the matter will be made clear to all editors:

"The prohibition against making advance use of casualty lists does not, of course, prevent any editor from publishing information which is volunteered by the next of kin in advance of the official announcement. The relatives of men whose names appear in the casualty lists are notified in advance by private telegrams, and they, of course, have the right to make such use of this information as they desire. But editors are asked not to use the official lists in advance of the current publication date to obtain information from the next of kin. The purpose of this rule is to prevent a conflict of operations between morning and afternoon newspapers, and there is no other rule which could be made which would protect editors on release dates. The rule governing casualty releases may be made simple if editors will operate as follows:

#### Rules in Detail

"(1.) No matter how far in advance of publication date you may receive the casualty list, keep it in confidence in your office until publication date.

"(2.) By 'publication date' is meant the actual working day in advance of current press time.

"It is, therefore, understood that during the actual working day in advance of current press-time each newspaper is at liberty to make any amplification of the casualty news released on that 'publication date' that its enterprise and ingenuity may suggest."

The lists formerly were made up at night and given to the news associations for their early morning wires, which enabled them to reach their clients between seven and nine o'clock. As the lists grew larger with the growing activities of the American Expeditionary Forces, the time consumed on the press wires increased apace, until the casualties threatened to demoralize the news service out of Washington. It was estimated that 230 names per hour was the maximum which the news

associations could carry. The active time of a daily press wire is about seven hours, so that lists carrying 500 to 1,000 names, as they may be expected to do shortly, would leave no room for news.

#### Day's Lists Divided

Under the new system, each day's lists are divided equally between afternoon and morning paper release. A managing editor of an afternoon paper therefore has the complete list available for local ends when his staff reports in the morning and he is privileged to begin at once the preparation of his local story.

On the morning side, the new system is held to be even more beneficial. Under the old system, when lists were given out for morning paper release, the press wires did not start carrying them until after "30" for the afternoon papers, and the lists did not get into the offices until eight or nine o'clock. A city editor on a morning paper now has the full list available when his local staff assembles early in the afternoon, and he is privileged then to get up his story.

So far, the War Department and the Committee on Public Information are without a single complaint of the violation of the release date or the prohibition against obtaining information from relatives on the basis of "tips" in lists for future release. The officials believe that local rivalry and watchfulness is the best protection of papers in this respect, as, it is held, if any paper violates the rule and contends that it received the information through voluntary offers of the next of kin, the other papers soon will check up on it and discover the violation.

Secretary Baker and Mr. Pew are hopeful that, within a short time, the release time will be reduced to four, and possibly three days instead of five, as at present. Their hopes are based on the increased efficiency of the Post Offices in Washington, Chicago, and San Francisco, which are the distributing points, after the system is in operation for a time.

After the Washington representatives of the news associations protested against the growing burden on their wires, Secretary Baker consented to a new arrangement, while insisting on three principles:

(1.) That there should be no sectional lists. That soldiers killed or wounded in action was a national, and not a strictly local matter, and that a man's friends were scattered all over the country.

(2.) That there should be no departure from the War Department system of immediate telegraphic notification of the next of kin.

(3.) That as nearly immediate press release as possible should be preserved. Postmaster-General Burlison con-

sented to have the Postmasters at Washington, Chicago, and San Francisco undertake the distribution of the lists by mail to the papers in those sections, and the lists now are wired every night to those offices. They are reprinted and put into the mails before three o'clock of the day on which received. The lists are carried to the papers in franked envelopes, carrying the status of first-class letter mail. The envelopes are furnished the news associations by the Committee on Public Information, and delivered to the Postmasters.

That this system is far superior to the methods by which the people of France and England obtain casualty lists cannot be doubted. In France a strictly local community list is furnished the Mayors, who notify the next of kin, and the little local list is posted at the hotel de ville or, in the very small communities, at the mairie. In England the papers do not obtain casualties for many weeks after they occur on the field.

There has been some complaint from editors that in many instances the information carried by the official list does not agree with that obtained by relatives of the men through unofficial sources. For example, it often happens that a mother may learn from a comrade of her son that he was killed. Now, officially, that boy may be missing, but he is not reported by Gen. Pershing as dead until there is absolute proof of the fact. An elaborate and thorough system of checking and rechecking is insisted upon by Gen. Pershing, and Secretary Baker and Gen. March believe that too much pains cannot be taken in behalf of accuracy. For this reason, a policy of "sometimes late, but never wrong" is being followed.

When mistakes are discovered after a list has been mailed to the papers, the correction is not put down in a later list, but immediately carried over the press wires, so that the original list when published will carry the corrected information.

Gen. March announced that approximately 20,000 cases of very slight wounds had not been reported by Gen. Pershing. He said that these names would be forwarded by courier and published, but that in future only the major casualties would be cabled.

Try to tell that news story in a hundred words. You'll be surprised how often it can be done—and well done.

## NAVY OFFICERS MADE HONORARY MEMBERS

Advertising Club of St. Louis "Decorates" Naval Recruiting Officials Who, Through Advertising, Placed City in Front Rank of Enlistments

ST. LOUIS, Mo., Sept. 11.—Lieut. F. M. Willson, in charge of navy recruiting in St. Louis, and Lieut. F. E. Turin, in charge of recruiting here for the Marines, have been elected honorary members of the Advertising Club of St. Louis. They are the first persons thus to be honored, and this action was taken in accordance with a section of the by-laws which provide that such membership "may be conferred on such persons as in the opinion of the Club have rendered distinguished service in the cause or development of advertising."

The election took place at last Tuesday's meeting of the Club, when the officers were honor guests. Through advertising both officers have brought St. Louis to the front rank in the matter of recruiting. In Marine recruiting St. Louis leads the country, and in navy recruiting it is second only to New York.

Lieut. Willson was the first to use page advertising in the enlisting of recruits for the navy, which is known as the Willson idea, and has since been used extensively by other recruiting officers.

Lieut. Turin, in a talk before the Club, said that he saw the necessity of advertising several years ago, when they organized in New York city the United States Recruiting Publicity Bureau.

Newspapers have been by far the greatest medium used by these officers.

### One Hundred Stars in This Flag

MINNEAPOLIS, Minn., Sept. 11.—The Minneapolis Tribune's service flag has touched the century mark. Two stars have just been changed from blue to gold, following the death in France of Lieut. Yale Squire, former sports writer and member of the French Flying Corps, and Private Harold J. Lee, former member of the press-room staff.

### War Analyst Goes to Front

S. J. Duncan-Clark, war analyst of the Chicago Evening Post, is on his way to the war front as observer, guest of the British Government. He will visit the entire western front.

Those who know  
**THE  
PHILADELPHIA  
RECORD**  
say it is  
**Always Reliable**

THE PHILADELPHIA RECORD during the first 8 months of 1918 published 482 columns more of display advertising than the corresponding period of last year.



HUGE BUILDING AT SIXTH AND CHESTNUT STREETS, PHILADELPHIA, WILL HAVE PRIVATE SUITE FOR CYRUS H. CURTIS, NEWSBOYS' CLUB, AND MANY OTHER INNOVATIONS.

## PUBLIC LEDGER PLANS MAGNIFICENT HOME

Will Build Biggest and Best-Equipped Newspaper Structure After the War  
—Novel Features to Be Introduced

PHILADELPHIA, September 10.—When the war is at an end the Public Ledger and its younger brother, the Evening Public Ledger and Evening Telegraph, will be on the way toward acquiring the largest and most completely equipped newspaper home in the world. Naturally, nothing can be done to erect the monster structure at this time, when everything that goes into the making of a great building, including materials and labor, is so urgently needed by the Government to prosecute the war to a successful end.

The drawings for the new building have been prepared, and the property, one-half of a large city block at Independence Square, including the site of the present Ledger Building, has been acquired, and no time will be unnecessarily lost as soon as building operations can be begun.

Roughly speaking, the new structure will be 400x200 feet in ground area, the larger frontage being on Chestnut Street, which will contain the main entrance to the building. As a close neighbor of Independence Hall, with its simple Georgian or Colonial architecture, the design of the new structure will be in harmony with its historical surroundings, and will contain a free adaptation of the best-liked architectural style in America.

The building will rise ten stories from the pavement, and the general aspect will be one of great spaciousness. The Chestnut Street façade will be broken in the middle by an imposing main entrance to the structure, around which will arise a colonnade. A similar row of high marble columns will adorn the Sixth Street side of the building.

On the first floor the entrance from Chestnut Street will be through a wide and lofty hall. At the Seventh Street end of the hall will be a high glass partition, through which the battery of fast presses will be visible. At the Sixth

Street end will be the publication office. In the rear of the counting house will be the private offices of the business manager.

Opposite the main entrance will be the entrance to the auditorium, which will occupy about one-third of the space of the first three floors. This apartment will seat as many persons as the largest theatre in Philadelphia, and will be used for concerts, conventions, and lectures.

The pressroom will be at the Seventh Street end of the building, and back of it, in the basement, the finishing room of the stereotype foundry. Over this will be the circulation department, equipped with the latest machinery for handling the large editions of the two Ledgers, and having its own wide court, where wagons and motor trucks can be quickly loaded.

On the second floor at the Seventh Street end of the building will be the mechanical departments. On the third floor will be the editorial division of the Public Ledger, and on the fourth floor the editorial division of the Evening Public Ledger and Evening Telegraph.

According to present design, the fifth sixth, and seventh floors are to be given over to light manufacturing businesses. On the eighth floor, at the Sixth Street end, will be the private suite for Mr. Cyrus M. K. Curtis, president of the Public Ledger Company. This will include dining-room, bedrooms, and a private bath. Adjoining will be the private office of Mr. Curtis.

The building will contain also admirably equipped quarters for a newsboys' club. These will include in addition to a library and schoolroom, a gymnasium and a swimming pool.

Two large service courts are provided for on the Sansom Street side of the building. Through these will come all materials used in the production of a modern newspaper, and are adapted to handle quickly both the raw materials and the dispatch of the printed product.

The building was designed by Arnold W. Brunner and Frank C. Roberts & Co., architects and engineers, New York.

Develop your classified—for in this direction revenues may be increased and service to readers augmented.

## GO TO AID OF DROUTH STRICKEN PEOPLE

A. H. Belo & Co. Present West Texan Conditions to People and Starts Fund to Bring Succor to Starving Families

DALLAS, Tex., September 11.—A. H. Belo & Co., publishers of the Dallas Morning News, Galveston Daily News, Dallas Evening Journal, and other publications, has taken the lead in giving relief to the drought-stricken section of west Texas. After sending its staff correspondents into west Texas to make a first-hand investigation and tell of conditions as they actually existed, this firm through its editorial columns advocated a fund raised by popular subscription to be used in extending immediate and badly needed relief to these drought sufferers, to enable them to care for their families and move to places where work can be found.

Acting upon the suggestion made by the Dallas Morning News, Governor Hobby announced that he would authorize the raising of such a fund to be used for the purposes set forth by the News, and administered through the State Council for National Defense or some other such organized body. With the raising of the fund authorized, A. H. Belo & Co. was the first to contribute sending their check for \$1,000 to Governor Hobby, which subscription heads the list. Other subscriptions are being received, and a fund of no small proportions is being raised to extend needed aid to the drought victims and help them to secure employment and sustain their families until a new crop can be planted and produced.

### Hamill Back with Old Paper

GLOBE, ARIZ., September 9.—Joseph H. Hamill, for years at the helm of the Silver Belt and the Globe-Record, successively, now again is in editorial charge of the Record, which he established five years ago. He is a pioneer in the local newspaper field, called here nearly thirty years ago to assist his uncle, Judge A. H. Hackney, who came here about 1878 from Silver City to establish the Silver Belt.

## TO FORCE GERMANY TO MARK PRODUCTS

Proposes International Agreement by Which German Capital and Manufacture Will Be Unable to Hide Behind Neutral Countries

Beaumont Alexander, vice-president of the Allied Industries Corporation, 151 Fifth Avenue, has sailed for Europe to take up with the Allied countries a plan by which Germany will be compelled to continue the use of the "Made in Germany" stamp on all goods which she exports after the war. Germany was planning to stamp them with "Made in Switzerland" or "Made in Holland," thus naming some neutral country as the country of origin.

Mr. Alexander will suggest to the Allied Governments an international agreement under which the various countries will adopt a country of origin law compelling all goods received from another country for consumption or re-export to be stamped with the name of the country of origin.

Goods made in Holland by a firm 25 per cent. of whose capital was controlled by Germans would be marked "Made in Holland with 75 per cent. Dutch capital and 25 per cent. German capital."

### Celebrates Poets' Birthday

BUFFALO, N. Y., Sept. 11.—The Express last Wednesday tendered a reception to Franklin S. Noatman, the "North Java bard," who is a contributor to its Morning Mail column, upon the occasion of his sixtieth birthday. The poet travelled to Buffalo from his home in the Wyoming hills, and was welcomed by friends and admirers, many of whom presented him with appropriate gifts. Among the callers were many newspaper men, including A. E. Richmond, for many years city editor of the Commercial, and Grace Carew Sheldon, of the Buffalo Times. The Express distributed souvenirs of the occasion, printed by the Matthews-Northrup works, and the bard took home with him a book filled with the signatures of the friends.

### Government Post for Rollin Smith

WASHINGTON, September 10.—Rollin E. Smith, financial editor of the Minneapolis Journal for more than four years, and formerly editor of the Commercial West, has accepted an appointment in the Bureau of Markets at Washington, D. C. Mr. Smith is widely known as a writer on market and crop conditions, and his book, "Wheat Fields and Markets of the World," has been adopted as a textbook in many agricultural colleges and has attracted considerable attention in the Bureau of Markets. Prior to coming to Washington to take up his new duties September 1, Mr. Smith is now visiting Duluth and the iron range.

### Religious Belief, His Defence

GREENSBORO, N. C., Sept. 10.—Charges of disloyal utterances have been filed with the Post Office Department against William Henry Davis, postmaster at Fork, Davie County, and editor of the Hornet, published in that county. Editor Davis put up a defence in his own behalf. He claims the charges are tainted with persecution, and he completely denies the charge of disloyalty. He concludes that if the Post Office Department fires him it will be on the grounds of religious beliefs, and claims that this would be contrary to the Constitution of the United States.

## "STOP" ORDER ON AD CAMPAIGN IS "KILL" ORDER ON CONFIDENCE

National Advertisers Cannot Afford to Discontinue Advertising  
in War Times Because of Slight Advance in Cost  
of Space—Bigger Issues at Stake

(Written for EDITOR & PUBLISHER.)  
By P. L. C.

YOU have often heard the threat—"For Three Cents I'd cut him off my list," meaning that it would take a very small remuneration to take some desired action.

Three cents isn't a very large sum of money, but if employed in a wrong way it can stop the development of a big business.

The consistency of big business regarding fair play in war-time policies has an important bearing on the general health of business.

### Resented Rate Increase by Newspapers

Here's the story: A manufacturer of a nationally advertised article recently raised his price and advertised generously, trying to persuade the public that it was good policy and the right thing for them to pay the higher price he asked. The public came across without a murmur and paid the new price.

But—there happened to be one publication this manufacturer had been using for several years, that had advanced its rates since he signed his last contract, and he refused to pay the three cents a line advance.

That three cents a line loomed up so big in his eye that it obscured his vision from the ten big advantages as against the one disadvantage of a three-cent raise.

These ten advantages were:

- (1.) Increased circulation since the new rate went into effect.
- (2.) Greater purchasing power in that particular market.
- (3.) Continued advertising in that medium meant the protection of his previous investment.
- (4.) Market he was losing was worth more than he realized.
- (5.) Prestige of medium worth more than the new rate he was asked to pay.
- (6.) Loss of customers inevitable.
- (7.) Prospects for increased sales greater than ever before.
- (8.) Aside from good business for himself, he was losing an opportunity to help keep business normal.
- (9.) Protection against a competitor gaining what he would lose.
- (10.) More immediate business possible because of the accumulative value of past campaign.

### Blind to Others Rights

Yet this advertiser, who realized the need of raising his own prices, would not recognize the same right or necessity in the business of another, depending upon support from him and other advertisers to continue in business.

Here was an advertiser who ignored all these many advantages to his own business, and his country in time of war, merely to save three cents.

For instance, suppose every business house in the United States took the same attitude toward advancing prices.

Suppose every consumer should say to this advertiser, "I won't pay your new price. Your product isn't worth it." What would happen to his business can easily be imagined. Yet the generous public has accepted this advertiser's advance in price without protest. At least the people assume the advance was justified and have responded out of fair play.

There are some business men who realize perfectly well the necessity of advancing prices all along the line, and they are most willing to take their

own advances seriously, but yet, when it comes to considering the other fellow's claim, they refuse to play the game as it should be played to keep business healthy.

No publication intends to threaten higher rates; yet under present conditions it is impossible to expect rates to remain at low tide when the high tide is coming in.

There is no grave danger that the advertiser who drops out of a publication because of its new rates will be forced out of business, but the fact that he has been talking persistently to the readers of that publication for years means that, the moment he stops trying to sell the readers of this publication, he loses many sales he had worked up to a closing point.

### Its Value Lost

He has lost the value of his advertising that has been accumulating since the day his first advertisement appeared. He has broken the thread of interest which gradually develops into a rope of confidence. He has lost the daily association of people who have been reading his advertisement with an interest which was rapidly growing into a desire to buy.

For a long time they may not miss his advertisements, because some other advertiser, who hasn't allowed "three cents" to obscure his vision, has held their attention. If they do miss seeing his copy, they naturally think something must be wrong to make him stop advertising.

A "stop" order on a continuous campaign of advertising is a "stop" order on interest and a "kill" order on confidence.

Many times a salesman may call on a prospect a dozen times. He passes up the thirteenth time, thinking, "What's the use, I can never sell that fellow."

But he never knows. Perhaps if he had persisted he would have found all those twelve calls were necessary for making the thirteenth time the closing time.

Publications will continue to advance rates as long as circulations keep going up. Increased circulation and the increased purchasing power of readers means a greater value to advertisers.

And yet there are some advertisers who persistently hold out against any advance in rates as a matter of policy.

It can be only one kind of a policy—a mighty poor policy. The kind of a policy that results in a greater loss for the hold-out advertiser than for the publisher.

True, the publisher loses so much in dollars and cents, but the advertiser loses exactly what a bridge builder would lose if he stopped in the middle of a stream.

The half-built bridge in advertising is always a serious blunder. Many advertisers refuse to recognize the loss of killing a campaign, but seed planted is wasted unless the crop is carefully harvested.

The human mind runs along straight lines. The advertising people read day after day is the suggestion they follow eventually in buying. But once that constant hammering of a suggestion is removed, another suggestion begins hammering and the first one is forgotten.

The "blind policy" of breaking the profitable continuity of an advertising campaign is a policy so wasteful it really should be obsolete in this day of advertising enlightenment.

It wastes money, wastes prestige, and wastes the time of both buyer and seller in getting together. It destroys the connecting link in making sales, which requires double effort and more money to attempt to regain the breaking-off point again.

Even though a business is big and strong enough to stand the loss and waste simply to maintain a policy, is it worth three cents to lose something that not even time and money will regain?

### Whidden Takes Up Y. M. C. A. Work

MEMPHIS TEX., September 9.—A. G. Whidden, for four years managing editor of the Graphic and secretary of the Rotary Club of Pine Bluff since its organization, has gone to San Antonio, Tex., to enter Y. M. C. A. war work overseas. Mr. Whidden formerly was for three years managing editor of the Texarkana Texarkanian, and before that had been in newspaper work in Louisiana, his native State.

### DOOMS FOREIGN PAPERS

#### Professor Moley Declares They Will Die After War

CLEVELAND, O., September 10.—The elimination of foreign language newspapers was discussed during a lengthy national conference of prominent Hungarians from a dozen big cities in the Middle West, here to-day. P. P. Claxton, United States Commissioner of Education, was among the speakers and said he favored using these papers for distributing articles intended to Americanize foreigners.

Raymond Moley, professor of political science in the Western Reserve University, and representative of the Ohio Council of National Defence in its Americanization work, also spoke, saying:

"The foreign language newspaper in the United States will eliminate itself gradually after the war. The older classes of non-English-speaking people will die, and their children will become Americanized and the foreign language paper will disappear."

The conference was attended by several editors of foreign-language papers. Some of the editors objected to Mr. Moley's views.

#### Steinel Keeping in Trim

MILWAUKEE, Wis., Sept. 10.—Benjamin F. Steinel, formerly sports editor of the Milwaukee Evening Wisconsin and Milwaukee Free Press, has been conducting the sports department of the Stars and Stripes, published by American soldiers in France. Mr. Steinel became sporting editor of the paper after having gone to France to drive an ambulance.

**Ledger Syndicate Fiction Serials**  
are carefully selected for that compelling suspense  
which pulls circulation

Our Latest Release

## THE GILDED MAN

By CLIFFORD SMYTH

Literary Editor, The New York Times

Carries 31 installments each with a dramatic illustration supplied in mat or calendered proof, also a set of advance advertisements, in mat.

Richard Le Gallienne says of this brand new story:

*"The Gilded Man is the greatest romance since 'King Solomon's Mines', I recall no fiction in recent years comparable to Dr. Smyth's book, nor any that has given me as much delight."*

Like "King Solomon's Mines" *The Gilded Man* is a story of modern personages taken into a weird environment of past ages. But its hero and heroine are Americans of today.

For Terms Wire or Write

THE LEDGER SYNDICATE

Independence Square

Philadelphia, Pa.



# "BIGGEST BEAT OF WAR"

United Press papers everywhere first with the news of the American offensive.

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Following are a few from scores of congratulatory messages received by the U. P.:

**Nashville Evening American:**

"We beat the opposition more than two hours. Our newsboys are getting rich."

**Cleveland Press:**

"It was the biggest beat of the war."

**Omaha News:**

"Beat our opposition so badly they didn't even come out."

**Baltimore Star:**

"Congratulations on clean beat on the big American offensive."

