



EDITOR & PUBLISHER



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

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Business Men Believe in Signs

At their clubs and offices, even in their homes, "signs" are sought, studied, discussed. Men believe in them and act on them because "signs" are usually truthful indicators of the trend of affairs—business, political and social.

Here is a sign that deserves special study by men in the automobile, tire and accessory industries—a sign of broadening recognition by the leaders of this great business alliance of the principle that a compact and adequate market that is effectively reached at a single cost through one newspaper is susceptible of the highest and most economical development. This sign is in the dis-

play advertising score for Chicago newspapers for the month of May, 1919. In that period automobile, tire and accessory manufacturers and dealers, local and national, placed more advertising in The Chicago Daily News than in any other six-day Chicago newspaper, and with a single exception more than in *any other* Chicago newspaper, morning or evening, daily or Sunday.

The Six-Day Figures Are:

		Total cost at minimum rate per line.
The Daily News.....	49,315 lines	\$17,753.40
Post	46,983 "	5,637.96
Journal	24,952 "	4,366.60
Tribune	23,738 "	9,495.20
American	19,202 "	6,336.66
Herald-Examiner	10,752 "	3,333.12

Including Sundays (on which single day the leading newspaper printed nearly four times as much of this kind of advertising as on its six week days) The Daily News is in a very favorable second position, the score being as follows:

Tribune (Including Sundays).....	112,019 lines	Herald-Examiner (Including Sundays)....	43,133 lines
The Daily News.....	49,315 "	Journal	24,952 "
Post	46,983 "	American	19,202 "

Every line of the 49,315 lines printed by The Daily News was paid for at the full rate. No "trade deals" or other considerations affected a single dollar of the total.

An Important Detail: In the first five months of 1919 The Daily News showed a greater gain in automobile, tire and accessory advertising than *all of the other Chicago evening newspapers combined*. During this period it printed more of this kind of advertising than *both the morning newspapers combined*, excluding Sunday editions. This is indeed a "sign" of the utmost importance, because it marks the acknowledgment by a class of seasoned advertisers of the inherent worth of great newspaper circulation when that circulation is concentrated upon so fertile and responsive a field as the Chicago market.

THE DAILY NEWS

FIRST in Chicago

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522

	Circulation	2,500 lines	10,000 lines
Boston Advertiser and American(S)	365,660	.35	.35
Boston American(E)	301,270	.40	.40
Boston Globe(ME)	293,781	.30	.30
Boston Globe(S)	329,781	.35	.35
Boston Post(M)	459,603	.45	.45
Boston Post(S)	367,074	.35	.35
Boston Record(E)	50,650	.15	.15
Boston Transcript(E)	29,820	.20	.20
Fall River Herald.....(E)	9,419	.025	.025
Fitchburg Daily News (E)	6,140	.025	.025
Fitchburg Sentinel ..(E)	6,912	.025	.01785
Haverhill Gazette(E)	13,072	.0285	.0214
Lynn Item(E)	15,121	.05	.0333
Lynn Telegram- News(E&S)	15,000	.04	.04
Lowell Courier- Citizen(ME)	16,780	.035	.035
New Bedford Standard- Mercury(ME)	26,674	.05	.05
Salem News(E)	18,355	.055	.04

MAINE—Population, 762,787.

Portland Express(E)	25,263	.06	.045
Portland Telegram ... (S)	21,846	.045	.035

RHODE ISLAND—Population, 591,215

Pawtucket Times(E)	23,752	.06	.04
Providence Bulletin ..(E)	55,300	.12	.12
Providence Journal (M*S)	32,082	.075*10	.075*10
Providence Tribune ..(E)	28,156	.07	.07
Westerly Sun(E)	4,223	.02	.015
Woonsocket Call- Reporter(E)	11,888	.04	.03

VERMONT—Population, 361,205.

Barre Times(E)	6,765	.0214	.0143
Burlington Daily News (E)	8,200	.02	.02
Burlington Free Press(M)	10,489	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post- Telegram(M&E)	45,463	.095	.085
Bridgeport Post(S)	13,205	.045	.035
Hartford Courant(MS)	24,745	.06	.05
Hartford Times(E)	36,055	.06	.06
New Haven Register (ES)	26,959	.06†	.045
New London Day(E)	11,636	.03	.025
New London Telegraph(M)	4,830	.0128	.0128
Waterbury Republican(MS)	10,762	.035*	.025

†Rate on 2,800 lines. *Rate on 3,500 lines.

‡Government Statements, April 1st, 1919.

‡A. B. C. April 1st, 1919.

Have *you* an Idea—a big advertising thought that *might* make your business a leader and *you* “Captain of Industry?”

As an experimental field for an advertising and selling plan with “National” aspirations,

NEW ENGLAND is Greatly Favored.

Here are people of all classes and occupations, thrifty well paid, many of them rich; living closer together—yet with plenty of room—than occurs in any other similar area.

Withall, the zones of wholesale distribution are clearly defined, so that each of them can be worked alone and the *results* determined rather than approximated.

That is why many of the big selling ideas of this generation founded upon newspaper advertising, have had their “premiers” in New England and *then* spread over the United States.

Every *section* of New England can be worked in detail and advertised in a Daily Newspaper that is *read* at home.

Contact—Breadth—Results



CONTACT. We have already told advertising men what a remarkable contact Associated Advertising has with the big buyers of space. In one issue of a large national publication there were thirty-two advertisers of automobiles, tires and accessories. Associated Advertising has points of contact with 96 4-5 per cent of these.

* * *

BREADTH. As an illustration of the breadth of this contact, let us point out that, in the case of one tire advertiser, who invests \$1,500,000 a year in advertising, the contact was as follows: 1, the president of the company; 2, the advertising manager of the company; 3, the president of the advertising agency placing the business.

* * *

RESULTS. Results are, after all, what count: One advertiser carried a two-inch, ten-dollar advertisement, and after the first insertion "received three orders and three inquiries."

A full page advertiser in the June issue, within two weeks from date of publication "received 80 high-grade inquiries and one order."

What would you do with 80 voluntary inquiries?

These are some of the reasons why Associated Advertising has jumped from 32, to 48, to 56, to 64, pages in three months.

Circulation in excess of 15,000. Member A B C. Large Page, 8x10. \$5 an inch, \$150 a page. All advertisements next to reading matter. Wire your reservation today.

Associated Advertising

A MONTHLY MAGAZINE

Associated Advertising Clubs of the World, Inc., Publishers

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

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

STANLEY IKERD
Western Representative
128 West Madison Street
Chicago, Ill.

Getting Increased Distribution

IN

Philadelphia

Influencing the dealer and the consumer is best brought about by regular advertising in Philadelphia's dominant newspaper.

Dealers stock and push articles that are strongly and regularly advertised; they don't pay much attention to the things that the public don't ask for.

Philadelphia's 392,000 dwellings and 18,000 manufacturing places comprise a big market that needs constant cultivation because it pays big dividends to the advertiser.

Dominate Philadelphia

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

The Bulletin

*Net Paid Average
for June*

447,401

*Copies
a Day*

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



EDITOR & PUBLISHER



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

Vol. 52.

NEW YORK, THURSDAY, JULY 3, 1919

No. 5

SOUTHERN PUBLISHERS TO MEET AS DIXIE'S GOLDEN AGE OF DEVELOPMENT DAWNS

Seventeenth Annual Convention at Asheville, July 7, 8 and 9, Finds Publishers of Southland Up and Doing, Progressive and Prosperous—Many New Members to Be Elected and Problems of Timely Importance to Be Discussed

THE Seventeenth Annual Convention of the Southern Newspaper Publishers' Association—one of the Big Three among the organizations of newspaper makers in the United States—will be held at Grove Park Inn, Asheville, N. C., July 7, 8 and 9.

The factors which count large in making this year's convention notable in importance are numerous. They have to do with the new chapters which the war and its aftermath are contributing to the history of nations.

The South, having borne her full share of the burden of service and sacrifice in the great task now so happily accomplished, finds herself confronted with an unprecedented opportunity for commercial and industrial expansion. She finds herself, indeed, entering upon an era of prosperity of which she had scarcely dreamed through the long years of patient reconstruction.

Her cities have become centers of trade, matching those of the Northern States or those of any land. Her soil yields new and amazing riches. The magic wand of world-need has caused to spring up within her States vast manufacturing industries. Her people are busily employed, at a wage rate hardly thought of a few years ago.

The South's New Wealth

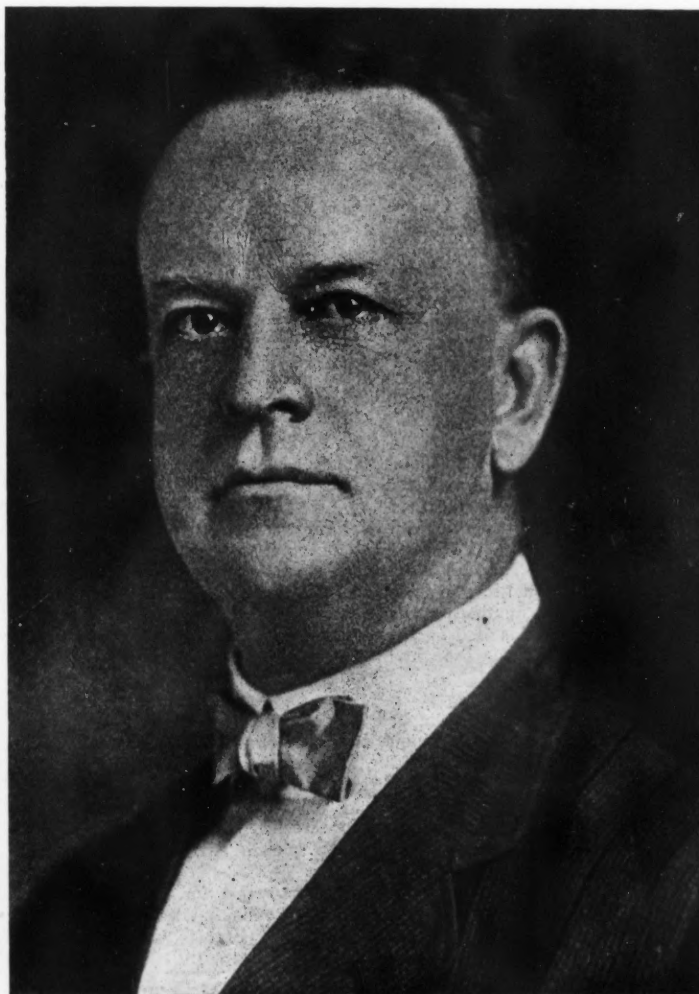
Manufacturers everywhere turn now to the South as a potential market for every good product—a market long neglected yet now affording all of the alluring promise of a newly discovered empire of plenty.

The South's great staple, cotton, long her sole major asset, still brings to her a flood of wealth—a flood never so full and high as today. But she has found other sources of wealth scarcely less in value. She is developing, in the great Mississippi valley, an alluvial empire whose soil is a mine of unmatched richness—a development destined to play a mighty part in provisioning the families of the nation. She is raising tobacco and rice and wheat and corn on a larger scale than ever before. She is raising stock and utilizing her great timber resources in a big way. She is manufacturing almost everything that man needs, and selling her products not only at home but abroad.

Newspapers Coming into Their Own

Having met every test of service imposed upon them by the war, the South's newspapers have emerged into the new era greater and more prosperous than even their publishers hoped.

These newspapers—American to the core in profession and practice—have



FRANK G. BELL,
President Southern Newspaper Publishers' Association

always held the confidence and full allegiance of their readers. They have always fought for the progress and development of their States. They have always exhibited a solidarity of purpose. Now they have come to the days of realization, when dreams of betterment and of full rewards for constructive effort are coming true.

So the members of the S. N. P. A. meet this year under conditions fitted to stir the hearts and minds of the most pessimistic—if, indeed, there is any pessimist left in the South.

Their newspapers have already responded to the new impulse which is remaking the world—the impulse to be up and doing that we may rebuild our shattered temples on foundations which shall endure. The editors of the South have caught the new vision. They will hold to the new faith which has come to mankind.

Additions to Membership

The S. N. P. A., at the Asheville convention, will elect many new members. This is a sign—unmistakable—of the representative character. Among the

usefulness of the association and of its newspapers which will be admitted to membership are these:

The Richmond News-Leader, Palatka (Fla.) Post, Sumpter (S. C.) Item, Paris (Tex.) News, Americus (Ga.) Times-Recorder, Corpus Christi (Tex.) Caller, Columbia (Tenn.) Herald, Clarksville (Tenn.) Leaf-Chronicle, Greensboro (N. C.) Record, Greenwood (S. C.) Index-Journal, Kinston (N. C.) Free Press, Lake Charles (La.) American Press, Owensboro (Ky.) Inquirer, Orangeburg (S. C.) Times & Democrat, Orlando (Fla.) Reporter-Star, Rock Hill (S. C.) Evening Herald, Shreveport (La.) Journal, and Memphis Press.

The election of the Memphis Press will make Tennessee one hundred per cent in membership. The grand total is 149 and still growing.

Some of the Problems for Discussion

The topics for discussion at the sessions of the convention include the following:

The matter of changing subscription rates for various zones, and the general subject of second-class postage and postal service.

Profit-sharing arrangements—have they proven beneficial?

Rates and scales for union labor—advances made since last meeting, bonuses paid, etc.

How many publishers are getting out their papers without union arrangements?

How many publishers have installed the Ludlow machine; have any successfully operated the new Mergenthaler Model 20, which sets type up to 36-point?

What is the street sale price of each paper represented? How many have advanced prices on street sales and on monthly and yearly subscriptions?

How many publishers have lost circulation since the war ended, and what steps have been taken to regain the loss?

How many members have suffered from inefficient wire and telephone service during the past year? What is the extent of the delays and how are newspapers effected?

How far do Southern newspapers go on co-operation. What is legitimate co-operation?

Is it legitimate for a newspaper to offer to supplement advertising in its columns by free space on billboards and in street cars?

What members refuse all medical advertising, and why?

It is also expected that there will be
(Continued on page 39.)

FLOOD GATES OF GOLD ARE OPENED TO SOUTH AND PRODUCTS OF SOIL ASSURE PROSPERITY

Newspapers by their Leadership Prepared the People for their Responsibilities in the New Era of Plenty—Diversified Farming, Stock Raising and Dairying Have Revolutionized the Land Called Dixie

A DRIZZLING RAIN was falling; lights blazed through the haze of early night. A former vaudeville actor had just finished his "stunt," and a chorus of two hundred voices had taken up the tune of a rollicking marching song when a white-haired woman, erect standing and fair—daughter of another day—reached the rear of Atlanta's great auditorium and beckoned to a camp service man.

A few minutes later, with her head thrown back proudly, a mother smile on her lips and her eyes ablaze with the



J. H. ALLISON
First Vice-President S. N. P. A.

light of new youth, she made her way from the great regular Sunday concert and entertainment for men in the fighting service of the United States, with a private in the army of her country walking on either side of her.

One was a Yank from Massachusetts, the other a Wop from the East Side of New York. They were going home to dinner with this daughter of the real South—a daughter whose body had been racked by sobs under the sorrows of another war, the conflict of the States—stately, well dressed, tender and hospitable, symbolic of the land called Dixie as it is today.

"Old South" Is Gone

There is no "Old South." It is still, however, a land of hogs, hominy and calico, but the poverty that was once an accepted condition in certain wide areas has disappeared. The razor-back hog has given way to the pure-bred; the hominy no longer comes from the lightly scratched mountain patch of corn or the grain centers of the mid-West, but from the rich acres of the South's modern tractor-farmed lands; calico made from the South's own cotton is no longer shipped from New England to clothe her people, for the mills of the South are today making calico and better prints for the markets of the world.

Today the South is rich and on a three-century-old foundation of generosity and joy in living is building solid a worth-while empire within the nation. It is no longer a land of cotton, to-

"BUYING POWER OF THE SOUTH NOW EQUALS ANY OTHER SECTION OF THE COUNTRY"

By James O'Shaughnessy, Executive Secretary American Association of Advertising Agencies

A DVERTISING is making greater strides and progress in the South than in any other part of the country. It is showing a higher percentage of increase. It is showing a better measure of desirable advancement.

In some essential respects the newspapers of the South are more modern than any other section of the country. The South had, at the time of the armistice, more latent advertising potentials than any other portion of the country.

During the war the subject of advertising was given a study by the people of the South which was not exceeded anywhere. The work on the loan campaigns in the South was attended by remarkably efficient advertising. The results on all the loans in that part of the country, as everyone remembers, were a continuing matter of agreeable surprise.

The support given by the newspapers of the South to the various war activities was such as to reflect over into the time of peace.

The buying power of the South was increased until it now equals any other section of the country.

Our survey and analysis of the buying power of markets, which has just been completed, reveals that the Southern states, taken as a whole, have as much money to spend per capita as the North Atlantic and New England states. The Southern cities are as desirable to the national advertiser from a standpoint of per capita buying power as cities of equal size in the north.

The question of colored population, for instance, does not bear the relation to the markets that it did before the war.

The South has been levelled up as a market to the degree that it is not yet fully appreciated in other parts of the country. It is largely understood now, however, as is shown by the volume of national advertising running in the Southern newspapers.

In the matter of cleaning up their advertising columns the Southern newspapers are setting a splendid example. This is a strong indication of the spirit of fine enterprise which argues so much for the continuous growth of advertising volume in the South.

The advertising agencies which form the Southern Council of the American Association of Advertising Agencies are well distributed over the South. These agencies have a proficient and modern equipment for creative service equal to every demand for the creation and development of advertising. The Southern manufacturer has the facilities of proficient agency service at his door. The South is full of potential advertisers. These are rapidly being brought to the surface by the Southern members of our association.

Judging by recent progress it is fair to predict that the volumes of national advertising originating in the South will be multiplied within the next year. This will have an influence in attracting still more national advertising from other sections to the Southern territory.

The co-operation of the Southern publishers with our Southern members is a very encouraging sign to us. It has already reached a stage in sympathetic team work that has not been excelled in any other part of the country. This cannot have any other than a splendid effect on the volume of advertising going Southward.

The South has grown magnificently as a market for the national advertiser. It is now growing in an extremely promising way as a source of national advertising.

bacco and cane alone, and an unusual thing about this is that the South is building from the land. Last year a million-dollar cattle parade, all pure-breds of the South, was a feature of the Tri-State Fair at Memphis.

The real awakening of the people of the nation to the possibilities in the South really began only ten years ago. The passing from a condition of reactionary conservatism to constructive progressivism has been rapid.

Constructive Progressivism

Only the best of the old traditions have been kept under the new order and in the construction of roads, better educational facilities, development of water-power, the establishment of

better trade relations with foreign countries, especially South America, industrial expansion and farm financing, the South is now setting a pace for the nation.

Newspapers as Educators

Cotton, the world's greatest textile material and the stabilizer of our international credits, which is money every day in the year that does not hide in secret places, is naturally the first crop of the South, but it no longer holds the fields alone. Diversified farming is rapidly becoming general and is playing a big part in the southward flow of wealth that has, it is said by authorities, trebled the per capita income in the last two

years. The educational work carried on by the Southern newspapers during the last quarter of a century had prepared the people to take full advantage of their opportunities when the States came into their own.

Great newspapers build great communities, and the newspapers of the South were in the front rank, forcing the new order of enterprise and development. They kept faith with the South at all times and are now sharing in one of the greatest harvests that has fallen to any section of this country.

Circulation is climbing steadily upward; each community is spending a proportionate fortune for local advertising; foreign advertisers are awakening to the purchasing power and possibilities of the empire that no longer slumbers, and newspapers like the people, are now in the buying market for the best the world has to offer.

Press Is Prospering

There has been no suspension of publication on the part of any daily member of the Southern Newspaper Publishers' Association within the past year.



CHARLES H. ALLEN
Second Vice-President S. N. P. A.

Three morning dailies, however, in the same period started the publication of evening editions that are coming up to the expectations of their owners and editors.

At least fifteen dailies have placed orders for larger presses, and a conservative estimate of the number of daily members of the S. N. P. A. that have installed or placed orders for additional Linotype and Intertype machines is placed at 50 per cent. A large percentage have also put in Monotypes and Ludlows.

The volume of local advertising has been phenomenal, and despite the big raise in the prices of everything else, advertisers will find that the newspapers of the South, taken as a whole, have increased their advertising rates less than 12 per cent.

Under the new order, news departments have been made over, news gathering facilities have been increased and

(Continued on page 38.)

NATIONAL ADVERTISING GOING TO SOUTHERN NEWSPAPERS IN UNPRECEDENTED VOLUME

New York Agency Men and Special Representatives Analyze Causes Contributing to Present Development of Market Possibilities of South—Manufacturers Appreciate Significance of Industrial and Commercial Growth and Expansion.

THE present power of Southern newspapers as advertising media as generally recognized by advertising agencies in other sections of the country, and the South is being counted in on every national advertising campaign that these agencies inaugurate.

EDITOR & PUBLISHER presents here the



WALTER C. JOHNSON,
Secretary-Treasurer S. N. P. A.

views of advertising experts connected with some of the largest Eastern agencies, and also the opinions of men associated with special agencies, representing Southern newspapers in the Eastern field.

All these authorities are agreed that the Southern newspaper, along with the Southland, has come into its own, and is now enjoying, rightfully, the greatest period of prosperity in its history.

"We have placed more advertising business in the South in the last six months than we ever did before in the same period of time," said H. C. Brandau, of the George Batten Co., Inc. "It is high-class business, too. We are placing some advertising there that never went there before. The Southern newspapers are improving wonderfully. I should say that they were more lively." "The newspapers all through the South have increased their advertising rates and that is one indication that they are doing a big business," said Frank J. Harton, of N. W. Ayer & Son. "All the Southern papers are doing splendidly, and there is no sign of a slump, either."

"We wouldn't think of making up a campaign without going into the Southern papers, if there was any market at all for the commodity we were advertising," said Frank Arnold, of Frank Seaman, Inc. "The Southern newspapers are sharing in the general prosperity, proportionately, with newspapers in other parts of the country."

"The wonderful crops of the South this year makes that section of the country a rich field for newspaper advertising," said A. C. Smith, of Van Patten, Inc. "Texas, for instance, has a huge

GOVERNOR W. P. HOBBY OF TEXAS OUTLINES REASONS FOR WAVE OF PROSPERITY

Himself a Newspaper Owner and Former Editor, the Chief Executive of "The Empire Commonwealth" of the South, Holds, in Common with Other Newspaper Makers, a Broad Vision of the Significance to the Nation of the New Era of Thrift and Plenty in Dixie

TO EDITOR & PUBLISHER:

Emerging from a period of sacrifice, conservation, thrift, energy and patriotism, the Southland of which Texas is a component part, looks forward to the most remarkable development and the greatest prosperity it has ever known. In common with the people of the entire nation, the Southern people have profited by the restrictions that have been laid upon them in the demands made upon the food supply, have become more saving since they have responded to the financial requirements of the Government, and have learned how to produce more than was produced in the past. In all of this Texas has had its part, and today diversified crops, more intensive cultivation, thrift and saving, are actuating the five million of population within the borders of this empire commonwealth.



Gov. W. P. HOBBY

We are producing food and clothes, crude oil for the world, and raw materials for factories of all kinds, and within our borders factory products are being fashioned ready for the market. New people are coming among us, and we expect that we will have a full share in the increase of the natural wealth, and after we have been served with that which is due us for our energies and activities, that the added value to the first cost, will benefit those to whom we pass the products which originate with us.

But I would have you understand that we of the South do not covet isolation in the matter of Prosperity and Happiness. We feel that we are but an integral part of the forty-eight States in the Union, that each and every one is to have just the proportion of prosperity that it is entitled by virtue of its natural resources, and we are glad to see this come about.

Sincerely yours,

W. P. HOBBY,
Governor of Texas.

wheat crop, although she has never gone in very heavily for wheat before. Oklahoma has a \$100,000,000 wheat crop. Georgia has a monster cotton crop. We are using lots of advertising space in the newspapers of these States, as well as in other parts of the South.

"Most of the advertising we are placing in the South is of auto-trucks. The good roads movement down there is helping the campaign immensely, and then, too, there is plenty of money there to buy trucks with."

Following are statements by Eastern representatives of newspapers in the South, analyzing conditions that are responsible for the prosperity of the press in that section of the country:

By J. T. BECKWITH,
S. C. Beckwith Special Agency

If national prosperity is at hand, I feel the South at this moment of her history is making a headway that is in keeping with her long cherished hopes, and in fulfillment of the promise of those who have understood her won-

derful situation, who have examined her exhaustless resources, and predicted a growth that sooner or later must be away and beyond everything ever attained by any other section of America.

Show Huge Gains

This is not an idle dream. Every point of view justifies the thought. The past six months have broken all business records in the South and, being in the advertising business, I am in position to say with full knowledge that real progress and prosperity have set their seal upon the South, and is not only on hand, but there to stay.

Measured by the scope of that great barometer of business, National Advertising, there has come to the South a measure of general business that is not only gratifying, but unprecedented.

Among the newspapers we represent none have failed to show a gain of huge dimensions, varying from 90 per cent to 100 per cent increase in foreign advertising over the highest figures of record. When one considers the market offered

by the Southern tier of States, the whole section fairly teeming with energy and commercial activity, and growing in population equally, if not more rapidly, than any other part of the country, according to the latest Government figures, is it any wonder that advertisers are falling over each other to invade this virgin soil?

When cities like Augusta, Ga., double in population; Birmingham with 255,000, an increase of 75,000 since the last census; Atlanta, over 240,000; New Orleans now beyond the 400,000 mark; Beaumont, Tex., the wide-awake, ship-building, oil and lumber town, where everything is in a hub-bub of beehive industry; Dallas with 175,000 population;



MARCELLUS E. FOSTER,

Member Executive Committee S. N. P. A.

El Paso, on the western border of this great State, with 85,000, one cannot fail to see the importance of the South's awakening; giving full credit to St. Louis, of over 800,000 population, feeding the great Southwest, and the real main artery which is pulsating with the same vigor of advancement, and its meaning to the national advertiser.

While it is true that general conditions are good all over the country, it is my positive belief that few, if any sections, begin to approach the South in actual improvement.

Prosperity Is General

Everything is prospering down there. The price of cotton and its subsidiary products have enriched the whole Southern section. The automobile now tracks the cotton fields of Georgia, and the Carolinas and Mississippi and Alabama, as it does the trucking section of New Jersey. The cities everywhere down there are driving ahead. The farmer's crops are promising and cotton has made him richer and happier than his hopes ever conjured.

There is no outlook from Maryland to Texas that is not blooming with the fullest measure of standard growth—a growth that has started, to stay started, and that makes the future loom up like

a rainbow of promise, and all this is not mere rhetoric and excessive speech. It is merely emphasizing what is already there in the living reality, existing in every State, county, town, village and hamlet.

I am enthusiastic about the South because my faith in it is big, and it is big



VICTOR H. HANSON,

Member Executive Committee S. N. P. A.

because good times have come to stay in a section that at last possesses sufficient capital and an amazing amount of energy that will carry it forward for all time.

BY EDWARD S. CONE

Cone, Lorenzen & Woodman

Never in the history of the newspaper and advertising business have conditions in the South been as good as they are now. Of course we all know the gains in foreign or national advertising are enormous. Our average gain in our Southern papers, and we only represent morning papers in the South, has been over 100 per cent for the first six months of 1919.

The reason for this is that the people in the South certainly have more money to spend at the present time than they ever had before, and they are spending it for luxuries and for necessities, for clothes, shoes, automobiles, talking machines—in fact everything.

Retail Stores Active

Take, for instance, New Orleans. The big retail stores there really only have one trouble, at the present time. That is to get the goods fast enough to supply the demands of their customers.

Everything produced in the South, cotton, corn, hogs, rice and everything else, are selling at the top price. Proportionate increases in wages in the South have been larger than in the North. Instead of seeing the old Southern dinky with a mule and steer hitched to a broken-down wagon you will find him now driving his own automobile with mammy sitting in the back and piccaninies all over the car.

Are Buying More Freely

The people of the South are buying today more freely than they ever did before. They have an advantage over us up North, inasmuch as it does not cost them near as much to live; that is, it does not cost them so much for rent and for food as it does the people in the Northern States; consequently they have a greater portion of their income to spend for pleasures and for luxuries.

I have been spending two weeks every winter for a great many years in New Orleans, and of course I have traveled

BUSINESS PROGRAM SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

MONDAY, JULY 7

Morning Session

- 10:00 A. M. Roll Call.
Reading of Minutes.
Address of the President.
Address of Welcome.
Report of the Secretary Treasurer.
Election of New Members.
Introduction of New Members.
Reports of Committees.
Appointment of Committees.
Topics.
Announcements.
Adjournment.

Afternoon Session

- 2:30 P. M. Address "Building Public Confidence in Advertising."
Lewellyn Pratt, First Vice Pres. Associated Advertising Clubs of the World.
Discussions by Members on the following:
Newsprint, Second Class Mail, Labor.

Adjournment

Members may call for discussions on any topic. In calling up a topic indicate the caption, initial and number.

TUESDAY, JULY 8

Morning Session

- Address: "The Work of the Bureau of Advertising A. N. P. A." Thomas H. Moore, Associate Director.
Address by Stanley Clague, Managing Director Audit Bureau of Circulations.
Address by Jason Rogers, Publisher New York Globe.
Topics and General Discussions.
Announcements.

Adjournment

- 1:30 P. M. Luncheon Round Table Talks.
Evening Papers, H. Giovannoli, Chairman.
Morning Papers, W. T. Anderson, Chairman.

Afternoon Session

- The afternoon will be devoted to committee meetings informal discussions and recreation.
8:30 P. M. Joint Meeting of S. N. P. A., Farm Papers, and Southern Council A. A. A. Jefferson Thomas, Chairman.

WEDNESDAY, JULY 9

Morning Session

- 10 A. M. Topics.
Reports of Committee and Resolutions.
Election of Officers.
Unfinished Business.
Announcements.

Adjournment

Afternoon Session

- No session will be held the afternoon being given over to the Annual Meeting Southern Division Associated Press, at 2:30 P. M. H. C. Adler, Chairman.

all the South for 25 years. The remarkable thing to me in the prosperity of the South is the wonderful growth in population of the leading cities, and the number of Northern people and Europeans who are now settling in New Orleans and the other Southern cities instead of (as they used to do) settling in Boston, New York, Philadelphia, and Chicago.

No Vacant Farms

New Orleans today is the second seaport of the United States, New York City only, leading it. It is almost impossible to find a good house for rent in any Southern city. Riding through the Southern country you will find practically no vacant farms, every bit of good land is being cultivated.

While the local retail business in the South today is 50 per cent better than it was a year ago, I believe it is only the start. I believe the increase in the South will reach up to 100 per cent in

local retail business, and, of course, local retail advertising.

The Southern people are making the money and they are spending it. National advertisers know this, and of course the increases in national advertising are simply wonderful. The South today is a sure, profitable market for any well advertised goods of merit.

BY FRED A. MOTZ

John M. Branham Company

When you talk "South," you are talking of a section that has had unprecedented prosperity, a section that has been favored with everything that has been good. The South is today enjoying not only one of the best periods in its history, but probably one of the best periods ever enjoyed by any section of the country.

Cotton, one of its staple products, has been averaging over 33 cents a pound, and anybody who knows what cotton means

to the South will easily understand the amount of money per capita that the Southern people have at the present time.

In former years they relied practically entirely on cotton when it was selling at one-third its present value. With its present high price and the additional fact that diversified crops have passed through the experimental stage and are one of the South's outstanding features, you can easily realize the wonderful prosperity of that section.

A New Era

Never before in the history of advertising have the Southern newspapers carried as much national advertising as they are at present. Foreign advertisers were quick to realize the condition of



CURTIS B. JOHNSON,

Member Executive Committee S. N. P. A.

the Southern market and have taken full advantage of it. The local merchants, of course, being in close touch, have been taking advantage of it for some time with the result that practically every paper in the South has reached a point far beyond their earlier expectations.

There is no section of the country that has as much undeveloped natural resources as the South, and the past war has made the Southern people realize just what they have, and "God's Country" today, with its diversified crops, its wonderful price for cotton, and its new and fully awakened progressive spirit, makes it necessary for every business man to keep his eye carefully on the Southern market.

Port Cities Favored

Every port city in the South has been favored by the Government with millions of dollars of new shipping industries, new manufacturing pursuits, that will make it a permanently successful and prosperous section.

Take Mobile, for instance, wonderfully favored as it was by the shipbuilding industry. It has been doubly favored by the Steel Corporations building practically a new city right outside of Mobile.

The South has always had room to take care of these new developments and the big interests are now realizing fully that they have been overlooking a wonderful field in years past. The South with its present progressive spirit, is fully able to absorb its big measure of success.

The Texas Oil Fields

Every part of the South has been wonderfully favored. Take the State of Texas, for instance. Millions of dollars have been invested and millions of dollars made in its new oil fields.

(Continued on page 10.)

W. D. SHOWALTER APPOINTED TO POSITION OF EDITOR OF EDITOR & PUBLISHER

New Honors for Experienced Craftsman Won through More than Three Years of Service as Managing Editor and Editorial Writer---John F. Redmond Succeeds to Managing Editorship---Plans for Larger Service.

BY JAMES WRIGHT BROWN.*

IT is indeed a pleasure for me to announce to our readers—our family circle—the appointment of W. D. Showalter to the position of Editor of EDITOR & PUBLISHER.

Few men are so well equipped in experience and in successful administration in the fields of editing, publishing and advertising as Mr. Showalter. Leadership is an old story with him. For more than 20 years he has been suggesting ideas and fighting for right ideals in newspaper making and advertising with a vigor that few men possess.

Pioneer in Creative Work

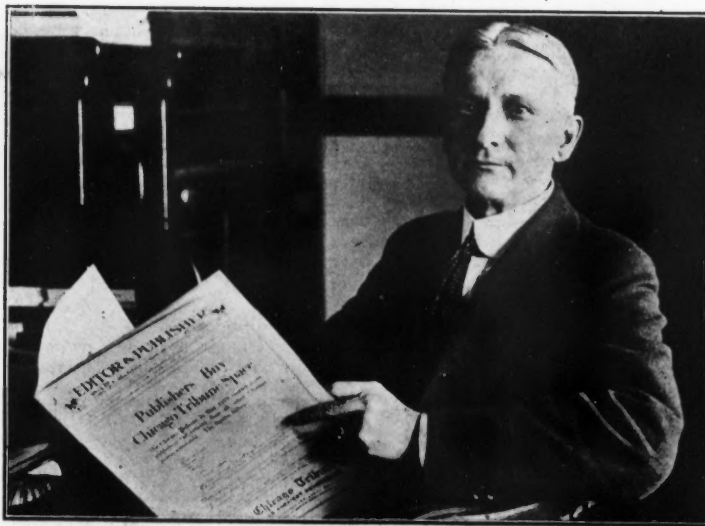
In the course of a long newspaper experience he has originated and developed hundreds of constructive and sound promotion plans for newspapers and advertisers. The record will show that he was actually the pioneer in conceiving and creating what is now known as promotion advertising for newspapers. He fought for years to persuade publishers that the advertising of advertising was an essential in progressive management, and that this policy should be extended beyond the mere aim to sell more and more space—that, indeed, it should include campaigns of educational copy planned to develop reader-responsiveness to the advertising published by a newspaper. Mr. Showalter started writing copy on these lines 30 years ago, and has written more on the subject than any other man.

Among the many promotion ideas which he has originated, perhaps the most widely used has been the "Dollar Day" idea for clearance sales. He is perfectly satisfied never to have made a dollar himself through this idea, inasmuch as it has earned millions for the business men of the country and has also been of incalculable value to the newspapers which have promoted its use.

Champion of Constructive Policies

Mr. Showalter writes with clarity of thought and expression, breadth of vision, keen analytical insight, force and tolerance. As readers of EDITOR & PUBLISHER know, he has helped, through his editorials and special articles, to keep the way straight, no matter how grave and difficult might be the problem under discussion. He has shown the error of insane local competition. He is to be credited in large measure with the new era of craft association and the trend and tendency to mutual helpfulness and co-operation in evidence on every hand. He has fought for a policy of paid Government advertising, in and out of season; kept on the trail of the press agent and space grafter; helped to draw the line between "publicity" and advertising. He has worked for the development of the market unit idea in national advertising and for everything calculated to make newspaper space of greater service to those who use it in an advertising way.

He is a West Virginian by birth. Early in life he came under the news-



W. D. SHOWALTER

paper tutelage of some powerful leaders of thought and action in our field—among them R. W. Patterson, then editor of the Chicago Tribune, and James W. Scott, publisher of the old Chicago Herald and an early president of the A. N. P. A. His first interest in the development of advertising on the broadest lines of usefulness was aroused through his many talks on the subject with Mr. Scott, for whom he was acting as promotion man.

Has Had Wide Experience

In 1891 he was called to the New York World by Ballard Smith, editor-in-chief, to serve as idea man for that paper. His work at that time attracted the favorable notice of Joseph Pulitzer, who urged him to remain with the paper after Mr. Smith's retirement. However, Mr. Showalter had received a flattering offer from George W. Turner to join the old Recorder staff as idea man, and he accepted. He remained with the Recorder for three years, acting for most of that time as city editor and originating hundreds of the ideas which made that newspaper famous.

When Mr. Hearst came to New York, he invited Mr. Showalter to join his forces as idea man and exchange editor. He remained in this position for seven years, and in the course of that time originated hundreds of feature ideas for the Hearst papers, some of them attracting wide attention.

Leaving the Hearst organization Mr. Showalter became editor of the early mail edition of the New York Herald for a time, but failing health intervened and he devoted several years to outdoor life, playing golf; and, incidentally, developing an advertising service for newspapers. Throughout his career he has devoted himself wholly to creative and constructive work.

Mr. Showalter joined the staff of EDITOR & PUBLISHER in February, 1916, as editorial writer, accepting the posi-

tion of managing editor in August of the same year. He is a loyal supporter of every principle for which EDITOR & PUBLISHER stands, and his record of more than three years' service here is an assurance of what may be expected of him under his added responsibilities.

Promotion for Mr. Redmond

John F. Redmond, who has been news editor for some time, succeeds Mr. Showalter as managing editor. Mr. Redmond's whole life has been devoted to this field, and his knowledge of it, and of the men and factors in it, is wide and thorough. His work as news editor has stamped him as a newspaper man of signal gifts, and his energy and initiative particularly fit him for the work to which he is now called.

Dan F. Miller, who is an all 'round newspaper man of wide experience, and who has done much good work for EDITOR & PUBLISHER, becomes news editor, and Ben Mellon will devote himself to feature work. Both Mr. Miller and Mr. Mellon know the field practically, and fit in admirably with an organization which has gained the reputation, through actual performance, of achieving large, worth-while results.

Plans for Future

What the EDITOR & PUBLISHER organization has achieved in the past, through the consecrated devotion to an ideal of a body of earnest men, is but an indication, in a limited way, of plans for helpful service to its clientele which have been matured and which are to be inaugurated in the fall. To measure up to the opportunities for the development of newspapers and advertising, which have been created by unprecedented events in the life of the nation and of the world, calls for new effort, new enthusiasm, clear vision.

"A measure pressed down and running over" is the standard of service fixed for EDITOR & PUBLISHER.

MONDELL STARTS WAR ON ZONE LAW

Republican Leader of House Assures "Editor and Publisher" That His Repeal Bill Will Get Prompt Attention from Congress

(BY TELEGRAPH)

WASHINGTON, D. C., July 2.—Representative Frank Mondell of Wyoming, Republican leader in the House, assured EDITOR & PUBLISHER today that his bill for repeal of the postal zone laws will be considered by the Ways and Means Committee of the House early next week and that it probably will be before the House itself for consideration within two weeks.

"I hope to get the bill considered by the Ways and Means Committee soon after the Fourth of July recess," Mr. Mondell said, "and it probably will be considered in the House soon after the prohibition enforcement and alien deportation legislation is disposed of."

"I believe the Zone Law will be repealed because it is another of those objectionable war measures that should be repealed during peace times."

"The argument that the bill should stay in force because it will provide more revenue for the Government is erroneous, I believe. The former system, it seems to me, will provide more, mainly because of the many difficulties in collecting the postal charges under the zone system."

"I have been assured that many Democrats will support the repealer despite the attitude of former Democratic Leader Kitchin, whose efforts were largely responsible for the zone system."

"Because other war-time postal rates have been repealed we will try to pass this legislation as soon as possible."

Representative Kitchin is confident that he will have the support, not only of Democrats, but of many Republicans, and it is assured that Postmaster-General Burleson will make a hot fight against the Mondell Bill.

Senator Smoot of Utah will champion the repealer in the Senate in an effort to obtain early action upon it.

Lemuel E. Quigg Dead

Lemuel Eli Quigg, former newspaper man, member of Congress and for years a well-known political figure in New York, died July 1 in New York of Bright's disease. He was born in Cecil county, Maryland, in 1863, and in his youth was the editor of a newspaper in Montana. Mr. Quigg came to New York and held a similar post for a time in the employ of the Flushing Times. From 1882 until 1893 he was an editorial writer and political reporter for the New York Tribune, which he left to enter politics.

Plans have been completed for the construction of a rubber tire plant at Birmingham at a cost of \$1,000,000.

UNPRECEDENTED ADVERTISING GOING SOUTHWARD

(Continued from page 8.)

You cannot realize unless in close touch just what this oil discovery means to a State. It has been considered erroneously as an oil boom and consequently discounted in some quarters. It is really a delayed development of the wonderful natural resources of Texas and its full development will mean pros-



W. T. ANDERSON.
Member Executive Committee S. N. P. A.

perity to the State of Texas and to an extent never realized before by any other State. It has attracted millions of dollars.

The lineage of national advertising carried by Texas papers is a substantial illustration of how quick national advertisers are to take advantage of this wonderful situation.

Business Is Doubled

The John M. Branham Company, for instance, represents probably as many Southern papers as any other agency in this field, and our business for the past five months has been practically double that of any other period in our existence. This is due partly to general conditions, but principally to the great development of a field we are closely in touch with—the South.

The South has come into its own, and from present indications it looks as if they have only started. It is a permanent, lasting prosperity that they are rapidly equipping themselves to properly handle, and any advertiser who passes up any section of the South is overlooking a market that I honestly believe to be second to none in this great and glorious United States.

BY G. E. CHRISTOFFER
Frost, Sands & Kohn

North Carolina is steadily progressing along all lines of industrial endeavor. Capital and labor in North Carolina are on distinctly friendly terms, and labor disturbances are rare occurrences, there being a hopeful tendency towards even more favorable conditions for the wage earner, as the demand for his service increases with the great industrial developments now existing.

This has not been confined to any particular class of workers, it applies to factory, farm and every trade and profession. Wages were never higher in this State than they are today, nor has the demand for labor ever been greater.

With her record of 3,650,000 acres of cotton for 1918 ranking fourth among

the 13 Southern States, North Carolina is excelled in corn acreage by only 14 States, seven of these, middle western corn-producing States.

Proportionately, North Carolina produces more corn than Texas and is surpassed by only seven Southern States. She more than favorably compares with Iowa and Illinois, two ranking corn-producing States of the country.

Of the total of 107,494,000 acres of corn for the United States in 1918, North Carolina produced her share of 3,165,000 acres, advancing to this figure from 2,600,900 in 1916 and 2,920,000 in 1917.

Progress in Manufacturing

The fact is that North Carolina has really developed into a manufacturing State and is making astonishing progress, although she is essentially an agricultural section. For instance, the furniture factories represent a branch of industry in North Carolina with a yearly total output of \$17,760,000, an increase of almost five million dollars for 1917.

The knitting industry in the State shows a gratifying growth during 1918 with a valued output of \$28,928,458, an increase of about \$16,000,000 for 1917.

North Carolina has always been known as having consumed in her own mills the amount of cotton she produces and buys from other States. The ap-



W. A. ELLIOTT.
Member Executive Committee S. N. P. A.

proximate amount of raw material used by the cotton, cordage, silk and woolen mills was 492,925,075 pounds, the estimated value of the yearly output being \$373,248,800.

Big Factory Output

Miscellaneous factories to the number of 1,200 had a yearly output of \$234,360,716. The valuation of all manufacturing products is about \$700,000,000, with capital invested about \$500,000,000. The banking resources of the State were \$265,672,000, reported as of December 31, 1917.

North Carolina's unusual prosperity has reacted on the general business condition throughout the State. Figures for the State show that the bank savings of the people have multiplied by 12 since 1915. In a little more than three years, savings have increased from 22 million to 266 million dollars.

Forty-six million dollars invested in automobiles almost equals the value of all the school, college and church property of the State. In 1915 the motor car wealth was eight million dollars, and 1918 close to 50 million, a six-fold increase in three years, and an increase of from 16,000 to 77,000 cars in three years.

OLD TRADITIONS OF "DIXIE" OBSOLETE

After Recent Tour of South Representative of Editor & Publisher Discards Broadway Notions—"Most Wholesome Part of U. S."

By H. R. DRUMMOND

One may, without much effort, collect a tremendous amount of misinformation about "Dixie" and its people right in New York City.