**Lima News:**

"Bells rang and whistles blew throughout the city. Congratulations."

**Seattle Star:**

"We had two editions out before opposition woke up."

In Boston, New York, Chicago, San Francisco, and all other cities it was the same story of U. P. papers scoring clean sweeps.

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**UNITED PRESS ASSOCIATIONS**

GENERAL OFFICES

NEW YORK CITY

## NEWSPAPERS FURNISH MANY MEN TO ARMY AND NAVY SERVICE

Were Among the First to Go When America Sounded the Call  
to Arms—Welcome Registration for Men  
Beyond Old Draft Age

**W**HEN the call to arms came, newspaper men all over the country responded with a willingness and patriotism that has not been excelled in any other calling. Reporters, editors, copy-readers, publishers, advertising men, and employees in the mechanical departments dropped their daily work to drill in preparation for fighting the Hun.

The rush of trained journalists has not been confined to any section of the country, nor is any section more fully represented than another, and constantly word comes to the Editor & Publisher of new recruits from the stick, the pen, the rate card, and the blue pencil. It is a pleasure to record even a few of the messages:

### Chicago Evening American Has 79 Stars

Palmer H. Wright this week put the seventy-ninth star on the Chicago Evening American service flag when he left for Camp Grant. Palmer is the son of S. M. Wright, of the Rumford Baking Powder Co. and has been manager of the reference department of the American since July 1, 1917. From 1906 to 1917 he was in charge of the "morgue" at the Chicago Journal. He has now been called for limited military service.

Two more stars were added to the Chicago Tribune service flag on September 7. The 239th is Paul Orban, formerly of the art department, now a private in Company F, Fifth Pioneer Infantry, Camp Wadsworth, S. C. Edward Kloud, an employee of the stereotyping department, is the 240th star. He has gone to Camp Grant, Ill.

When J. M. Stephenson, business manager of the South Bend (Ind.) News-Times, joined the colors recently the twenty-fifth star was placed in the service flag of that paper.

Lieut. Joseph W. Bollenbeck, who formerly was on the editorial staffs of various Milwaukee newspapers, and who represented the Evening Wisconsin at the Mexican border when troops were sent there following the attack on Columbus, N. M., by Villa, has been promoted to captain.

Clyde Beals, recently on the reportorial staff of the Portland Journal, has just been commissioned a second lieutenant of infantry after taking a training course at Camp Lewis. He is the son of E. A. Beals, Pacific Coast forecaster for the Weather Bureau.

First Lieut. Jerrold Owen, formerly Court House reporter for the Portland Oregonian, has been ordered to report as a military instructor at the consolidated training school at Camp Grant, Ill. He has been an instructor at the fourth officers' school at Camp Lewis, Wash.

The Springfield (Ill.) News-Record has given more than 33 per cent. of its force to the service. Fred T. Willhite, business manager; Harvie Edie, a compositor, and William F. Hawkes, city editor, have joined the colors, making a total of nineteen stars on the News-Record flag.

BOSTON, Mass., September 11.—Lieut. Charles Guy Frost, of the Massachusetts State Guard, has been commanded by the Government and assigned to the training camp at South Framingham, Mass., and also for service when necessary with Gov. Samuel McCall. Lieut. Frost was for several years a member of the reportorial staff of the Lynn Daily Item and is a member of the Essex County Press Club.

PORTLAND, Ore., September 10.—Word has been received that Claude Bristol, formerly City Hall reporter on the Oregon Journal, has arrived overseas in

an ordnance company in which he recently enlisted.

BUFFALO, N. Y., Sept. 10.—Raymond J. McCarthy, former member of the Enquirer's editorial staff, commanded a squad of young men who left this city last week for Camp Joseph E. Johnston, at Jacksonville, Fla. McCarthy had been in the employ of the Enquirer for a number of years, and was one of the most popular of the younger men in the newspaper profession in Buffalo. He was vice-president of the Press Club of Buffalo. Members of the editorial staff of the Enquirer presented him with a handsome wrist-watch and compass as a token of the esteem in which he was held by his associates.

MINNEAPOLIS, Minn., Sept. 11.—"Jack" Remington, of this city, one of the best-known newspaper and magazine writers in the Middle West, will be sent to Europe very soon as correspondent for the war news service of the Knights of Columbus. Mr. Remington will write stories and articles dealing with the American troops engaged in France, he is the second correspondent to be sent abroad by this service.

Mr. Remington, who has been connected with the Minneapolis Tribune, has done important work in the last year in aiding British and American recruiting campaigns, Liberty Loan drives, and the Red Cross campaign. He has been ordered to the headquarters of the Knights of Columbus Committee on War Work Activities in New York.

TAMPA, Fla., Sept. 10.—Charles C. Mullen, business manager of the Daily Times, will enter an infantry training school for officers this month. A leave of absence for the duration of the war was granted him by his paper. During his absence the duties of his position will be taken care of by A. H. Reagin, auditor and assistant to the business manager. The Times has contributed twenty-one men to the army and navy. The list includes its editor, its city editor, its circulation manager, and six reporters. Four Times reporters are now lieutenants in the army.

NEW BRITAIN, Conn., September 11.—"Gene" Clerkin, who has been sports editor of the Herald, has gone to France as athletic instructor for the Y. M. C. A. Previous to his departure he was tendered a banquet at which Mayor Quigley presided. He was presented a sterling silver collapsible drinking cup, a purse of money, and a magnificent comfort kit.

GREENSBORO, N. C., Sept. 10.—C. M. Waynick, who has been city editor of the Daily News for many years, has been accepted as a candidate for the officers' training camp at Camp Gordon, near Atlanta, Ga. He has already sev-

ered his connection with the News in order to report for duty on September 1.

BOSTON, Sept. 9.—Marvin S. Bowman, a former Boston newspaper man, has been commissioned a second lieutenant in the aviation section of the army at Cornell University.

BUFFALO, N. Y., September 10.—Henry J. Schrems, formerly of the Enquirer, is now a private in Company I, 346th Infantry, at Camp Dix, N. J.

WASHINGTON, Sept. 11.—Ernest W. Emery, for several years connected with the Washington bureau of the Associated Press, has left Washington for Norfolk, Va., to begin training for naval radio work. Mr. Emery has been employed by the Associated Press bureau both as telegrapher and news gatherer. He is the son of the late Ernest W. Emery, who served the Associated Press in various capacities for about twenty years.

ROCHESTER, N. Y., Sept. 11.—Louis W. Fehr, formerly a Rochester man, has been commissioned captain in the Quartermaster Corps of the National Army and is on duty for the present in Washington, D. C. Capt. Fehr was a reporter for the Democrat and Chronicle before he went to New York to do newspaper work for the Times and other newspapers, and also lecturing. He served as secretary of the New York Park Board from 1914 to 1917. He was practicing law in New York when he accepted his commission.

UTICA, N. Y., Sept. 12.—Hobart W. Quile, formerly connected with the advertising department of the Observer, and now in the navy, has been home on a short furlough. He has been to Europe and back eight times, and is on duty on a troop transport. "Big work and great work," he says of the navy. "America's going to win the war without a doubt."

BOSTON, September 11.—M. Douglas Flattery, president of the Record Company, publisher of the Boston Evening Record, has been appointed to the United States Housing Board, with headquarters at Washington.

LITTLE ROCK, Ark., September 9.—K. August Engel, who has been manager of the Arkansas Democrat since the present management took hold in 1911, has been inducted into the service at Camp Pike. Mr. Engel was the recipient of a valuable present, representing the good-will and high esteem of the many employees of the Arkansas Democrat as a whole. Mr. Engel has been in the newspaper profession for a number of years. Prior to coming to Little Rock he was associated with Elmer E. Clarke, the present publisher of the Arkansas Democrat, in New Orleans, on the New Orleans Item, to which paper he came from the San Antonio Light. He was the first long-term president of the Little Rock Rotary Club, and was one of the organizers.

## Another Big GAIN for The St. Louis Star

### Another Big LOSS for Both Other Evening Papers

Again in August The Star was the only evening newspaper in St. Louis to show a Gain in Total Paid Advertising in comparison with the same month a year ago. Measurements for the 27 publishing days follow:

**The Star GAINED 39,713 Lines**  
Post-Dispatch LOST..... 56,514 Lines  
The Times LOST..... 41,300 Lines

In Local Display Advertising The Star was the ONLY St. Louis daily newspaper—morning or evening—to make a gain. The record for each newspaper follows:

**The Star GAINED ... 159 Columns**  
Post-Dispatch LOST..... 196 Columns  
The Times LOST..... 41 Columns  
The Republic LOST..... 105 Columns  
Globe-Democrat LOST..... 66 Columns

For 25 consecutive months The Star has published more Local Display Advertising, six days a week, than the Globe-Democrat, the Times or the Republic.

## THE ST. LOUIS STAR

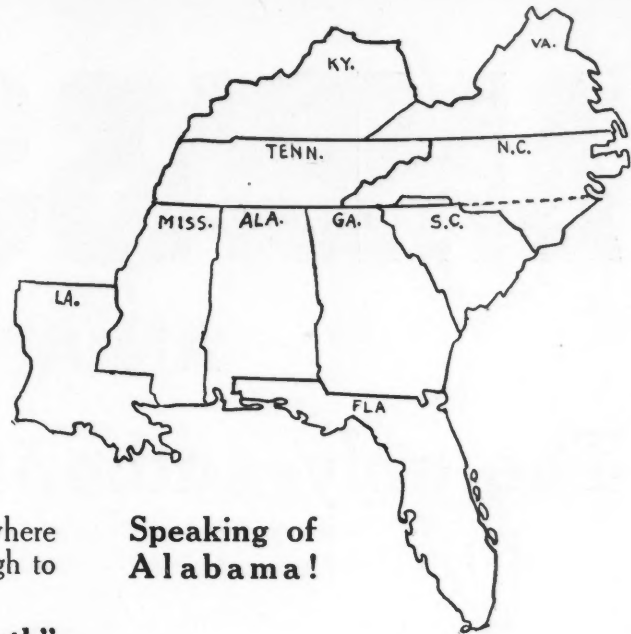
STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representatives:  
STORY, BROOKS & FINLEY

CHICAGO PHILADELPHIA NEW YORK  
Peoples Gas Bldg. Colonial Bldg. Fifth Ave. Bldg.

Don't Say "Paper"—Say "STAR"  
Trade Mark Registered

# People are Most Responsive where the PAY is GOOD and they can buy without CARE!



Speaking of Alabama!

For that reason, ADVERTISE in the SOUTH, where business is very active and stocks don't last long enough to get stale.

Take Alabama for example—"away down south" with a window on the Gulf; a regular land of cotton, cinnamon seed and sandy bottom, rich in produce of temperate zone and semi-tropics; the actual producer of 232 bushels of corn from one acre; with 500,000 bales of cotton yearly to its credit.

The great Appalachian system—water power practically unlimited—terminates in this state. Here, in the Tennessee River the great hydro-electric nitrate plant of the Government, to cost upwards of \$50,000,000 is in course of construction.

Beyond the mountains, extending to the middle of the state, and in the Southeastern corner are rich deposits of coal and iron in close proximity to great beds of limestone that reduce cost of pig iron, in which the state excels, its ore yielding 45% pig iron.

The coal fields contain over 52,000,000,000 tons. The forest area exceeds 20,000,000 acres; a billion feet of lumber is the annual cut.

Such huge resources with facilities to handle them have brought money rolling in for investment.

One corporation invests \$20,000,000 in steel mills at Fairfields and \$20,000,000 more in steel shipbuilding at Mobile.

Others too numerous to enumerate put their money into Alabama's future even before the war began. And INDUSTRY is profiting down to the last unit.

With THE MONEY to buy freely everybody is taking an interest in the merits of offered goods.

*Never was there such a time to establish "good will" and buying habits for advertised merchandise. The newspapers will help you, if you give them a chance. Write them.*

| ALABAMA                          |       | Net Paid    | 2,500 | 10,000 |
|----------------------------------|-------|-------------|-------|--------|
|                                  |       | Circulation | lines | lines  |
| Birmingham Age-Herald            | (M)   | 22,516      | .07   | .05    |
| Birmingham Age-Herald            | (S)   | 31,604      | .08   | .06    |
| Birmingham Ledger                | (S)   | 40,504      | .07   | .07    |
| Birmingham News                  | (S)   | 47,000      | .07   | .07    |
| Birmingham News                  | (S)   | 54,000      | .08   | .08    |
| Mobile News Item                 | (E)   | 7,993       | .03   | .03    |
| Mobile Register                  | (M)   | 17,997      | .04   | .04    |
| Mobile Register                  | (S)   | 24,802      | .05   | .05    |
| Montgomery Advertiser            | (M)   | 19,723      | .05   | .04    |
| Montgomery Advertiser            | (S)   | 21,782      | .06   | .05    |
| FLORIDA                          |       |             |       |        |
| Jacksonville Metropolis          | (E)   | 17,723      | .04   | .04    |
| Jacksonville Times-Union         | (M&S) | 32,714      | .055  | .055   |
| Pensacola Journal                | (M)   | 5,385       | .0172 | .0172  |
| Pensacola Journal                | (S)   | 6,500       | .0172 | .0172  |
| GEORGIA                          |       |             |       |        |
| Atlanta Georgian                 | (E)   | 62,537      | .08   | .08    |
| Atlanta Sunday American          | (S)   | 105,287     | .12   | .12    |
| *Augusta Chronicle               | (M&S) | 11,321      | .035  | .025   |
| Augusta Herald                   | (E)   | 12,029      | .03   | .03    |
| Augusta Herald                   | (S)   | 11,203      | .03   | .03    |
| Columbus Ledger                  | (E)   | 7,000       | .035  | .018   |
| Macon Telegraph                  | (M)   | 21,220      | .04   | .04    |
| Macon Telegraph                  | (S)   | 19,307      | .04   | .04    |
| Savannah News                    | (M&S) | 14,037      | .04   | .03    |
| KENTUCKY                         |       |             |       |        |
| Louisville Courier-Journal       | (M)   | 41,078      | .1250 | .07    |
| Louisville Courier-Journal       | (S)   | 61,815      | .15   | .09    |
| Louisville Times                 | (E)   | 57,372      | .10   | .08    |
| Louisville Herald                | (M)   | 55,786      | .07   | .07    |
| Louisville Herald                | (S)   | 48,562      | .07   | .07    |
| LOUISIANA                        |       |             |       |        |
| New Orleans Times-Picayune       | (M)   | 65,500      | .10   | .10    |
| New Orleans Times-Picayune       | (S)   | 81,250      | .12   | .12    |
| New Orleans Daily States         | (E)   | 41,267      | .08   | .06    |
| New Orleans Daily States         | (S)   | 41,267      | .08   | .06    |
| New Orleans Item                 | (E)   | 62,141      | .10   | .10    |
| New Orleans Item                 | (S)   | 80,288      | .12   | .12    |
| NORTH CAROLINA                   |       |             |       |        |
| Asheville Times                  | (E)   | 8,710       | .025  | .02    |
| Charlotte Observer               | (M)   | 13,696      | .055  | .03    |
| Charlotte Observer               | (S)   | 17,826      | .065  | .04    |
| Greensboro Daily News            | (M)   | 12,753      | .045  | .035   |
| Greensboro Daily News            | (S)   | 18,219      | .06   | .04    |
| Winston-Salem Sentinel           | (E)   | 7,084       | .02   | .02    |
| SOUTH CAROLINA                   |       |             |       |        |
| Charleston American              | (M)   | 11,151      | .0286 | .0178  |
| Charleston American              | (S)   | 11,151      | .032  | .0215  |
| Columbia Record                  | (E)   | 11,325      | .025  | .025   |
| Columbia Record                  | (S)   | 9,216       | .025  | .025   |
| Columbia State                   | (M)   | 22,456      | .05   | .05    |
| Columbia State                   | (S)   | 23,990      | .05   | .05    |
| Greenville News                  | (M&S) | 9,620       | .03   | .025   |
| Spartanburg Jour. & Car. Spartan | (E)   | 5,337       |       |        |
| Spartanburg Herald               | (M)   | 3,751       | .03   | .03    |
| Spartanburg Herald               | (S)   | 6,548       |       |        |
| TENNESSEE                        |       |             |       |        |
| *Chattanooga News                | (E)   | 20,686      | .035  | .035   |
| Chattanooga Times                | (M)   | 26,341      | .06   | .06    |
| Chattanooga Times                | (S)   | 21,682      | .06   | .06    |
| Knoxville Sentinel               | (E)   | 23,279      | .05   | .04    |
| Knoxville Journal-Tribune        | (M)   | 25,000      | .04   | .04    |
| Knoxville Journal-Tribune        | (S)   | 23,279      | .05   | .04    |
| Memphis Commercial Appeal        | (M)   | 81,185      | .12   | .10    |
| Memphis Commercial Appeal        | (S)   | 118,359     | .14   | .12    |
| Nashville Banner                 | (E)   | 46,078      | .07   | .07    |
| Nashville Banner                 | (S)   | 53,000      | .08   | .08    |
| *Nashville Tennessean            | (M)   | 20,000      | .08   | .08    |
| *Nashville Evening American      | (E)   | 20,000      |       |        |
| *Sunday Tennessean & American    | (S)   | 40,000      |       |        |
| VIRGINIA                         |       |             |       |        |
| Newport News-Press-Times-Herald  | (M&E) | 12,320      | .03   | .03    |
| Newport News Daily Press         | (S)   | 7,024       | .025  | .025   |
| Norfolk Ledger-Dispatch          | (E)   | 46,998      | .07   | .06    |
| Richmond News Leader             | (E)   | 39,401      | .08   | .06    |
| Roanoke Times                    | (M&S) | 10,567      | .04   | .035   |
| Roanoke World-News               | (E)   | 9,918       |       |        |

Government Statements April 1, 1918.  
\*Publishers' statement.

# AMBASSADOR MORGENTHAU

**AN AMAZING REVELATION OF GERMAN PLANS**

The only authoritative record by an eye-witness of the war  
played in the East

**To be Released for Newspapers**

The American Ambassador to Turkey was stationed in Constantinople in August, 1914. For the following two years he took charge, not only of American interests, but of the embassies of the warring countries, including the British. At one time he represented ten nations at the Sublime Porte.

Mr. Morgenthau, representing neutral America, stood many times between Turkish and Hun atrocities and their threatened victims. He was made the confidant of the Turk and courted by the German agent.

## AMBASSADOR MORGENTHAU TELLS

How Enver Pasha, a humble peasant, became Minister of War; how he was Prussianized by the Kaiser, returning from Berlin with his mustache turned up at the ends.

How Talaat, a former letter-carrier, became, almost over night, Grand Vizier of Turkey, with unlimited powers.

How Wangenheim, Ambassador from Germany, eajoled and compelled the young Turks to Prussianize the entire Turkish army.

How the German Ambassador admitted that the Potsdam Conference of July 5, 1914, precipitated the war.

How Germany attempted to organize a "Holy War" and aroused 300,000,000 Mohammedans against the Christian world.

**AMBASSADOR MORGENTHAU'S STORY C**

**WIRE TODAY**

Papers whose orders are accepted will want every page

**A BIG DAILY NEWS**

**The McClure Newspaper Syndicate**

# MORGENTHAU'S STORY

## OF GERMAN INTRIGUE IN TURKEY

eye-witness of the part Turkey has actually  
played in the World War

paper Serial Use October 10

### FOR THE FIRST TIME

The story is told in detail of the Dardanelles Fiasco—one of the most tremendous blunders in history. How the Turks and Germans had given up hope. Trains were standing at the stations ready to take the Sultan, the Government and the Ambassadors to Asia Minor, all were awaiting the triumphant second attack of the Allied fleet—which instead of attacking sailed away.

This historical document, which recounts facts as extraordinary and thrilling to Western minds as the Persian carpet tales of our childhood, is above everything else.

### A WARNING TO AMERICA

There is no greater danger to the United States than the same sort of German propaganda, the spread of which in Turkey, Italy and Russia, Mr. Morgenthau describes: How German banks controlled Turkish finances, how German houses controlled Turkish commerce, how German officers were the drill-masters of the Turkish army, and how, finally, Turkey was delivered over to Germany, bound hand and foot.

**We know how to fight with our guns and our fists, but every American needs to be informed of that more dangerous underhand, intriguing, despicable warfare that Germany wages unceasingly.**

THE SERIAL CONSISTS OF ABOUT 110,000 WORDS

## AVAILABLE FOR OPTION

any possible day to October 10th to advertise this serial

## NEWS FEATURE

120 West 32nd Street, New York

## AIDING U. S. WRITERS IN LONDON

Lord Beaverbrook Sees to It that Every Facility Is at Hand for Their Comfort and Convenience

LONDON, September 3.—Of the many courteous acts of assistance and coöperation extended to American newspaper correspondents in London by the Ministry of Information through the initiative of its chief, Lord Beaverbrook (formerly Sir Max Aitken, Canadian newspaper proprietor), and his predecessor as Chief of Information, Colonel John Buchan, who happily is still associated with the department, none has been more helpful than the practical hospitality extended to them in the privileges of the Overseas Press Centre, recently inaugurated in the form of a club in elegantly appointed quarters at 2 Norfolk Street, Strand.

This club embodies all of the utilities to aid the work of the newspaper correspondent in the course of his duties, including telephones, facilities for calling, reference libraries, and all current literature, including periodicals. Here each day a representative of the British War Office staff meets the American representatives for the purpose of imparting the latest moves on the chessboards of the several fronts, and explains their meaning and relation to the changing situation. Colonel Buchan since the club's opening has transferred here his bi-weekly conferences with the correspondents, his chats proving among the most illuminating and helpful provided in the course of the week's schedule of regular appointments with officialdom devised for their assistance.

It is the consensus of opinion among newspaper men that Lord Beaverbrook again justified his popular title "Minister of the Press" at the function marking the inauguration of the club, when he delivered an address that won hearty applause.

One of the especially good points made was of Lord Beaverbrook's observation throughout the course of the war of how by interpreting the psychology of the people the press had increased and hardened the popular determination to persevere to victory at any cost. It was because of the part played by newspaper men in disseminating the points necessary to the forming of the popular will, and their spheres thus as educators, said Lord Beaverbrook, that made newspaper men in reality the popular ambassadors of the people.

Among American correspondents attending the inauguration of the club were Robert M. Collins, Associated Press; Ernest Marshall, New York Times; Milton Synder, New York Sun; J. M. Tuohy, New York World; Robert Champion, New York Herald; John S. Steele, Edward Marshall Syndicate; Edward Price Bell, Chicago Daily News; E. L. Keen, United Press; John Balderston, McClure's Syndicate; Harold Learoyd, Philadelphia Public Ledger.

### A "Fourth of July" Triumph

Lord Beaverbrook's greatest triumph from an international standpoint, however, was the realization in his Fourth of July Anglo-Saxon Fellowship meeting at Central Hall of the Minister of Information's hopes for a real feast of reunion between English and Americans on our Independence Day. From the chairmanship of Viscount Bryce, former Ambassador to Washington, to

the brilliant address of the half-American Minister of Munitions, Winston Churchill (his mother was Miss Jenny Jerome, of New York, until she became Lady Randolph Churchill), to the addresses of Major-General John Biddle, commander of the United States Army forces in England, of Vice-Admiral W. S. Sims, and Major George Haven Putnam, of New York, supported by Prof. H. S. Canby, of Yale, everything went off to perfection. In fact it may be said without vanity that the way seemed greased as only a newspaper man ordinarily could do it.

Since his resignation as Air Minister Lord Rothermere, who was formerly Sir Herold Harmsworth, has been assisting Lord Beaverbrook in an advisory capacity in the division of the Ministry of Information dealing with propaganda within the Empire and in Allied and neutral countries. He also has tendered general assistance of a valuable character.

## "TOMMIES" CHAMPION HAS AN AUDIENCE OF MANY MILLIONS



HORATIO BOTTOMLEY.

Horatio Bottomley, powerful writer and one of the most popular personalities in Britain to-day, special friend of the British "Tommy," is known to every reader of war news in England. Of all the prominent Britishers who have visited the war front, none received a greater reception from the "Tommies" than the man who has, through thick and thin, championed their cause.

Among his other activities, Horatio Bottomley is the publisher of John Bull, probably the most widely quoted paper in the whole world. He is also leader writer for a Sunday paper with a 2,500,000 circulation. He is contributor to a large number of publications, and one of the best platform speakers England has produced.

### American Directs Canadian Company

MONTREAL, Sept. 10.—Chester Craigie, for some years engaged in newspaper work in Rochester, N. Y., and more recently connected with a prominent Boston shoe manufacturing company, has come to Canada. He is now assistant general manager of the Ames-Holden-McCreedy Shoe Company of Montreal, the largest shoe concern in Canada.

## AMERICA'S CHANCE IN SOUTH AMERICA

Argentine Editor Brings to United States Positive Word We Will Have Fair Chance in After-War Commercial Fight

That the people of South America now realize the United States has entered the war as a defender of human liberty first and that German trade has been wiped out and the trade of the United States and her allies is paramount, is the significant message brought straight from Argentine for delivery to the American business world by George Mitre, editor and publisher of La Nación, of Buenos Aires, who is now in New York city.

Mr. Mitre is positive that after the war it will not be possible for Germany quickly to rehabilitate her commerce with South America. Her problems at home will be so great that it probably will be a long time before she can become a powerful factor in foreign trade relations. Mr. Mitre says:

"There doubtless will be the keenest sort of friendly rivalry for South American trade between those Powers that are now allies against Germany. The position of the United States as it relates to South America will give the manufacturer and merchant of this country a preponderant advantage in this commercial fight, which is sure to come.

"But the first thing the American business man who seeks commerce in South America must realize is that the South American consumer is not in the least altruistic or given to placing his trade where sentiment dictates. In this he is like the American or Briton. His success depends on clear-headed business principles, and he is going to buy where the cost and terms are most reasonable. It will not be love or hatred that gives any nation trade supremacy to South America."

## BIG JOB FOR PHOTOGRAPHERS

Government Needs Them for Pictorial History of War.

WASHINGTON, September 10.—The War Department's work of compiling a pictorial history of American participation in the war is to be extended on a large scale, and sixty more lieutenants and as many more sergeants, first class, are needed for the work. "The successful newspaper photographer represents most nearly the type of man needed," a statement issued by the War Department reads. "That is to say, he must have a 'nose for news,' in addition to being able to properly set and expose his camera. A military photographer must possess a generous amount of initiative and originality, for he will have to act as his own boss, his own director, and dig up the type of picture that really tells the story."

Several commissions will be given to men direct from civil life when the man's experience is such as to justify this procedure. Other men will be sent temporarily to the Signal Corps School of Photography at Columbia University, New York, where they will be taught, not how to take pictures, but what kind of pictures to take.

Many of the men commissioned will become staff officers of army divisions, and as such will be in charge of the work of making a pictorial history of the activities of that division from the time of organization through active participation in the conflict. The Signal Corps states that appointment will depend almost entirely on the man's previous experience. Blank applications for service may be made and full particulars obtained by addressing the office of the Chief Signal Officer, Photographic Section, Arcade Building, Washington, D. C.

In spite of war conditions newspapers continue to sell advertising space too cheaply. It is not necessary, not justified, not wise.

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

Permanent weekly industrial pages among non-regular advertisers.

Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint. —Entire supervision of news and mechanical ends given when requested.

All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

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

Liberty Loan advertising campaign conducted for leading daily newspapers in the larger cities where the local committee is not handling the campaign. Also, other patriotic campaigns approved by our Government. Representative sent for personal interview upon request.

**JOHN B. GALLAGHER COMPANY**

Main Office, Ninth Floor, Dexter Building, Boston, Mass.

*The World's Workshops are Located in*  
**PENNSYLVANIA**

**F**ROM the towering chimneys belching black smoke; from the blazing forges; from the glowing metal being forged into shape by ponderous hammers; from the looms of the mills; from the munition works; from the shipyards; from the war contract industries there is flowing a mighty stream of wealth through the state of Pennsylvania.

*The stream will be kept going night and day until the power and vanity of autocracy shall be swept away.*

Workingmen are making more money than ever before in their lives.

They are spending more, buying more—buying everything that appeals to them.

They and their wives are influenced in their buying mainly by the Pennsylvania Newspapers which they read virtually to the exclusion of all other newspapers.

Now is the time to drive a wedge, to open up the fall campaign of intensive advertising.

A little wedge driven in by the Newspapers here represented will open the way to a **NEW BUSINESS** in addition to that you already have.

**THESE NEWSPAPERS WILL PROVE IT!**

|  | Circulation | lines | lines  |                                   | Circulation | lines | lines  |
|--|-------------|-------|--------|-----------------------------------|-------------|-------|--------|
|  | Net Paid    | 2,500 | 10,000 |                                   | Net Paid    | 2,500 | 10,000 |
| Allentown Call (M).....                                  | 21,400      | .03   | .03    | New Castle News (E).....          | 11,080      | .018  | .018   |
| Altoona Mirror (E).....                                  | 21,320      | .04   | .04    | Oil City Derrick (M).....         | 5,703       | .0215 | .0165  |
| Altoona Times (M).....                                   | 14,940      | .025  | .02    | Philadelphia Press (M).....       | 32,053      | .08   | .07    |
| Altoona Tribune (M).....                                 | 7,600       | .02   | .02    | Philadelphia Press (S).....       | 81,655      | .17   | .15    |
| Chester Times & Republican (M&E)                         | 12,819      | .04   | .03    | Philadelphia Record (M).....      | 123,277     | .25   | .25    |
| Connellsville Courier (E).....                           | 6,884       | .015  | .025   | Philadelphia Record (S).....      | 133,680     | .25   | .25    |
| Easton Express (E).....                                  | 5,200       | .018  | .018   | Pittsburgh Dispatch (M).....      | 59,764      | .12   | .08    |
| Easton Free Press (E).....                               | 15,835      | .025  | .025   | Pittsburgh Dispatch (S).....      | 57,301      | .19   | .14    |
| Erie Herald (E).....                                     | 8,683       | .02   | .02    | Pottsville Republican (E).....    | 11,533      | .0329 | .0329  |
| Erie Herald (S).....                                     | 8,683       | .02   | .02    | Scranton Republican (M).....      | 28,331      | .07   | .06    |
| Harrisburg Telegraph (E).....                            | 22,388      | .045  | .045   | Scranton Times (E).....           | 33,093      | .07   | .06    |
| Johnstown Democrat (M).....                              | 9,841       | .03   | .025   | West Chester Local News (E)....   | 12,128      | .03   | .03    |
| Johnstown Leader (E).....                                | 6,718       | .015  | .015   | Wilkes Barre Times-Leader (E).... | 18,975      | .035  | .03    |
| Lancaster Intelligencer and News-<br>Journal (M&E) ..... | 18,377      | .04   | .04    | York Gazette (M).....             | 6,807       | .0178 | .0129  |

Government statement April 1st, 1918.

## NEWS PRINT SITUATION STILL IN STATE OF UNCERTAINTY

Paper Expert Says Cost of Manufacture Is Mounting Steadily and Price Set by Federal Trade Commission May Not Stand

BY DR. E. O. MERCHANT,

Paper Expert, Federal Trade Commission and War Industries Board.

PERHAPS the thing that is uppermost in the minds of publishers and other consumers of paper is the future of the paper market. The word that best characterizes the situation is "uncertainty." One would indeed be rash to make any predictions whatever.

The paper manufacturer doesn't feel certain of his supply of coal, chemicals, and other materials, and now that the new draft arises there is likely to be a serious labor situation. Substitution of women for men on a large scale may become necessary.

### Cost of Manufacture Increases Steadily

The cost of manufacture steadily increases, and the paper manufacturer can only guess as to what his costs a few months hence will be. The publisher, or other consumer of paper, feels the same uncertainty. He doesn't know whether he is going to be able to obtain necessary requirements or what price he will be obliged to pay.

The problem is perhaps more serious for newspaper publishers who have been accustomed to make annual contracts for their paper than for other consumers who buy in smaller quantities, on short-term contracts, or in the open market. The time is fast approaching when many of these annual contracts will expire and new ones must be substituted. Many publishers are already endeavoring to open negotiations for a renewal of their contracts, but without much success.

### Usual Form Not Best

Is the usual form of contract advisable under present conditions? Personally, I don't think that it is. No one can foretell how soon the war will end. If the manufacturer is called on to make an annual contract for a large tonnage of paper, he will naturally make the price high enough to protect himself against the uncertainties of the future. In other words, he will assume that the war will continue for at least another year. If a publisher should enter into a contract at a fixed price covering his total requirements for the year 1919, and the war should end next spring or summer, he would have good cause to regret his action.

The most sensible form of contract is one providing for an adjustable price. One large news print manufacturer has already adopted this form of contract, and the contracts of the ten news print manufacturers in the United States and Canada whose prices are fixed by the Federal Trade Commission are virtually adjustable. They represent 50 per cent. of the total production on the North American Continent.

Either the manufacturer or the publisher who deals with them can ask and obtain from the Commission a readjustment in price if conditions warrant. When the base price of \$3.10 per 100 pounds, f. o. b. mill, was fixed by the Commission effective as of April 1, 1918, many publishers erroneously assumed that this price should remain in force for the duration of the war. This is not the case. Already the manufacturers have availed themselves of the privilege contained in the agreement with the Attorney-General and have asked for a readjustment of the price as of May 1, June 1, and July 1, on account of the wage increase allowed by the Taft-Walsh Board, the increase in freight rates ordered by the United States Railroad Administration, and the

increase in the costs of the new pulp-wood—which is the 1917-18 cut.

The computations of increased costs put in evidence by the manufacturers are being checked by the Commission's accountants. When the checking is completed the Commission will decide what increase, if any, shall be made in the base price.

Publishers should also not overlook the fact that the manufacturers have appealed from the decision of the Commission to the Circuit Court for review, and there is a possibility that the base price of \$3.10 may be changed by the Court.

The costs of manufacture of all grades of paper have been increasing rapidly since the first of the year, and further increases may be expected. Prices of other grades of paper have also risen rapidly; perhaps the most striking advance being in chip-board, which rose from \$35 to \$65 per ton in a few weeks.

### No Real Shortage Yet

Thus far no real shortage has developed in any grade, although the heavy purchases by the Government of chip-board containers and Kraft wrapping paper have reduced the stocks. In the case of news print paper, stocks in the hands of the mill have shown a steady decline for some months, while the stocks in the hands of the publishers have increased somewhat. This indicates that some publishers are endeavoring to protect themselves as far as possible against the possibility of disturbances to production and distribution this winter.

The likelihood of a serious shortage occurring this winter is greatly lessened by the rulings of the recently accredited pulp and paper section of the War Industries Board. The effect of these rulings is to increase production on the one hand and reduce consumption on the other. This section is also conducting an educational campaign which has for its aim to reduce the consumption of all kinds of paper to that which is absolutely necessary and essential.

A large saving in the aggregate is possible by the introduction of economies in the use of paper. While no one can estimate how much the consumption of paper will be curtailed by the work of this section, it will undoubtedly go far toward avoiding a paper famine this winter, when production is certain to be interfered with more or less by fuel, transportation, and labor conditions, especially in the territory east of the Alleghenies. The more rigidly consumers economize now, the less serious will be the situation later.

Through EDITOR & PUBLISHER'S classified columns you may find a partner or a trained salaried executive, a reporter, or an ad solicitor.

## PRESS STANDS FIRST IN WAR SERVICE

Governor Gardner of Missouri Says the Newspapers Have Been Leaders in Popularizing the Nation's Part in the War

SEDALIA, Mo., September 10.—Gov. Frederick D. Gardner of Missouri, who was the principal speaker at a dinner given to the editors of Missouri by the State Fair Board, laid especial stress on the work the newspapers must play in winning the war. He declared that the newspapers had done more than any other factor in informing the people and popularizing the nation's part in the war. He spoke as follows:

"The duty and service required and expected of the public press is very similar to that demanded of the man in public life. Both owe a first, paramount and undeniable duty to the public, and should be and are measured by the candor, courage, and impartial manner in which they discharge it.

"As the man in public office who serves his country best serves his party best, so the newspaper which best serves the public interests of its constituency renders the highest service to the party or public element it purports to aid. This has always been true, but was never so clearly apparent and easy of demonstration, and proof as it is today.

"The immediate pressing and particular public duty of all us public men, the press and private citizen is to do in an earnest, honest, disinterested and whole-hearted manner everything within our power to aid in the winning of the war and to uphold the hands of those directly responsible for the prosecuting of the war, who are meeting the

demands made upon them in such a marvellously successful way.

"I wish to congratulate the press of this State on the very large, generous and broad-minded way it is measuring up to the aforesaid paramount duty of the hour. Every war activity has had your most loyal and liberal support.

"You have donated most generously of your advertising space, preached eloquently in every edition of your papers of the virtue of the issues of the war and contributed more than any other factor toward informing the people and popularizing the nation's cause in this struggle.

"When victory acknowledged and conceded victory, shall have crowned our efforts, and the heroes from the trenches and the battle front, following the triumphal march of the American army into Berlin, are receiving the laudation, plaudits and loud acclaim of our people, you, gentlemen of the press, shall be remembered and deservedly honored."

### Germany Takes Over Paper Trade

WASHINGTON, Sept. 10.—Germany has issued a decree for the control of its paper trade. This information is contained in the report of Consul-General Halstead, which has just been made public. The report follows: The Reichsanzeiger of May 25 published a decree for Government control of paper and pasteboard. Under this decree only those who were engaged in the paper trade previous to June 1, 1916, are permitted to continue in business, except upon evidence that they are untrustworthy. Persons not engaged in the paper trade who are in possession of more than 20 kilos of paper may not sell them without permission from the Kriegswirtschaftsstelle.

## The Press

PHILADELPHIA

## ANOTHER BIG GAIN

For the Month of August The Press gained

# 177 Columns

in display advertising, making a total gain of

# 1133 Columns

for the first eight months of this year.

The Wise Advertiser is keeping His Eye on

## "THE PRESS"

GILMAN & NICOLL

World Building  
New York

Tribune Building  
Chicago



# CANADA

Canada is not looked upon as a "foreign" market now. It is so near home that the average American advertiser considers that it must, necessarily, be included in any general campaign.

There are no greater difficulties in regard to language, transportation and business methods in doing business in Canada, than there are between different sections of the United States. The few war restrictions are purely temporary in character.

It is not necessary to talk Canada to the majority of American advertisers; but there are still a few who are overlooking this accessible market of eight million prosperous buyers.

Five-sevenths of those buyers are reached through the papers listed on this page.

*Write to the manager of any one of them for information regarding the openings in Canada for your line*

| PROVINCE OF ONTARIO             |             |                |       |                |                                 |     |        |       |       |
|---------------------------------|-------------|----------------|-------|----------------|---------------------------------|-----|--------|-------|-------|
| Population 2,523,274            |             |                |       |                |                                 |     |        |       |       |
|                                 | Circulation |                | Lines |                |                                 |     |        |       |       |
|                                 |             | 2,500 = 10,000 |       | 2,500 = 10,000 |                                 |     |        |       |       |
| *Brantford Courier .....        | (E)         | 5,093          | .015  | .01            | Toronto Star .....              | (S) | 60,276 | .0650 | .0550 |
| *Galt Reporter .....            | (E)         | 3,954          | .0143 | .01            | Toronto World .....             | (M) | 41,214 | .095  | .06   |
| Guelph Mercury .....            | (E)         | 3,581          | .0128 | .0085          | Toronto World .....             | (S) | 89,614 | .11   | .08   |
| Hamilton Spectator .....        | (E)         | 29,157         | .0550 | .05            | The Border Cities' Star         |     |        |       |       |
| *Hamilton Herald .....          | (E)         | 18,479         | .04   | .0350          | (Successor to the Windsor Star) | (E) | 10,373 | .03   | .03   |
| Kingston British Whig .....     | (E)         | 5,859          | .02   | .015           |                                 |     |        |       |       |
| London Advertiser .....         | (MN&E)      | 40,580         | .06   | .05            |                                 |     |        |       |       |
| London Free Press .....         | (MN&E)      | 39,973         | .06   | .05            |                                 |     |        |       |       |
| Peterborough Examiner .....     | (E)         | 5,194          | .017  | .0128          |                                 |     |        |       |       |
| *Sarnia Canadian Observer ..... | (E)         | 2,400          | .0172 | .0107          |                                 |     |        |       |       |
| Stratford Herald .....          | (E)         | 3,019          | .01   | .0071          |                                 |     |        |       |       |
| St. Thomas Times-Journal .....  | (E)         | 9,000          | .025  | .0175          |                                 |     |        |       |       |
| St. Catharines Standard .....   | (E)         | 7,943          | .025  | .015           |                                 |     |        |       |       |
| Toronto Globe .....             | (M)         | 83,302         | .12   | .09            |                                 |     |        |       |       |
| *Toronto News .....             | (E)         | 49,000         | .06   | .05            |                                 |     |        |       |       |
| Toronto Star .....              | (E)         | 78,709         | .11   | .0850          |                                 |     |        |       |       |

| PROVINCE OF QUEBEC                                       |             |                |       |                |  |  |  |  |  |
|--|-------------|----------------|-------|----------------|--|--|--|--|--|
| Population 2,002,731—English 397,392<br>French 1,605,339 |             |                |       |                |  |  |  |  |  |
|  | Circulation |                | Lines |                |  |  |  |  |  |
|  |             | 2,500 = 10,000 |       | 2,500 = 10,000 |  |  |  |  |  |
| Montreal Gazette (2c-\$6 yr.) .....                      | (M)         | 34,294         | .0725 | .06            |  |  |  |  |  |
| *Montreal La Presse .....                                | (E)         | 154,905        | .12   | .10            |  |  |  |  |  |
| Montreal Le Devoir (2c-\$5 yr.) .....                    | (E)         | 20,337         | .05   | .04            |  |  |  |  |  |
| Montreal Star .....                                      | (E)         | 110,820        | .12   | .1050          |  |  |  |  |  |
| Quebec Le Soleil .....                                   | (E)         | 35,275         | .05   | .05            |  |  |  |  |  |
| Sherbrooke Record .....                                  | (E)         | 10,274         | .03   | .0250          |  |  |  |  |  |

\*Publishers' statement, March 31st, 1918.  
Other ratings, A. B. C. net circulation statements for 6 months' period ending March 31, 1918.

"NINETY YEARS OF SERVICE" CELEBRATED BY FRIENDS OF SYRACUSE POST-STANDARD



JEROME D. BARNUM.

JEROME D. BARNUM, publisher of the Syracuse Post-Standard, was host at a notable luncheon, given in that city on Saturday of last week, in celebration of the ninetieth birthday anniversary of the daily and of the first anniversary of the Sunday edition.

Two hundred and fifty of the leading citizens of Syracuse and of the State, including one distinguished guest from England, joined in emphasizing the high regard in which the Post Standard and its progressive and popular young publisher are held.

Mr. Barnum's guests were entertained by addresses by Val Fisher, who represents the British Ministry of Information in America; David Lawrence, the distinguished young Washington correspondent; George McManus, the cartoonist, and Paul Block, who not only represents the Post-Standard in the foreign advertising field, but who is a newspaper magnate on his own account.

Among the prominent editors and publishers who sent cordial greetings to Mr. Barnum and notable appreciations of the high place which the Post-Standard occupies among the newspapers of the Empire State were: Adolph S. Ochs and Louis Wiley, of the New York Times; E. M. Scholz, publisher of the New York Evening Post; Victor H. Polachek, publisher of the New York American; E. Prentice Bailey, publisher of the Utica Observer; E. A. Grozier, editor of the Boston Post; Richard Hooker, editor of the Springfield Republican; Frank B. Noyes, president of the Associated Press; Frederick Roy Martin, assistant general manager, Associated Press; Charles H. Taylor, jr., of the Boston Globe; H. D. Burrill, publisher of the Syracuse Journal; Oliver A. Quayle, of the Albany Journal, and George E. Dunham, of the Utica Press.