Traveling through the South one realizes that the "typical Southerner" of today; that is, the typical Southerner who lives in the South today, is different from his brethren in the other parts of the country only in having a more balmy climate in which to live, and in being, perhaps, a bit more courteous and affable.

New York revels in the Jolsonized, syncretized "Dixieland" of musical shows—a non-existent, slow-going, lazy, dreamy Dixieland, indigenous to Broadway—and to be encountered nowhere else.

Dixieland in reality is the land of realities. Dixieland is new, is up to date; in fact, is just a step or two

Time was when Dixie was a good customer of the great packinghouses of the North, and refrigerator cars took the food to the people.

Now, bless you, packinghouses in Dixie ship thousands of tons of the finished products, not only through Dixie, but into other parts of the country.

Time was when the Southern gentleman prided himself upon the smart team he drove, and upon the luxuriousness of his carriage.

Now fine stock is bred in the South as a pastime, but the automobile is the



ARTHUR G. NEWMYER,
Member Executive Committee S. N. P. A.

mode of transportation, and good roads are no longer dreamed of—they exist (note the Dixie Highway).

The New Era

Time was when the Southern lady of fashion and resources traveled to New York for her finery.

Now she finds it in stores as up to date, as magnificent, yes, and as expensive, too, as the great stores of New York.

Time was, perhaps, when the Southern gentleman was deliberation personified in the transaction of business, and mixed business with pleasure; but, bless your heart, he is up and a-coming during business hours now, and he has fewer business hours, so that he can have more play hours.

One can, without much trouble, pick out Southern cities that, in every way, compare most favorably with their counterparts in the North.

New Orleans is like New York. It is a business center; it is a pleasure center; it is a sporting center; it is metropolitan and cosmopolitan.

A Second Pittsburgh

Birmingham is like Pittsburgh. Not very pretty, perhaps, but, oh boy! it is a regular town, with the hustle, push, ginger, noise and blow of Pittsburgh.

Atlanta is like Chicago. They both admit that they are the one big thing in their part of the country. Atlanta is a railroad center, it is the home of the biggest stores in the South, of the big distributing depots of manufacturers and is a very close second to Chicago in native modesty in presenting its claims.

Richmond is like Boston. The very fountainhead of aristocracy, the hub of its territory, rich in tradition, yet very much up to now in every way.

Macon, Ga., is like Cleveland, Ohio. Clean, good to look at, full of pep, ginger and dash—progressive, building, expanding, Macon is a dandy city.

Jacksonville is like Atlantic City. Beautiful, flooded with visitors a great part of the year, a fashion center.



E. M. FOSTER,
Member Executive Committee S. N. P. A.

ahead of the rest of the procession in growth, achievement and progress.

A Land of Realities

However, if one look carefully, one may find, here and there, a few evidences of the old "Dixie" of song and story—quaint, picturesque bits of a by-gone day, tucked carefully away and preserved as curiosities.

Just as Bowling Green, Faunce's Tavern and the Van Courtlandt farmhouse are preserved in New York, just as Washington's headquarters are preserved at Newburgh, so are some of the "relics" preserved in Dixie, but the Dixie that exists now, the Dixie that the business man has to reckon with, is surely the most progressive, fastest growing, most wholesome part of the United States.

Time was when Dixie was a place to grow cotton, and the cotton crop harvested and shipped North, there was "nothing to do until tomorrow."

Now, bless your heart, when the cotton crop is gathered and ginned, it is taken to the mill in Dixie, where it is converted into cloth, and the finished product is shipped to the markets of the world.

ROSTER SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

(CLASSIFIED ALPHABETICALLY BY STATES AND CITIES)

CITY AND TITLE.	PUBLISHER.	EDITOR.	CITY AND TITLE.	PUBLISHER.	EDITOR.
ALABAMA			MISSISSIPPI		
Anniston Star	Harry M. Ayers	T. R. Gordon	New Orleans Daily States	Daily States Co.	Robert Ewing
Birmingham Age-Herald	Age-Herald Pub. Co.	E. W. Barrett	Item	Item Co., Ltd.	Marshall Ballard
Ledger	Ledger Co.	Robert G. Hiden	Times-Picayune	Times-Picayune Co.	D. D. Moore
News	News Co.	F. P. Glass	Shreveport Journal	Journal Pub. Co.	T. O. Harris
Gadsden Journal	Journal Pub. Co.	C. A. Ver Beck	Total—7.		
Times-News	Times-News Ptg. Co.	W. I. Martin	MISSISSIPPI		
Montgomery Advertiser	C. H. Allen	W. T. Sheehan	Hattiesburg American	American Co.	Howard A. Williams
Journal	Journal Pub. Co.	H. Hood	Jackson News	News Pub. Co., Inc.	Frederick Sullens
Mobile Item	Item Co.	Edwin Craighead	Meridian Star	R. R. Buvinger	R. B. Buvinger
Register	Register Co.		Dispatch	Dispatch Co.	Ray F. Frazier
Total—10.			Total—4.		
ARKANSAS			NORTH CAROLINA		
Fort Smith Times-Record	John F. D. Auo	J. F. Henry	Asheville Citizen	Citizen Co.	Charles R. Robinson
Little Rock, Ark. Democrat	Little Rock Pub. Co.	Elmer E. Clark	Times	Times Co.	T. W. Chambliss
Gazette		J. N. Heiskell	Charlotte News	News Pub. Co.	J. S. Miller
Total—3.			Observer	Sullivan & Johnson	Wade Harris
FLORIDA			Concord Tribune	J. B. Sherrill	J. B. Sherrill
Gainesville Sun	Pepper Printing Co.	R. W. Davis	Durham Herald	Herald Co.	W. N. Keener
Jacksonville, Fla. Metropolis	Metropolis Co.	R. A. Russell	Sun	Durham Pub. Co.	
Times-Union	Florida Pub. Co.	Willis M. Ball	Greensboro Daily News	News Co.	Earle Godbey
Miami Herald	Miami-Herald Co.	F. B. Stoneman	Record	Parker R. Anderson	Parker R. Anderson
Metropolis	Metropolis Pub. Co.	S. Bobo Dean	High Point Enterprise	Parker R. Anderson	Parker R. Anderson
Orlando Reporter-Star	Reporter Pub. Co.	R. B. Brossier	Hickory Record	Clay Printing Co.	S. H. Farabee
Palm Beach Post	Palm Beach Pub. Co.	Donald H. Conkling	Kinston Free Press	Free Press Co.	H. Galt Braxton
Pensacola Journal	Lois K. Mayes		Raleigh News & Observer	News-Observer Co.	R. W. Haywood
News	Percy S. Hayes	Percy S. Hayes	Times	John A. Park	
St. Augustine Record	Record Co.	Harry Brown	Rocky Mount Telegram	Rocky Mount Pub. Co.	J. L. Horne, Jr.
St. Petersburg Independent	Lew B. & L. C. Brown	Lew B. Brown	Salisbury Post	Post Pub. Co.	J. F. Hurley
Tampa Times	D. B. McKay	J. E. Worthington	Washington Daily News	James L. Mayo	
Tribune	Tribune Pub. Co.	W. F. Stovall	Winston-Salem Journal	Journal Pub. Co.	Stanford Martin
Palatka Post	H. P. Nerwich	H. P. Nerwich	Sentinel	Sentinel Ptg. & Pub. Co.	H. R. Dwire
Daytona News		T. E. Fitzgerald	Wilmington Dispatch	Parker R. Anderson	Parker R. Anderson
Total—15.			Star	Wilmington Star Co.	T. W. Clawson
GEORGIA			Total—21.	OKLAHOMA	
Atlanta Constitution	Constitution Pub. Co.	Clark Howell	Ardmore Admorite	Ardmore Pub. Co.	Bert Love
Georgian & American	Georgian Co.	J. B. Nevin	Oklahoma City Oklahoman	Oklahoman Pub. Co.	E. K. Gaylord
Journal	Journal Co.	John S. Cohen	Total—2.	SOUTH CAROLINA	
Americus Times-Recorder	Times-Recorder Co.	W. S. Kirkpatrick	Anderson Daily Mail	G. P. Browne	L. M. Glenn
Albany Herald	Herald Pub. Co.	H. H. McIntosh	Charleston American	American Pub. Co.	
Athens Herald	E. W. Carroll and B. Phinizy	E. W. Carroll	News & Courier	News & Courier Co.	Robert Latham
Augusta Chronicle	Chronicle Pub. Co.	T. W. Lovless	Evening Post	Evening Post Pub. Co.	T. R. Waring
Herald	Herald Pub. Co.	Bawdre Phinizy	Columbia Record	Record Pub. Co.	R. Charlton Wright
Brunswick News	News Pub. Co.	C. H. Leavey	State	A. E. Gonzales	W. W. Ball
Columbus Enquirer-Sun	Enquirer-Sun Co.	W. H. Tucker	Greenwood Index-Journal	Index-Journal Co.	H. L. Watson
Ledger	R. W. Page	R. W. Page	Greenville News	Greenville News Co.	B. H. Peace
Dublin Courier-Journal	Courier-Herald Pub. Co.	Frank Lawson	Piedmont	Piedmont Co.	J. R. McKissick
Macon News	Macon News Ptg. Co.	R. L. McKenney	Orangeburg Times-Democrat	James Izlar Sims	H. R. Sims and
Telegraph	Telegraph Pub. Co.	W. T. Anderson	Rock Hill Herald	Herald Pub. Co.	Hugh S. Sims
Rome Tribune-Herald	Tribune-Herald Co.	J. D. McCartney	Spartanburg Herald	Spartanburg Herald Co.	J. T. Fain
Savannah Morning News	Morning News Inc.	W. R. Neal	Journal and Carolina Spartan	Journal Pub. Co.	C. O. Heron
Press	Press Pub. Co.	P. A. Stovall	Sumter Item	Osteen Pub. Co.	J. C. Hemphill
Thomasville Times-Enterprise	Times-Enterprise Co.	E. R. Jerger	Total—14.	TENNESSEE	
Waycross Journal-Herald	Jack Williams	Volney Williams	Chattanooga News	News Co.	G. F. Milton
Total—19.			Times	Times Printing Co.	L. G. Walker
KENTUCKY			Columbia Herald	Finney & Hastings	J. J. Finney
Frankfort State Journal	State Journal Co.	Graham Vreeland	Clarksville Leaf-Chronicle	W. W. Barksdale	W. W. Barksdale
Lexington Herald	Herald Co.	Desha Breckenridge	Johnson City Staff	E. Munsey Slack	E. Munsey Slack
Leader	Leader Co., Inc.	H. Giovannoli	Jackson Sun	Sun Pub. Co.	C. H. Brown
Louisville Courier-Journal	Courier-Journal Co.	Barry Bullock	Knoxville Journal & Tribune	Journal & Tribune Co.	William Rule
Herald	Herald Co.	J. C. Shaffer	Sentinel	Curtis B. Johnson	James H. Moore
Post	Evening Post Co.	Lewis C. Humphrey	Memphis Commercial-Appeal	Commercial Pub. Co.	C. P. J. Mooney
Times	Louisville Times Co.	and Richard G. Knott	News-Scimitar	News-Scimitar Co.	
Ownersboro Inquirer	Inquirer, Inc.	Barry Bullock	Memphis Press		
Messenger	Messenger Pub. Co.	L. W. Hager	Nashville Banner	E. B. Stahlman	R. H. Yancey
Paducah Sun	Sun Pub. Co.	Urey Woodson	Tennesseean & American	T. & A. Pub. Co.	Marvin Campen
Total—10.		E. J. Paxton	Total—13.		
LOUISIANA			TENNESSEE		
Baton Rouge State Times	Capital City Press	C. P. Manship	Chattanooga News	News Co.	G. F. Milton
Lake Charles American Press	Amn. Press Pub. Co.	Frank A. Smith	Times	Times Printing Co.	L. G. Walker
Monroe News-Star	News-Star Pub. Co., Ltd.	A. G. Cook	Columbia Herald	Finney & Hastings	J. J. Finney

(Continued on Page 12.)

ROSTER OF MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

(Continued from Page 11)

TEXAS			CITY AND PAPER			PUBLISHER			EDITOR		
CITY AND PAPER	PUBLISHER	EDITOR	CITY AND PAPER	PUBLISHER	EDITOR	CITY AND PAPER	PUBLISHER	EDITOR	CITY AND PAPER	PUBLISHER	EDITOR
Austin American	American Pub. Co.	Kendall B. Cressey	San Antonio Light	C. S. Diehl, H. Beach	Harrison L. Beach	Bristol Herald	Carter Glass	E. H. Dove	Temple Telegram	Telegram Pub. Co.	E. K. Williams
Beaumont Enterprise Journal	Enterprise Co.	W. P. Hobby	Waco Times-Herald	Waco Pub. Co.	George Robinson	Clifton Forge Review	Lynchburg News	George O. Greene	Total—21.		
Brownsville Sentinel	Caller Pub. Co.	Frank B. Harrison				Norfolk Ledger-Dispatch	Ledger-Dispatch Corp.	W. E. Addison			
Corpus Christi Caller	A. H. Belo & Co.	Frank A. Briggs				Virginian Pilot	Virginian-Pilot Pub. Co.	Douglas Gordon			
Dallas News	Times-Herald Ptg. Co.	Bradley Hogue						Wm. C. Cameron and			
Times-Herald	Herald-News Co.	H. D. Slater						John V. Kelley, Ph. D.			
El Paso Herald Times	Times Co.	E. C. Davis						Clifford L. Snowden			
Fort Worth Record	Bagley & Allison	H. W. Fitzgerald	Petersburg Progress	Progress Pub. Co.	Dr. Douglas Freeman			Dr. Douglas Freeman			
Star-Telegram	Wortham-Carter Co.	Louis J. Wortham and	Richmond News-Leader	John Stewart Bryan	C. C. Hasbrook			H. P. Chapman			
Gainesville Register		C. L. Leonard	Times-Dispatch	Times-Dispatch Pub. Co.							
Galveston News	A. H. Belo & Co., Inc.	Charles H. McMaster	Roanoke Times	Times-World Corp.							
Tribune	Tribune Co.	Marcellus E. Foster	Total—9.								
Houston Chronicle	Chronicle Pub. Co.	Roy G. Watson									
Post	Houston Printing Co.	Sayres Boyd	Dayton Journal	Burkam-Herrick Co.	E. G. Burkam						
Paris News	Sayres Boyd	J. E. Smith and	Total—1.								
San Antonio Express	Express Pub. Co.	M. M. Harris	Total—1.								
			Grand total All States—149.								

SOUTH'S PAPERS BUY
NEW EQUIPMENT

Enlarged Mechanical Facilities Indicate
New Era in Publishing Business in
Dixie—Several New Newspaper
Homes Under Way

The growth and prosperity of Southern newspapers are shown impressively



WALTER G. BRYAN.

Member Executive Committee S. N. P. A.

by the great amount of new mechanical equipment installed during the past year.

Many members of the S. N. P. A. have found the old facilities entirely inadequate to take care of increased production, and have secured new and bigger presses, additional type-setting machinery and stereotyping equipment.

The record of purchases since the date of the 1918 convention, shown in part below, is an indication of the strong trend toward better production facilities and better and more economical output.

Anniston Star—Duplex tubular press.
Atlanta Journal—Four Linotypes, one Monotype

Augusta Herald—Two Model 14 Linotypes.

Albany Herald—Model 8 Linotype, seven-column casting box.

Asheville Citizen—One Linotype.

Arkansas Democrat—Two Linotypes.

Austin American—Metal pot.

Birmingham Ledger—Two Model 14 and two Model 8 Linotypes.

Birmingham News—Four Intertypes, one Monotype, one Junior Autoplate.

Birmingham Age-Herald—Two Model 9 Linotypes.

Columbus Enquirer-Sun—Miller Saw Trimmer.

Concord Tribune—Goss Comet press.
Columbia Record—Miller Saw Trimmer and Lee Perfection Metal Feeder.

Charleston News & Courier—One Model 9 Linotype.

Corpus Christi Caller—Model 14 Linotype, Miller Saw Trimmer, stereotyping plant and \$5,000 additional equipment.

Columbus Ledger—One Linotype.

Clarksville Leaf-Chronicle—Angle Bar Duplex press. To erect new home office.

Chattanooga News—Has installed two Intertype machines, contracted for a Hoe Octuple press; also preparing to erect building especially adapted for their requirement.

Dublin Courier-Herald—Have purchased Duplex press, which will be installed at an early date.

Durham Morning Herald—One Model 14 Linotype, furnished business and editorial offices.

El Paso Herald—Five Model 14 Linotypes, exchanged for five old models.

Fort Worth Star-Telegram—Three Linotypes, new four-story and basement building to be erected.

Greenville Piedmont—One Model 14 Linotype.

Greensboro Daily News—One Model 14 Linotype and Ludlow system.

Greenwood Index Journal—Duplex press, two Model 14 Linotypes.

Greenville Daily News—One Model C Intertype, Miller Saw Trimmer, steel cabinets, etc.

Gadsden Journal—New series of display type and new type cabinets.

Houston Post—One Linotype type casting machine, proof press.

Houston Chronicle—Goss Octuple Press and Double Junior Autoplate ordered.

Jackson Sun—Goss Double Deck press and stereotyping equipment.

Jacksonville Times-Union—Two Model 14 Linotypes, extra Miller Saw Trimmer, extra Router Shaver; have ordered but not received two Model 14 Linotype machines, one Model 8 Linotype, lead slug caster, and a new Hoe Octuple press.

Jackson Daily News—One Model 14 Linotype and one Ludlow Typograph.

Kinston Free Press—Seven-column Hoe flat casting box; installation of additional Linotypes contemplated.

Lexington Leader—Preparing to install Goss High Speed Quadruple press and two Linotype machines.

Louisville Herald—Fourteen Intertypes.

Lynchburg News—One Model 14 Linotype, one Ludlow.

Little Rock Gazette—One Linotype, one Monotype caster, complete new steel composing room equipment, Lanston paper carrier.

Louisville Courier-Journal & Times—Three Model 14 Linotype machines.

Memphis Commercial Appeal—Have installed 14 Intertypes. Have put in a complete new stereotype outfit and have changed their presses to a vertical shaft drive.

Macon News—Dry mat system, one Model 14 Linotype.

Miami Herald—Goss 16-page press and stereotype equipment.

Monroe News-Star—One Model 14 Linotype, two Model 8 Linotypes, replacing three Model 5's. New evening edition.



H. GIOVANNOLI.

Member Executive Committee S. N. P. A.

Montgomery Advertiser—Two Linotypes; also inaugurated Evening Advertiser.

Montgomery Journal—One Intertype.

New Orleans Times-Picayune—Three Model C Intertypes; have ordered Hoe Super-speed Octuple press and stereotyping equipment. Bids let for new building, four-story and basement, with 150 foot frontage.

New Orleans Item—New Hoe Sextuple press, two Linotype machines.

Norfolk Ledger-Dispatch—Monotype and two Linotypes. Order placed for Scott Double Octuple press and Autoplate.

News & Observer—One Linotype, Cox Miller Mailer system.

Owensboro Messenger—Duplex Tubular Plate press, one Model 14 Linotype.

Petersburg Evening Progress—Duplex Tubular Rotary.

Roanoke Times & World News—Dry Mat system, Wood Matrix Rolling machine, rule and slug caster.

Rock Hill Evening Herald—One Model 14 Linotype, one Model 8 Linotype.

San Antonio Express—Goss Sextuple press, three Model 19 Linotypes, Goss stereotype outfit, Duplex steam table.

Shreveport Journal—One Monotype caster.

San Antonio Light—Two Linotypes, three Intertypes, two Ludlows, three-deck Eads press, and enlarged four-deck high-speed Eads by one additional deck.

Salisbury Evening Post—One Model 14 Linotype, one Miller Saw Trimmer.

St. Augustine Record—Duplex press, Grinnell Sprinkler system.

Tampa Daily Times—One Model 14 Linotype.

Winston-Salem Sentinel—One Model 14 Linotype, three Ludlow type casters, two Model 14 Linotypes, replacing old models.

Winston-Salem Journal—One Model 14 Linotype.

Wilmington Morning Star—One Model 14 Linotype.

Galveston News—Three Model 14 Intertypes, five Model 2 Linotypes.

Greensboro Daily Record—One Model 14 Linotype.

Hattiesburg American—Ludlow Typograph.

Hickory Daily Record—One Model 14 Linotype.

Meridian Star—One Model 14 Linotype.

Mobile Register—Complete auxiliary newspaper plant, installed across the street from Register building.

Norfolk Pilot—Goss Sextuple press, two Model 9 Linotypes.

Orangeburg Times & Democrat—One Model 14 and one Model 5 Linotypes.

Palm Beach Post—One Model 14 Linotype.

St. Johnsbury Caledonian Sold

ST. JOHNSBURY, Vt., June 28.—William D. Pelley, founder of the Evening Caledonian, has sold the major portion of his stock to Herbert A. Smith, of Boston, who becomes business manager. Mr. Pelley will retain editorial control and devote more of his time to magazine writing. In the fall he will return to the Orient and complete a trip he abandoned last fall.

Ohio Office for Nelson Chesman Co.

CLEVELAND, Ohio, June 30.—An office has been opened in this city by Nelson Chesman & Co., of St. Louis, with J. E. Plant as manager. He will also retain direction of the Buffalo branch.

A FREE PRESS THE FIRST LINE OF DEFENSE FOR THE WORLD'S DEMOCRACIES

Great Principle, Safeguarding Human Rights, Always in Conflict With Ruling Classes
and Special Interests—Popular Governments Still Adhere to Secret
Processes in Conduct of Public Business

By W. D. SHOWALTER

FREEDOM of the press, the corner-stone of the structure of American democracy, was at first rejected by the builders. The states were asked to ratify a constitution which made no provision for safeguarding the freedom of petition, speech, assembly, religion or the press. The people of our young Republic realized that, unless these were included, the great adventure in nation-making was doomed to failure. So they insisted that they should be included in the fundamental plan, be made a part of the basic law—and they became living things through constitutional amendment.

The builders of the Federation of States appear not to have been eager to embrace and to proclaim press freedom. Few of our rulers have held in their hearts and minds an actual fighting loyalty to the principle. There are not many Kings, Presidents or Premiers in the world to-day who support press freedom except in the abstract. They consider it a high ideal, to be attained literally in some state of society of the far future, when the rule of human passions shall have been ended.

The friends of press freedom have always been on the defensive. They have had to fight to preserve it under the assaults of autocracy, both in monarchies and in republics—to shield it from extinction at the hands of statesmen and bureaucrats. In this respect it has shared the perils of the democratic idea in all ages. Democracy is never so gravely endangered as in the house of its pretended apostles.

Press freedom in America, while always subject to some extent to limitations set upon it by its declared advocates, has been the mightiest force for progress in our national life. It has been abused, of course—but not more by those who would interpret it as license than by those who would set upon it undemocratic restrictions.