The souvenir programme bore on the front an unusual etching, showing the entrance to the Post-Standard's building in South Warren Street. Above it was the slogan, "Ninety Years of Service," and below, these lines: "Daily Post-Standard, 1828-1918," and "Sunday Post-Standard, 1917-1918."

Jerome D. Barnum has been connected with the Post-Standard for nine years. He served as advertising manager for five years and as business manager for two years. On October 4, 1916, on the retirement of W. E. Gardner, Mr. Barnum was made Treasurer and General Manager and Publisher. He has made an impressive record in that time, having successfully launched a Sunday edition and having effected substantial gains all along the line in the daily. He is a man of progressive ideas, fine executive gifts, and splendid public spirit. He has performed wonders in promoting the Liberty Loans and other war activities in his field, and has made the Post-Standard more than ever before a force and an institution in its community.

ALL PARTIES ENDORSE ALLEN

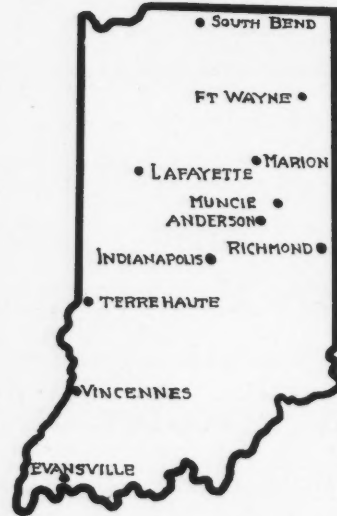
But California Editor Would Rather Go to France

LOS ANGELES, Cal., Sept. 9.—Cromble Allen, editor of the Ontario Daily Report, recently reflected president of the Southern California Associated Dailies, has also been nominated by both Republicans and Democrats for the Legislature. Two years ago Allen established a unique record by being elected to the Legislature of California without asking a single vote personally. He simply advertised in all the papers in his district, but his own, in which his candi-

dacy was not mentioned, but whose columns were offered free to his opponents.

Allen spends a great part of his time in war work. He is also president of the Southern California Editorial Association. As head of the daily and weekly newspaper publishers of Southern California he is devoting most of his time in making these newspaper associations of the greatest effectiveness in helping to win the war. Allen will be returned to the State Capitol next January without opposition, unless he makes the change he desires—the south front of his newspaper office for the west front in France.

Facts on the 11 Chief Buying Centers in INDIANA



INDIANA has unsurpassed transportation facilities for the concentration of raw materials and for the quick distribution of manufactured goods. Steam railroads and electric lines radiate in every direction from the state capital, Indianapolis. Direct connecting lines run from the hub of the state to every important distributing center in the state—any can be reached in a few hours. Each is the buying center of a populous and prosperous section, where nationally advertised goods are bought in immense and increasing quantities.

Facts and figures on the eleven chief buying centers are given below. Study them carefully—each center represents a big potential market for your goods.

Here is a Fund of Live Sales Data

**MUNCIE**, 54 miles N.E. of Indianapolis. City pop. 35,000. Pop. of trading territory, 150,000. 5 steam railroads; 5 electric lines. 100 industries, including automobiles and parts, machinery, iron works, steel mills, glass, fencing, and many others, employing 10,000 skilled people at high wages. Territory is equal to any in the state; grain growing, stock raising and dairying are pursuits of thousands of prosperous farmers, all of whom sell and buy in Muncie. Bank resources exceed \$12,500,000. Leading newspapers are: Star, morning and Sunday; circ. M., 24,052; S., 14,160. 5,000-line rate .05. Press, evening circ., 8,951. 5,000-line rate .01786.

**RICHMOND**, 68 miles E. of Indianapolis. City pop., 27,000. Wayne County pop., 45,397. 3 steam roads and 2 interurban lines. Important industrial center, with extensive manufacturers of farm implements, engines, machinery, musical instruments, furniture, automobiles, caskets, roller skates, etc. 125 factories in all with annual output worth \$40,000,000, a pay-roll of \$5,000,000, and employing over 6,000 hands. Earlham College is here. Elevators receive grain in immense quantities from rich farming region. City banks have capital and resources over \$7,500,000. Daily newspapers covering city and rural routes are: Palladium, evening, circ. 10,619; 5,000-line rate .025. Item, morning ex. Mon.; circ., 7,017; 5,000-line rate .0175.

**SOUTH BEND**, 86 miles E. of Chicago. City pop., 68,946; center of a pop. of 200,000. 5 steam roads; 3 electric lines. Many enterprising industries such as Studebaker, Oliver Plow, So. Bend Plow, Singer, Dodge Mfg., Mishawaka Woolen Mills and scores of other prosperous manufacturing concerns making furniture,

electrical specialties, auto accessories, watches, gloves, etc. Annual business of South Bend exceeds \$60,000,000; annual payroll close to \$10,000,000. Bank deposits run over \$15,000,000. Northern Indiana's leading newspaper—the South Bend Tribune—covers this prosperous city and territory thoroughly. Published evenings; circ., 16,935. 5,000-line rate .03.

**TERRE HAUTE**, 73 miles S.W. of Indianapolis. City pop. 70,000; pop. within trading radius 200,000. 14 railroads and 4 interurban lines. 200 industries, including railroad shops, glass works, blast furnaces, rolling mills and factories of all kinds; flour mills and elevators. Annual payroll to 14,000 industrial employees exceeds \$14,000,000. Total city bank deposits \$25,000,000. 52 coal mines within 35-mile radius employ 39,000 miners. Monthly payroll of mines runs over \$2,500,000. Center of good farming country. Big shipping trade in grain, flour and stock. Leading papers are: Tribune, evening and Sunday. E. circ., 23,533; S., 19,807. 5,000-line rate, .04. Star, Morning and Sunday; M. circ., 26,003; Sunday, 19,033. 5,000-line rate, .04.

**VINCENNES**, 52 miles N. of Evansville. 4 steam railroads; 7 banks and trust companies. Bank deposits, June, \$6,000,000. City pop., 20,185. Pop., trading area, 75,500. 20 growing manufacturing plants; flour, corn products, farm implements, furniture, glass, lumber, bridges, tools, castings, ship plates, paper products, etc. Annual factory payroll, \$1,556,000. Trade center of rich agricultural and fruit region. 1918 wheat crop alone worth \$2,300,000. Large coal mines—over 4,000 miners, earning \$4,500,000 in 1917. Leading newspaper is the Capital; circ., 3,375. 5,000-line rate .01071.

Advertise NOW In These Leading Indiana Papers

|                                  | Circulation | 5,000-line rate |
|----------------------------------|-------------|-----------------|
| Anderson Bulletin .....          | (E) 5,992   | .01857          |
| Anderson Herald .....            | (E) 5,427   | .0125           |
| Evansville Courier .....         | (M) 19,660  | .04             |
| Evansville Courier .....         | (S) 15,709  | .04             |
| Fort Wayne Journal-Gazette ..... | (M) 28,304  | .04             |
| Fort Wayne Journal-Gazette ..... | (S) 23,000  | .04             |
| Indianapolis News .....          | (E) 117,879 | .15             |
| Indianapolis Star .....          | (M) 91,343  | .11             |
| Indianapolis Star .....          | (S) 112,305 | .14             |
| Lafayette Courier .....          | (E) 7,667   | .015            |
| Lafayette Journal .....          | (M) 10,041  | .02143          |
| Marion Leader-Tribune .....      | (M) 8,140   | .0215           |
| Muncie Press .....               | (E) 9,547   | .01786          |
| Muncie Star .....                | (M) 24,858  | .0425           |
| Muncie Star .....                | (S) 14,516  | .0425           |
| Richmond Item .....              | (M) 7,584   | .0175           |
| Richmond Palladium .....         | (E) 10,619  | .025            |
| South Bend Tribune .....         | (E) 16,935  | .03             |
| Terre Haute Star .....           | (M) 26,724  | .04             |
| Terre Haute Star .....           | (S) 19,253  | .04             |
| Terre Haute Tribune .....        | (E) 25,068  | .04             |
| Terre Haute Tribune .....        | (S) 19,829  | .04             |
| Vincennes Capital .....          | (E) 3,346   | .01071          |

Government statements April 1st, 1918.

Prepared by RUSSELL M. SEEDS ADVERTISING CO., Indianapolis, Ind.

## REAL WAR SERVICE OF LOYAL NEWSPAPERS

David Lawrence, Val Fisher and Paul Block Discuss Power of Press in Great Crisis—English Business Men Advertise to Safeguard Good-Will

On the occasion of the luncheon given by the Syracuse Post-Standard in celebration of its ninetieth anniversary, September 7, several notable talks were made by invited guests. David Lawrence, the Washington correspondent, discussed the attitude of Government officials toward the press; Val Fisher, representative in America of the British Ministry of Information, told of advertising in England, and Paul Block, a leader in the American advertising and publishing fields, discussed the relation of a newspaper to its public as a service factor.

Mr. Lawrence suggested the need of still closer cooperation with the newspapers on the part of the Government. He referred to the instance of the service the newspapers had rendered in making known to the people the need to save gasolene. The word was passed on to the owners of autos—and the request to cut out Sunday pleasure-riding was heeded as generally as though it had come in the form of an absolute order. This could not have been accomplished at all without the cooperation of the press. The newspapers had "gotten it over right" and the people responded in the right spirit.

Mr. Lawrence contended that we had many grave problems yet to face in connection with the war in which the Government would need the same full-hearted cooperation of the newspapers which has been accorded in the past.

### Advertising in England

Val Fisher, who served for two years with the British air forces, and who is as familiar with the military problems confronting the Allies as with the economic questions growing out of war conditions, told of the great part British women are playing in the industrial life of the Empire. To-day these women are filling jobs in 1,701 different trades. Recently a ship was launched on the Clyde which had been built from stem to stern by women. Hundreds of thousands of boys and girls are at work in the trades.

"One might think in view of these facts that the business of the country is at a standstill," he said. "Strange as it seems, business in Britain was never so good as at the present time.

"In Britain thousands of factories were taken over by the Government and their whole output devoted to winning the war. But those manufacturers continued to advertise to retain their good will. They readily conformed to every restriction imposed by the Government. They surrendered their men, gave their own time and money, but recognizing the necessity of getting back to these conditions as quickly as possible when the war finishes, they continued to advertise and to build up waiting lists for after-the-war trade."

Paul Block, in the course of an interesting address, said:

"Ninety years ago to-day a newspaper was born in this city. It was called the Standard. Twenty years ago a wedding took place, the Standard being married to the Morning Post. It pleases me to be able to say that I was one of the ushers at the wedding, and that I have been a member of the family ever since.

"Just a year ago a child was born

of this newspaper union, and in spite of its youth, the Sunday Post-Standard is already a very potential mouthpiece for the citizens of central and northern New York.

### Influence the Big Thing

"Every populated community has its newspaper. but every newspaper does not carry with it the influence of its community. In each city there is usually one newspaper which carries the respect, the confidence, and the influence of its readers. Every newspaper, of course, has a certain amount of influence but always there is one that is the accepted mouthpiece of its community.

"That newspaper is usually the most dependable, the least hysterical, and the most progressive publication in its city. It is the paper which is always fighting for the best interests of all the citizens, for the morals of its community and for what is clean and fair politically, commercially and socially."

## CARRIES FORWARD HIS FATHER'S TASKS



IRVING E. ROBERTSON.

The Canadian Associated Press, to the presidency of which Irving E. Robertson manager of the Toronto Telegram, has recently been elected, succeeding his father, the late John Ross Robertson, is the organization which for some years past has supplied leading Canadian dailies with news from London of Canadian interest. It was established largely through the influence of the late Mr. Robertson, who appreciated the value of a direct link between London and Canada. The service has been in receipt right along of a Government subsidy, but its operations have been limited to a small section of the Canadian press.

Irving Robertson, who is the younger son of the late Mr. Robertson, is now manager of the Toronto Telegram. He is a young man who has been brought up in the newspaper atmosphere, and has had considerable experience in journalistic work. After receiving his early education in Toronto, he was sent by his father to Oxford University for the finishing touches. On his return he joined the staff of the Telegram and has served there in various capacities.

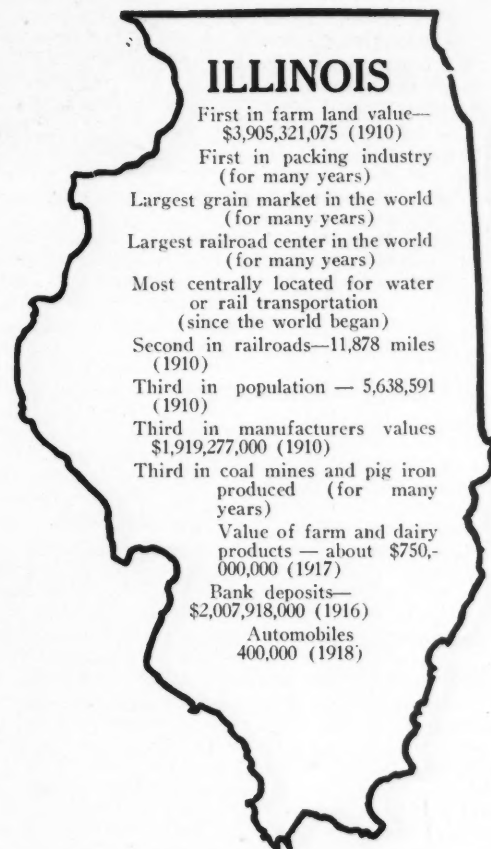
It's good to read of newspapers that are "doing things" in a period when the weaker brethren are inclined to stand pat.

## The Business of One Food Concern Alone Was Over \$800,000,000 Last Year

That's Just One Small Indication of How

# ILLINOIS

Is Feeding the World and Has the World's Money to Spend



### Save Your Time and Money

Just Digest the Statistics Above and Put These Papers on Your List NOW

You Can't Go Wrong and You'll Be Farther Right Than You Ever Were Before

|                                     | Paid Circulation | 2,500 Lines | 10,000 Lines |
|-------------------------------------|------------------|-------------|--------------|
| Aurora Beacon News (E).....         | 15,855           | .04         | .04          |
| Bloomington Pantagraph (M).....     | 16,637           | .035        | .035         |
| Chicago American (E).....           | 326,998          | .42         | .38          |
| *Chicago Herald-Examiner (M).....   | 305,230          | .32         | .28          |
| *Chicago Herald-Examiner (S).....   | 520,208          | .53         | .46          |
| Chicago Journal (E).....            | 110,641          | .24         | .21          |
| Chicago Daily News (E).....         | 386,775          | .43         | .43          |
| Chicago Post (E).....               | 55,477           | .25         | .12          |
| Elgin Courier (E).....              | 7,857            | .02         | .02          |
| Freeport Journal-Standard (E).....  | 6,170            | .015        | .015         |
| Galesburg Evening Mail (E).....     | 9,147            | .015        | .0178        |
| Moline Dispatch (E).....            | 10,147           | .025        | .025         |
| Peoria Star (E).....                | 22,470           | .045        | .035         |
| *Quincy Journal (E).....            | 9,001            | .02         | .02          |
| Rock Island Argus (E).....          | 6,400            | .015        | .015         |
| Springfield State Register (M)..... | 25,000           | .035        | .035         |
| Sterling Daily Gazette (E).....     | 5,195            | .017        | .017         |

Government Circulation Statements April 1, 1918.  
\*Publisher's Statement.

## RUSSIA WANTS NEWS FROM AMERICA

O. M. Saylor Says American Publicity Is Needed There and Means Should Be Devised to Get It Through

INDIANAPOLIS, Ind., Sept. 12.—Oliver M. Saylor, dramatic editor of the News, who arrived home a few days ago from a trip to Russia, says Russian newspapers are extremely friendly to the United States. They believe in the disinterestedness of this country and they are satisfied that the United States has no sinister motive behind its participation in the war. This fact has appealed strongly to the Russian people, Mr. Saylor says, and caused them to feel that they may depend on this country.

Russian newspapers are anxious to get news from the United States, Mr. Saylor says. They eagerly seize upon every scrap of news that comes from this country and play it up in their columns, of course, the amount of information that reaches them from America is limited, and consists mostly of matter cabled by the Committee on Public Information at Washington. Perhaps two hundred to three hundred words a day get through from this source, and all of the Russian papers—Bolshevik and anti-Bolshevik—print it.

The fact is, Mr. Saylor says, the people of Russia are friendly to the United States for the same reason that the Russian newspapers are friendly. The cultivation of this feeling of faith in the aims and purposes of America, he declares, is the one vital thing that should be developed by this country. Although this development should have been started a long time before it was started, he says, yet it is not too late, even now, to make it work out advantageously to Russia as well as to this country. American publicity is needed in Russia, and means should be devised to get it through.

Mr. Saylor went to Russia last fall, and was there throughout the exciting times that accompanied the Bolshevik revolution, spending most of that part of the time in Moscow, where "things were doing."

"One thing that may be suspicious of the Bolshevik outfit," he said, "was that it suppressed all of the anti-Bolshevik newspapers. It struck me that this was not exactly in line with the Bolshevik talk of liberty. Many of these papers have appeared spasmodically from time to time since then. It has been common for a paper to be suppressed, and then for the publisher to move to some other place and start a new paper. He probably has had to do this several times. Some publishers have quit and started up again eight or nine times, to my knowledge.

"It is not uncommon, also, for a paper to appear with great blank white spaces in its columns, showing that the censor has done its duty in pitiless fashion. One can see that after the forms were ready for the press the censor ripped out great patches of type, killing this article and that article. And no attempt is made to fill the spaces thus created. They do not insert other articles to fill the places, but they simply go to press with the columns blank, showing what the censor has done.

"I found a good many newspaper offices in Russia that were large and splendidly equipped. I do not know much about their circulation, but I noticed that the Russians generally read the newspapers."

## RODE ON CONFIDENCE TO EMINENCE AMONG N. Y. REPORTERS



EDWIN C. HILL.

The most marked characteristic of Edwin C. Hill, of the New York Sun reportorial staff, is his quiet confidence in himself. It never even approaches egotism, hasn't the slightest resemblance to "bluff," is not in the least obtruding, is helpful to his fellows rather than offensive, is unboastful in quality, is evident in his work on the most difficult of assignments, never antagonizes his source of information, and enables him to land his story frequently where the slightest lack of confidence would inevitably spell failure. An instance in point:

When the New York Detective Bureau had at its head a man who was known to reporters as a "bear," Hill was sent to see him on an important story. Outside the great man's door were gathered a dozen reporters, awaiting the Chief's pleasure for their interview, and with unpleasant anticipation. Along comes Hill, immaculate, garbed, as he always is, in the best of taste. With a "Good morning, fellows," he knocked with firm hand and confident sound upon the closed door, entered as though he were assured of a cordial welcome, and stayed, though the waiters outside expected his speedy and humiliated exit. In about half an hour, out he came, smiling and chatting with the surly Chief, smoking one of the latter's good cigars, and with his story safely landed.

That's the way with Hill. He is what is known as a "good getter." He has an almost unerring instinct for the best point of attack, is easy in manner, is never fussed nor excited, never bluffs, and in no circumstances assumes an air of superiority because he has covered a difficult story. He has done the work expected of him, and that is all. How he would comport himself if he hadn't is yet to be ascertained.

Hill is a Hoosier, born in Aurora, on April 23, 1880, and educated in the University of Indiana. He got his first job on the Indianapolis Sentinel in 1900, shifted to the Press and the Journal in the same city, then to the Cincinnati Commercial Tribune, then applied for and obtained a place on the New York Sun, which, he says, "always seemed the *ne plus ultra* of newspapers," on April 15, 1904. Only two weeks later he was rushed out late at night to a fire near Procter's 125th Street Theatre with a veteran reporter, saw a few points that

others missed, and wrote what the late William M. Laffan called one of the best newspaper fire stories he had ever read.

Hill made a better hit, though, when the steamboat General Slocum was burned with terrible loss of life, and on October 4, less than six months after he went on the Sun, was put on "space," an achievement which usually required three years at that time; a speed record never equaled on the Sun.

Then Hill began to handle big assignments regularly and developed an ability to gather news and a style of presenting it that soon placed him in the forefront of New York reporters and newspaper writers. In 1905 he wrote for the Sun "A Little Child in the Dark," the story of a little one locked out inadvertently on a roof where it died alone through the night. It has been widely quoted and referred to, and is used as an illustration in textbooks on journalism. He handled the Republic disaster, the Titanic disaster—but the list is too long for reproduction here.

E. P. Mitchell, editor of the Sun, commenting on his covering of the famous Roosevelt-Farnes libel suit, said he did not see how it was humanly possible for one man to send so much matter, and of such a uniformly high grade. Hill was all alone, though other New York papers had regular staffs at the trial. For five weeks he sent to his paper from eight to ten columns every day, none pasted up, all excellently written and every day's account "marching" with smoothness, precision, and accuracy. His series sent from Gettysburg several years ago, when he covered the reunion of the Blue and the Gray warriors of the Civil War, still holds its high place as a classic in newspaper work. He filled column after column of the Sun every day of the famous meeting, filled with humor and with pathos, telling stories of the aged veterans and painting pictures of scenes and events in a manner that charmed the Sun's readers and won for the writer encomiums of office-mates and office superiors from whom a smile and a "good yarn" is usually the height of their commendation.

"Hill never lets up," is the comment of the Sun city desk. "When he starts on a story he spares neither effort nor ingenuity. He works with his head and misses nothing. And when he comes back to the office he puts the best he has into writing it—that's why he is what he is."