To-day, still fighting its age-old foes, it is the source from which springs government of and by and for the people—the hope of those who scorn shackles, of those who wish to live in the light. It is the despair of politicians—a whip made of fiery thongs with which intrigue and corruption are scourged.

There are not many men in public life who can endure criticism with patience—yet criticism of the acts and policies of public servants affords the only protection against usurpation of power. Unjust criticism never, in the end, injures a public official—it reacts upon its author; while constructive criticism, however it may wound personal pride, never fails to benefit its subject.

So we have in America a Free Press—Limited. In some of our states it is limited by unjust libel laws. In every community it is limited to some degree through selfish interests. The Congress of

the United States adheres to the great principle only in part—for we continue to have "executive sessions," in which the business of the people is conducted in the dark.

Plausible excuses are advanced in support of secret processes of legislating. The press itself has mistakenly conceded, through non-resistance, the validity of these arguments. Entering upon the new day of the world's life, setting a period after the story that is told of the long night of struggle toward the sun, the free peoples of the world face the problem of how to make a free press free indeed.

To an extent greater than that of any other phase of human effort, carrying private profit to those engaged in it, the business of newspaper making is the people's concern. The independence of our newspapers is not a private matter. Their freedom from sinister control, either by a party, by public officials or by private interests is fundamental in a democracy.

It may be said, without exaggeration or prejudice, that the newspapers of America as a whole measure up to the lofty standards demanded by our citizenship.

No newspaper may prosper, or attain influence and prestige, unless it is consecrated to the service of the people. Our newspapers meet that test.

In America we have a larger number of great newspapers than is to be found in any other country. Yet not one of our newspapers has won power and profits of the enduring kind except through high service to the people. That is the heartening fact. That is the message we would send to our kinsmen of the press in other nations.

Only a press in which the people have faith could have awakened in our people a sense of the world's peril in the great war. Only a press to which an enlightened people turn for information and guidance could have mobilized the power of the great Republic in the darkest days of the world's life, and have made it the decisive factor in the battle of Armageddon.

An American free press, imposing upon itself a reasonable censorship, moulded the American love of freedom into a resistless weapon which, wielded in the cause of righteousness on the desolated fields of a sister Republic, broke and destroyed the assault of barbarism upon the free peoples.

The task remaining to our press—of safeguarding the fruits of the awful struggle that is ended, of restoring to us the boon of peaceful lives, of bringing to our people the sense of the new sun that is in our skies and the new rainbow of promise that paints for us the glory of an attainable national ideal—that task will not be shirked.

SOUTH KNOWS POWER OF ADVERTISING

Success of National Campaigns for
Southern Products Has Taught Sec-
tion to Believe in Printed Words
as a Building Factor

The South believes in advertising, and its belief is founded upon returns and results that it has witnessed. This belief is not confined to its own advertisements, but carries with it an interest and trust in the advertisements of others. This is reflected in the things the people of the South are buying.

A realization of the power of advertising was first driven home to the people by the successful campaigns of the various fruit growers' associations, Southern resorts, popularized brands of Southern grown tobacco, Tobasco Sauce,

Coco Cola and a few other products of the South. Trust in advertisements was greatly increased, however, about 12 years ago when the business of the lumber industry of the South had reached low ebb and was given new life by national campaign advertising.

Lumbermen Big Advertisers

At this period the entire lumber industry of the country was practically at a standstill. The nation-wide advertising campaigns of manufacturers of wood substitutes was partly blamed. It was about this time that C. L. Williams, a Chicago advertising man, read an article on the red gum lumber of the Mississippi valley and became so impressed with the advertising possibilities of the claims made that he took the matter up with some of the larger gum lumber companies. His suggestions finally resulted in the calling of a meeting of the gum lumber men at Memphis, the organization of the Gum Lumber Manu-

facturers' Association and the launching of a national direct-to-the-people advertising campaign. The campaign was a success and the cypress, pine and manufacturers of other woods shortly afterward organized and opened campaigns, reviving the lagging business of the entire lumber industry of the South.

The Gum Lumber Manufacturers' Association and the American Oak Manufacturers' Association have been amalgamated. The name of the newer organization is the American Hardwood Manufacturers' Association and its activities are going to be felt in the rebuilding of Europe.

During the recent State convention of the Texas Advertising League, held in Dallas, city advertising was one of the principal topics discussed. One speaker advocated cities of 150,000 population spending \$1,000,000, smaller cities proportionately, if they wished to present their claims to strangers in a manner

that would bring results.

The Fort Worth Chamber of Commerce immediately took the matter under consideration and has completed a campaign for an additional \$150,000 for their yearly budget. Twenty per cent of the amount, or \$30,000, will be spent in newspaper and magazine advertising. Dallas is now raising a fund for like work.

The largest single city advertising campaign under consideration in the South is that of Jacksonville. Plans of the Chamber of Commerce, Real Estate Board and Rotary Club to spend \$100,000 a year for five years for advertising, have been approved by 200 representative citizens. These are only a few examples and proof of the South's belief in advertising and the reason for it.

The South has 420 daily newspapers and 2,785 weeklies out of a total of 3,789 publications.

UNITED First On

From
ST. LOUIS
"STAR"
June 29

The Star Gives
First News of
Treaty Signing

THE ST. LOUIS STAR scored a distinct "beat" in presenting the news of the signing of the peace treaty to the people of St. Louis. At 9:46 a. m., The Star was on the streets with an extra announcing that the German delegates had signed the treaty at 3:12 o'clock, Paris time. Nine minutes later, at 9:55 a. m., the St. Louis Post-Dispatch put out an extra edition and its extra, following that of The Star, did not even contain the news of the signing by the Germans — the one news feature of the day. The Post-Dispatch merely announced that "the signing of the treaty was observed shortly after 3:10." The St. Louis Star is served by the United Press Associations

THE PITTSBURG PRESS
The People's Paper—Largest Daily and Sunday Circulation of All Printing Establishments

ENVOYS SIGN PEACE TREATY
BY HISTORIC CEREMONY AT VERSAILLES

THE ST. LOUIS STAR
EXTRA
MOON EDITION

GERMANS SIGN TREATY

The Boston Traveler
NIGHT EDITION

PEACE TREATY IS SIGNED
GERMAN DELEGATION

ENEMY DELEGATES FIRST TO PUT THEIR NAMES TO RECORD

ROCHESTER TIMES-UNION

GERMANY SIGNS PEACE TREATY

WILSON'S LEADER

TREATY SIGNED AT VERSAILLES TO CRUSH GERMAN PLACE SIGNATURES TO DOCUMENT IN FAMOUS HALL OF RECORDS

"DAWSON STREET SIEGE" DESCRIBED BY...

SPORTING FINAL *****

The Evening Sun. SPORTING FINAL *****

GERMAN PEACE PACT SIGNED; WAR IS DECLARED AT AN END

SALOONS WILL BE OPEN NEXT MONDAY

YANKEES BREAK

GIANTS LG

ROBINS WIN

THE PITTSBURGH SUN
NIGHT EDITION

PEACE TREATY SIGNED

'TREATY SEVERE, BUT RIGHTS WRONGS'—WILSON

TERMS CAN BE CARRIED OUT, SAYS PRESIDENT

DELEGATES WHO SIGNED PEACE TREATY TODAY AND VERSAILLES PALACE, SCENE OF CEREMONY

GERMANS FIRST TO AFFIX NAMES TO HISTORIC PACT

President Wilson Heads Allied Signatories; Clemenceau Assures Germans No Change Has Been Made; Senats Fails Protest; CHINESE DELEGATION REFUSES TO ACT, AWAITING INSTRUCTIONS

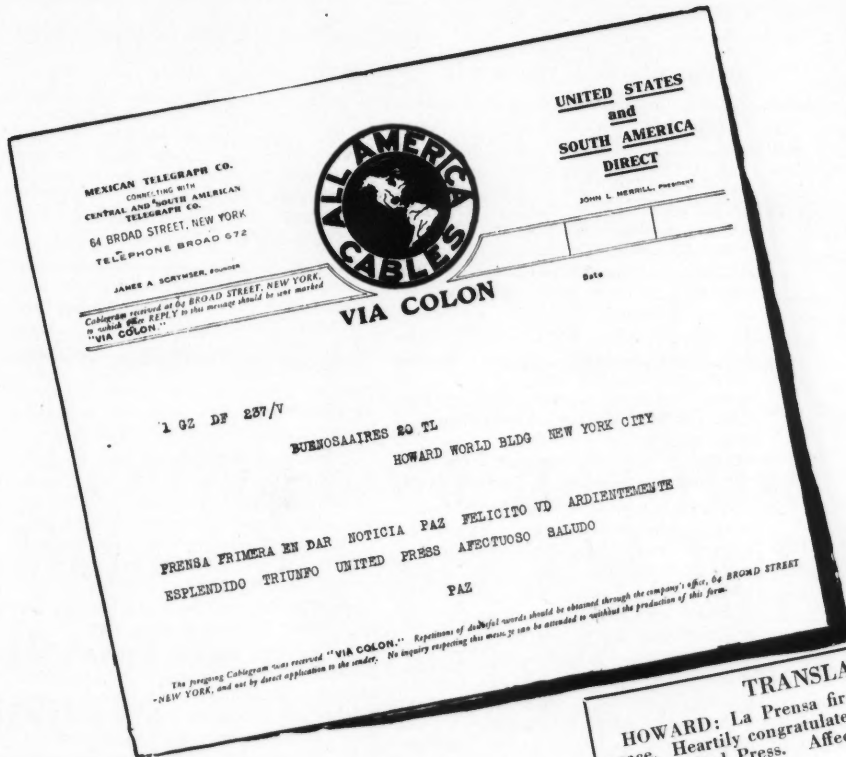


UNITED PRESS ASSOCIATIONS

WORLD BUILDING

NEW YORK CITY

PRESS Two Continents



TRANSLATION
HOWARD: La Prensa first published the news of peace. Heartily congratulate you on splendid triumph of the United Press. Affectionate greetings. PAZ.

North and South America received the first news of the signing of the peace treaty through United Press dispatches.

From Montreal to Buenos Aires United Press newspapers first flashed to waiting crowds the word that peace was again restored among the great powers of the world. United Press cables were received in New York ahead of the government's own dispatches at Washington.

Above are reproductions of cablegrams of congratulation from Ezequiel P. Paz, Director-General of La Prensa of Buenos Aires, South America's greatest daily newspaper, and from La Prensa of Havana, the leading afternoon daily of Cuba.



• UNITED PRESS ASSOCIATIONS
WORLD BUILDING NEW YORK CITY

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

SOUTHERN PAPERS IN THE A. B. C.

Forty-Six Per Cent of Them Are Members—A Fine Showing

IN the A. N. A. office a few days ago we made an examination of the proportion of papers furnishing A. B. C. audits to the total number of daily newspapers in the various territorial divisions of the country. The divisions of states were Western, Southern, Central, Northwestern, Southwestern, Middle Atlantic and New England, New York and New Jersey.

It was somewhat of a surprise to find that the proportion of Southern daily newspapers that furnish A. B. C. audits was 46 per cent—6 per cent higher than the New England, New York and New Jersey section, and 24 per cent higher than the Southwestern section, the lowest in the scale.

The total number of newspapers taken into calculation was 1,631, and the total of A. B. C. membership papers was 611, the number shown in the last printed list of the A. B. C. membership.

This is certainly a good showing for the South, and is evidence of the fact, as a newspaper representative said the other day, that Southern newspaper publishers have been aggressive.

AUDITS OF NATIONAL MARKETING

THE figures given in the foregoing paragraph are not of mere academic or mathematical interest. As has been said before, the interest of the national advertiser in the work of the Audit Bureau of Circulations is first, last and all the time dictated by an essential concern in the economical and effective marketing of manufactured products.

It is this concern that makes national advertisers anxious for the success of the circulation audit movement, in which the A. B. C. is the principal operating factor.

The more complete and accurate the facts concerning circulation and distribution furnished by a newspaper, the more likely are the advertising plans of the national advertiser to be sound, and, therefore, effective. If this is true of one newspaper, or of the newspapers in one city, it is no less true in connection with all the newspapers in a marketing territory.

If there should be a doubt as to the possibilities of economical and effective marketing through newspaper advertising in two divisions of the country, other things being equal, it can readily be seen that a division in which 46 per cent of the total available newspaper information is furnished on the basis of the thorough and exhaustive audit of the A. B. C. is likely to be more acceptable and convincing to a prospective advertiser than one in which only 22 per cent of the possible information is available.

Of course, 46 per cent is something to brag about only in comparison. In it-

self, it is a very low figure. But in the face of necessity—assuming that there is a necessity for an advertiser to use any particular medium—even as half a loaf is better than nothing, a territory that furnishes 46 per cent of necessary data is to be preferred to one that furnishes 22 per cent, 28 per cent, and 30 per cent.

It should really be the concern of newspapers that are already furnishing A. B. C. audits to see that their prospective territories furnish as close as possible to 100 per cent of information concerning circulation and distribution.

MEDICAL ADS IN THE SOUTH

THE forthcoming convention of Southern publishers at Asheville, N. C., suggests drawing attention to one form of advertising in which publications in the South are generally supposed to distinguish themselves—medical advertising.

An examination made in the A. N. A. offices not very long ago showed that in one week newspapers in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Texas and Virginia carried 3,461 medical advertisements—passable, debatable, or bad. The average number of objectionable ads appearing in these Southern States' newspapers for one week was 346, and the average per paper 43.

Contrasting nine Northern States with these ten Southern States, the number of medical advertisements appearing in the Northern States' newspapers in one week was 4,026. The average per State was 447, and the average per paper was 32.

These figures do not seem to justify the traditional belief that a much greater quantity of medical advertisements is carried in Southern newspapers than in Northern newspapers. Owing, however, to peculiar population conditions in the South, some of the medical advertising carried there may charitably be said to be of a more brazen character than in the North.

Among the most objectionable types of ads are those that are calculated to lead Negroes to suppose that they can make their black skins light, or take the kink out of their woolly hair.

Whether the religious papers published in the South compare as favorably with those in the North, I am not in position to say, not having examined the two classes of publications thoroughly. The general supposition is that Southern religious papers reek with medical advertisements. Certainly, out of a mass of Southern religious papers examined in the A. N. A. office, only one publication could be given a clean slate. Out of forty-three advertisements carried in that publication, not one was of an objectionable character.

On the other hand, there was one publication that carried forty-six advertisements, thirty-three of which were of a conspicuous type of fake remedy, guaranteeing to effect posi-

tive cures of ailments that have for years puzzled the most skilful physicians.

A few publications carried but one advertisement that could be called objectionable. Many carried an average of twelve questionable advertisements out of an average total of twenty-nine published.

The advertisements included everything from eczema to tuberculosis cures.

DIFFERENTIATION VS. UNIFORMITY

THAT title is correct enough; it would be difficult to use another that would express concisely the burden of this paragraph, as well as two opposing schools of thought and practice in all departments of human endeavor. A somewhat sarcastic title would be "Thought vs. Non-Thought." Or, "Brain Exercise vs. Mental Inaction."

On one or two previous occasions the subject has been written upon in this page, with a view to urging newspaper publishers to sell their markets instead of assuming that national advertisers necessarily think of newspapers on the basis of a standard or a rule, or even as something apart from the merchandising possibilities of their territories.

It has been pointed out that in business there is—and must be—as infinite variation as there is generally in human life—that no two businesses can be conducted alike because there are no two men who are alike in any respect. And a business, like an institution, is, throughout the whole of its history, the lengthened shadow of one man.

An A. B. C. report is a passport into the advertisers' country, so to speak. The bearer of a passport does not expect to get business solely because he has that document. He has to proceed, after his entry, to sell his proposition on its merits, and on its relationship to the interests of the prospective purchaser.

There is no set or uniform method of getting business. If there were, this would be a world of fools, because there would be no necessity for individual thought and initiative and enterprise.

To suppose that the mere presentation or possession of an audit report (necessary as it is) will inevitably get business is mental inaction. It is operating—if there be an operating at all—on the uniformity basis. There is as infinite differentiation in national distribution and merchandising as in newspapers. And the way to get the national advertiser's business surely is to "get up and git"—mentally—and *sell the market*.

VARIATION AGAIN

DURING nearly two weeks recently I was chiefly occupied in visiting A. N. A. members in Middle West cities. Among the businesses called upon were establishments manufacturing shoes, soap, hosiery, motorcycles, metal goods, building products, office appliances, sanitary goods, and several other descriptions of industries. As soon as I left a building products office

my mental outlook had to be readjusted to the needs of a shoe manufacturer. My name—my card—was about the only common denominational thing I could use.

As the president of one well-known concern said to me: "There are in this city twenty-five factories making our type of merchandise. And, apart from such matters as hours and wages, there are not two factories run alike, either in production or in marketing."

Then, how entirely necessary is it that newspapers not only sell their markets, but also the relation of the market and the publication to the advertiser's business.

FORMATION OF A. N. A. CHAPTER AT ROCHESTER

THE first meeting of the new Chapter at Rochester, N. Y., was held in the Oak Hill Country Club, Friday, June 27. Mr. J. C. McQuiston, manager, Department of Publicity, Westinghouse Electric & Manufacturing Company, and a vice-president of the A. N. A., outlined the meaning of the chapter idea. It is the purpose of A. N. A. Chapters to bring together representatives of national advertising concerns for the purpose of exchanging confidential information and experiences in methods of advertising and selling trade-marked products that have national or international distribution.

The following firms were represented at the meeting: Stein Bloch Company, Yawman & Erbe Manufacturing Company, Sill Stove Works, Todd Protograph Company, Movette, Bausch & Lomb Optical Company, Taylor Instrument Companies, Stromberg-Carlson Telephone Manufacturing Company, Adler Bros. & Co., Shinola Company.

A. E. HAWKINS, advertising manager of the Thomas G. Plant Company, Boston, has been appointed to act as the accredited A. N. A. representative.

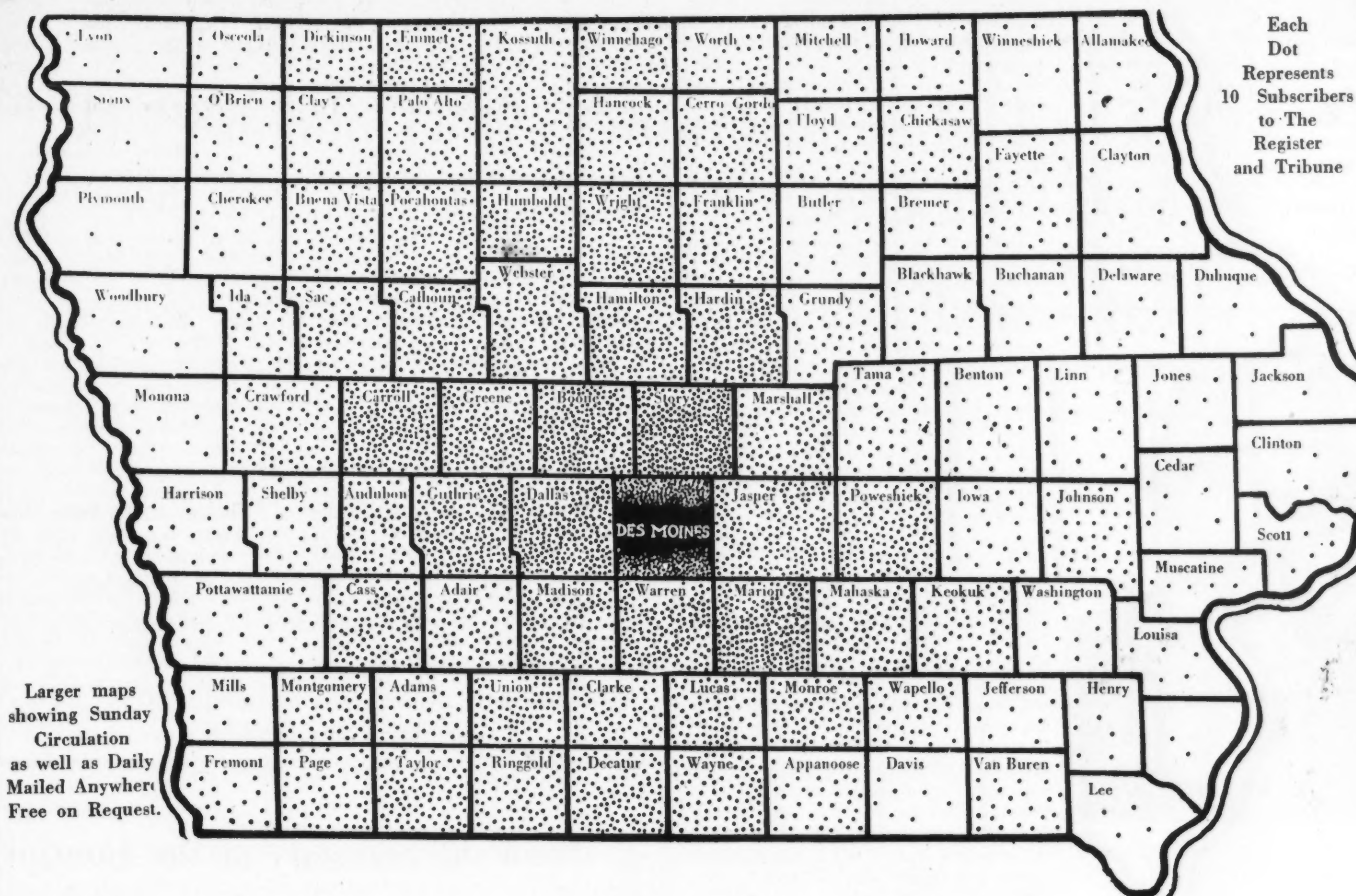
THE firm name of S. K. F. Administrative Company has been changed to E. K. F. Industries, Inc., and the offices removed to 165 Broadway, New York City.

DENIES NEWARK PURCHASE

Arthur Brisbane Says He Has Not Become Part Owner of Ledger

A report that Arthur Brisbane, editor of the New York Evening Journal and the Washington Times, had arranged for the purchase of an interest in the Newark (N. J.) Morning and Evening Ledger, was denied by Mr. Brisbane.

"I have discussed the matter with Lucius T. Russell, the publisher; that is all," said Mr. Brisbane. Regarding reports that he was planning to purchase newspapers in other cities, he said: "I am always open to suggestions."



To Sell Central Iowa Advertise in the Des Moines Register and Tribune

Each dot on the map represents ten subscribers to these newspapers. Note the remarkable concentration of circulation in the Des Moines Trade Territory!

OVER 100,000 DAILY

You may market anything from chewing gum to high-powered automobiles with a well-planned advertising campaign in The Register and Tribune. Around Des Moines revolves the great business of Iowa, the Great-est Agricultural State. Iowa's soil annually produces more wealth than the world's gold mines combined. For results in this territory advertise in The Register and Tribune.