## WALTER E. HUBBARD RETIRES

After Quarter-Century of Newspaper Work, Will Enter War

BRATTLEBORO, Vt., Sept. 10.—Walter E. Hubbard, president of the Brattleboro (Vt.) Publishing Company and editor of the Brattleboro Daily Reformer and the Vermont Phoenix Weekly, has been succeeded as president and editor by Howard C. Rice. Mr. Hubbard has sold his half interest in the business to Mr. Rice and Ephraim H. Crane, his partners, who also own the Vermont Printing Company. Mr. Rice has been business manager of the paper.

Mr. Hubbard who has been connected with the Phoenix about a third of a century, and with the Reformer for the past five years, in a statement, made public, said: "I make the change now primarily in the hope of more useful activity, preferably overseas, at a time when men are needed. A surgeon of the service, after a careful examination, has pronounced me physically fit for work in a line where men of my age and experience are wanted. If I am not accepted I shall turn to other fields of effort."

## WHY PHOTOENGRAVING PRICE IS SO HIGH

Superintendent of Providence Journal Explains How Increased Prices of Materials and Higher Cost of Labor are Principal Reasons

PROVIDENCE, R. I., Sept. 9.—"One of the results that has been brought about by the war, and, which is becoming each day a matter of grave concern to the makers of photo-engravings for newspapers, is the scarcity of raw material and the high prices demanded for these articles," says A. L. Artesani, superintendent of the engraving department of the Providence Journal.

In a statement as to the cost of materials employed in the making of newspaper cuts and their comparisons with former day prices, Mr. Artesani continues: "As has been repeatedly printed in the Manufacturing Photo-Engravers' Bulletin, the official organ for the trade, many of the chemicals used here came from Germany, but to-day with the help of the United States Government we are progressing very rapidly in producing equally as good material here, and after the war has terminated we shall doubtless be in a position to compete successfully with foreign countries who previously controlled this market.

"Another important factor which enters into the situation is the fact that the Government is listing a number of the chemicals that are used in the manufacture of engravings and has issued orders limiting the amount each firm may use. This has practically made it necessary for chemists to be enlisted in the services of the various photo-engraving establishments to find suitable substitutes as in the case of acetic acid.

"Zinc to-day has increased practically 100 per cent. together with copper plate showing a big increase. This may to the uninitiated seem to be a matter of small importance, but when the matter is taken into consideration and the various elements of the manufacture are considered before this metal is suitable for the uses of plate making, then, and then only, will the user of this product appreciate the reason for the high cost as it is generally termed of the photo-engravers' product.

"Nitrate acid which is one of the most essential acids and which is used in zinc etching is most desirable at a strength of 42 degrees, and is used by the Government in the manufacture of ammunitions, and for that reason the use is curtailed with the possible chance of complete cutting off of this strength of acid.

"Denatured alcohol which is used in place of the grain alcohol for the preparation of the negative and stripping collodion, has increased steadily 100 per cent., while the grain alcohol is practically prohibitive.

"Castor oil, which forms an important part of the stripping collodion formula, has advanced 30 per cent.

"While the materials have advanced, the cost of labor has also increased anywhere from 10 per cent. to 25 per cent., but fortunately the labor situation is appreciably condoned by the absence of strikes and lockouts. Nevertheless the cost of labor has increased in proportion to the increased cost of living to a certain extent."

PHILADELPHIA, Sept. 11.—Anthony Grieco, of the staff of the Italian daily L'Opinione, is now a member of the military police at Camp Meade.

## LYNN J. ARNOLD SUES FOR \$8,900,000

Editor of Knickerbocker Press Brings Six Actions for Alleged Libel Arising Out of His Support of H. J. Hinman's Candidacy

ALBANY, N. Y., September 11.—Lynn J. Arnold, president of the Press Company and editor of the Knickerbocker Press, has instituted libel suits for damages aggregating \$8,900,000, arising out of his advocacy of the candidacy of Harold J. Hinman, his law partner, for Justice of the Supreme Court in the recent Republican primary against County Judge George Addington.

In a recent editorial in the Knickerbocker Press Judge Arnold strongly characterized Henry J. Crawford, an Albany lawyer and supporter of Judge Addington, who had caused the publication in the Albany Sunday Telegram of a letter to Judge Arnold to which the latter takes exception.

One of the actions is against Wilson P. Foss, of Nyack, for \$6,500,000; another against Harvey De Baun, of Haverstraw, for \$1,500,000, both of whom are alleged to have caused information to be published about the case previously. The Albany Telegram Company is sued for \$500,000, its president, Herbert E. Hill, for \$50,000, and Leo M. Doody, its editor, for \$100,000, and Mr. Crawford for \$250,000.

Former Senator Edgar T. Brackett, of Saratoga Springs, has been engaged by Mr. Crawford as counsel, who says he will force the actions to trial.

Judge Arnold stated in an editorial in the Knickerbocker Press that the actions were not brought for political purposes, but to protect his standing as an attorney and as editor.

### Raises Subscription Rates

The Wabash, Ind., Plain Dealer has announced increased mail subscription rates. Hereafter the price will be \$4 a year inside the State and \$4.50 outside the State.

## J. B. GERAGHTY IN NEW JOB

Will Be Publicity Manager for Philadelphia Rapid Transit Company

PHILADELPHIA, Pa., Sept. 12.—Bowling to the turn of events which prescribes that public service corporations prosper nowadays only by "letting the public in" on their affairs, the Philadelphia Rapid Transit Company has announced the appointment of a publicity man to tell the people of Philadelphia a lot more about the company than they have heard in the last twenty-five years. The appointee is John B. Geraghty, one of the city's veterans in the publicity field. He was named to the post after he finished his duties as publicity director for the \$20,000,000 War Chest drive. He got his newspaper training on the staff of the Philadelphia Record.

With many drastic changes about to be put in effect, due to orders from the Federal Fuel Administrator, the company felt that public cooperation would be assured if the "skip-stop" plan and the discontinuance of unnecessary car lines were intelligently explained in the newspapers. It was to educate the people along these lines that Mr. Geraghty was engaged.

### New Publishing Companies

ALBANY, N. Y., September 11.—The following publishing corporations have been incorporated in the Secretary of State's office:

Development Publishing Company, Inc., of Manhattan. The capital stock is \$5,000, and the directors, Rodolfo Menendez and Fred R. Smyth, of 120 Broadway, and Marcelino F. Canlo, 29 Broadway, New York city.

Scandinavian Trade Outlook, Inc., of Manhattan. The capital stock is \$1,200, and the directors, George Reith, 74 Broadway; Julius Moritzen, 7 Pine Street, and Louis E. Johnson, 27 William Street, New York city.

Belief in the value of anything is not created—it is COMMUNICATED. If you believe in advertising, and use it, you can sell advertising.

## Editor and Publisher's "Cover-to-Cover" Value to Executives in the Publishing Field

In a letter to the Circulation Manager of EDITOR & PUBLISHER, one of the foremost executives in the magazine and periodical field in America writes:

"At the time Mr. Carvalho retired from the active general management of the Hearst publications he sent me a copy of this paper, giving the account of his career. It was my first acquaintance with the E. & P. and I found so much of genuine value to a man of my position that I immediately placed a subscription and have read each issue from cover to cover since that time. I told Mr. \_\_\_\_\_ recently that without wishing to make invidious comparisons it seemed to me that I got more out of your paper than from \_\_\_\_\_, and he immediately placed a subscription. I have no doubt that with such good editorial values you will succeed in keeping the circulation where it belongs."

EDITOR & PUBLISHER is both a newspaper and a viewpaper. It deals with events, primarily; but it deals also with problems which confront men in the newspaper and advertising fields. The measure of its service to its readers grows larger week by week—and that to its advertisers keeps even pace.

# General Crowder Chides New Jersey

The big man at Washington who sends out the millions of questionnaires and calls on citizens to register has told New Jersey that it has a very large percentage of men in the deferred class as compared with other states.

But like a lot of other people, the General evidently overlooked the fact that New Jersey has developed from what might have been regarded as an agricultural state with a few manufacturing cities into a seething, teeming, booming industrial center with more than half its workers on war essentials—in the deferred class, of course!

*New Jersey, be it known, is producing more war material than any state in the union—and that's pretty big talk.*

Its working masses are busy as beavers making big wages, spending, and saving, too—making things boom.

The millions on the "firing lines" at home are your market, and a right promising market it is—reached by these

## Widely Read New Jersey Newspapers

| Paper                                  | Circulation. | Rate 5,000 lines |
|--|--------------|------------------|
| Asbury Park Press (E).....             | 7,336        | .0207            |
| Atlantic City Press (M) Union (E)..... | 13,135       | .0350            |
| Camden Courier (E).....                | 11,300       | .025             |
| Elizabeth Journal (E) (A.B.C.).....    | 16,339       | .0318            |
| Hackensack Record .....                | 5,072        | .0178            |
| Newark Sunday Call (S).....            | 51,981       | .11              |
| Newark Star-Eagle (E).....             | 53,913       | .10              |
| Morristown Record (E).....             | 3,925        | .0107            |
| Passaic Herald (E).....                | 6,614        | .015             |
| Passaic News (E).....                  | 7,627        | .0215            |
| Paterson Call (M).....                 | 13,824       | .0321            |
| Paterson Press-Guardian (E).....       | 11,107       | .03              |
| Paterson Sunday Chronicle (S).....     | 8,534        | .03              |
| Perth Amboy Evening News (E).....      | 7,505        | .018             |
| Plainfield Courier-News (E).....       | 7,427        | .0215            |
| Union Hill (Weehawken) Hudson Dispatch | 14,000       | .02              |

Theodore S. Fettinger Advertising Agency, 314 Kinney Building, Newark, N. J.

# EDITORIAL

## SELLING ADVERTISING TO "OFFICIAL WASHINGTON"

FRANK P. GLASS, president of the American Newspaper Publishers Association, in the course of a recent talk, said: "Official Washington has never been sold on the value of advertising. I think this is true from top to bottom. Official Washington is a great deal of a skeptic on advertising, and nobody has ever seriously proposed to Congress to buy advertising space."

And yet Official Washington does realize, in a vague way, that advertising is rendering an indispensable service to the nation at war; that, without advertising, the great Liberty Loans could not be fully sold to the people; that, without advertising, many vital war tasks could not be accomplished.

What Official Washington does not yet realize is the propriety of providing for the purchase of advertising by the Government. This realization will come, but it is already long overdue. In this official view it would be impossible to adopt a governmental advertising policy because there would be certain difficulties encountered in the administration of such a policy. Rather than meet these difficulties and solve them in a common-sense way, Official Washington prefers to follow an advertising policy which leaves to private individuals a task which obviously belongs to the Government itself.

The process of selling Official Washington on any essential war policy is usually a slow one. Official Washington waits to "hear from the folks at home." That is, perhaps, well. It serves to keep the Congress responsive to the popular will. Congressmen "hear from home" through two channels, chiefly: through letters from constituents and through the home newspapers. They chart their course accordingly.

On the great, evolutionary policies which we have adopted in the interests of the national welfare—such as the selective draft—Congressmen have heeded the call from home. The call has been voiced in a clarion way by the newspapers. It could not be ignored. Those of our lawmakers who failed to see the light have already come to an end of their public careers.

But the policy of paid advertising campaigns for and by the Government has not been urged upon them by the home newspapers or the home people. The newspapers have been reluctant to bring the issue to the fore because they would be accused of selfish interest—and thus no public sentiment among the people has been aroused.

But such a sentiment would inevitably develop if the newspapers should discuss Government advertising in the same spirit of frankness, of fact-weighting, in which other public questions are considered. If, for instance, the people were to be told of the economic advantages to be gained through an efficient policy—how the Government would be enabled to make a direct appeal for the bonds and to sell them at far less cost for the advertising than at present; how the great expenditure of effort now made to procure private donations with which to pay for space would be eliminated—public opinion would respond and make itself, as always, audible in Official Washington.

The newspapers and the people will continue to support the present policy of advertising the Liberty Bonds—because it IS the nation's policy, and we are inclined strongly and properly to the "my-country-right-or-wrong" sort of patriotism. But it is to be devoutly hoped that, after the triumphant close of the campaign for the Fourth Liberty Loan, the needed awakening will come, and that we shall thereafter profit by the experiences of our Allies in this matter of Government advertising.

Meantime, boost the Fourth Loan with redoubled effort and loyal service!

THE advertising staffs of our newspapers are working under the fire-test of new business conditions. It is their task to develop all possible new sources of revenue—to sell advertising to those who have not been accustomed heretofore to buy advertising in any systematic way. That this can be done is demonstrated by the fact that it IS BEING DONE.



## THE EXAMPLE OF BRITISH ADVERTISERS

SOME time in the future the story will be written how Britain safeguarded her industries and trade during the years in which her great navy shielded the world from the maddened Hun and her superb army drove back on the fields of France the tide of a barbaric invasion.

The wonder element in that story will deal with the clear vision of her business men who, contending with crushing economic difficulties, found a solution for every problem, maintaining Britain strong and prosperous at home as well as invincible in war.

British manufacturers, forced to discontinue the production of commodities for which markets had been established—their plants turned to war uses—have adopted the sensible and practical course. They appreciated that advertising, having served them so well in creating good-will and in finding markets for their products, could serve equally well in preserving them; that advertising could be utilized not only to sell goods, but to make clear to the people why those goods could not be made and sold in war times, and to keep in the public mind the commodities for which favor had been earned in past times, thus bridging the period of the war and assuring a ready welcome for their offerings in the reconstruction period.

So British manufacturers continue their advertising. They buy space in a "sellers' market," and retain by war-time advertising the prestige won in times of peace.

The great retail stores are advertising more intensively than ever before. Newspapers, because of size-limitations, have far less space to sell than before the war; rates are higher. But the merchants make profitable use of all the space they can buy, and find the volume of trade growing constantly, with profits above the old marks. Not excess profits, based on profiteering—for it has been declared officially that there has been no profiteering by British merchants—but profits based upon increased turnover.

In our own country the lowest-priced commodity sold just now is newspaper advertising space. Advertising rates are not keeping pace with increasing costs of production. In the face of curtailment of news print consumption the newspapers are still able to accord to advertisers all the space they require. This condition may not continue if the war should last through another two years—and rates are sure to be advanced, irrespective of this consideration. Our advertisers should make the most of their present golden opportunities. They should "take a leaf" from the experience of British business men, and make their present advertising campaigns serve the double purpose of effecting immediate sales and of providing for the trade competition which will follow the ending of the war.

## A LOYAL PRESS

A. MITCHELL PALMER, Allen Property Custodian, in his work of uncovering Hun-property in this country, found the tentacles of the Potsdam Gang reaching into about every American industry. The secret methods of German diplomacy were followed in the matter of German investments. He believes that the purpose in view for forty years has been to win a strangle-hold on our industries, so that commercial domination might eventually pave the way for political dictation in our affairs.

It has developed, however, that there is one branch of American industry which has so nearly escaped Hun-control that the record is almost clean. But two newspapers, one an English-language daily in New York and the other a German-language daily in Cleveland, have been found to have been under enemy-alien ownership.

It is known that, in the first years of the war, great efforts were made by Hun-agents here to secure control of our newspapers. That these efforts should have yielded a result so near to zero speaks well for the vigilance and loyalty of our newspaper owners.

The Hun evidently relied upon the allegiance to Potsdam of our German-language press—but in this events have proved that he was gravely disappointed. While most Americans feel that we are not showing wisdom in permitting the publication in war times of alien-language newspapers, it remains true that, since the United States entered the war, these newspapers as a whole have tried to show complete loyalty to America's cause. The exceptions to this rule have been few, and have been dealt with in a drastic way.

It may be expected that, before the war ends, public sentiment will demand in unmistakable terms that the German-language newspapers shall be compelled to print in English. If these newspapers have succeeded, as they claim to have done, in Americanizing their readers then these readers should be glad to abandon the use of the language which has become odious to free peoples.

A press free from the slightest taint of disloyalty—and that is the status of our press to-day—is a bastion of national strength against which the assaults of autocracy will break in vain.

THE meaning of the Fourth Liberty Loan has been made vividly clear, and its significance to every American outlined in phrases that get to the inner consciousness in a little pamphlet issued by the New York Liberty Loan Publicity Division, of which Guy Emerson is director. The story is told under five district headings. The copy was prepared by Frank I. Cobb, chief editorial writer of the New York World. It is an example of the art of writing which should be studied by newspaper men everywhere. Not a sentence could be spared from the completed product. There is no trace of vagueness. The call to service is ringing and irresistible. In this work Frank I. Cobb has served his country no less usefully than does the efficient and devoted military commander at the front.

JOE MITCHELL CHAPPEL has written one of the best books of the war, under the title: "We'll Stick to the Finish!" It is a chronicle of his visit to the battle fronts. He describes the great drama as it appealed to "a feller from home," interested in its human side and able to picture the fast-moving events vividly and in the simple phrases of man-to-man talk. The book is a delightful narrative, constructed by a master of the fine art of winning the intimate interest of the reader. But it is much more—it is a clarion call to all Americans to understand and appreciate the nature of the task we have placed in the hands of our boys over there, and to give to them the aid and comfort and coöperation which will warm their hearts and strengthen their hands.

SELL bonds of the Fourth Liberty Loan issue to yourself FIRST. Then write editorials that will sell them to your readers.

September 14, 1918. Volume 51, No. 14.  
**EDITOR AND PUBLISHER**  
*Published weekly by*  
**THE EDITOR AND PUBLISHER CO.**  
 1117 World Building, 63 Park Row, New York.  
*James Wright Brown, editor; W. D. Showalter, managing editor; John F. Redmond, news editor.*  
*Editorial Staff: Walter Sammis, Hugh H. Thomson, H. R. Drummond, M. E. Pew.*  
*London: Valentine Wallace.*  
*Paris: F. B. Grundy.*  
*Toronto: W. A. Craich.*  
*Chicago: C. B. Cory.*  
*San Francisco: Geo. R. De Vore.*  
*Boston: M. J. Staples.*  
*Washington: Robert T. Barry.*  
 10 cents a copy; \$3 a year; foreign postage \$1.00; Canadian, 50c.  
 Entered in the New York Post Office as second-class matter.

PERSONALS

**R.** F. R. HUNTSMAN, publisher of the Brooklyn Standard-Union, is spending a short vacation in the Maine Woods.

Thomas A. Petty, for the last year manager of the Austin (Tex.) Bureau of the Associated Press, has resigned to accept the position of publicity manager in the campaign to combat the social evil about Texas military camps and civil life in Texas. Mr. Petty had been with the Associated Press for seven years, and had worked in Columbus and Cleveland, O., Chicago, Dallas, and Austin.

C. C. Brown, assistant city editor of the Dallas Morning News, has resigned and has gone to San Antonio to take a short course in training for Y. M. C. A. work overseas, after which he expects to depart for France.

W. W. Casteel is the latest addition to the copy-reading staff of the Courier-Journal. He was recently discharged from the Field Artillery Central Officers' Training School, because of physical disability. Mr. Casteel has been managing editor of the Mitchell (S. D.) Republican. He was formerly early morning editor of the Associated Press at Chicago.

Ernest Pratt, city editor of the Chicago Herald and Examiner, is on a vacation motor trip through the West. J. H. Kirkland, assistant day city editor, is sitting in during his absence.

Walter Howey has been appointed managing editor of the Chicago Herald and Examiner. He has been connected with the paper in various capacities of an executive nature since leaving the Chicago Tribune about a year and a half ago.

H. S. Thalheimer, publisher of the Toledo Blade, Detroit Journal, and the Newark Star-Eagle, has changed his name to H. S. Talmadge.

D. D. Meredith has taken charge of the St. Paul bureau of the United Press, whose territory embraces Minnesota, the Dakotas, and western Canada. He had been in charge of the Milwaukee office for a year and a half, and before that was stationed in Chicago. Mr. Meredith succeeds V. E. Michaels.

M. T. Caine, who in print calls himself "Empty" Caine, the cartoonist, who is officiating as sporting editor of the St. Paul Daily News, had the bad luck to wind up his vacation with a bad case of tonsillitis.

R. H. Sommer, once of the art staff of the Seattle Post-Intelligencer and now located in Chicago, is the creator of the Pershing portrait poster, which is being so extensively used in the present War Savings Stamp drive.

Harry Evans, for twelve years telegraph editor of the Louisville Times, has resigned to accept the post of secretary with the Louisville Park Board. He will receive a salary of \$2,400 per annum. Mr. Evans was secretary to the late Gen. Lew Wallace when the Hoosier author was writing his famous "Ben Hur" and "The Prince of India."

Will Williams, of Nashville, Tenn., better known as "Cap," formerly reporter on New York papers but more recently on the Nashville Tennessean and American, has been appointed State archivist of Tennessee. Mr. Williams had been covering the Capitol rounds before his appointment.

Mr. and Mrs. Benjamin S. Herbert, of Chicago, announce the birth of a son on August 25. Mr. Herbert is editor and publisher of the National Printer-Journalist.

Stephane Lauzanne, editor of the Paris Matin, who spoke in St. Paul re-

**THE best teachers can impart only broken images of the truth which they perceive. Speech which goes from one to another between two natures, and, what is worse, between two experiences, is doubly relative. The speaker buries his meaning; it is for the hearer to dig it up again.—Stevenson.**

cently, endeared himself to the local newspaper men by intimate personal conversation in which ideas were exchanged to mutual advantage. M. Lauzanne declared that "the newspaper profession is the greatest in the world, barring none."

John F. Redmond, news editor of the Editor & Publisher, has enlisted in the naval service and has been assigned to the cable censor's office.

Harry F. Palmer, former secretary-treasurer of the Wabash (Ind.) Plain Dealer, and now one of the owners of the North Manchester News, has been elected secretary of the Wabash Commercial Club, and will devote his entire time to that work.

O. H. Downey, former editor of the Churubusco (Ind.) Truth, will leave soon for France, where he will supervise a line of advertising for the United States Government.

R. C. Mehaffey, of the Chicago Herald and Examiner reportorial staff, has resigned to join the Red Cross overseas contingent.

Ray W. Frohman, of Portland, Ore., formerly a reporter on the Journal, and more recently feature writer for the San Francisco Examiner, has been engaged to teach journalism in the Lewis and Clark High School of Spokane, Wash.