The Register and Tribune maintains a well organized Service and Trade Promotion Department, which prepares and mails out dealers' broadsides, makes trade investigations, keeps in close touch with the retailer, the wholesaler and the broker. Thus, a campaign placed with these two newspapers means powerful co-operation with your advertising, and not mere white space alone.

National advertisers want steady, consistent, producing mediums! Consider the circulation of The Register and Tribune—over 100,000 daily and over 70,000 Sunday. This immense circulation covers the fertile buying field about Des Moines like a vast blanket. The clean advertising policy of these newspapers stimulates RESULTS because their readers are taught to believe what they print!

Chicago Representative
John Glass
People's Gas Bldg.

New York Representative
I. A. Klein
Metropolitan Tower

SOUTHERN AGENCIES WORK IN HARMONY

Sectional Council of A. A. A. A. Also
Will Meet in Asheville—Standards
of Recognition Will Be
Decided

The meeting of the Southern Council American Association Advertising Agencies in Asheville, July 7, will be the third successive annual session of this organization, which has accomplished a large volume of constructive work since



JEFFERSON THOMAS,
Chairman Southern Council A. A. A. A.

its formation charter. Members include every agency in the southern territory qualified for affiliation with the national organization. Other agencies now eligible will be warmly welcomed to membership and several applications are anticipated in the early future.

The Southern Council has labored with good results for correction of improper practices on part of its members and for adoption of higher standards of service with splendid results, though naturally little publicity has been given its efforts in this direction. During the last year much attention has been paid to closer relations between organized agen-

cies and members of the Southern Newspaper Publishers' Association, as well as with farm paper publishers of the South. A joint committee (composed of B. Kirk Rankin, Southern Agriculturist, Nashville, representing farm papers; W. C. Johnson, Chattanooga News, Daily Newspapers; and Jefferson Thomas, Southern Council, A. A. A. A.), agreed unanimously on a basis mutual relations and the report of this committee will be considered at joint sessions in Asheville.

Big Help to Business

Members of the Southern Council prepared copy and supplied plates for a series of educational advertisements, advertising, assessing themselves twice the annual dues to provide funds. The Southern newspapers generally donated space for these ads, which have aroused great interest throughout the territory and have unquestionably helped in the development of new business.

The American Association of Advertising Agencies regards the Southern Council as perhaps the most active of its branches in proportion of membership and pays it a great compliment in holding at Asheville, July 8 and 9, its quarterly executive board meeting in joint session with the Southern Newspaper Publishers' Association and Farm Paper Publishers of the South on the evening of July 8.

President Johns of the A. A. A. A. will tell what the association is doing for advertisers; Newspaper Committee Chairman W. H. Rankin will tell of its accomplishments for newspapers; Agricultural Committee Chairman Charles about its service to farm papers; and Executive Secretary O'Shaughnessy will outline the ways in which publishers may co-operate for greater efficiency.

O'Shaughnessy Will Tour South

Every indication now points to a large attendance and a successful gathering. The Southern Council meets first at 2.30 on the afternoon of the seventh for committee reports and action on unfinished business. At 8 o'clock that evening another executive session will discuss intimate matters on agency practice.

At 10 o'clock Tuesday morning will occur the election of officers for the coming year. Those chosen to qualify after the annual meeting of the American Association in October.

Great pleasure will be manifested by

all members if Past President Massengale's health permits his attendance, which now seems probable.

Following the Asheville meeting, Executive Secretary O'Shaughnessy, of the American Association, will address the advertising clubs and civic bodies of Knoxville, Chattanooga and Atlanta and appear before the annual meeting of the Georgia Press Association at Monroe. In each city visited he will have informal conferences with newspaper publishers.

In Atlanta, Publisher W. G. Bryan of the Georgian and American, who is chairman of the advertising committee of the Southern Newspaper Publishers' Association, will entertain Mr. O'Shaughnessy and other members of the executive board of the American Association with a week-end party.

Stanch Believers in Advertising

The Southern Council of the A. A. A. A. believes in advertising as the means more rapidly developing the wonderful resources of the South and is committed to efficient methods for the benefit of clients that the volume of their business may be speedily increased through its profitably productive nature.

To this end members are working co-operatively in perfect harmony and with visibly satisfactory results. More and more southern advertisers are appreciating the character of service obtainable from home agencies and the tendency of their employment is steadily growing.

Membership in the Southern Council is now regarded as a valuable asset by every member and indications are that soon it will be sought by all reputable agencies of the territory.

While all the Southern Council meetings will be confined to the membership there will be ample opportunity between sessions for personal interviews with advertising agencies present.

Officers of Council

Jefferson Thomas, of the Thomas Advertising Service, Jacksonville, is chairman of the Southern Council. H. L. Staples, of Staples & Staples, Richmond, is secretary. In addition to these members the following are members of the Southern Council: Thomas E. Basham Company, Louisville; Cecil, Barette & Cecil, Richmond; Chambers Agency, Inc., New Orleans; Nelson Chesman & Co., Chattanooga; Ferry-Hanly Advertising Company, New Orleans; Johnson-Dallis Company, Atlanta; Massengale Advertising Agency, Atlanta; Frank Presbrey Company, Norfolk, Va.

Changes on La Porte Herald

LA PORTE, Ind., July 2.—E. M. Wolf, advertising manager of the Herald has resigned to accept a position with the Northern Indiana Gas & Electric Company, at LaFayette. R. K. MacDougal of the editorial staff will be his successor, while Russell Lynch of Racine, Wis., takes Mr. MacDougal's place. Mr. Lynch was formerly with the Racine Times-Call.

—from the Secretary of the Interior:

In his annual report (December, 1918) to the President, Franklin K. Lane said, ". . . there is no one thing so supremely essential in a government such as ours, where decisions of such importance must be made by public opinion, as that every man and woman and child shall know one tongue, that each may speak to every other and that *all may be informed.*"

The daily newspaper is the University of the Masses. It is the one national meeting ground of all classes, professions, interests, the rich and the poor.

This force, national or sectional as you wish, can educate all classes to buy better merchandise,—*your* merchandise. It can be localized right where your goods are for sale and extended to keep pace with distribution.

Invest in newspaper advertising.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

First

In six months of 1919 The
New York Times published
a greater volume of advertisements,
and recorded a greater gain than any other
New York newspaper.

The Florida Times-Union prints the full leased wire day and night news report of the Associated Press, supplemented by a special wire giving box scores of the National and American League Baseball games also a leased wire report, (eight hours service) of another news gathering agency, also special dispatches from its Washington correspondent.

No newspaper in Florida or the Southeast receives or publishes as much general news matter as does the Florida Times-Union.

The Florida Times-Union prints all the news of Florida. Correspondents in every important town in the State send by wire the particulars of important happenings in their community. No paper in Florida publishes so complete a State News Service as does the Times-Union.

The Florida Times-Union covers the local news field thoroughly.

The Florida Times-Union prints daily a full page of editorials, not syndicate features but carries on other pages a number of special features.

Superior news service has given the Times-Union a circulation far greater than that of any other newspaper in Florida or the Southeast. The Florida Times-Union leads in City, State and Total circulation. The City circulation of the Sunday Times-Union is greater than the total gross press run of any newspaper in Florida other than the daily Times-Union.

The Florida Times-Union maintains a year around daily automobile delivery service covering a radius of one hundred miles from Jacksonville.

No newspaper in Florida or the Southeast carries so great a volume of advertising as the Florida Times-Union.

Record of advertising carried by the Florida Times-Union during the first six months.

A Gain of More Than One Million Lines

	1918	1919	Gain
January	550,270	632,033	
February	651,574	667,751	
March	646,142	830,515	
April	546,826	872,665	
May	587,128	881,027	
June	532,465	815,332	
Total Agate Lines	3,514,405	4,699,323	1,184,918

FIRST IN NEWS—FIRST IN CIRCULATION—FIRST IN ADVERTISING

THE FLORIDA TIMES-UNION

Jacksonville, Fla.

Benjamin & Kentnor Company,
New York.—Chicago.

INDEPENDENT AGENTS PLAN ORGANIZATION

**Southeastern Association May Start
"Truly Democratic National Body
Open to All General Agencies
Recognized by Publishers"**

At its Asheville meeting, July 7-9, it is quite probable that the Southeastern Advertising Agents' Association will invite all so-called "independent" advertising agencies throughout the United States to assist in the formation of what Dillard Jacobs, of Atlanta, its president, terms a "truly democratic National Association, whose membership will be open to all general agencies that are recognized as such by publishers."

In a statement of his association's plans, Mr. Jacobs said to EDITOR & PUBLISHER:

"Until such a democratic association is formed, or until the existing associations renounce their monopolistic tendencies and become truly democratic, it will be useless to expect any real and substantial progress in protecting the abuses which now exists in the general agency field.

"The Southeastern Advertising Agents Association, was organized primarily for self protection and for the purpose of opposing invidious propaganda of certain so-called National Associations of Advertising Agents, which, in our opinion, constituted cliques rather than bonafide national associations of the thousand or more general advertising agencies of the United States, only a hand full, about ten per cent, are members of any association, and until the birth of the Southeastern Association there was no truly democratic organization, which welcomed to its membership all legitimate general agencies.

"The members of the Southeastern Advertising Agents Association maintain that both the interest of the publisher and that of the advertiser, as well as the efficiency of general agency service, de-

mand that the gate to the general field shall be held wide open on a purely democratic basis to all worthy comers, and that the publishers and not the agents' competitors should determine whether he is worthy of recognition.

"We protest against the autocratic propaganda which seems to have for its



DILLARD JACOBS.

motive the converting of the general agency business into a franchise.

"We maintain that open competition of a legitimate type is essential to the maintenance of a high standard of efficiency in the general agency field.

"We protest against any plan or basis of agency recognition which, in whole or in part, would put into the hands of his competitors the power to exclude a new agent desiring to enter the field of general advertising.

"We unreservedly condemn the efforts which are being made by certain associations to make it appear that their membership includes all of the leading representative, respectable or efficient agencies of the United States.

"We maintain that such propaganda is clearly misleading and unfair and works an unjust hardship upon about nine-tenths of the agencies of America, which are neither invited to join nor admitted to the membership of said associations."

KENNER RETURNS TO A. A. C. W.

**The Sustaining Membership List Is Also
Enjoying Steady Growth**

H. J. Kenner, of Minneapolis, formerly secretary of the National Vigilance Committee of the Associated Advertising Clubs of the World, has rejoined that organization in his former position, succeeding G. F. Olwin, who has resigned.

Some recent additional "sustaining members" of the Associated Advertising Clubs are:

Standard Four Wheel Tire Company, Keokuk, Ia.; Little Giant Co., Mankato, Wis.; Century Rubber Works, Chicago; Fitzgerald Manufacturing Company, Torrington, Conn.; Globe Rubber Tire Manufacturing Company, New York; Ilio Varnish Corporation, Brooklyn; Kelly-Springfield Motor Truck Co., Springfield, O.; Diamond Motor Car Co., Chicago; United Security Co., Canton, O.; Harvey Spring & Forging Company, Racine, Wis.; McFarlan Motor Company, Connersville, Ind.; National Tire & Rubber Co., East Palestine, O.; Crocker-McElwain Co., Holyoke, Mass.; Scenic Film Company, Atlanta; Russell M. Seeds Company, Indianapolis; W. C. Wood Co., Minneapolis; American Rolling Mill Company, Middletown, O.

New "A. M." Paper for Tulsa

TULSA, Okla., July 2.—A new morning newspaper, Republican in state and national politics, will be launched here in the near future, it is announced. A group of wealthy oil men are financing the proposition and the plan is to make a paper of statewide influence. Names of the men backing the paper have not been disclosed and will not be made known 'til all plans are completed.

N. Y. German Press Writers Plan Labor Union

**Will Seek Raise in Salaries as Soon as
Organization Is Completed, Pro-
motors Say**

A labor union, to be composed exclusively of men employed in the editorial departments of German newspapers in New York City, editors, copy readers, reporters, proof readers and artists, is being organized among the members of the German Press Club.

Its promoters say it will be completely organized within the next two weeks, and that its membership from the start will be at least 100, or 90 per cent of the men actively employed in the editorial rooms of local German newspapers.

When organization has been perfected, it is planned to make application to the managements of the five German newspapers of New York City—the morning and evening Staats Zeitung and Morgen Journal and the Socialist paper, the Volks-Zeitung, for increased wages.

A committee, of which Theodore F. Cuno is chairman and Arnold Fueredi is secretary, is in charge of organization, and also has been conferring with a committee of Typographical Union No. 7, with a view to having the new organization affiliated with the union. Overtures by this committee to this end, Mr. Fueredi said, had met with a hearty reception.

LOS ANGELES, Cal., June 25.—F. W. Kellogg, publisher of the Los Angeles Express, is reported to be planning to start an evening daily at Pasadena in the fall.

Headline History of the World War

Copyright, 1919, New Era Features.

A DAILY cross-section of the five years of world war—decisive events for each day seen at a glance.

Readers clip it for their scrap books.

Editors find it an invaluable reference—advance notice of important world-war anniversaries.

Forty papers have booked it, among them:

Philadelphia Bulletin	Salt Lake City News
Providence Journal	Hoboken Observer
Detroit Free Press	Pasadena Star News
Albany Times Union	Gadsden (Ala.) Times News
Binghamton Press	Hot Springs (Ark.) New Era
Schenectady Union Star	Meriden (Conn.) Record
Utica Press	Moscow (Id.) Star Mirror

Other features coming. Get aboard now and have first pick. Wire for terms.

New Era Features

30 East Forty-second Street

NEW YORK CITY

SOUTHERN PROSPERITY CHATTANOOGA, TENN.

THE NEWS A TRINITY

Never in its history has THE NEWS printed a better paper, carried more advertising—local and national—or enjoyed more prosperity.

CHATTANOOGA

A wonderful field—a more than prosperous section and—

THE NEWS

A real result producing medium of proven value.

Your market investigated—your local troubles adjusted—a complete cooperation department at your service always.

W. C. JOHNSON
CHATTANOOGA

JOHN M. BRANHAM CO.

NEW YORK ST. LOUIS DETROIT ATLANTA CHICAGO

WANT CLOSER AGENCY RELATIONS

Four Asheville Conventions Will Take Up Matters of Standards of Practice to Bring About More Effective Co-operation in South

A joint committee of the Southern Newspaper Publishers' Association, Southern Farm Papers, Association of Southern Advertising Agencies, and the Southern Council of the American Association of Advertising Agencies has drawn up a series of recommendations on agency relations which have been submitted to their respective memberships for action at their annual conventions in Asheville, N. C., next week.

The purpose is to bring about closer and more effective co-operation.

The joint recommendations say:

"It must become evident to any Southern publisher who studies the advertising situation that his interests and those of the reputable advertising agencies are identical and that the closer and more harmonious his relations with such agencies, especially those located in the same section of the country, the better it is for him and for them.

"It should be equally apparent to the advertising agencies of the South that in a very considerable degree their capacity to properly develop new accounts and in an even larger measure their ability to render satisfactory service to clients is dependent upon the character of the co-operation and support they receive from the publishers of their territory.

"In order that there may be speedily attained a more intimate and mutually beneficial relationship between the publishers of the South in every field and the advertising agencies of this part of the country which operate on ethical and sound lines, we heartily recommend and urgently advise the adoption of the following practices by these closely allied business interests:

On the Part of Publishers

"Recognition.—Confining the allowance of commissions to agencies actually qualified to receive them. While it is not our purpose to advise any publisher to withdraw recognition already granted from an agency except for cause, we strongly urge that extreme care be exercised in extending it hereafter. Our services are offered publishers in helping them to determine whether or not new agencies asking recognition are entitled to it.

"Commissions.—Allowance of the standard 15 per cent. commission and 2 per cent. cash discount in cases where not already done. Agency service of the right type earns 15 per cent. on the gross, and in paying this publishers make possible the devotion of greater energy to the development of new business.

"Rate Cards.—Adoption of such forms and adherence thereto as will make these impossible of different interpretations. Up to this time the cards of a number of publications have been so confusing as to lead to many complications. The standard form recommended by the American Association of Advertising Agencies is practically proof against errors and should be universally used.

Make Rates Conform

"Local Business.—Making the rates for this conform with those at which foreign advertising is carried and allowing agencies commission on advertising originated in the home cities of publishers on which they render adequate service will encourage special attention to its development. With the possible exception of purely retail accounts, publishers will find it profitable not to discriminate against agencies on local business.

"Acknowledgment and Bills.—Orders from advertising agencies should be acknowledged in every instance or promptly returned if not acceptable. In the absence of direct information that the advertising will be carried as ordered a great deal of extra work is required of the agencies. Invoicing should be mailed not later than the first of each month for all advertising inserted during the preceding month.

"Checking Copies.—Prompt mailing of issues containing advertisements inserted on their order to agencies at the time of publication is essential to the maintenance of pleasant relations between them and publishers and saves both from useless expense.

On the Part of Agencies

"Order Forms.—There is room for considerable improvement in the form of orders sent out by agencies, as heretofore, in some instances, these have been lacking in clearness of detail. The adoption generally by its members of the standard order form of the American Association of

Advertising Agencies will almost wholly eliminate cause for complaint in this connection.

"Engravings and Plates.—Agencies are urged to more carefully look after shipments of engravings and plates. Often delay in receipt of these by the publishers until scheduled dates of insertion have passed entails considerable correspondence that might be avoided. Unless the agency is absolutely assured of its ability to forward plates at a given time it is better to delay mailing of orders pending definite information. Under present postal service conditions only special delivery mail can be depended upon for quick transmission.

Do More Development Work

"Development Work.—Agencies are urged to give the utmost possible co-operation to the publishers of their vicinity in the matter of development of new accounts. Some important newspapers and farm journals in the territory of the Southern Council have complained that Northern agencies will go much further in this direction than those of the South. Any 'leads' offered to Southern agency by a publisher should be carefully investigated and at least followed by correspondence until their potentialities are uncovered.

"Organized Effort.—Since some 150 of the leading agencies of the country are working constructively and in the greatest harmony as members of the American Association of Advertising Agencies—nine of these in the Southern Council—it is urged that every agency affiliate therewith for its own benefit and for the good of the advertising profession and of the publishing business. The qualifications for membership are such as can be met by any agency capable of rendering efficient service to advertisers."

Vogue to Have Foreign Editions

Conde Nast, publisher of Vogue, New York, sailed Monday on the Aquitania with Frank Crowninshield, editor of Vanity Fair, to arrange for the publication of a French edition of Vogue, which will circulate in Russia, Italy, Sweden and Denmark. A Spanish edition of the publication is being well received in South American countries, Mr. Nast said.

In June Texas oil production reached the new high mark of approximately 259,000 barrels of crude a day.

CAROLYN WELLS
NEW DAILY FEATURE
(Illustrated by Phillipps Ward)
Release date, July 14th



Today in History

Anniversary of Fall of the Bastille

By Carolyn Wells

A furious mob of people,
Aided by fire and steel,
Maddened by righteous fury
Demolished the Bastille.

They burst the iron hinges
And flung the cell doors wide,
Where anguished souls had suffered
And tortured victims died.

In deepest, darkest dungeons
They plied their gruesome task,
And found the moldering bones of him,
Who wore the Iron Mask.

Today (though passing bell is heard
For Martyred Delaunay),
The whole French Nation joyously
Celebrates Bastille Day.

Copyright, 1919, Thompson Feature Service.

Proofs on Request

Thompson Feature Service

443
Fourth Ave.
New York City

The Lee Newspaper Syndicate Announces the Purchase of The Madison, Wisconsin State Journal Effective July 1, 1919.

The papers comprising the Lee Syndicate are the following publications: the Davenport, Iowa, Times; the Ottumwa, Iowa, Courier; the Muscatine, Iowa, Journal; the La Crosse, Wisconsin, Tribune & Leader-Press; the Madison, Wisconsin State Journal; the Hannibal, Missouri, Courier-Post.

The newest acquisition to this group of papers, the Madison, Wisconsin State Journal, is the second oldest newspaper in the State of Wisconsin, having been founded eighty years ago, with a present circulation of 15,000 daily. It has been all these years the leading newspaper in Madison, publishing every evening and Sunday morning. All the papers are independent evening newspapers, each thoroughly dominating its field.

The Lee Newspaper Syndicate,
E. P. Adler, President,

James F. Powell, Secretary.

Main Office, Davenport, Iowa.

The foreign representatives of the original LEE SYNDICATE NEWSPAPERS are

CONE, LORENZEN & WOODMAN

New York Chicago Detroit Kansas City Atlanta

New Orleans, Wide-awake, Resourceful, Constructively Progressive

New Orleans people have caught the spark of the spirit and fanned it to a roaring flame. Not only the South, but the whole country has come to a keen realization of New Orleans' great marketing, shipping, and manufacturing facilities.

It is the distribution center of an enormously rich and developing section.

It is the natural commercial gateway between the United States and Central and South America, the trade with which is increasing by leaps and bounds.

It is a big, wonderful city and shows potential qualities which are daily making it more of a factor in every line of business in which the country is engaged.

Those who know assert emphatically and in such unqualified terms that modesty makes us hesitate to quote them, that no other force, factor, individual or institution has done more to bring about this state of affairs than

The New Orleans Item

Editorially the ITEM sets a national standard in its appeal to the live, alert, red-blooded and responsive people of its community. It is to this that is ascribed much of its power and influence for aggressive and progressive work.

Its policies have brought to it a tremendous circulation among the "moderns" of New Orleans, and made it the favorite newspaper of those who have a constructive voice and hand in the big things that are making the city great.

Merchandising and Advertising

Realizing that if its advertising columns are to show the greatest measure of resultfulness there must be a real tie-up between the manufacturer's advertising and the selling efforts of the retailer, the ITEM went to work with the same earnestness and unselfish devotion to a great cause that has marked it in other features.

A publication known as Merchandising and Advertising, edited with skill and care, contributed to by some of the brightest and keenest men and women engaged in business promotion, goes regularly to every merchant, big and little, in the ITEM'S territory.

News of advertising campaigns, merchandising suggestions of every kind, methods of co-ordination, of publicity and selling plans, so-called trade helps, are set forth in a way that is making more effective all advertising expenditures in New Orleans, and redounding to the profit and satisfaction of manufacturers, jobbers, retailers, and even to the consumers themselves.

The retailers of New Orleans know from constant experience that ITEM advertising "moves the goods."

ITEM readers are made up of those who have either been born in the more modern era, or who have shaken off the shackles of custom and tradition that all too often render advertising and other methods of sales introduction so slow and difficult of result.

The NEW ORLEANS ITEM has a larger circulation than any other afternoon newspaper south of the Ohio or Potomac rivers.