Arthur F. Herwig, formerly dramatic editor of the Milwaukee Sentinel, and assistant city editor of the Milwaukee Evening Wisconsin, has been made city editor of the Sentinel.

Joseph Dorney, formerly court reporter of the Milwaukee Sentinel and police reporter of the Milwaukee Free Press, has been made telegraph editor of the Milwaukee Sentinel.

B. Larz Newton, until recently real-estate editor of the Worcester (Mass.) Telegram, and formerly a member of the staff of the Chelsea (Mass.) Record, has left Camp Upton, L. I., with the Chelsea Increment assigned to that camp.

Lieut. John I. Rancourt, formerly in the advertising department of the Providence Journal, has been wounded in France. He is an observer with the Eighty-eighth Aero Squadron. At the time he was wounded his machine fought four German planes. It was riddled with bullets and he was struck four times.

Lieut. Clifton V. Cross, of Naugatuck, Conn., who resigned from the sporting department of the New York Times to enter upon a course of training at the second Plattsburgh camp, has been wounded for the second time, since his arrival in France. Lieut. Clifton is a graduate of the University of Virginia. Prior to joining the Times staff he was connected with the sporting department of the Waterbury (Conn.) American.

EDITORS GOING ABROAD

**Frank P. Glass Heads Party—To Be Guests of British Government**

Frank P. Glass, editor of the Birmingham News and president of the American Newspaper Publishers Association, is to be one of the party of American editors leaving an American port soon for a two months' visit to London

and the continent as the guest of the British Government.

**LAFE YOUNG, JR., TO WAR ZONE**

**Invited, with Other Newspaper Men, by British Bureau of Information**

Lafayette Young, jr., general manager of the Des Moines Capital, has been invited by the British Bureau of Information to visit England, the battle fronts, and the British fleet, with a party of American newspaper men, and has accepted.

The entire trip will occupy about eight weeks, and the guests will leave about the middle of September.

The object of the trip is to furnish first-hand information to newspaper men of the United States so that they, in turn, may be of assistance to their constituents.

**NAME McCORMICK FOR SENATE**

**Former Publisher of Chicago Tribune Wins Nomination by 500,000**

Medill McCormick, formerly publisher of the Chicago Tribune, who for some years has been serving his State and the nation as Congressman-at-Large from Illinois, has won by at least 50,000 plurality the Illinois Republican primary nomination for the United States Senate.

**Harris Nominated for Senator**

William J. Harris, formerly Federal Trade Commissioner, has won the Georgia Democratic primary nomination for the United States Senate by defeating Senator Thomas Hordwick.

**Preston with Cincinnati Enquirer**

George W. Preston, formerly of Detroit, Duluth, Omaha, and Kansas City, has been appointed advertising manager of the Cincinnati Enquirer.

**Ryan Wants to Go Abroad**

PORTLAND, Ore., September 10.—Paul H. Ryan, formerly employed on Portland newspapers, has resigned as publicity secretary of the Knights of Columbus at Camp Lewis, Wash. Mr. Ryan made three attempts to enlist for military service, but was refused because of a weak heart. He then took up work for the Knights of Columbus, but when he was unable to go abroad for them decided to return to newspaper work.

**Mrs. Bell Will Do "Her Bit"**

STORM LAKE, Ia., September 10.—John R. Bell, former editor of the Clarion Clipper, has been accepted for Y. M. C. A. work overseas and expects to leave soon. Mr. Bell is now publisher of the Storm Lake Register and the report is that his wife will manage the business in his absence.

**Carl Lorenz Again Honored**

CLEVELAND, O., September 3.—Carl Lorenz, city editor of the Wacchter und Anzeiger, has been reelected secretary of the Cleveland Library Board.

**Col. McCormick Post Commandant**

Col. R. R. McCormick, one of the two editors of the Chicago Tribune, has been appointed post commandant at Ft. Sheridan. He recently returned from France, where he was second in command of the 122d Field Artillery, formerly the First Illinois Cavalry. Col. McCormick has been ordered to Ft. Sheridan primarily to muster a new artillery regiment, the Sixty-first, which it is expected he will take south later for the winter's training, subsequently leading it to France.

**The Big One Got Away**

Emil M. Scholz, publisher of the New York Evening Post, is back at his desk again from a month's vacation in the wilds of Wisconsin, and with the usual new crop of fish stories. Scholz says that in one afternoon he hooked seven bass that weighted in at 20½ pounds, and just before breaking camp he thought he had a sixty-pound muscolonge. But—bang went the steel rod, and away went the fish!



The Akron Times has signed a contract for The Haskin Service for One Year

## AD FIELD PERSONALS

PHILLIP J. FRIEDLANDER, sales and advertising manager for Mayer Brothers (boys' and youths' clothing), Chicago, is the first incumbent of the sales office who has not simultaneously been a member of the firm. He spent nine months on the western battle-front, freelancing for the I. N. S., and immediately after his return to this country was sent in the same service on a special confidential mission to South America.

CARL CHAPIN, advertising manager for Hart, Schaffner & Marx, Chicago, is a Phi Delta Theta from Miami University. Mark Cresap, general manager for the same concern, formerly was connected with the circulation department of the old Chicago Record-Herald, and still remains the same type of good fellow. The account is handled through Williams & Cunningham's Chicago offices.

GEORGE E. SNYDER, for ten years past advertising manager for Alfred Decker & Cohn, Chicago, manufacturers of Sincerity Brand clothes, has joined the staff of the Meyer Both Company, Chicago, advertising and fashion illustrators and cut service.

H. S. EATON, for the past six months manager of classified advertising on the Portland Oregonian, and prior to that in the advertising department of Tacoma papers, has accepted a position as secretary to the president of the Pacific Coast Steamship Company at Seattle.

WALTER J. FUGHT, advertising manager for the Fox Typewriter Co., Grand Rapids, Mich., has gone into army service and is succeeded by C. H. Perkins.

C. S. BOYNTON has just succeeded B. Steinman, in charge of the mechanical department of Mallory, Mitchell & Faust, Chicago. Mr. Steinman now is serving with the United States infantry forces in France.

JAMES T. MANGAN, hitherto connected with the editorial and plan departments of Mallory, Mitchell & Faust, has resigned to try for an ensign's commission at the naval training school on the Municipal Pier.

CORNING-FIRESTONE agency, St. Paul, placed in its "103 list" of country papers an invitation to inspect the new factory of Foot, Schulze & Co., of that city, and watch shoes in the making. As a result many hundreds of country visitors took advantage of the "open house" held by the firm during State Fair week.

THEODORE BRODERS has returned to his old position as head of the service department and display advertising of the St. Paul Daily News. Since April Mr. Broders had been manager of Husch Bros., women's outfitters.

C. E. STEFFEY, sales manager of the National Cash Register for the United States and Canada, has been appointed general sales manager of the company for the entire world.

MARTIN PREHN, formerly with the John O. Powers Company, New York, is now with the copy department of the Blackman-Ross Company, also of New York.

E. C. WHITMYRE, who for the past year has been assistant sales and advertising manager of Kellogg Products, Inc., Buffalo, N. Y., has joined the copy staff of the Campbell-Ewald Company, Detroit. He was formerly advertising manager of the Diamond Power Specialty Company, Detroit, and previous to that he was connected with the ad-

vertising departments of the Sherwin-Williams Company, and the Burroughs Adding Machine Company.

WILLIAM H. INGERSOLL, of Robert H. Ingersoll & Bro., New York, has been appointed director of Four Minute Men, on the Committee on Public Information, Washington, succeeding William McCormick Blair, who has resigned to attend the Field Artillery Training Camp at Louisville, Ky. Mr. Ingersoll has been a member of the Four Minute Men's National Advertising Council and has written several bulletins for this department of the Committee's activity.

THE NAME OF THE SIEGFRIED COMPANY, New York, has been changed to Croot & Denhard, Inc. The officers are Kenneth Reynolds, president; S. C. Croot, vice-president; S. H. Denhard, treasurer, and Quentin Reynolds, secretary.

THE ANNUAL CONVENTION of the Associated Advertising Clubs of Iowa will be held at Marshalltown on September 24 and 25.

HAROLD A. HOLMES, advertising director of Peoples Popular Monthly, of Des Moines, Ia., addressed the advertising clubs of St. Louis at their regular meeting last Tuesday. His subject was "Cashing In On the Inquiry."

NORMAN H. K. CATTS addressed the Des Moines Advertising Club in a special session on the export possibilities in Australia for the manufacturers of the States. A committee was appointed by the president of the club to assemble any data which would be of interest to Des Moines manufacturers who wish to enter the Australian markets.

EDWARD J. COONEY has resigned as director of publicity for the Rhode Island Company, Providence, to manage the campaign of Senator LeBaron B. Colt.

THE ADVERTISING CLUB, of St. Louis, stood sponsor for the opening night of the performance at the Odeon in that city of "America's Answer," the second of the series of films produced by the Film Division of the Committee on Public Information. The film was largely advertised in St. Louis through page space in the daily newspapers contributed by business firms and individuals.

WILLIAM NEAL, JR., superintendent of advertising of the St. Paul Daily News, and two members of his staff, William Shauls and M. W. Thompson, are duck-hunting at Swan Lake.

LEROY MILLS and C. B. BITTING have left the display ad. department of the St. Paul Daily News for the corresponding department of the Dispatch Pioneer Press.

N. RANDOLPH CERF, vice-president of the Arnold Joerns Co., Chicago, will resign his connection with the firm to enter the naval ensigns' training school on the Municipal Pier.

MISS MARGARET LOUISE LOUDON, until this week a member of the reportorial staff of the Philadelphia Inquirer, is the latest Philadelphian to join the advertising "sorority" in a city that boasts of a large proportion of women ad-writers. Miss Loudon is assistant advertising manager of Blauner's department store, and will join the Women's Advertising League.

A live advertising solicitor, with a record of good work elsewhere, might be able to do big things for your paper—for a new field and new opportunities always put a man to the test. Use EDITOR & PUBLISHER'S classified and find the right man.

## OREGON NEWSPAPER MAN CALLED TO WASHINGTON BY THE GOVERNMENT



WALTER W. R. MAY.

PORTLAND, Ore., September 9.—Walter W. R. May, for the past three years assistant city editor of the Portland Oregonian, has accepted an appointment in Washington, D. C., as assistant educational director in the Public Health Service, under Surgeon-General Rupert Blue. He has been assigned to the division of venereal diseases.

Mr. May is a newspaper man of wide acquaintance. He began his newspaper career in Indiana, on the Terre Haute Gazette and Star. He also worked on the Minneapolis Tribune, was city editor of the Fargo News and financial editor of the Spokane Spokesman-Review.

In his new work, Mr. May will assist the public health campaign in military centres, munition works and shipyards. He is only 30 years of age and had qualified for entrance to the officers training school of the Marine Reserve Flying Corps when the call to Washington came.

## TIPS FOR THE AD MANAGER

GEORGE BATTEN COMPANY, 381 Fourth Avenue, placing orders with newspapers in selected sections for the George B. Keith Company, Walk-Over Shoe.

THOMAS M. BOWERS ADVERTISING AGENCY, Chicago, places advertising for the Columbia Fastener Company.

BROWN EXPORT COMPANY, 74 Cortland Street, placing orders with a few newspapers in Texas.

CENTRAL INTERNATIONAL ADVERTISING AGENCY, Chicago, placing orders with newspapers for the Pan-American Exporters, Chicago.

CLARKSON A. COLLINS, JR., 120 Broadway, again placing orders with some Vermont newspapers for the Standard Paint Company, "Rubberoid Roofing."

J. H. CROSS COMPANY, Philadelphia, placing contracts with newspapers generally for the Wernet Dental Mfg. Co.

DAUCHY COMPANY, 9 Murray Street, again placing copy with newspapers in selected sections for the Hiscock Chemical Company.

GEORGE L. DYER COMPANY, 42 Broadway, are reported to have the placing

of advertising for the Packard Motor Car Company.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street, placing orders with some Western papers for Leo Feist, music publishers.

CHAS. H. FULLER COMPANY, Chicago, again making contracts with newspapers where old ones expire, for the E. Lawrence Company, "Gets It" corn remedy.

GARDINER, ATKINSON & WELLS, 150 Madison Avenue, placing orders with some newspapers in large cities for the September issue of Hearst Magazine.

HENRI, HURST & McDONALD, Chicago, placing orders with newspapers in selected sections for Buck's Stove and Range Company.

HUMPHREY'S HOMEOPATHIC MEDICINE COMPANY, 156 William Street, again placing orders with newspapers for their fall advertising.

WYLLIE B. JONES ADVERTISING AGENCY, Binghamton, N. Y., again placing orders with some Western newspapers for Stearns Electric Paste Company.

MORSE INTERNATIONAL AGENCY, 449 Fourth Avenue, reported contemplating making up list of newspapers next month for Brown's Bronchial Troches. Placing some contracts in East for "Sodzodent."

NATIONAL ADVERTISING AGENCY, 246 West 47th Street, again placing copy with newspapers for the fall advertising of "Poslam."

HARRY PORTER COMPANY, 18 East 41st Street, again placing orders with some Eastern newspapers for Pierce, Butler & Pierce Mfg. Company, bolters.

REDFIELD ADVERTISING AGENCY, 34 West 33d Street, again placing orders with newspapers for the fall advertising of American Lead Pencil Company.

DR. J. H. SCHENCK & SON, Philadelphia, placing contracts with newspapers generally for Schenck's pills.

SOUTHERN ADVERTISING AGENCY, Atlanta, Ga., placing contracts with some

## Advertising Agents

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

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

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

## Publishers' Representative

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

## New Orleans States

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

41,267 Daily

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

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

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



California newspapers for "La Creole" Hair Dressing.

VANDERHOEF & Co., Chicago, have secured the advertising account of the Adams & Elting Co., Chicago. Newspapers, and paint and posting in the Middle West will be used. Also the account of the Stolp Co., automobile accessories, Chicago. Newspapers in the Middle West will be used.

CHAS. H. TOUZALIN AGENCY, Chicago, again placing orders with newspapers in selected sections for Pleser-Livingston Company, "Uncle Jerry Pancake Flour."

VREDENBURGH-KENNEDY COMPANY, 171 Madison Avenue, making contracts with some Pacific Coast newspapers for Alonzo O. Bliss Company, Washington.

WARD & GOW, 50 Union Square, reported making up list of newspapers during November for King Motor Car Company.

ALBERT P. HILL COMPANY, INC., Pittsburgh, will make up lists during November for Pratt & Lambert, Buffalo, varnishes.

NELSON CHESMAN & Co., St. Louis, will make up lists of newspapers during November for the Paris Medicine Company.

CHARLES ADVERTISING SERVICE, 23 East 26th Street, will make up lists this month and next for J. J. H. Gregory & Sons, Marblehead, Mass., seeds.

CORNING-FIRESTONE AGENCY, St. Paul, is placing the McKibbin Hat fall advertising in nearly 200 Northwestern newspapers. Seventy-seven-line and 84-line copy is being used, the order aggregating about 700 lines. It is also placing advertising of the College of St. Thomas of St. Paul, a Catholic military institution, in an enlarged list of both secular and religious newspapers throughout the country.

THE ARNOLD JOERNS Co., Lytton Building, Chicago, has secured the accounts of E. J. Hibner Oil Company, Chicago; Illinois Silo & Tractor Company, Bloomington, Ill.; Wyoming Oil & Copper Company, Whiting, Ind.

**BIG SHOWING OF "MOVIE" ADS.**

Toledo News-Bee Issues Special Section, Carrying Great Volume of Business

The Toledo News-Bee, a Scripps-McKae League paper, carried an eight-page motion-picture section last Saturday that was easily 50 per cent. advertising at about 15 cents per.

"Go to the Movies and Help Win the War," was the slogan that won the business. The first page was devoted to a picture lay-out of ruling favorites, including Geraldine Farrar, Nazimova, Viola Dana and Lula Lee. The programmes of the big exhibitors, with columns of breezy gossip of the film studio stars, enlivened the pages.

Seemingly all of the local exhibitors and many of the large producers were represented by big display copy.

**N. Y. Ad Club to Issue \$10,000 Bonds**

The New York Advertising Club has decided to issue \$10,000 bonds of \$25 each, bearing interest at 5 per cent., to furnish funds to run the restaurant, which will be operated by the club beginning November 1. Interest will be paid annually, and at least fifty of the bonds are to be retired at each annual meeting.

Newspaper men who cannot serve in the fighting forces are still privileged to serve usefully at home—in their own very "essential industry."

**THE ADVERTISING "AGENCY SPOTLIGHT"**

Arnold Joerns, president of the Arnold Joerns Company, advertising agents, Chicago, has been promoted from a first lieutenant to a captaincy in the United States aerial service.

C. B. Caldwell, office manager for the Arkenberg Special Agency, Lytton Building, Chicago, has left to join the army, being assigned to an infantry regiment.

R. J. Arkenberg, brother of the head of the Arkenberg Special Agency, Chicago, and hitherto connected with the office staff, has entered the army and left for Camp Wentworth, Spartanburg, S. C.

C. L. Armstrong has joined the Mallory, Mitchell & Faust organization, and will hereafter cooperate with their writing and business research departments. Mr. Armstrong recently received an honorable discharge from his captaincy in the British army, having sustained a severe case of shell-shock overseas.

**TO CHANGE CONVENTION DATE**

Ad Managers Want It Held October 7 and 8 in Chicago

The Daily Newspaper Advertising Managers' Association of New York, which held its regular bi-weekly luncheon and business conference Tuesday at Delmonico's, is sending out this week letters of invitation to all the newspapers within fifty miles of this city to attend the next meeting and become members of the organization. The next meeting will be on September 4, but just where only Hal Fink, of the Herald, and J. M. Boyle, of the Telegram, can tell. They have been appointed a permanent luncheon committee, and will select a new place to meet each time. It is expected that Truman De Weese, of Shredded Wheat fame, will address the next meeting on newspaper advertising.

The meeting decided to ask E. W. Parsons, of the Chicago Tribune, to change the date of the national convention, which was scheduled for October 8 in Chicago, to October 7 and 8, to give the managers Sunday to travel in.

Among the subjects discussed last Tuesday was the effect of the eighteen to forty-five draft upon advertising staffs. While it was the consensus of the meeting that an advertising solicitor could honestly claim exemption on the ground that he is a necessary part of an essential industry, it was decided to leave to the publishers the decision of how far newspapers should go in supporting such a claim if based upon occupation alone.

At the meeting were President Ahern, of the Post; Secretary Trimm, Morning Journal; J. M. Boyle, Telegram; Hal Fink, Herald; B. T. Butterworth, Times; W. F. Oakley, American, and W. McK. Barbour, Globe.

**Associates Honor W. J. Healy**

WINNIPEG, Man., Sept. 10.—Thirty members of the Free Press staff gave a reception in honor of W. J. Healy a few evenings ago to celebrate his twentieth anniversary of service on the Free Press.

While thou thinkest of many things thou thinkest of nothing; while thou wouldst go many ways thou standest still.—Fuller.

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF CIRCULATIONS**

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

|   |   |
|---|---|
| <b>ALABAMA</b><br>Birmingham ..... NEWS<br>Average circulation for June, 1918, Daily 48,396; Sunday, 53,795. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.                                      | <b>MISSOURI</b><br>St. Louis ..... POST-DISPATCH<br>Daily Evening and Sunday Morning.<br>Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city.<br>Circulation for entire year 1917:<br>Sunday average ..... 361,263<br>Daily and Sunday ..... 194,593 |
| <b>CALIFORNIA</b><br>Los Angeles ..... EXAMINER<br>A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.  | <b>NEW JERSEY</b><br>Elizabeth ..... JOURNAL<br>Paterson ..... PRESS-CHRONICLE<br>Plainfield ..... COURIER-NEWS   |
| <b>GEORGIA</b><br>Atlanta ..... DAILY GEORGIAN AND SUNDAY AMERICAN.<br>Circulation daily 62,537; Sunday 105,287.<br>The largest afternoon circulation in America. The greatest Sunday circulation in this section of the South. | <b>NEW YORK</b><br>Buffalo ..... COURIER & ENQUIRER<br>New York City ..... IL PROGRESSO ITALO-AMERICANO.<br>New York City ..... DAY<br>The National Jewish Daily that no general advertiser should overlook.  |
| <b>ILLINOIS</b><br>Joliet (Circulation 18,100) HERALD-NEWS  | <b>OHIO</b><br>Youngstown ..... VINDICATOR  |
| <b>IOWA</b><br>Des Moines ..... SUCCESSFUL FARMING<br>More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.   | <b>PENNSYLVANIA</b><br>Erie ..... TIMES<br>Wilkes-Barre ..... TIMES-LEADER  |
| <b>LOUISIANA</b><br>New Orleans ..... TIMES-PICAYUNE  | <b>TENNESSEE</b><br>Nashville ..... BANNER  |
| <b>MINNESOTA</b><br>Minneapolis ..... TRIBUNE<br>Morning and Evening.   | <b>TEXAS</b><br>Houston ..... CHRONICLE<br>The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.  |
| <b>MONTANA</b><br>Butte ..... MINER<br>Average daily, 14,905; Sunday, 23,676, for 6 months ending April 1, 1918.  | <b>VIRGINIA</b><br>Harrisonburg ..... DAILY NEWS-RECORD<br>Largest circulation of any daily paper in the famous valley of Virginia.   |
|   | <b>WASHINGTON</b><br>Seattle ..... POST-INTELLIGENCER   |

**ROLL OF HONOR**

|   |   |
|---|---|
| The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation:  | <b>GEORGIA</b><br>Athens ..... BANNER<br>A gilt-edge subscription—not a mere circulation claim. |
| <b>ILLINOIS</b><br>Chicago ..... SKANDINAVEN  | <b>NEBRASKA</b><br>Lincoln (Cir. 123,384) ..... FREIE PRESSE                                    |
| <b>KENTUCKY</b><br>Louisville, Ky. .... MASONIC HOME JOURNAL<br>(Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly. | <b>PENNSYLVANIA</b><br>Johnstown ..... DAILY DEMOCRAT   |

**R. J. BIDWELL CO.**

Pacific Coast Representative of

**DAILY NEWSPAPERS**

SAN FRANCISCO OFFICE

of the

**Editor and Publisher**

742 Market Street

SAN FRANCISCO

We spend more than **\$500,000**

per year to produce the features which have created the greatest newspaper following in the world.