Its advertising columns are open only to advertisers of clean, wholesome and useful products.

Its Promotion Department, highly efficient, is at the service of such advertising.

Visit New Orleans with the A. A. C. W. Convention in September. New Orleans will make you glad you came.

THE ITEM PUBLISHING COMPANY, Ltd.

James M. Thomson, Publisher

Arthur G. Newmyer, Associate Publisher

The John Budd Company

National Advertising Representatives

Burrell Bldg., New York

Tribune Bldg., Chicago

Chemical Bldg., St. Louis

"Truth Is In No Danger, So Long As F..."

For a "Close-Up" of this "Wonderful Record-Breaker" see any issue of the Birmingham News—any time—Look closely! Only a trained eye can distinguish much of their reading matter, which is only marked with a tiny "adv."

Here are reproduced and the trade paper

It is true that MEASURED their so-called "nation production of p ANY DAY IN if you will look ing in the New the News of a OWN EYES

More ing studio a six day The Ne "ive" c

merc The P

anykind

HARD LUMP IN PIT OF HIS STOMACH
But Now, Thanks to Plant Juice, Prosperous Farmer Says His Health Is Good.

Mr. J. H. Jones, of the town of ...

MORE SERIOUS NOW
The case of ...

MAY FEVER SUFFERER
The patient ...

STOMACH TORTURE GONE; FIRST SLEEP IN THREE MONTHS
Mr. ...

BLACK-DRAUGHT CLEANS THE LIVER
Enthusiastic Texas Talk of How He Got Out of Using Black-Draught Liver Medicine.

SOVEREIGN TONIC BUILDS YOU UP
When your health has been under ...

CHILL TONIC FOR MALARIA
A scientific analysis of ...

UNRULY HAIR
Nelson's Hair Dressing

KEEP OFF PARALYSIS AND HARDENED ARTERIES
"Alzheimer's ..."

SWAT THE FLY IS SLOW WORK
"Fly ..."

ALKALI IN SOAP
Soap should be used very carefully ...

MURRAY'S COLD AND GRIPPE MEDICINE
35c a Bottle - 16

HEALTHY BABIES
"Healthy Babies ..."

WE ARE PROUD OF THE CONFIDENCE DOCTORS, DRUGGISTS AND THE PUBLIC HAVE IN

STRAIGHT HAIR EXELENTO
You can have long straight hair by using ...

PREVENT URIC ACID
By keeping the kidneys healthy and active with ...

JACOBS' LIVER SALT
By keeping the kidneys healthy and active with ...

CHIROPRACTIC
The World's Greatest Health

ALOTABS
The next time you buy calomel ask for 18

UNRULY HAIR
Nelson's Hair Dressing

JACOBS' LIVER SALT
By keeping the kidneys healthy and active with ...

CHIROPRACTIC
The World's Greatest Health

STRAIGHT HAIR EXELENTO
You can have long straight hair by using ...

PREVENT URIC ACID
By keeping the kidneys healthy and active with ...

JACOBS' LIVER SALT
By keeping the kidneys healthy and active with ...

CHIROPRACTIC
The World's Greatest Health

ALOTABS
The next time you buy calomel ask for 18

UNRULY HAIR
Nelson's Hair Dressing

JACOBS' LIVER SALT
By keeping the kidneys healthy and active with ...

CHIROPRACTIC
The World's Greatest Health

Reproduced from Page 16 of the Birmingham News of May 6, 1919

THE JOHN BUDD COMPANY
Advertising Representatives The Birmingham Ledger
Tribune Bldg., Chicago Burrell Bldg., New York Chemical Bldg., St.

Reason Is Free To Combat Error"

are reproductions of some "wonderful" figures recently published in the Birmingham News, both in their own paper and in other papers throughout the United States.

It is true that The News carries each month (and did in May) an immense amount of business. But with our own hands we have checked their "National" advertising for May, and they carried (slightly more or less) 91,522 lines (6,538 INCHES) of "National" advertising that the Birmingham Ledger declines to accept. Herewith, for instance, a photographic reproduction of page 16, of The News of May 6th, 1919, and you will see that for **ONE DAY IN THE WEEK, ANY MONTH**, (now in July, you will look), you can find this same class of advertising in the News. Ask your checking department to bring you a copy of any day to your desk and SEE WITH YOUR OWN EYES!

Moreover, the News in all its claims and advertising studiously *avoids admitting* that The Ledger is a six day paper and has no Sunday edition. Take The News' Sunday figures from these "comparative" claims and they don't "lead" quite so far.

(Reprinted from a Recent Birmingham News Advertisement)

National Advertising For May

Here, expressed in lines, are the actual figures on the national advertising printed by the three Birmingham newspapers in May, compared with the same month of last year:

	The News	Age-Herald	The Ledger
May, 1919	299,418	180,642	110,670
May, 1918	169,834	96,950	96,894
Gain	129,584	83,692	13,776

It will be noted that The News printed 8,106 lines more national advertising than the other two newspapers combined, and that The News' gain was 32,116 lines in excess of the combined gains of the other two newspapers.

Yes, The News "leads" in ADVERTISING, but not in the faith of the better class of Birmingham people and merchants. Its "lead" in some so-called advertising is SUPREME, and The Ledger for one, is glad of it.

The Birmingham Ledger bars from its columns advertising that The News tries hard to get. That's why The Ledger is booming in both clean LOCAL and NATIONAL advertising and why dollar-for-dollar spent—PAYS BEST.

Birmingham is a city of nearly 250,000 people and serves a radius in which there are probably 500,000. The claim, therefore, that "YOU can cover Birmingham at one cost by concentrating in The News" is used not for your best interest, but to get all YOUR money and prevent any other paper here from getting ANYTHING.

It's up to the high-class agencies and advertisers now—man to man. The Ledger doesn't allow questionable advertising to get in its columns and offset the claims of its HONEST advertisers; moreover, The Ledger "recognizes" and gives commissions only to high-class, competent agents—not the cut rate "sharks."

Think it over and if you want real help and cooperation in Birmingham—you can trust The Ledger.

Let us mail you a sample of The Birmingham Ledger. If you can find an objectionable advertisement of any kind, we will give you a full schedule, and, to boot, your agency full commission. Try this: It's worth going after.

THE BIRMINGHAM LEDGER

J. A. ("JOE") MARTIN, Vice Prest. and Adv. Mgr.

Member A. B. C.

WORLD WAR WROUGHT WONDERS IN SOUTH

After Half Century of Slow Reconstruction Her People Have Entered Upon a Period of Marvelous Development

BY MEIGS O. FROST

NEW ORLEANS, June 28.

"The South has found itself, and—confidentially—the South has gone back to work. That's the biggest single factor in the South's amazing prosperity today."

There's the analysis of Arthur G. Newmyer, Southern vice-president of the Associated Advertising Clubs of the World and associate publisher of the New Orleans Item.

"These people of the South lacked self-confidence—that was their chief trouble as it revealed itself to me, as well as one of my relative newness in this part of the United States could judge," said Mr. Newmyer, who has been a resident of New Orleans during the past eight years. "As a group, they were still rehabilitating themselves from the depression that followed the Civil War.

Need Be Backward No Longer

"The whole South, in the main, had the attitude of the fellow who owes the bank—whose note is coming due and who isn't quite sure of himself or his plans for meeting it. The South had its hat in its hand when it approached the remainder of the United States.

"Before the World War burst upon us, the South was very, very gradually coming out of that class. The farmers and the small merchants were slowly getting on their feet.

"And then came the revelation of the war. It was a searchlight turned on the South whereby the South saw itself and found renewed self-respect in what it saw.

"Those farmers and small merchants—the bulk who make up prosperity, not the few who reflect it—paid their debts. They bought that new tractor for the farm. They enlarged that stock in the store.

"They had known modern possibilities before. But they had felt that they couldn't afford the investment. The South had the conservatism born of suffering. The South had been afraid to dare.

Dawn of the New Day

"But the World War changed all that. The small farmer paid his debts and he bought the tools he had long dreamed of owning—but had been too conservative to 'risk' his money on. And with modern equipment he began to get modern efficiency production. That man of weather-grayed walls and wire-loop fasteners on his pasture gate began to tighten up all the loose ends. He even began to get luxuries! He painted his house and his corn-cribs and his barns and his tool sheds! He bought his automobile and found that he had something to increase production and efficiency to a point where he looked at his gasoline bill exactly as he did at his bill for selected seeds. It was an investment. It paid dividends.

"From being afraid to dare, the South pocketed the rewards of daring. The Southern farmer felt he was needed by the North. He emerged from that petty pessimism under whose shadows had thrived such abominations as the 'buy-able' movement. He learned that he wasn't the 'Orphan Annie' of the United States. He heard the whole nation rooting for him. Back of that root-

"You Have Done More for the Industry of Newspaper Advertising Than Has Previously Been Accomplished by Any Single Factor"

JASON ROGERS, publisher of the New York Globe, one of the dominant evening newspapers of America, in a letter to the publisher of the EDITOR & PUBLISHER, under date of July 1, says:

"Please accept my sincere thanks for the beautifully bound linen mounted reprints from the EDITOR & PUBLISHER covering newspaper advertising rates and circulations.

"I consider that in gathering and publishing this data you have done more for the industry of newspaper advertising than has been previously accomplished by any single factor.

"The newspapers of the country should show their appreciation in substantial form, for it has remained for you to show us all how a decent, worth-while newspaper trade paper should be conducted.

"Having known you for upwards of twenty-five years, I have gone out of my way to assure other newspaper publishers that in dealing with you they are dealing with a man 100 per cent on the level and absolutely dependable."

ing he heard the plea of the whole world. 'Come on, South! We need you!' was what he heard. And he came running. He found himself!

Sequels to Two Wars

"The South discovered its new self by the light of the glare of the World War. The South learned the productivity of its soil—the resources of its people. One war nearly wrecked the South. The War of Wars gave the South a new viewpoint.

"The South dropped the pity that had been riding its back like an Old Man of the Sea. The South found pride in its place. And where that pity had bowed the South's back, pride straightened it.

"Out of that renewed self-respect the South's community spirit was born. It's the community spirit of men bound together by hard work and made rich together by its rewards.

"The South still holds its respect for its ancient chivalry. The South still doffs its hat in reverence to its beauty. But the 'fine old Southern gentleman' and the 'Southern belle' of romantic idleness have ceased to dominate the whole life of the South.

"The Southern man and the Southern woman have rounded the corner of the old days when the contrast between their lineage and culture and their poverty were a national anecdote. They're ceased using their coupon-scissors of 'befo' de wah' to trim the fringe from their cuffs. They're using those scissors once more to clip coupons. They're using their pens, not to write memoirs of past glories, but to make out deposit slips for their bank.

"Confidentially—the South has gone back to work. And the South has found joy and self-respect and prosperity in doing that work."

BELLMAN GIVES LAST RING

Minneapolis Publication Staff Holds Farewell Dinner June 26

MINNEAPOLIS, June 27.—With a merry ringing of his bell and a Godspeed to all friends and well wishers, the Bellman, for thirteen years a spokesman of opinion, put out his lantern and retired permanently from his rounds at a dinner last evening, attended by members of the staffs of the Bellman and the Northwestern Miller, representatives of grain and milling interests and of other Minneapolis publications.

William C. Edgar, editor of the Bellman and Northwestern Miller, was host. Mr. Edgar says the discontinuance is due to other professional and business

engagements to which he is committed and that rather than permit the Bellman to pass into other hands and possibly, in the course of time, suffer deterioration, he and his associates preferred to discontinue its publication. Major H. A. Bellows and C. K. Michener were associate editors.

Marvin Brown Buys Ada News

ADA, Okla., July 2.—Marvin Brown, formerly of the Menace, has purchased a controlling interest in the Evening News and has assumed the editorial reins, succeeding Byron Norrell. W. D. Little, who was executive secretary of the State Fuel Administration during the war, is now business manager. Miles C. Grigsby, formerly business manager, is now devoting all his time to the local advertising field.

The Fayetteville Observer is North Carolina's oldest newspaper. It was established in 1817.

Begins Work as Advisor to N. Y. Publishers

Lester L. Jones Will Have Title of Business Manager and Will Conduct Negotiations with Employees

Lester L. Jones, who recently was appointed business manager of the Publishers' Association of New York City, assumed his new duties Monday. Matters requiring his early attention will be considered at a meeting of the association this week or the week following.

Mr. Jones will be in charge hereafter of negotiations between the association and its employees regarding wages and conditions of employment, but the range of his activities will be considerably wider. In general, he will act as business advisor to members of the association.

For the past two years he has been in the West as owner of the Billings (Mont.) Gazette, and part owner of the Missouli Missoulian. Previously he was publisher of the Chicago Chronicle, and for eleven years was vice-president and business manager of the Chicago Journal under John Eastman.

Before leaving Billings, Mr. Jones appointed Leon Shaw, who had been managing editor of the Gazette, its general manager.

DENIES FRAUD IN WAR FILMS

Official of Committee on Public Information Replies to Reports

In discussing a report from Washington that some of the heads of the bureaus that aided in the distribution of propaganda films during the war have filed statements with a Congressional committee, accusing employees of defrauding the Government, Carl Byor, former associate chairman of the committee, said that no such statement had been prepared by former members of the Creel committee.

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

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

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

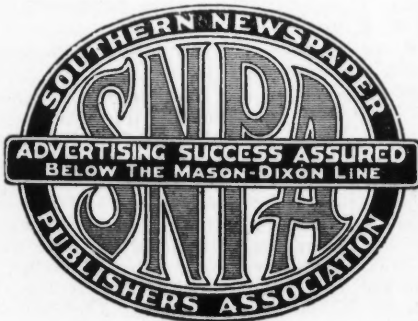
The question of a cancellation of an accepted contract rests entirely with the newspaper. All advertising is solicited on an indirect result, general publicity basis.

Representative sent anywhere upon request.

John B. Gallagher Company

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

Advertising Success Sure in the Sunny South



Last year the Southern States produced enormous crops—the greatest in history. The value of the cotton, the cereals and other staples raised exceeded six billion dollars—more than the subscriptions of all the people in the United States to the Fourth Liberty Loan. Besides these billions the South received hundreds of millions

every month last year for erecting cantonments, making war munitions and building ships. Ship building is still a tremendous industry in the South. No section of the country is enjoying such prosperity as is seen in the South today. The people are not only rich but responsive. The South is the ideal territory for a “try-out” or a permanent advertising campaign you can get a big share of this ready patronage by advertising your products in southern newspapers “this very now.” A test will tell.

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION

You Can Make Assurance Doubly Sure by Using This Select
List of Newspapers Which Are Known to Pay

- | | | | |
|--|--|--|--|
| <p>ALABAMA
Anniston Star
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Daily Times-News
Gadsden Journal
Mobile Register
Montgomery Morning & Evening Advertiser</p> <p>ARKANSAS
Little Rock Arkansas Democrat
Little Rock Arkansas Gazette</p> <p>FLORIDA
Jacksonville Florida Metropolis
Jacksonville Florida Times-Union
Miami Herald
Palm Beach Post
Pensacola Journal
St. Augustine Evening Record
St. Petersburg Evening Independent
Tampa Daily Times</p> <p>GEORGIA
Albany Herald
Athens Banner</p> | <p>GEORGIA—(Cont'd)
Athens Herald
Atlanta Constitution
Atlanta Georgian & Sunday American
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Dublin Courier-Herald
Macon News
Macon Telegraph
Rome Tribune-Herald
Savannah Morning News
Waycross Journal-Herald</p> <p>KENTUCKY
Lexington Herald
Lexington Leader
Louisville Courier-Journal & Times
Louisville Herald</p> <p>LOUISIANA
New Orleans Item
New Orleans Times-Picayune</p> <p>MISSISSIPPI
Meridian Star</p> | <p>NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Daily Tribune
Greensboro Daily News
Hickory Daily Record
Raleigh News & Observer
Raleigh Times
Rocky Mount Evening Telegram
Salisbury Post
Washington Daily News
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal
Winston-Salem Sentinel</p> <p>SOUTH CAROLINA
Anderson Daily Mail
Charleston News & Courier
Columbia Record
Columbia State
Greenville Daily News
Greenville Piedmont
Spartanburg Herald
Spartanburg Journal & Carolina Spartan</p> | <p>TENNESSEE
Chattanooga News
Chattanooga Times
Jackson Sun
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean-American</p> <p>TEXAS
Beaumont Enterprise
Dallas Morning News & Evening Journal
Dallas Times-Herald
Fort Worth Record
Fort Worth Star-Telegram
Galveston News
Houston Chronicle
Houston Post
San Antonio Express
San Antonio Evening News</p> <p>VIRGINIA.
Bristol Herald-Courier
Lynchburg News
Petersburg Evening Progress</p> |
|--|--|--|--|

KENTUCKY REPLEDGES LOYALTY TO U. S.

Spirit of War, Just Over, Will Continue During Reconstruction, Say Editors—Need for Changes in Newspaper Advertising Practices

STAFF CORRESPONDENCE

LOUISVILLE, Ky., June 28.—The busiest mid-summer session ever held by the Kentucky Press Association was concluded here today. Delegates pledged the same loyalty to the government during the period of reconstruction as was given in troublous period of the war.

Other resolutions indorsed the Towner Bill, now before Congress, proposing to create a National Department of Education with \$100,000,000 at its disposal. Of this sum \$4,000,000 would come to Kentucky for the purpose of eliminating illiteracy, according to Mrs. Cora Wilson Stewart, founder of the Moonlight Schools, one of the speakers at the convention.

Other features include an address by Gov. Henry J. Allen of Kansas, who urged upon the editors their duty in warring on the anarchist and American "Red" as they exist in the persons of misinformed foreigners and members of the I. W. W.

Reforms in Advertising

Edward P. Howard, of the American Press Association, urged reforms in advertising rates.

"You Kentucky editors," he said, "have a right to expect business, but on the other hand you have got to come clean with the advertisers." A uniform rate, based on actual circulation, the speaker said, is the need of the hour and is going to benefit everybody concerned. "If your subscription rate is too low," said Mr. Howard, "raise it. Make it adequate and keep it adequate. But don't boost it out of reason."

Mr. Howard's hint found a ready indorsement in the address of Matt S. Cohen, secretary of the Kentucky State Fair, who frankly told the delegates they need not expect advertising unless they provided the fair association with sworn statements.

B. B. Cozine of Shelbyville, Ky., discussing the subject of "Legal Advertising," went on record as favoring an adjustment of rates as between regular, transient and political advertising. The occasional advertiser, he contended, should pay more than the regular advertiser. Political "puffs" should cost most of all, he said.

Honorary Life Members

Gen. William B. Haldeman and Lieut. Col. Robert J. McBryde, former editor and associate editor of the Louisville Times, respectively, were elected honorary life members of the association.

At the final session of the association, B. F. Forgey, editor of the Ashland Independent, was elected president to succeed D. M. Hutton of Harrodsburg. Robert L. Elkin, editor of the Lancaster Central Record, was elected vice-president; J. C. Alcock of Danville, was re-elected secretary-treasurer, and G. B. Senff of Mt. Sterling was elected chairman of the executive committee.

A committee to meet at a future date and discuss the raising of newspaper advertising rates in a just and equitable way was appointed at this meeting. The committee includes one representative from each Congressional district, as follows:

First District—Clay Lemon, Mayfield, and Henry Lawrence, Cadiz.

Second District—T. C. Underwood, Hopkinsville, and J. G. Kelley, Hawesville.

Third District—John B. Gaines, Bowling Green.

Fourth District—J. B. Gozder, Campbellsville.

Fifth District—J. C. Alcock.

Sixth District—(To be supplied.)

Seventh District—W. L. Dawson, Lagrange.

Eighth District—B. B. Cozine, Shelbyville.

Ninth District—B. F. Forgey, Ashland.

Tenth District—J. L. McCoy, Jackson.

Eleventh District—E. S. Albright, Mt. Vernon.

Jersey Editors Enjoy Outing at Lake Minnewaska

Business Meeting Combined with Pleasure Trip and New Officers Take Over Their Responsibilities

"One of the best outings and meetings yet held," was the general verdict of the 104 members, families and guests of the New Jersey Press Association who journeyed to Lake Minnewaska last Friday for the 63rd annual outing and meeting of this old association.

Business meetings were held Friday evening and Saturday afternoon, winding up with a banquet, at which the retiring president, W. B. Bryant, acted as toastmaster and the new president, Alfred Cooper, of the Cape May Gazette, was introduced.

The officers elected for the ensuing year are: Alfred Cooper, Cape May Gazette, president; W. L. Tushingham, Camden Courier, vice-president; John W. Clift, Summit Herald, secretary; W. B. R. Mason, Bound Brook Chronicle, treasurer; executive committee—J. W. Naylor, Allentown Messenger; E. V. Savidge, Hopewell Herald; E. A. Bristol, Passaic Herald; John Clarey, Madison Eagle; W. B. Bryant, Paterson Press-Guardian; J. S. Demarest, Tenafly Record; W. A. Sweeney, Red Bank Standard.

WESTLICHE POST SOLD

Old St. Louis Daily Passes to Hans Hackel and Associates

BY TELEGRAPH

St. Louis, July 2.—The Westliche Post, a German language daily newspaper, was sold yesterday for \$300,000 by the American Press, publisher of the Times, to a group of St. Louisians of German parentage, headed by Hans Hackel, who has been editor for several years. Mr. Hackel will be president, Theodore Lange, of the Louis Lange Publishing Company (publishers of the Abendschule), vice president, and Otto E. Schuricht, secretary and treasurer of the new company, which will be known as the Westliche Post Publishing Company. The Sunday edition is known as the Mississippi Blaetter.

The Westliche Post was founded in 1857 and is a charter member of the Associated Press. Its early owners were the late Dr. Emil Preetorius and Carl Schurz. Mr. Hackel has been identified with the paper for twenty years. He announces that the paper will be independent. Location of the publishing house has not been announced.

More Canadian News Print

MONTREAL, July 2.—The Brompton Company will soon have a new machine in operation, which will bring its production up to 125 tons a day while Spanish River Company will shortly be producing 600 tons of news a day.

LITTLE ELECTED CHAIRMAN OF N. Y. AGENTS' ASSN.

The association of New York Advertising Agencies has elected Frank H. Little of the George Batten Company,



F. H. LITTLE.

chairman for the ensuing year, and the following associate officers: Vice-chairman, Frank Finney, Street & Finney; secretary-treasurer, W. T. Mullally, Maclay & Mullally, Inc.; executive committee, W. B. Ruthrauff, of Ruthrauff & Ryan; F. M. West, Calkins & Holden; M. P. Gould and J. A. Hanff, of Hanff-Metzger, Inc.

This association has done good work in making advertising better and stronger and in bringing advertising men more closely together. "We shall continue the aims of the association—to promote good advertising—and do it with work that will be both subjective and objective," Chairman Little informs EDITOR & PUBLISHER.

Chairman Little has been engaged in the advertising agency business since he was graduated from Princeton in 1903. He started with the George Batten Company 15 years ago and four or five years later was made a director and subsequently vice-president, which office he holds now.

He has been long active in advertising

association work in New York and helped from the present Association of Advertising Agents of New York, the American Association of Advertising Agencies. Last year he was vice-chairman of the New York Council of the A. A. A. A.

Explains Dr. Ellis' Detention

WASHINGTON, June 26.—Recent temporary detention in Egypt of Dr. William T. Ellis, correspondent of the New York Herald, resulted from conspicuous activities by himself and his son in connection with the nationalist movement in that country, the Senate was informed today by the State Department in response to a resolution of inquiry recently adopted by the Senate. Both Mr. Ellis and his son have since left for Constantinople, the department's letter said.

Smith Elected President

SMITHLAND, Ky., June 28.—John Smith, editor of the Livingston Banner, was elected president and George Bingham, of Hogwallow Kentuckian fame, was made secretary-treasurer of the First District Press Association, which met here yesterday. In spite of the fact that the State press association was in session at Louisville, there was a good attendance. James R. Keller, associate editor of the Louisville Times, was the principal speaker. The service the press can render the State at the present and in the future was his theme.

Campbell Leads N. Y. Golfers

Sixteen members of the New York Newspaper Golf Club qualified at Van Cortlandt Park Monday to compete at match play for the July Cup during this month. Peter Campbell led the field with a card of 88—20, 68.

"SCORED A HIT!"

In the "News Box News," house organ of the News Box Sales Corporation, there appears, under date of June 20, the following:

"The first shot of the advertising campaign has been fired in the form of a double-page ad in the International Edition of EDITOR & PUBLISHER, and, from the inquiries already received, it looks as if we had scored a hit.

"First came a telegram from the Louisville Courier-Journal, Col. Henry Watterson's famous paper, and in quick succession came letters from the Brooklyn Eagle, Chicago American, Boston Herald and Traveler, Ottawa (Ont.) Le Droit, Detroit Journal, Raleigh News and Observer (owned by Secretary Daniels), Spokane Spokesman-Review, Rockford Republic, Detroit Free Press, Jackson News, Waterbury Democrat, Buffalo Express and Syracuse Post-Standard.

"Publishers wrote direct to the Washington Times and the publisher of that paper, Edgar D. Shaw, answered these inquiries.

"Several representatives of newspapers, who have read this advertisement in EDITOR & PUBLISHER, have come direct to our office to examine the machine."

Thus it will be noted that EDITOR & PUBLISHER affords a quick road to market for those who have anything to offer to the newspapers of the country. It is equally effective in reaching the space buyers for national advertisers, carrying to them the messages of newspapers that believe in advertising their advertising.

EDITOR & PUBLISHER

1116 World Building

New York City.

LITTLE INCONVENIENCE OVER ZONE INCREASE

New Second Class Postal Charges Went Into Effect July 1, but Comparatively Few Publishers Raised Prices to Meet It

From all reports received by EDITOR AND PUBLISHER, newspapers appear to have adjusted themselves to the July 1 Zone Law postal increases without much inconvenience. A number have raised subscription charges to subscribers in the zones affected in order to meet the higher mailing costs.

In New York City only one newspaper—the Times—increased its subscription prices—and this affects only that territory lying west of the Mississippi. To readers there the Times has raised the price of its daily and Sunday editions, combined, from \$11 to \$12 a year; of its daily edition, from \$9 to \$10 a year, and of the Sunday edition, from \$3 to \$3.50 a year.

The managements of the other New York dailies, with the exception of the American, say that they will make no increases. At the American office, the advisability of making an increase is under consideration, but no decision has been reached.

Few "Far Away" Readers

The position taken by most of the publishers of large-city newspapers is that their circulation in the farther zones, where the increase in postage is heaviest, is comparatively negligible and that much of their out-of-town circulation is handled by dealers to whom papers are shipped by express, and so the payment of increased postage is obviated.

The new postal rate schedule, which went into effect July 1 for the period of one year (when it will again be revised upward) provides for an increase on both reading and advertising matter. The increase in postage on reading matter is a "flat" one, without regard to zones, and is from 1 1/4 cents a pound or fraction thereof, to 1 1/2 cents a pound.

In the case of the portion of any newspaper devoted to advertisements, the increase in rates per pound or fraction thereof vary in the eight different zones.

The first zone has a radius of 50 miles for the center of a given unit of area, the second zone, 150 miles; the third zone, 300 miles; the fourth zone, 600 miles; the fifth zone, 1,000 miles; the sixth zone, 1,400 miles, the seventh zone, 1,800 miles, and the eighth zone, all units of area outside the seventh zone.

The increase in the postal rate in the first and second zones during one year from July 1, is from 1 1/4 to 1 1/2 cents per pound; in the third zone, from 1 1/2 to 2 cents; in the fourth zone, from 2 to 3 cents; in the fifth zone, from 2 1/4 to 3 1/2 cents; in the sixth zone, from 2 1/2 to 4 cents; in the seventh zone, from 3 to 5 cents, and in the eighth zone, from 3 1/4 to 5 1/2 cents.

Those Raising Prices

A second and additional list of newspapers that have changed their subscription rates to conform to the July 1st increase in second-class postage enacted by the Postal Zone Law, has been compiled by the Publishers' Advisory Board. Supplementing the first list, published in EDITOR & PUBLISHER on June 12, it follows:

By States

Adrian (Mich.) Daily Telegram—	
In Michigan, Wisconsin, Ill., Ind. and Ohio	\$3.00
Elsewhere	4.00
Ashland (Pa.) Daily News—	
In Pennsylvania	\$4.80
Elsewhere	6.00

A VOICE

I am the New South.
I have suffered much, but when I suffered most my eyes were steadfast and they saw a Vision.

They saw my cities and my countryside change amazingly through faith and fearlessness.

And they see my Vision realized.

They see my States stand shoulder to shoulder with sister States, East, North and West, and pride at their fair showing fills my bosom.

I am proud of all my States, of my beautiful cities.

I am proud of their stately marts, of their bright furnaces, and their whirring wheels of industry.

I am proud of my soil—and of the sturdy sons who till the soil and make it bear abundantly.

I am proud of my printing presses and their power to promote prosperity, truth and the love of life.

I am at one with ye of the East and the North and the West—I am Progress. D. F. M.

Columbus (Ind.) Evening Republican—	
In Indiana	\$5.00
Elsewhere	6.00
Lafayette (Ind.) Journal—	
In Indiana	\$4.00
In other States	\$5 to 8.00
Nashville (Tenn.) Banner—	
In Tennessee, northern Alabama and southern Kentucky	\$7.00
Elsewhere	10.00
Seattle (Wash.) Post-Intelligencer—	
In Washington	\$7.00
Elsewhere	8.00
Seattle Times—	
In Washington	\$9.00
Elsewhere	12.00

Two-Zone Basis

Austin (Minn.) Herald—	
Zone 1	\$3.50
Elsewhere	4.00
Bay City (Mich.) Times Tribune—	
Zones 1 and 2	\$4.00
Elsewhere	6.00
Buffalo (N. Y.) Express—	
Zones 1 and 2	\$6.00
Elsewhere	6.00
Concordia (Kan.) Blade-Empire—	
Zone 1	\$3.00
Elsewhere	4.00
Ft. Wayne (Ind.) Journal-Gazette—	
Zones 1 and 2	\$4.00
Elsewhere	5.00
Grand Rapids (Mich.) Press—	
Zones 1, 2 and 3	\$4.00
Elsewhere	6.00
Janesville (Wis.) Gazette—	
Zone 1	\$4.00
Elsewhere	6.00
Lawrence (Kan.) Daily Journal-World—	
Zones 1 and 2	\$2.50
Elsewhere	3.00
New Bedford (Mass.) Evening Standard—	
In Bristol County	\$6.00
Elsewhere	7.00
New Haven (Conn.) Journal-Courier—	
Zones 1 and 2	\$6.00
Elsewhere	9.00
Norwalk (Ohio) Reflector-Herald—	
In Huron County	\$3.00
Elsewhere	4.00
Syracuse (N. Y.) Post-Standard—	
Zone 1	\$5.00
Elsewhere	6.00
(Effective July 1, 1919.)	

Three-Zone Basis

Cohoes (N. Y.) Republican—	
Zones 1 to 5	\$3.00
" 6 and 7	4.20
" 8	6.00
Delphos (Ohio) Courier—	
Zones 1 and 2	\$2.00
" 3, 4 and 5	2.50
" 6, 7 and 8	2.75
Delphos (Ohio) Daily Herald—	
Zones 1 and 2	\$4.00
" 3, 4 and 5	5.00
" 6, 7 and 8	5.50
Los Angeles (Cal.) Times—	
Zones 1 to 4	\$10.00
" 5	11.00
" 6 to 8	12.00
Madison (Wis.) Democrat—	
Zones 1 and 2	\$4.00
" 3, 4, 5 and 6	5.00
" 7 and 8	6.00
Minneapolis (Minn.) Tribune—	
Zone 1	\$4.50
In Minn. (except 1st zone), No. and So. Dakota, Iowa, Wisconsin and northern Michigan	5.00
All other points	6.00

Four-Zone Basis

Louisville (Ky.) Herald—	
Zones 1 and 2	\$5.00
" 3 and 4	5.25
" 5 and 6	5.50
" 7 and 8	5.75

Plainfield (N. J.) Courier-News—	
Zones 1 and 2	\$6.00
" 3	6.25
" 4, 5 and 6	7.04
" 7 and 8	7.56

Complete Zone Basis

Boston (Mass.) Transcript—	
Zones 1 and 2	\$9.00
" 3	10.00
" 4	11.00
" 5	11.40
" 6	11.60
" 7	12.00
" 8	12.00
Indianapolis (Ind.) News—	
Zones 1, 2 and 3	\$6.50
" 4	6.50
" 5	7.00
" 6	7.50
" 7	8.00
" 8	8.50
Jacksonville (Ill.) Courier—	
Zones 1 and 2	\$4.00
" 3	4.40
" 4	4.85
" 5	5.00
" 6	6.00
" 7	6.80
New York Evening Post—	
Zones 1 and 2	\$10.00
Higher rates in other zones quoted on application.	
St. Paul (Minn.) Dispatch—	
Zone 1	\$4.50
In Minn. (except 1st zone), No. and So. Dakota, Iowa, Wisconsin and northern Michigan	5.00
Special rates to other points quoted on application.	
Salamanca (N. Y.) Republican Press—	
In Cattaraugus County	\$3.75
Additional postage to other points in accordance with Zone Law quoted on application.	
Superior (Wis.) Telegram—	
Zones 1 and 2	\$4.00
" 3	4.20
" 4	4.35
" 5	4.50
" 6	4.70
" 7	5.00
" 8	5.50

The Publishers' Advisory Board has its headquarters at 200 Fifth Avenue, New York, and is very desirous of being notified of any zone basis rate change by publications not represented in the two lists already published.

SENT 800,000 WORDS BY CABLE IN 1918

Harold J. Learoyd, Editor London Times-Philadelphia Public Ledger Cable Service, Home for Rest After Strenuous Work

Harold J. Learoyd, formerly managing editor of the New York Evening Post and later of the Philadelphia Public Ledger, has returned to New York for a rest after a long engagement as London correspondent of the Public Ledger and editor of the London Times-Philadelphia Ledger cable news service during the war. Mr. Learoyd, during the year 1918, sent to this country by cable nearly 800,000 words.

Among many and varied experiences of interest while acting as an American correspondent in the famous newspaper office at Printing House Square, was an invitation to lecture at the Staff College of the British army at Camberley, near Aldershot, an unusual, indeed unprecedented privilege for a newspaper man.

Here, one evening last October, Mr. Learoyd talked for over an hour to about 140 officers of regimental rank and many of the army women of Camberley, on the subject of Anglo-American history and relations, breaking the ice with the following story:

Thought England Out of Business

"In the summer of 1914 a farmer in Ohio remarked to the country store-keeper: 'Well, Cy, I see there's another war on.' 'Yes,' said the store-keeper. 'Who's it between this time?' asked the farmer. 'Near's I can get at it,' replied the merchant, 'there's Germany on one side and England on the other.' The farmer scratched his head in astonishment, remarking: 'England! England!'

SOUTH CAROLINA'S NEW LAW SPELLS PROGRESS

Hon. R. A. Cooper, Governor of South Carolina, has written for this issue of EDITOR & PUBLISHER a special message, calling attention to the legislation recently enacted as evidence of the trend toward progress and fuller development. The Governor's message follows:

"Since laws are expressions of public sentiment, the present trend in South Carolina may be indicated by calling attention to some of the legislation enacted by the 1919 session of the General Assembly. Among the more important progressive measures just placed upon the statute books are a State-wide compulsory education act; an act providing for vocational training carrying with it an appropriation which will be supplemented by the Federal vocational education fund; an act establishing the budget system for the State government, and various other measures along these general lines.

"During the present calendar year eleven counties of the State will expend approximately \$6,000,000 for road work, this aggregate sum being made up of special appropriations by the various counties for road building and repair. In addition to this, the General Assembly appropriated more than \$600,000 for the erection or enlargement of public buildings.

"The commercial life of the State, as evidenced by the aggressiveness of the General Assembly, is decidedly wholesome. While the cotton farmer finds himself in a somewhat embarrassing position, he is, nevertheless, in more prosperous condition than formerly. Our chief manufacturing enterprises—the cotton factories—are, I am sure, in better condition than they have ever before enjoyed."

Why, you don't mean to tell me THAT old country is running yet!"

After the illustration of the remoteness of inland America from the war in its earliest days—an illustration which was greeted with recurring waves of laughter and applause—the newspaper man had no trouble. Brigadier-General Hesketh presided and closed an interesting occasion with a brief word of advice to officers to remember not to magnify out of proportion the sparks that may occasionally fly in Anglo-American relations as the Anglo-American co-operation was necessary in the interests of civilization and humanity. Mr. Learoyd was the guest of officer-instructors at the Staff College, while at Camberley.

Mr. Learoyd is taking a holiday at Wadsworth Hall, Arrochar, Staten Island.

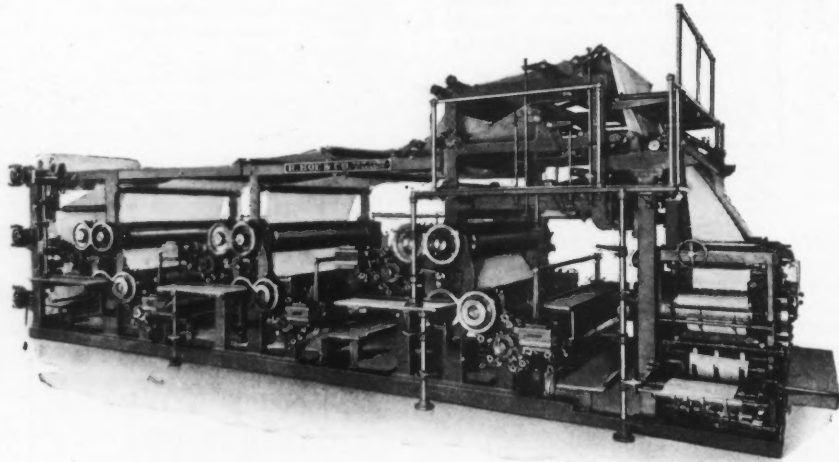
Indianapolis After A. A. C. W. in 1920

(BY TELEGRAPH)

INDIANAPOLIS, June 30.—The Indianapolis Advertising Club sent telegrams to all advertising clubs in the United States advising them that Indianapolis will ask for the 1920 convention of Associated Advertising Clubs of the World. The Executive Committee will begin raising \$50,000 to entertain the convention.

WATCH THE INDISPUTABLE HOE PRESSES

constitute the Best Investment from the Viewpoint of Operation, is afforded by the following Lists showing some of the



HOE *Superspeed* Sextuple Press

This new Low-Type Unit Press is built in various designs to meet the needs of purchasers.

Actual Running-Speed Capacity

- 80,000 papers per hour of 4 to 12 pages
- 40,000 papers per hour of 14 to 24 pages
- 20,000 papers per hour of 28 to 48 pages

(The Hoe Superspeed Sextuples in the New York Times pressroom have turned out well-printed papers at the rate of 42,000 twenty-four-page papers per hour.)

NEWSPAPER PRESSES

DECUPLES

Baltimore Sun 3-5-roll Machines

OCTUPLES

Pittsburgh Post 3 Machines
 Philadelphia Bulletin 2 Machines
 Toronto Telegram 2 Machines
 Los Angeles Times-Mirror 1 Machine
 New Orleans Times-Picayune 1 Machine
 Columbus Dispatch 1 Machine
 Atlanta Journal 1 Machine
 Cleveland Plain Dealer 2 Machines
 San Francisco Chronicle 1 Machine

Seattle Times 1 Machine
 Washington Star 1 Machine
 Toronto Globe 1 Machine
 Melbourne Age 1 Machine
 London, Eng., E. Hulton & Co., Ltd. 2 Machines
 London, Eng., News of the World..... 1 Machine
 Boston Post 2 Machines
 Hartford Times 1 Machine

The Initial Cost of Presses Built to the Hoe Standard is necessarily high, but the economy of Operation and Up-Keep determine the true value.

R. HOE & CO.

504-520 Grand Street, NEW YORK

7 Water St., BOSTON

544-546 South Clark St., CHICAGO, ILL.

LIST GROW!

EVIDENCE *that*

point of Speed, Net Output, and Ease in Running as well as Economy of the Orders for HOE Machines received in recent months

NEWSPAPER PRESSES, Continued

SEXTUPLES

Boston Globe	2 Machines	New York Times	1 Machine
Bridgeport Post	2 Machines	New York Tribune	1 Machine
Richmond Times-Dispatch	2 Machines	Jacksonville Times-Union	1 Machine
Spokane Spokesman Review	2 Machines and 1 Deck	New Orleans Item	1 Machine
Atlanta Constitution	1 Machine	Rochester Democrat and Chronicle	1 Machine
Brooklyn Standard-Union	1 Machine	Springfield (Ill.) State Journal	1 Machine
Indianapolis Star	1 Machine	Springfield (Mass.) Republican	1 Machine
Indianapolis News	1 Machine	Worcester Evening Gazette	1 Machine
Wilmington Journal	1 Machine	London (Eng.) Daily Mirror	4 Machines
New Haven Register	1 Machine	Copenhagen (Denmark) Politiken	2 Machines
Omaha Bee	1 Machine	Pontiac Press Gazette	1 Machine
New York Sun	1 Machine	Birmingham Gazette	4 Machines

SMALLER ROTARY PRESSES AND ADDITIONS

Mount Vernon Argus	1 Quadruple Machine	Rochester Herald	1 Sextuple Section
Perth Amboy News	1 Quadruple Machine	St. Louis Star	1 Octuple Section
Chicago Daily Forward	1-24-page Machine	Yonkers Herald	1-3-page Section
Ottawa Le Droit	1-24-page Machine	Kristiania, Norway, Landmandsposten	1 Quadruple Machine
Portland News	1-40-page Machine	Palermo, Italy, Il Giornale	1-24-page Machine
Amerikai Magyar Nepszava	1-24-page Color Press	Turin, Italy, Il Paese	2-20-page Machines
Pasadena	1-24-page Machine	Havana (Cuba) El Triunfo	1-24-page Color Machine
Kingston (Ont.) Whig	1-20-page Machine	Czecho-Slovak Commercial Corp.	1-20-page Machine
St. Johns (N. F.) Daily News	1-16-page Machine	Cleveland Press	4 Octuple Sections
Baltimore Sun	2 Sextuple Sections	Toledo News-Bee	1 Octuple Section
Cleveland Plain Dealer	2 Octuple Sections	Chester Times	1 Quadruple Machine
Des Moines Capital	1-3-color Deck and Extra Cylinders	St. Catherines Standard (Ont.)	1-8-page Section
London (Ont.) Free Press	1 Octuple Section	Saginaw News-Courier	1-8-page Section & new folder
Oakland Tribune	1 Octuple Section	Smith's Weekly, Sydney, Australia	1 Quadruple Machine
Ottawa (Ont.) Journal	1-16-page Addition	Southampton Echo	1-16-page Machine
Philadelphia Public Ledger	4 Octuple Sections		
Coatesville Record	1-20-page Machine		and many others.

MAGAZINE PRESSES

Capper Publications, Topeka	1-64-page Machine	Street & Smith, New York	2-96-page Machines
Curtis Publishing Co., Philadelphia	4-32-page Machines	Amalgamated Press, Ltd., London, Eng.	3 Machines
International Magazine Co., New York	4 Color Attachments	George Newnes, Ltd., London, Eng.	1 Machine
Progressive Farmer, Birmingham, Ala.	1-64-page Machine	Shurey's Publications, Ltd., London, Eng.	1-64-page Machine

INTAGLIO AND COLOR PRESSES

Chicago Tribune	1 Machine	Pittsburgh Post	1 Machine
Cleveland Plain Dealer	1 More Machine	St. Louis Post-Dispatch	1 Machine
New York and Chicago American	2 More Machines	London Times	1 Machine
New York Times	1 More Machine	Petit Parisien, Paris	4 Machines
Philadelphia Public Ledger	2 Machines		

higher, but their Greater Net Output, Long Life, and Economy the Publisher who can Afford the Best.

E & CO.

NEW YORK, N. Y.

BOSTON MASS.

109-112 Borough Rd., LONDON, S. E., 1, ENG.

ADVERTISING GAINS WITH "DRY" WAVE

Prohibition Brings a New Line of Business That Will Mean Millions of Dollars to the Newspapers of the Country

"— and then the country went dry."

That is going to bring a great many narratives to a close during the next fifty years. Sometimes it will be used with a regretful sigh as it brings back thoughts of days when the country was "wet"; other times it will be a wistful reminder of Jim or Bill who, because it was against the law, hunted for and found companionship only in hidden places; sometimes it will end the narrative of careful planning and fortune within grasp and lost. It will even be put in the middle of the story of some and the second half will be more worth telling because it will be filled with smiles and happiness.

Just what effect prohibition is going to have on the newspapers it is very hard to say, but advertising men generally agree that they are going to be richer for a time at least.

The relationship between the newspapers and liquor has been growing more distant every day for the last fifteen years. Many elements have figured in this change from what was once tolerance at least if not friendship.

Liquor Advertisements Refused

Politics probably stands first on the list of causes and was followed by local sentiment for which politics were responsible. The personal moral element from the standpoint of the publisher or editor probably did not enter seriously into the question until fifteen years ago.