**"Hearst's Features Always Lead"**

Write for booklet.

**"Half Million Dollar Feature Service"**

The International Feature Service  
729 Seventh Ave. New York, N. Y.

## EXPERTS IN CANADA'S LOAN PUBLICITY

Press Association Placed By Government in Full Charge—Handle All Paid Advertising and Free Newspaper Notices

TORONTO, September 10.—The press campaign in connection with floating Canada's second Victory Loan has been begun. As in the first Victory Loan last year, the Canadian Press Association has been entrusted by the Minister of Finance with full responsibility for the placing of paid and free publicity in the newspapers, and a large appropriation has been made for the purpose.

The Association has named two committees to carry forward the work, a display advertising committee under the chairmanship of George E. Scroggie, Toronto Mail and Empire, to deal exclusively with paid advertising, and a press news and feature committee, under the chairmanship of J. R. Bone, Toronto Star, to deal with news and feature publicity for the insertion of which there will be no charge.

The campaign is divided into three periods, (1) a thrift campaign from early in September to early in October, during which no mention of Victory Loan will be made; (2) the introduction to Victory Loan campaign, following the thrift campaign, and (3) the actual selling campaign during the three weeks that the Loan is being floated.

The Dominion Press News and feature Committee has opened offices at 18 King Street West, Toronto, with Newton Wylie in charge as editor. To deal more effectively with the work, provincial, city, and county press news and feature committees are being formed all over the Dominion.

The organization of the national press news and feature service falls into fourteen divisions, each a separate branch but all closely coordinated.

The paid advertising, which will be on an even more elaborate scale than last year, is being placed by the members of the Canadian Advertising Agents' Association.

### JOHN N. TAYLOR DIES

Was War Correspondent for Boston Globe in Spanish-American Conflict

BOSTON, September 12.—John N. Taylor, for many years a member of the Boston Globe staff, died last Sunday after an illness of six years. He had filled the positions of reporter, sporting editor, night editor, and war correspondent on the Globe.

As war correspondent he saw service in Porto Rico and the Philippines, with the Twenty-sixth Regiment, U. S. A. Later he journeyed to Jolo, Sulu Islands, where he interviewed the Sultan. He was present at the inauguration of the first Governor of Island of Negros.

Mr. Taylor was born in Hallowell, Me., September 23, 1860. Early in life he was a telegraph operator. He was a reporter on the Springfield Union, and after a brief stay there came to Boston.

### OBITUARY NOTES

MRS. TERESA DURANTE, mother of Oscar Durante, editor of L'Italia, Chicago's leading Italian-language newspaper, and of Hector Durante, Republican candidate for country commissioner, died September 6 at her residence, 5628 Indiana Avenue, Chicago,

aged seventy-six. She was a direct descendent of the doges of Venice, went to Chicago in 1863, and was the widow of Louis Durante. Six children survive her.

HOOD RIVER, Ore., September 9.—Miss Florence Moe, daughter of A. D. Moe, publisher of the Hood River Glacier, and president of the First National Bank, was drowned in the Columbia River here a few days ago. Miss Moe who was seventeen, got beyond her depth while bathing with her sister, Florence, and other young people.

George H. Moeller, who has held positions on the advertising staffs of various Milwaukee newspapers, is dead from heart disease and Bright's disease.

### Francis W. Bird Left \$80,000

BOSTON, Mass., Sept. 11.—The will of Francis W. Bird, of Walpole, Mass., formerly co-owner with his father, Charles Sumner Bird, of the Boston Advertiser and Boston Evening Record, who died two weeks ago, leaves personal property valued at \$80,000. His widow, Marjorie W. Bird, is named as executrix and gave bond for \$100,000.

### Local Papers Best for Movie Ads

DALLAS, Tex., Sept. 10.—Publicity is necessary in the show business, but more necessary in the motion-picture show business than in any other, Douglas Hawley, director of publicity for the First National Exhibitors' Circuit, told the members of the Dallas Advertising League. The film manufacturers never send out a picture without plenty of advertising matter, he said, and the kind of advertising preferred is newspaper space. The local newspaper is the direct contract medium, and for motion-pictures is unquestionably the right thing to use, Mr. Hawley declared, and predicted that the Dallas newspapers would receive more and more motion-picture advertising as the growth of this business in the Southwest continues. Dallas is now fourth among the distributing centres for motion-picture films, he said, and is closely crowding Kansas City for third place.

### Cook Buys Sioux Falls Press

The Sioux Falls Press announces that W. C. Cook has purchased that property from C. L. Dotson, the South Dakota Farmer being included in the deal. The two men owned the Press between 1907 and 1910, but Mr. Dotson bought Mr. Cook's interest in the latter year and became sole owner.

### Plan New Publication

NASHVILLE, Tenn., September 10.—A charter has been granted to the Hadley Bend Publishing Company. The company is to publish a daily paper near the powder plant. The capital stock is \$50,000. The incorporators are J. L. Akers, E. J. Beckton, R. V. Broghill, J. A. Dixon.

### Providence Newspaper Valuations

Figures showing the Providence property valuation give the Providence (R. I.) Journal Company as assessed at \$972,520 and the Providence Tribune Company at \$287,340.

### See Allied Victory

The journalists of Brazil, in congress at Rio Janeiro this week, unanimously adopted a resolution expressing confidence in an Allied victory.

### France Has Paper Control Body

PARIS, September 2.—An "Office National des papiers autres que ceux de la Presse" has been formed at the Ministry of Commerce, having for its

object control of the importation, production, distribution, and manufacture of pulp, paper, cardboard, and all products manufactured in pulp paper or cardboard, other than those destined for newspaper printing.

## IDEAL NEWSPAPER PRESSES

for publishers of

## SMALL CITY DAILIES

### Scott Two Deck Two Page Wide Press

This press prints and folds a four, six, eight, ten, twelve or sixteen page paper at a running speed of 13,000 per hour, delivering the different products all INSET and folded to half page size.

This press has complete outfit of stereotype machinery, is in first class condition, and will be sold for

6,500 DOLLARS, f. o. b. cars.

### Goss Two Roll Two Page Wide Press

This press will print a four, six, eight, ten, twelve or sixteen page newspaper at a speed of 9,000 per hour, delivers product folded to half page size, length of page twenty-one and a half inches. Price of the press, with twelve page stereotype outfit,

3,500 DOLLARS, f. o. b. cars.

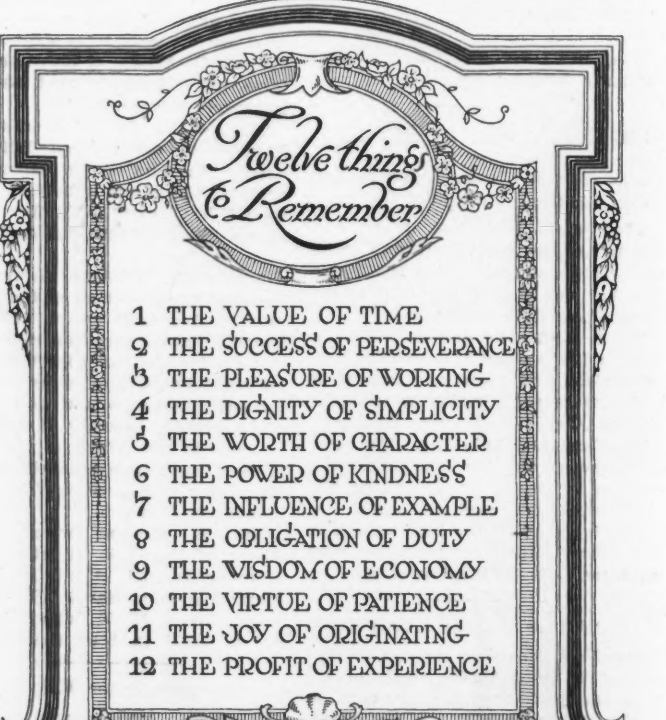
### THIS IS AN OPPORTUNITY

to secure two good presses at very reasonable prices, and as presses of this capacity are in demand, you should take advantage of this opportunity to secure one quickly.

## Walter Scott & Company

1457 Broadway

New York City



*Twelve things to Remember*

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

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

## CIRCULATOR APPLAUDS WAR BOARD ORDERS

Schmid Believes Conservation Regulations Should Have Been in Force with All Newspapers Long Ago —Economies Will End Abuses

BY JOHN M. SCHMID,

Circulation Manager of the Indianapolis News, Formerly President of the I. C. M. A.

I am perfectly in harmony with the recent rulings of the War Industries Board as they relate to the conservation of print paper and the elimination of waste in circulation departments.

I am wondering why something similar was not adopted long ago by the newspapers themselves. Many circulation managers throughout the country have no doubt tried in the past to bring about similar reforms, but have been prevented from carrying them out by competitors who had other ideas.

The News found no difficulty in carrying out the War Board's orders, because it was practically already on that basis. For several years we have had no free exchange list. We paid for papers that we wanted in our editorial department, and we in turn had publishers pay for the News if they wanted it.

### Subscribes to His Own Paper

Employees for many years have been paying for copies of their paper. In fact, I have been a regular subscriber of the News ever since my connection with it, paying the carrier every week the same as all other subscribers have.

We long ago eliminated free copies to express messengers, baggagemen, motormen and conductors, transfer clerks, and others, because we have never believed in subsidizing a public service corporation that was being paid for the service it was rendering.

For many years the return privilege on the News was limited to 5 per cent., and for the past three years was eliminated entirely excepting in a few of the larger towns where we had our own salaried men employed, and in those towns the allowance was limited to "left-overs" only.

Some newspaper publishers are very reluctant in adopting new methods, but they will no doubt learn during this great world war what it means to practice economy, even though under pressure.

As stated before, I am in hearty accord with anything the War Industries Board orders, no matter how much it may inconvenience my department, because I recognize that it is all done for a good purpose.

### Roscoe Peacock Resigns

Roscoe Peacock, circulation manager of the Curtis Publishing Company, Philadelphia, has resigned and will take a brief rest before announcing his plans for the future. Mr. Peacock was formerly in charge of the circulation of all of the Hearst magazines, and is one of the most successful executives in the circulation field.

### Live Wire for Circulators

The Los Angeles Examiner is bringing out a four page paper, published "from time to time," for the benefit of dealers, carriers, and newsboys of the Examiner. It is bright and snappy, and contains much that will interest the men and boys who handle the paper.

## ANSWERS ASSAULT ON A. B. C.

Rudolph Guenther Flays Anonymous Author of Venomous Tirade Circulated

Rudolph Guenther has very profitably employed two pages in the Advertising Age for August to pay his respects to the "coward" who recently flooded publishers and advertising agents with an anonymous and venomous attack on the A. B. C.

Mr. Guenther very properly characterizes the effort to besmirch the good name of the A. B. C. as the effort of an "escaped convict" whose letter was addressed to "an escaped lunatic."

## TRIBUNE'S DELIVERY SERVICE DELAYED

New York Daily Encounters Many Problems in Organizing Exclusive Distribution—Expect Operation Within a Few Days

The New York Tribune, in a recent announcement, informed the trade that delay in the inauguration of their own delivery service was due to the unsettled state of arrangements with the union. The plans have gone over most thoroughly this week, and a decision is likely to be reached whereby the news service can be started on Monday. In the meantime papers are going out through regular channels, as no changes, effecting outlying territories even, have been made.

Opinions of well informed circulation men are that, by availing themselves, as the New York Tribune will, of street car facilities, and services of sub-contractors, to augment their own wagon and machine forces, a complete delivery can be effected independent of the joint service of other papers. An ellment which might later call for reconsideration of plans would be unusual costs of a one-paper-controlled delivery service. The collection of accounts has been a stumbling-block in similar plans proposed by others in times gone by. Usually drivers or distributors on evening papers make collections at time of delivery. Morning papers must have special collectors, who, at the present time, are employees of the big news companies, having joint bills and collecting all at one time and at one expense. Collections for morning papers cannot be made at time of delivery, as are evening paper collections, because the hour of delivery is too early in the day to meet the customer. Many other ellments will enter into the plans for an exclusive service which may not only entail unusual expense, but give rise to uncertainties in count, losses and other things affecting settlements of accounts.

Undoubtedly the New York Tribune has gone into every phase of the situation, as progress goes on toward individual delivery. Interest deepens in the outcome of the venture.

### Windsor's New Daily Out

WINDSOR, Ont., September 10.—Windsor's new daily, the Border Cities Star, which supersedes the Record, commenced publication last week. Half a score of prominent business men, after witnessing the starting of the press, took charge of the street sales and handed over the receipts to one of the patriotic funds. The Star is owned by W. F. Herman, proprietor of the Saskatoon Star.

## FORBIDS GUARANTEE OF CIRCULATION

Donnelley Says it is a Positive Order, Not a Request, as Some Publishers Interpreted it, and Must be Obeyed

There has been some question among publishers as to the exact status of the regulation of the Pulp and Paper Section of the War Industries Board forbidding newspapers to guarantee circulation to advertisers. To clear up this point Ralph R. Mulligan, secretary of the Six Point League, wrote to Mr. Donnelley asking for his ruling in the debate. He received the following reply:

September 7, 1918.

DEAR SIR: Replying to your letter of September 4th, would say that the paragraph of our regulations reading as follows:

"Discontinue selling advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount," is a positive order and not a suggestion.

The point of this order is that we have found a great many publishers have sold advertising on a guaranteed circulation, with an agreement to rebate if the circulation falls below this amount. In many cases there has not been a demand for the number of copies guaranteed but the publisher has printed that number and circulated them by one method or another rather than admit the falling off in circulation and make a rebate. This, of course, is a pure waste of paper and in these times has got to be prohibited.

## Comparative Reader Interest

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

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



New Home of The Des Moines REGISTER and TRIBUNE Iowa's Great Morning and Evening Newspapers

Food Medium of New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

20 Fifth Avenue NEW YORK Lytton Building CHICAGO

There is nothing to prevent a paper from making a sworn statement as to what its past circulation has been, but from now on, they have got to sell their advertising on the judgment of the advertiser that the medium is one which he wishes to use, and not on the number of copies guaranteed to be sold. I wish you would spread these facts as far as you can.

### Reserves Decision on Labor Appeal

WASHINGTON, September 11.—Decision was reserved by the National War Labor Board on the appeal of the news print manufacturers for a further interpretation of the Board's award in the wage controversy, following a hearing to-day. The Board is expected to announce its views within a few days.

120,286 Daily

Net Paid Av. Circulation Aug., 1918

113,331 Sunday

Net Paid Av. Circulation Aug., 1918

36% Gain Daily

53% Gain Sunday

The fact that The NEWS is the only Baltimore paper showing such amazingly rapid growth is satisfying evidence that The NEWS is first choice of the estimated 75,000 to 100,000 new population which tremendously increased industrial activities have brought to Baltimore!

Frank W. Webb  
Advertising Manager

DAN A. CARROLL  
Eastern Representative  
Tribune Bldg.  
New York

J. E. LUTZ  
Western Representative  
First Nat. Bk.  
Bldg., Chicago

## THE Indianapolis Star

IS THE FAVORITE PAPER OF THE INDIANA FARMER

The rural route circulation of THE INDIANAPOLIS STAR is approximately that of the other two Indianapolis newspapers combined.

THE INDIANAPOLIS STAR publishes no predated editions. THE STAR goes to the farmer the same day it is published.

Its market quotations are the most complete and reliable published by any Indianapolis newspaper, and are everywhere accepted as authoritative.

THE STAR is the only Indianapolis newspaper which makes a special feature of poultry and farm news and advertising.

### FOREIGN REPRESENTATIVES

KELLY-SMITH CO.  
220 Fifth Ave. New York City  
JOHN GLASS  
Peoples Gas Building Chicago  
R. J. BIDWELL CO.  
742 Market Street San Francisco

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

The Daily Enterprise

Representative

ROBERT E. WARD

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

**ADVERTISING JOURNALS WILL BE MERGED**

Advertising and Selling Magazine Acquired by Advertising News, Consolidation to Take Effect With Issue of Sept. 28—Robert Gilmore Retires

Advertising and Selling and The Advertising News will be merged with the September 28th issue, to be known thereafter as Advertising and Selling with the Advertising News, and to be published weekly.

The ownership of the Advertising and Selling Magazine passes with that issue from Robert C. Gilmore to William B. Curtis, owner of the News, Paper, and other publications. It will be issued from the News plant, in 24th Street. George French will be the editor and William C. Freeman will have charge as general manager. It is understood that Mr. Gilmore will retire from the publishing field and that J. George Frederick will be an associate editor.

Advertising and Selling was formed in 1909 by consolidating Miss Kate Griswold's Profitable Advertising of Boston and Emerson P. Harris's Selling Magazine of New York.

Writing in the Advertising News for September 14 Mr. French says that the new publication may be said to be the quintessence of five periodicals, each of which has been notable in its history, and each of which has a record of effective and helpful service to the general cause of publishing selling, and advertising. Continuing the editor writes:

"The consolidated magazine will be the first in its field, that of constructive and progressive advertising. Its only competitor will be Printers' Ink, and it is more than 75 per cent. in a division of the advertising field with which Advertising and Selling will be but slightly concerned; so that it will amount to this, that Advertising and Selling will be in its own peculiar field supreme. It will have a circulation that will substantially cover the advertising and selling field, and will give advertisers in it practically maximum service, so far as circulation goes."

They can be reached—the people you want, through Editor & Publisher.

**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.

**Meriden Morning Record**  
Only A. B. C. paper in Meriden, Conn.

**HENRY FORD WILL USE CUTS OFF ADS FROM NEWSPAPER SPACE TOP OF COLUMN**

In Campaign for Senatorship He Will Address Michigan People Through Advertising Columns—Does Not Believe in Hired Spellbinders

"Whatever I may do to let the people of Michigan know where I stand on the issues of the day will be done through the best medium of publicity, the newspapers, and not by a lot of long-haired hired orators."

This was the statement of Henry Ford, Michigan's Democratic nominee for the United States Senate. He was talking with his friend, the Washington correspondent of the New York World, to whom he gave an exclusive interview. He said:

"You know I'm against all this business of professional politics. My belief is that if a man is really wanted very badly by his neighbors to represent them in the Senate they will send him there without his making what they call a 'fight' for it. So there will be no 'doughbag' and no wind jamming and flag waving on my part."

**Will Hear Experts on Advertising**

The Twenty-third Street branch of the Y. M. C. A. offers an unusually strong series of lectures in its course on advertising which began this week. The first three lectures are by Frank L. Blanchard, of Printer's Ink, who is instructor for the course. Twenty-three prominent members of the advertising and newspaper profession follow him with subjects that promise wide instruction for the pupils.

The Pawtucket (R. I.) Times announces an advance in rates for first page advertising. The announcement states that ads accepted for publication Fridays are limited to 150 lines, not more than two columns in width.

**For Prompt Service**

**TYPE Printers' Supplies Machinery**

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

**AMERICAN TYPE FOUNDERS CO.**

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

**The PITTSBURG PRESS**  
Has the **LARGEST** Daily and Sunday **CIRCULATION** IN PITTSBURG  
Member A.B.C.  
Foreign Advertising Representatives.  
I. A. KLEIN, JOHN GLASS,  
Metropolitan Tower, Peoples Gas Bldg.  
New York Chicago.

Indianapolis News Believes Readers are Entitled to Best Positions with Government Restricting Space and Institutes Unusual Reform

The Indianapolis News has adopted a reform that is regarded by Frank T. Carroll, advertising manager, as being perhaps the most radical departure from the established policies of the business end of that paper that ever has been made. Beginning with September 1 the News abolished all top of column positions for advertisements and turned all tops of columns over to the editorial department. This rule, of course, does not apply to existing contracts that call for top of column positions, but Mr. Carroll has announced that no new business will be taken on a top-of-column basis.

Up to this time all tops of columns in the News belonged to the advertising department if it had occasion to use them. Reading matter was run alongside or under advertising. This policy had been in effect in the News office ever since the paper was established, nearly fifty years ago. Many advertisers in the local field have occupied top of page positions for years.

Mr. Carroll said that the regulations of the Government in regard to the reduction of reading matter space in daily newspapers made it necessary for the editorial department to have a better opportunity for playing up news matter. A column and a half of reading matter on a page with six and one-half columns of advertising, he said, appeared to the

reader to be a small amount when it was run under the advertisements, but the same amount of reading matter at the tops of the columns of the page appears to the reader to be a larger quantity. Besides, it gives the editorial department a better opportunity for display of its news matter.

**Potomac (Ill.) Record Suspends**

The Potomac (Ill.) Record, owned and edited by O. W. Hickman, announces that it will suspend publication at once for the duration of the war. The editor states that "conditions never before encountered and brought on by the war make this step necessary."

If you need a capable man in your editorial or business department—a man with a record of good work who wants the chance to make a still better record in a more favorable field—use the classified columns of EDITOR & PUBLISHER.

**FIRST**

In eight months of 1918, thirteen leading department stores of New York placed with The New York Times 1,485,216 lines of advertising—565,341 lines more than with any other New York morning newspaper.

Average sale of The Times, daily and Sunday, exceeds 350,000.

**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  
230 Fifth Avenue, NEW YORK Lytton Building CHICAGO

**Why Does The Detroit Free Press**  
"Michigan's Greatest Newspaper."  
Carry more advertising in the foreign field than any other Detroit newspaper?  
BECAUSE  
The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.  
VERREE & CONKLIN } Foreign Representatives } New York Chicago Detroit

**The Evening Star**  
"One Edition Daily"  
2 cents  
There is one copy of The Evening Star sold within the city limits of Washington, D. C., for every four or five persons, the total population of men, women and children included.  
Net A.B.C. Circulation 2 Cent Basis  
March 1st, 1918—98,714

**The Pittsburgh Post**  
has the second largest morning and Sunday circulation in Pittsburgh.

**Can You Write?**  
Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.  
**WILDER & BUELL**  
225 Fifth Avenue New York

Take It To **POWERS**  
Open 24 Hours out of 24  
The Fastest Engravers on Earth  
Powers Photo Engraving Co.  
154 Nassau St., Tribune Bldg.  
New York City

## THROUGH THE CLASSIFIED COLUMNS

of EDITOR & PUBLISHER you may find the man you need in your organization—get in touch with the opportunity you seek—sell a newspaper or any part of a newspaper plant—in short, you may make these classified columns serve you just as profitably as your own classified columns serve your readers.

### SITUATIONS WANTED

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

#### Newspaper Pressman

wants position with small newspaper, vicinity of New York city. First-class reference in regards to ability and character. Address I, 903, care of Editor and Publisher.

#### Reporter and Editor's Assistant

All-round newspaper man, beyond draft age, desires position on trade paper in New York City; experienced in interviewing, rewrite, exchange and desk work; employed at present; can furnish references as to character and ability. Address Box H855, care Editor and Publisher.

#### Circulation Man

good experience. At present employed as an all around assistant on an A-1 Eastern Daily. Can furnish best of references. Would like to make a change. Capable of taking charge of entire circulation department. Quote salary. Will be glad to communicate. Address I, 910, care of Editor and Publisher.

#### Attention Publishers and Business Managers

THE INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION has a membership of over 400. Among our members are several competent men who are desirous of making a change, and a few of them who are temporarily out of employment. The Association would like to have publishers or business managers to correspond with the GENERAL WELFARE COMMITTEE.

We believe they will find this an excellent way to secure the services of very competent circulation men, who are thoroughly familiar with every detail necessary during these days of economical methods. Address J. M. ANNENBERG, Chairman, GENERAL WELFARE COMMITTEE, UNION-STAR, SCHENECTADY, N. Y.

#### Business or Circulation Manager

Trained newspaper executive has handled every department of business end in his 25 years of experience, desires change from his present position. Reason, conditions. Wants to locate East or North. Married. Number of years an officer in I. C. M. A. Address H. 846, care Editor-Publisher.

#### Advertising Man

For evening daily in eastern city of 100,000, must be able to plan campaigns, write copy and sell it. Send all particulars in first letter. Address I, 901, care of Editor and Publisher.

#### Editorial Man

Thoroughly trained newspaper executive experienced in both editorial and business departments, now filling responsible position near New York, desires to make change. Editorial end preferred. Address I, 902, care of Editor and Publisher.

#### Circulation Manager

Position wanted as circulation manager. Prefer Illinois or Indiana. Address I, 907, care of Editor and Publisher.

#### Cartoonist

Young, snappy cartoonist with several years' experience on weekly and daily papers wishes position. Sober, unmarried. Can handle both serious and humorous work. Small city job preferred, or will contribute. Address I, 908, care of Editor and Publisher.

#### Desk Man

An experienced desk man, now employed, wishes to make change of position. Thirty years' experience in all departments of daily newspaper work, from composing room to managing editor. Can handle all kinds of copy; skilled at exchange work. Would take subordinate position. Address I, 904, care of Editor and Publisher.

#### Washington Correspondent

High-grade newspaper man, above draft age, long experience in Washington and wide acquaintance among public men, is open to engagement as Washington correspondent. Holding good position now but desire change for personal reasons. Highest references. Address I, 909, care of Editor and Publisher.

#### News Service Man

experienced, wants to leave New York. Capable of handling telegraph or sporting desk but would prefer outside work. Married, sober, and reliable. H. 836, care Editor and Publisher.

#### Editorial Executive

and writer, now assistant editor largest daily in Eastern community of 500,000 desires change of position. Competent to take entire charge, or of any department. Address H. 819, care of Editor-Publisher.

#### Managing Editor

I have just been discharged from the Field Artillery Central Officers' School for physical disability, which in no way hampers me in civil life. Have had ten years' experience in all branches of newspaper work, including owning and managing my own weekly paper. Have worked on daily papers in Minneapolis, St. Paul, and Chicago, and three years with the Associated Press as reporter and desk man. Was for one year managing editor of morning, afternoon, and Sunday paper in Middle West, and also editor and manager of a similar paper (morning only), just prior to going into the army last spring. Have a thorough knowledge of all departments, including mechanical end, and am capable of taking full charge. Am 31 years old, married, sober and not afraid of any job. Address I, 905, care of Editor and Publisher.

#### Editor's Assistant

Capable of light editorials, paragraphs, can also handle city desk and look after make up at liberty in ten days from date of this issue. Can do one man's work and do it well, but not two. Best of references. Address H. 820, care of Editor and Publisher.

#### Advertising Manager

Able newspaper man, having built three daily newspapers to a successful point, is available to some newspaper owner, who wants a high grade executive as business manager or advertising manager. Must be good proposition. Box No. H. 824, care of Editor and Publisher.

#### Advertising Solicitor

Experienced and competent advertising solicitor and copy writer, with good record as newspaper manager desires permanent position. On recent Third Liberty Loan drive I sold over 82,000 agate lines of patriotic advertising to non-advertisers at the one-time rate. College man; 41 married, temperate, tactful willing worker. \$40 week and transportation. Particularly desires management of run-down daily where can get block of stock for building it up. Address H. 821, care of Editor and Publisher.

## HELP WANTED

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

#### Reporter

draft exempt, experienced, for general reporting on afternoon paper, city of 22,000; also man to write editorials and handle telegraph. Write or wire, stating lowest acceptable salary. Leader-Republican, Gloversville, N. Y.

#### Reporter

All round newspaper reporter, who can take Associated Press phone service. Permanent position. Night work. The Observer, Washington, Pa.

#### Circulation Manager

capable of conducting contest on large daily newspaper and willing to put on one immediately on salary basis. References. Address H. 833, care of Editor and Publisher.

#### City Editor

Experienced city editor, evening paper midwest city of 35,000. Also temporary position with possibility of its being permanent for telegraph editor. Address H. 822, care of Editor and Publisher.

#### Advertising Solicitor

who has had small city experience, by rapidly growing daily paper. Address I, 912, care of Editor and Publisher.

#### Reporter

Austin American largest circulation central Texas, only morning newspaper, only Austin member A. B. C. Official newspaper, city of Austin, full leased wire Associated Press, has opening for first-class capable reporter, and advertising solicitor who thoroughly understands writing copy and making lay-outs, etc. Write at once giving full information and lowest salary. Expenses to Austin not paid. Austin American, Austin, Tex.

## F O R S A L E

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

#### Linotype

Three Model 1 machines, with complete equipment of molds, magazines, and matrices. New Haven Union Co., New Haven, Conn.

#### Linotype

Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

#### Goss Rotary Press

Goss rotary straight-line press, prints 8, 10, 12, or 16 pages. Complete stereo outfit. In excellent running condition. Guaranteed. Address, F. P. Alcorn, 47 W. 34th St., New York city.

#### Linotype and Power Cutter

Models K and 15 Linotypes used two years. Also 46 in. Seybold Power Cutter and Eclipse folder. Bargain prices. Address E. C. Bowler, Argus Office, Portland, Maine.

## MISCELLANEOUS

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

#### Four Turtles

large enough to take eight columns. Address I, 911, care of Editor and Publisher.

Only daily newspaper property in city of 15,000. Annual business of \$50,000. Good equipment. Can be bought for \$35,000 with a first payment of \$10,000. Proposition R. N.

## Charles M. Palmer

Newspaper Properties  
225 Fifth Avenue, New York

## CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

## HARWELL & CANNON

Newspaper and Magazine Properties  
TIMES BUILDING NEW YORK

## Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

#### Newspaper Feature Service

M. KOENIGSBERG, Manager  
37 WEST 30TH ST., NEW YORK

## The True News

## —FIRST—

## Always—Accurately

#### International News Service

World Bldg. New York

## GOSS SEXTUPLE STRAIGHTLINE PRESSES

with Staggered Cylinders and Tapeless Folders

For sale by  
WALTER SCOTT & COMPANY  
Plainfield, New Jersey

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

## BURRELLE

145 Lafayette St., New York City.  
Established a Quarter of a Century.

## ONLY 2 NEWSPAPERS WERE ALIEN-OWNED

**A. Mitchell Palmer Discloses Fact at Editorial Conference in New York—Huns Held Interests in Thousands of American Enterprises**

A. Mitchell Palmer, Alien Property Custodian, was the guest of honor at the first luncheon of the season given at the Automobile Club on Monday by the Editorial Conference of the Associated Business Papers of New York.

About 100 editors of trade and technical publications listened to Mr. Palmer's story of the creation of his great Governmental agency, its purposes, methods of procedure, and its accomplishments over a period of ten months.

Mr. Palmer now has in trust alien-owned property aggregating six hundred millions of dollars in value. He expects the figures to grow to a round billion. This property consists of every sort of holding—going concerns earning good profits, interests in concerns owned chiefly by Americans, and stocks in practically all of our large corporations.

It is Mr. Palmer's conviction that the systematic investment by Germans in American industries was a part of the Hun plan of world-domination, patiently worked out over forty years. It is his hope and belief that this effort to obtain a strangle-hold upon American industry will never again be renewed.

He had found investments made here by members of the Hohenzollern family and by officials high in the Hun Government—such as ex-Chancellor von Bethmann Hollweg. Mr. Palmer aroused his hearers to a high pitch of enthusiasm when he said:

"I would like to be able to use this German money to pay claims of American citizens against the German Government NOW—so that such claims may not have to await a tedious adjustment after the war."

Asked as to what he had discovered of alien ownership of American newspapers, he replied:

"There are only two instances—the one English-language daily of which you all know, and a German-language daily in Cleveland."

He related the story of a woman in the West who had left \$10,000 in her will to von Hindenburg. "I've got that ten thousand," said Mr. Palmer.

### WEDDING BELLS

Mr. and Mrs. George L. Kirkham, of Evanston, Ill., this week announced the marriage of their daughter, Mildred, to Dean Cornwell, of New York, magazine artist. The bride was recently on the Chicago Tribune.

Lionel R. Swayze, known to Pacific Coast newspaper men as "Bob" Swayze, and Miss Margaret Ullman, of Mount Angel, Ore., were married on September 2 in Portland, Ore. Mr. Swayze for several years has covered courts for the Portland Telegram.

James J. Colby, formerly a reporter on the Milwaukee Free Press and the

Milwaukee Sentinel, now in the navy and stationed at the recruiting station at Ishpeming, Mich., has married Miss Ethel E. Carne.

Miss Katherine Fauntleroy, of St. Louis, daughter of the late T. T. Fauntleroy, judge of the Supreme Court of Appeals of Virginia, and granddaughter of the late Gen. T. T. Fauntleroy, Commander of the Department of New Mexico, was married to Louis Gaynor Woods, of the Washington Bureau of the New York Times, on September 7 at Pembroke, the country home of the Fauntleroy, Richmond, Va. Mr. Woods is a graduate of the University of South Carolina at Columbia, and has been a correspondent in London.

Mrs. Edith May Pierce and Earl F. Gates, the latter a member of the copy desk staff of the Boston Herald, were married Sept. 4, at Mattapoisett, Mass. The Rev. George Hale Reed, minister of the Rogers' Memorial Church, at Fairhaven, officiated. The bride is the daughter of Mrs. Alma L. Janes, of Mattapoisett. Mr. Gates is the son of Mr. and Mrs. Foster S. Gates of West Springfield. He was formerly connected with the staff of the Springfield Republican. Mr. Gates is manager of the publicity department of the Boston Metropolitan Chapter of the American Red Cross.

Miss Aylett Lapsley was married to Lawrence Wood at the Church of the Transfiguration, in New York, September 4. Miss Lapsley was an active worker in the League of Advertising women and a well-known copy writer. Mr. Wood holds an important position with the Western Union Telegraph Company in Wilmington, N. C., which will be the future home of the young couple.

### Sues Gary Tribune for \$100,000

Everett G. Ballard, of Chicago, has sued the Gary, Ind., Tribune for \$100,000 damages. Ballard alleges that the Tribune libeled him in the publication of an article which he says gave the impression that he was a director in a syndicate that sought to make a vice centre out of Miller Beach, a summer resort near Gary.

### Southern Illinois Editors Meeting

EAST ST. LOUIS, Ill., Sept. 10.—Gov. F. O. Lowden, of Illinois, "Uncle Joe" Cannon and Representative Rodenberg will be the speakers at the meeting of the Southern Illinois Editors' Association, at the Elks Club, East St. Louis, September 27. An attendance of 200 is expected.

**You MUST Use the**  
**LOS ANGELES**  
**EXAMINER**  
to cover the GREAT SOUTHWEST!  
Sunday Circulation **150,000**  
**MORE THAN**  
Member A. B. C.

### Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

### The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

## GIRL REPORTERS IN GREAT DEMAND

**Golden Opportunity Made by War for School of Journalism Graduates, Says Prof. Mayes, of Texas University**

AUSTIN, Tex., September 11.—It is stated by W. H. Mayes, head of the School of Journalism of the University, that never in the history of the newspaper business of Texas was there such a dearth of reporters and other workers in both the editorial and business departments, as now exists.

"The demand for reporters, particularly young women, who have received their training in schools of journalism, is far greater than the supply," Mr. Mayes said. "I am in receipt of requests daily from different city and country newspapers for reporters who have received their fundamental as well as practical, instruction, in news-gathering in the School of Journalism here. Many of these former students are already holding good positions upon the larger daily newspapers of the State.

"It is a golden opportunity for the young women who have ambition to become writers. By taking courses in the School of Journalism at the University they become qualified to fill responsible and well-paid positions as reporters or in other branches of the newspaper business. The unusual demand for girl reporters is due to so many young men entering the army, but it is a condition that will continue to exist after the war is over."

### Reid Made Managing Editor

J. Arthur Reid, news editor of the Clarksburg (W. Va.) Exponent and formerly on the staff of the Washington (D. C.) Herald, has been appointed managing editor of the Beaver Falls (Pa.) Evening Tribune. William Huske, Columbus, O., newspaperman, becomes city editor of the Tribune, and J. T. Reilly, formerly of the Wheeling (W. Va.) News, has joined the paper's local staff.

### Hearst Wins Injunction

Supreme Court Justice Donnelly has granted an injunction in favor of the Star Company, publisher of the New York American and the New York Evening Journal, against Mayor Edward F. Brush and other officials of Mt. Vernon, including members of the Common Council. It restrains the defendants from enforcing an ordinance aimed to prevent the sale of Hearst papers in the town.

**BUILD UP your CLASSIFIED**

**48 Display Ads by T. Ridgway Longcope**

**The International Syndicate**  
Features for Newspapers  
Est'd 1899 BALTIMORE, MD.

**The McClure Newspaper Syndicate**  
Features Include  
Daily Comics, Four-color Comic Mats and Supplements, Fashion and Household Services, War, Detective and General Fiction Serials, Daily Short Stories, Children's Bed-time Stories,  
and Numerous Timely Star Features Such as Brand Whitlock's Story of Belgium, Balderston's War Articles, "With Our Boys in France," by Henry J. Allen, and a Timely Weekly Humor Series by John Kendrick Bangs.  
Send for Our List of Services and Price For Your Territory.

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

**Sales Facts**

Locate the weak spots in your Boston Sales Campaign and strengthen them. Others are doing it. We will help you analyze this territory. Write the

**Merchandising Service Department of the**  
**Boston American**

**FOR SALE**

A Scott Press with stereotype equipment; 5 linotype models, 2, 4 and 5. The property was owned by the Lynn News Company, recently taken over by the Lynn Telegram. Also Keystone Type Equipment and many fonts of the latest display type. Apply,

**LYNN TELEGRAM-NEWS**  
LYNN, MASS.

**TODAY'S HOUSEWIFE**

One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.

**GEORGE A. McCLELLAN**  
President

**U. S. P. O. REPORT**  
For the period ending April 1, 1918

**The New Orleans Item**

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

Foreign representatives  
**THE JOHN BUDD COMPANY**  
New York Chicago St. Louis

**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**

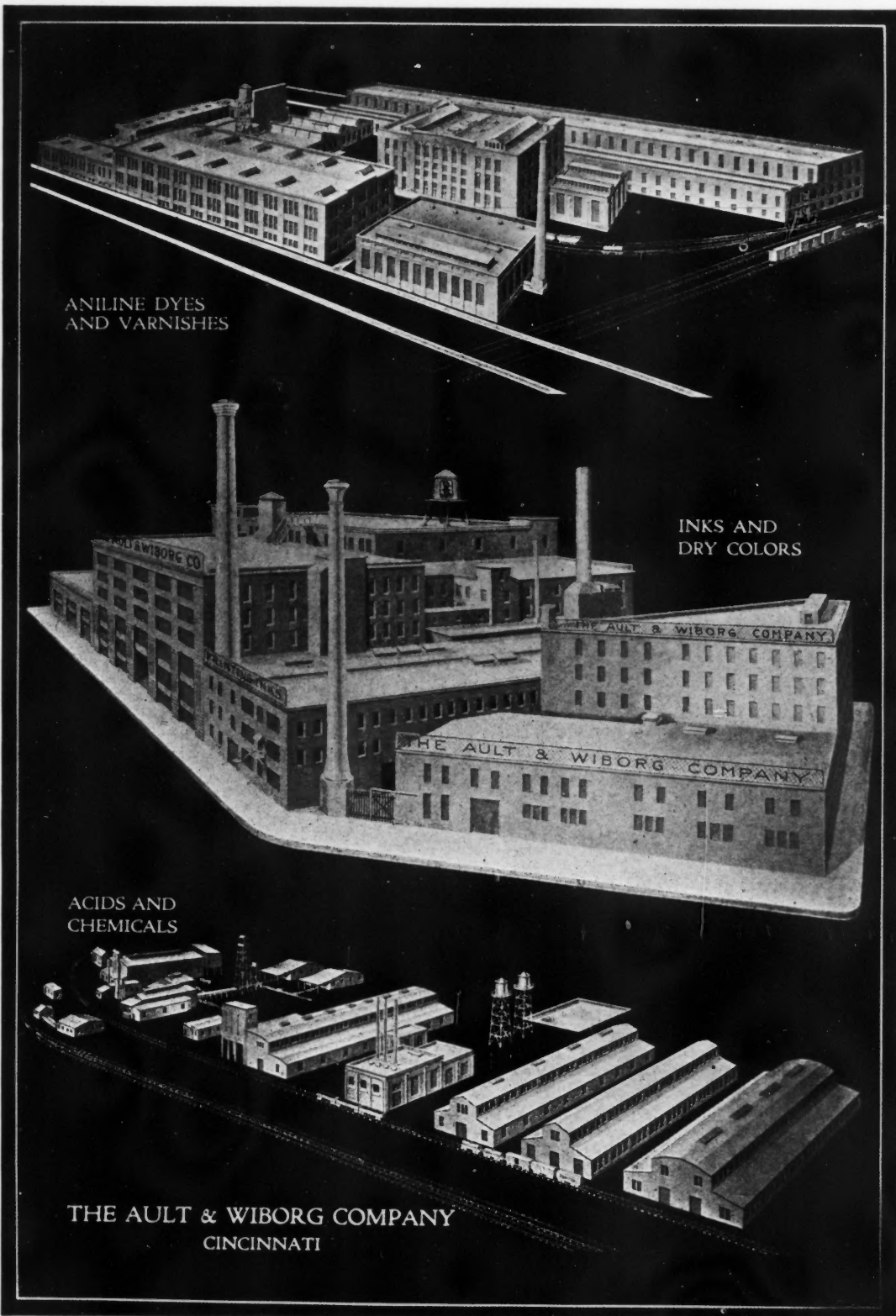
**PRESS CLIPPINGS**

**Tenth Avenue at 45th Street**  
**New York**

**The Pittsburg Dispatch**

with its dominating influence brings advertisers paying results.

**WALLACE G. BROOKE**  
Brunswick Building, New York  
**THE FORD-PARSONS CO.**  
Peoples Gas Building, Chicago  
**H. C. ROOK**  
Real Estate Trust Building, Philadelphia



MAKERS OF  
**FINE  
 PRINTING  
 INKS**  
 AND  
**NEWS  
 INK**

We Manufacture Our  
 Own Carbon Black  
 AND  
 Are In Close Proxim-  
 ity To Our Oil Supply

HOME OFFICE:  
 CINCINNATI  
 OHIO

EASTERN DIVISION  
 OFFICE  
 57 GREENE ST.  
 NEW YORK

FACTORY  
 JERSEY CITY, N. J.

BRANCHES:  
 BALTIMORE  
 PHILADELPHIA  
 BOSTON

# THE AULT & WIBORG CO.

# Let Us Get Together for Maximum Results

During the past two months the NEW YORK GLOBE has been using space in the newspapers and advertising trade papers "Printer's Ink," "The Editor and Publisher," "The Fourth Estate," "Advertising News," "Newspaperdom," and "Judicious Advertising" for the purpose of urging newspaper publishers and advertising agents to get closer together for greater efficiency and improved service to the advertiser.

We have indicated that an important reason why agencies cannot afford to throw more of the local business which they create into the newspapers is because the newspapers in few cities pay a commission for such service.

We have indicated that few newspapers are equipped to continuously serve a large group of customers in similar lines, while the agencies can render such service.

We have indicated that local business going out from its home town becomes general business and that in nearly every city or town there is some industry capable of being so expanded.

We have indicated that through the sane and fair treatment of responsible advertising agents the newspapers can greatly increase the volume of their advertising.

The Globe has shown the way and sent thousands of letters and ads to newspaper publishers and agents. The Globe will continue to urge greater co-operation.

JASON ROGERS,

Publisher The Globe.