Strangely enough the closing of the doors of newspapers to the liquor interests in many cases started in the business office. Many newspapers, even after adopting a policy against liquor advertising, continued to carry news favorable to the liquor interests.

"Well, what'll you have?" has continued a popular question in those sections of the country that were "dry" and used to it before July 1. It is taking millions of dollars' worth of advertising space to answer that question. The great brewing companies whose distribution was national, have become bigger users of newspaper space than ever before, with their famous "O" lines of beverages (Bevo, Famo, Pablo, etc.). This new line of advertising is welcomed by newspapers that would not accept beer advertisements from the same firms.

Ice Cream Sales Doubling

Hundreds of new firms have also entered the non-intoxicating beverage business and are making a liberal use of newspaper space to introduce their particular brands to the public. The Dallas, Tex., News gives some interesting figures on the effect of prohibition on the cold drink and ice cream business in that city, that has resulted in a heavy line of new advertising. The business has now reached a total of \$8,500,000 annually in that city.

This business is divided as follows: Soda fountain fixtures and supplies, \$5,000,000; bottled non-intoxicating beverages, including the "O" lines, \$1,000,000; distilled water, \$600,000; ice cream, \$800,000; ice, \$1,100,000. Ice is included because that business is increasing at a high rate under prohibition.

The manager of an ice cream plant is quoted as saying that business is almost doubling annually. A large dealer

and distributor of Dallas, who has made a study of the subject, has been quoted as saying that it is only a question of a few years until the soda water fountain business alone will equal the entire sales of beer, wines and whisky as well as the pre-prohibition volume of soda fountain transactions in the nation annually.

Prohibition is going to mean radical changes in all branches of newspaper work. Some persons believe it will make better newspapers. Others believe they will become as dry as the land. The old belief that genius only reaches its full glory when soothed by the cup that cheered prior to July 1 is going to receive a thorough test, there is no doubt.

Great Gains in New York

Startling results in advertising gains of products directly or indirectly affected favorably by prohibition are disclosed by the figures compiled by the Statistical Department of the New York Evening Post on space measurement in New York newspapers for the month of May.

It shows a net gain on non-intoxicating beverages of almost eight times the amount of total lines of liquor advertising for the month of May, 1918, and candy and gum advertising for May, 1919, shows a gain of more than six times the total amount of liquor advertising carried during the same month a year ago. Advertising men generally believe these figures are a fair indication of conditions of returns from an almost new line of business that must prevail for several years at least, or until the people are educated as to the merits and uses of the new drinks and sweets which the makers hope will take the place of liquors, beer and wines.

All Papers Affected

The figures show that New York morning newspapers carried: 10,452 lines of liquor advertising during the month of May, 1919, against 4,369 lines for the same month a year ago, a gain of 6,083 lines; 34,192 lines of non-intoxicating beverage advertisements against 12,236 lines for the same period last year, a gain of 21,866 lines; 13,205 lines of candy and gum advertising against 565 lines for the same period a year ago, a gain of 13,205 lines. The only morning paper included in the list that carried candy and gum advertisements in May, 1918, was the American, while the advertisements carried in May, 1919, were distributed among all morning papers.

Evening papers listed carried 6,712 lines of liquor advertising during the month of May, 1919, against 4,226 lines in May, 1918, a gain of 2,486 lines; 53,750 lines of non-intoxicating beverage advertising in May, 1919, against 10,980 lines in 1918, a gain of 42,770 lines; 63,884 lines of candy and gum advertising in May, 1919, against 20,607 in 1918, a gain of 43,277 lines.

Sunday editions listed carried 1,632 lines of liquor advertising in May, 1919, against 65 lines in May, 1918, a gain of 1,567 lines; 3,336 lines of advertising of non-intoxicating beverages in May, 1919, against 665 lines in 1918, a gain of 2,671 lines; 1,398 lines of candy and gum advertising in May, 1919, against 565 in May, 1918, a gain of 833 lines.

Restaurants Buy Space

A notable thing, in view of the contention of hotel keepers and the proprietors of large restaurants that prohibition would have disastrous effects on their business, the figures of the Post show a small net gain in this line of advertising in May this year.

Hotel and restaurant advertisements in morning papers during May, 1919, totaled 50,016 lines against 5,124 in 1918, a loss of 1,108 lines; in Sunday papers, 24,396 lines in May, 1919, against 26,567 lines in May, 1918, a loss of

2,171 lines; in evening papers, 92,730 lines in May, 1919, against 87,865 lines in May, 1918, a gain of 4,865 lines, and net gain in all of 1,586 lines.

AIR ROUTE FOR FIGHT NEWS

U. S. Postal Planes Will Rush Reports of Toledo Combat

The Post Office Department is arranging a special air-mail service between Toledo and New York City for pictures and news stories of the Willard-Dempsey fight on July 4, in time for the New York morning papers of Saturday, according to postal officials at the Newark terminus of the aerial-mail service.

The department, it is said, has obtained a special landing field near the fight arena and will have two or three planes ready to "hop off" with photographic plates and stories as soon as they are ready. It is planned to make the flight to New York in less than five hours, only one stop for gasoline and oil at Bellefonte, Pa.

May Raise N. Y. Subscription Prices

The Publishers' Association of New York may hold a meeting today to discuss the advisability of increasing the prices of New York City newspapers outside the city because of the increase in postal rates which went into effect in the different postal zones, July 1.

McKinney with Detroit Agency

DETROIT, July 2.—F. F. McKinney has joined the copy staff of Brooke, Smith & French, Inc. He served during the war as an ensign in the navy and since the armistice has been an editor of the Cadillac Motor Car Company's house organ.

COVERING MR. PESSOA'S VISIT

U. P. Sending Full Reports to South American Clients—Quick Service

During the visit of Hon. Epitacio Pessao, president-elect of Brazil, the United Press has had a staff correspondent with him constantly, covering his movements and his public addresses for the South American newspapers in as much detail as the movements of President Wilson are covered for American newspapers. The U. P. is sending a service of several thousand words a day, by cable, to its South American clients, including with the news of the United States, that of Europe, Asia and Africa. The association is proud of its record in transmitting the news of the signing of the treaty to South America in advance of other organizations.

I. P. Company Gives 10% Increase

The International Paper Company and the labor units employed in the manufacture of paper, including the International Brotherhood of Paper Makers and the Brotherhood of Pulp and Sulphate Makers, have come to an agreement providing for a general wage increase averaging ten per cent. This marks the close of the company's labor troubles which began May 12 with a strike at five of the plants.

New Officials in Detroit Agency

DETROIT, June 30.—Heber H. Smith, late of Collier's, has been elected second vice-president of the Green-Fulton-Cunningham Agency and Howard Glenn, formerly in charge of advertising for the Detroit Stove Works, becomes advertising counsel.

GOSS

the name that stands for
**SPEED, DEPENDABILITY,
SERVICE**

THE GOSS

"High Speed Straightline" Press

Used in the largest newspaper plants
in U. S. A. and Europe.

THE GOSS

Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order,
Catalogue and Magazine Work.

THE GOSS

"Comet" Flat Bed Web Perfecting Press

Prints a 4, 6 or 8-page newspaper from
type forms and roll paper.

GOSS STEREOTYPE MACHINERY

A complete line for casting and finishing
flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 So. Paulina St., Chicago

New York Office:
220 W. Forty-second St.

OHIO FIRST

Ohio is **FIRST** in pottery products, **FIRST** in the production of cigar leaf tobacco, **FIRST** in aviation, and **FIRST** in the East North Central Division of States in its number of municipalities (52), all reached by railways that make distribution easy.

The evolution and success of every business enterprise is dependent on publicity, but that publicity to be economically effective must first cover a territory showing a high average purchasing capacity and, second, be carried by a medium which has a **LOCAL** appeal and local confidence.

“Ohio First” answers the first as to territory and the daily newspapers listed below answer the second requirement.

In Ohio everybody can safely be classed in the buying class. Pauperism is frowned upon. A penalty of \$50.00 is imposed for bringing a pauper into the State.

From Ohio’s manufacturing establishments alone, salaried persons and wage-earners receive annually about \$350,000,000.

To participate in this propitious territory, to reap the reward in proportion to the enormous possibilities, the shrewd National Advertiser insists that his business invitations must be kept continuously in the following list of Ohio newspapers.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal (E)	29,635	.05	.05	East Liverpool Tribune (M).....	6,138	.015	.015
*Akron Times (E)	20,454	.03	.03	Lima Daily News (E&S).....	12,549	.0286	.0214
Bellaire Daily Leader (E).....	3,446	.02	.0125	Lima Republican Gazette (M&S)....	10,008	.02	.02
*Cambridge Daily Jeffersonian (E)...	8,117	.0179	.0179	Middletown Journal (E).....	4,174	.0115	.0115
Chillicothe News-Advertiser (E).....	3,055	.00714	.00857	Newark American-Tribune (E)	6,217	.0128	.0128
Cincinnati Enquirer, 5c. (M&S).....	62,911	.12	.12	New Philadelphia Daily Times (E)...	4,413	.0129	.0129
Cleveland Plain Dealer (M).....	168,000	.24	.24	Piqua Daily Call (E).....	4,019	.0114	.0114
Cleveland Plain Dealer (S).....	208,000	.27	.27	Springfield News (E&S)	13,550	.025	.025
Columbus Dispatch (E).....	75,402	.115	.105	Toledo Blade (E)	82,973	.17	.15
Columbus Dispatch (S).....	71,117	.115	.105	Warren Daily Chronicle (E).....	5,200	.02	.02
Columbus (O.) State Journal (M)....	53,155	.10	.09	Youngstown Telegram (E)	21,601	.05	.05
Columbus (O.) State Journal (S)....	27,147	.10	.09	Youngstown Vindicator (E).....	24,558	.05	.05
Dayton News (E)	38,395	.065	.065	Youngstown Vindicator (S)	22,222	.05	.05
Dayton News (S)	38,395	.045	.045	Zanesville Signal (E)	10,704	.025	.025

Government Statements, April 1st, 1919.

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

PATTERSON TESTIFIES IN FORD SUIT

Co-Editor of Chicago Tribune Denies
That His Paper Was "Pro-German,"
But Adds That It Was Not
Pro-British

The first principal in the Ford-Chicago Tribune million dollar libel suit to take the stand appeared this week in the person of Captain Joseph Medill Patterson, co-editor of The Tribune, who, with his cousin, Colonel R. R. McCormick, is a defendant. This is the eighth week of the trial.

Captain Patterson stated that the Tribune and President Wilson had always differed on the Mexican problem and still differ. In 1911, at the climax of the Madero revolution, he testified, his paper believed that the Mexicans could solve their own problems. By 1914, however, this opinion underwent a change by reason of the continued disorder and disorganization south of the Rio Grande.

The Tribune editors then became convinced that only armed intervention, such as that employed in Cuba, could bring order out of chaos. The editors believed that such action would be to the interest of the United States and Mexico alike.

Were Not "Pro-British"

"And you thought it would please Germany to have the United States occupied with Mexico?" asked William Lucking, attorney for Henry Ford.

"Yes; I think so."

Captain Patterson would not admit pro-Germanism, though frequently pressed by his inquisitor.

"Well, you were not pro-Ally?" insisted Mr. Lucking.

"It might be said that we were not pro-British," replied Captain Patterson.

He said that he did not see the editorial headed "Ford Is An Anarchist," on which the suit is based, before it went into the paper. He was a National Guardsman and had gone to Springfield following the mobilization of the guard for service on the border.

Didn't "Capitalize" Suit

"We weren't thinking much about newspapers at that time," he said.

Clifford Raymond, who wrote the editorial that branded Ford as an anarchist, was on the stand the day preceding. He told of finding on his desk a telegram from the Tribune's Detroit correspondent which said that the Ford Motor Company would not reinstate their men who did border duty or assist their families in any way.

He denied that the Tribune had set out to capitalize the libel suit or that he had said to a group of club friends that the short editorial would be worth \$2,000,000 in advertising.

He was asked to explain an editorial attacking Theodore Roosevelt for utterances a week after the Lusitania was sunk.

"We deplored Mr. Roosevelt's utterances at that particular time when the Government was deciding whether or not it was to enter the great struggle against Germany," he said.

Watson Joins Star-Telegram

FORT WORTH, Tex., June 24.—Kent Watson, well-known Texas newspaperman and former Associated Press editor, has returned from seven months' service in France and is now on the city desk of the Star-Telegram. Watson wrote feature stories for a number of Texas newspapers while overseas.

HOW A MILLION MEN GOT ACQUAINTED WITH THE SOUTH

BY W. A. ELLIOTT,

Jacksonville (Fla.) Times-Union

During the war a million or more men from the North and the West who had never visited the South, many of whom had erroneous ideas about our climate, about our negro situation and about our industrial life, were stationed in Southern camps for weeks and some for months at a time. Many of them visited more than one camp and they became well acquainted with Southern people, and I believe that at least in most cases the prejudice that may have enlisted against the South was wiped away. This in my opinion will mean that many men from other parts of the country will look to the South for their future homes and that we will gain many substantial citizens who will do much toward further developing the industries of the Southern States and in establishing new ones.

FOR INTERCHANGE OF STAFF MEMBERS

British Committee of Publishers Formed
to Consider Editor Blumenfeld's Plan
for Better Understanding Be-
tween English and U. S. Press

Ralph D. Blumenfeld, editor of the London Daily Express, whose plan for an interchange of staff men for short periods between leading British and American newspapers was presented in the recent Victory Number of EDITOR AND PUBLISHER, has already started the movement in England looking to the attainment of that purpose.

In a cablegram to his New York representative he states that a committee of leading publishers of the British Isles has been formed, for the purpose of considering the proposition and of conferring with a committee of American publishers on the details. It is anticipated that this American committee will shortly be formed, through the initiative of Hon. Frank P. Glass, president of the American Newspaper Publishers' Association, who has expressed his cordial approval of Mr. Blumenfeld's idea.

Old Postage Standards Return

The two-cent postage stamp came into its own again to carry first class mail and the three-cent stamp went out of vogue on July 1. The one-cent post card also came back. Since the three-cent stamp was issued an extra \$15,000,000 has been collected on first class mail. The 1917 revenue act extending the franking privilege to the A. E. F. will continue. Three-cent stamps which have not been used may be changed for twos and ones.

Will Distribute Peace News

The Government's Committee on Public Information will retain its American headquarters in the Whitehall building in New York City during the next five or six weeks, in charge of Perry Arnold, acting director, in order to supply newspapers of this country with news received by cable from the Official Peace Mission Bureau in Paris.

Two thousand one hundred and forty-four Southern towns and cities have newspapers.

DIFFERENT SEEDS DEMAND DIFFERENT SOIL

INDIANA Newspapers, like Indiana farms, are productive and profitable producers of wealth for Advertisers who cultivate them consistently and intelligently.

NATIONAL Advertisers desiring to reach Indiana's 1,131,375 thrifty inhabitants can get quickest recognition by appealing to the people through their home papers.

DURING the war Indiana's 215,485 crop-producing and stock-raising farms did their "bit" and earned rich reward, as is testified by the savings banks.

INDIVIDUALLY and collectively, Indiana people have money to spend for home improvements and for everything that contributes to home comfort and individual content.

ASPRING try-out campaign in the following list of Newspapers will prove that Indiana is responsive to any reasonable appeal, and quickly responsive.

NO HOME in Indiana is beyond the reach of these closely read Newspapers, and by using them the Advertisers can overthrow and outclimb a competitor who does not.

AND this is but natural. Indiana people are guided mainly in their purchases by their own papers, because in their home papers they place implicit confidence.

Indiana Newspapers for Indiana Trade

		Circulation	5,000-line rate
Anderson Herald	(E)	5,797	.0125
Elkhart Truth	(E)	8,205	.0215
Evansville Courier	(M)	*23,893	.04
Evansville Courier	(S)	*20,987	.04
Fort Wayne Journal-Gazette	(M)	29,236	.05
Fort Wayne Journal-Gazette	(S)	24,350	.05
Indianapolis News	(E)	123,473	.16
Indianapolis Star	(M)	92,851	.11
Indianapolis Star	(S)	106,381	.1471
Kokomo Dispatch	(M)	5,400	.0171
Lafayette Courier	(E)	*8,994	.02
Lafayette Journal	(M)	10,415	.02143
La Porte Herald	(E)	3,376	.01286
Logansport Pharos-Reporter	(E)	6,621	.015
Muncie Press	(E)	9,646	.01786
Muncie Star	(M)	26,858	.05
Muncie Star	(S)	16,818	.05
Richmond Item	(M)	8,225	.025
Richmond Palladium	(E)	11,096	.03
South Bend Tribune	(E)	*17,436	.035
Terre Haute Star	(M)	26,945	.04
Terre Haute Star	(S)	19,422	.04
Terre Haute Tribune	(E)	24,845	.04
Terre Haute Tribune	(S)	19,192	.04
Vincennes Capital	(E)	1,049	.01071
Total Daily Circulation and Rate		446,522	.71396
Total Sunday Circulation and Rate		207,150	.36

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

Government Statement April 1, 1919.

LEE SYNDICATE BUYS, STATE JOURNAL

Daily Paper at Wisconsin's Capital Added to Strong List—I. U. Sears Is Business Manager—R. L. Jones to Enter Larger Field

MADISON, Wis., July 1.—The Wisconsin State Journal today was sold by Richard Lloyd Jones to the Lee Syndicate. Mr. Jones announces that he intends entering a larger newspaper field and will be accompanied by T. F. Mc-



I. U. SEARS

Business Manager Wisconsin State Journal.

Pherson, business manager of the State Journal. The sale was effected by Harwell & Cannon, newspaper brokers, of New York.

E. P. Adler, president of the Lee Newspaper Syndicate and publisher of the Davenport (Ia.) Daily Times, will be president of the Wisconsin State Journal Company; James F. Powell, secretary of the Lee Newspaper Syndicate and publisher of the Ottumwa (Ia.) Courier, will be vice-president; A. M. Brayton, publisher and editor of the La Crosse, (Wis.) Tribune and Leader-Press, will be publisher and editor of the State Journal, dividing his time between the two cities.

I. U. Sears, business manager of the Davenport Daily Times, will be business manager of the State Journal, while Frank H. Burgess, business manager of the La Crosse Tribune and Leader-Press, will be a director and stockholder.

Mr. Brayton has been continuously engaged in newspaper publication for twenty years. He is a graduate of the University of Wisconsin, class of '97, and has spent most of his life in Wisconsin journalism.

Lee Syndicate History

Mr. Sears began his newspaper career in the circulation department of the Chicago Daily News, and the Chicago Record. Seventeen years ago he became circulation manager of the Davenport Daily Times, of which newspaper he was subsequently made business manager, a post which he leaves after a successful administration to become business manager of the Wisconsin State Journal. Mr. Sears is a figure of note among the circulation men of the country, having served in 1918 as president of the International Circulation Managers' Association.

The Lee Newspaper syndicate was founded in 1899 by A. W. Lee, and was originally composed of a group of Iowa

ANTICIPATES NORTHCLIFFE'S SPEEDY RECOVERY

Joseph T. Gleason, American representative of the Amalgamated Press, Limited, the corporation which publishes the great list of periodicals known as the Northcliffe group, sailed yesterday for England. He will remain abroad for about two months. In the pre-war period Mr. Gleason spent sometime each summer with Lord Northcliffe, and with Mr. Sutton, executive head of the organization, planning the details of the work here in connection with the various publications.

EDITOR & PUBLISHER requested Mr. Gleason, on the eve of his departure, to make some statement in regard to rumors current here as to the serious nature of Lord Northcliffe's illness, and the many conjectures as to the nature of the recent operation for a throat affection. Mr. Gleason said:

"I have a letter from Lord Northcliffe, written shortly before he returned from France. It is optimistic to a degree. He did not consider the impending operation as at all serious. He has recently purchased a new home and is greatly interested in planning contemplated improvements in connection with it. As always, he is in close touch with all of his great business interests. I have reason to hope for his early restoration to his usual good health."

evening newspapers, comprising the Davenport Times, Ottumwa Courier and Muscatine Journal. The success which these papers attained encouraged Mr. Lee and his associates to further extend their activities, and in 1907 they purchased the La Crosse Tribune, La Crosse, Wis., and the Hannibal (Mo.) Courier-Post. In 1917 the La Crosse Tribune purchased the Leader-Press and were combined as the Tribune and Leader-Press. Following the death of Mr. Lee in 1907, Mr. Adler, then vice-president, became president of the Lee Syndicate, and James F. Powell became vice-president and secretary, and both have been continued in office to date.

Built Up by Mr. Jones

Eight years ago Richard Lloyd Jones purchased the Wisconsin State Journal, going to Madison from Collier's Weekly, of which he was associate editor for nine years. Prior to his Collier's connection, Mr. Jones was editor of the Cosmopolitan Magazine.

The Wisconsin State Journal played a large part in the patriotic education of a state which numbered among its population a large percentage of hyphenated citizens. Mr. Jones organized the Wisconsin Patriotic Press Association, which joined all the patriotic English newspapers of the state into a powerful force for Americanization.

It is understood that the Wisconsin State Journal, under Mr. Jones's administration, developed commercially to the extent that Mr. Jones transferred his stock to the Lee Syndicate on terms that were better than two to one of the par value of the capital stock of the company.

In this development Mr. Jones was ably assisted by T. F. McPherson, his business manager.

Texas leads the South with daily newspapers, having 108. Mississippi is lowest on the list with a total of 15.

Booming Business in New Jersey

In every branch of retail trade, reports come of flood-tide trade. Records are being made in volume of sales despite high prices. The cry is for high grade goods—and still higher grade.

Factories, stores, houses are bringing higher prices and bigger rentals than were ever before known.

People are flocking to New Jersey to place themselves with one of the many prosperous, great industries. The demand for homes is unprecedented.

All of which, good friend Advertiser, we put in evidence to prove that money is flowing freely in this wonderful little state, and if you want a share of it you should

Put New Jersey Newspapers on Your List

	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,122	.0225
Atlantic City Press (M) Union (E).....	14,871	.035
Elizabeth Journal (E) (A.B.C.).....	17,656	.04143
Hackensack Record.....	4,879	.0178
Hudson Observer (Hoboken).....	43,000	.07
Passaic Herald (E).....	8,535	.025
Passaic News (E).....	8,427	.025
Paterson Press-Guardian (E).....	12,686	.03
Perth Amboy Evening News (E).....	*8,723	.025
Plainfield Courier-News (E).....	7,908	.0214

Government Statement, April 1st, 1919.

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

EDITORIAL

THE SOUTH'S NEW DAY

THE South is not "newly rich." She is merely utilizing and developing the assets which have always been hers. And this accounts for the magnificent prosperity her people are now enjoying and which is but the harbinger of what is to come.

It is fortunate for the nation that the South is now coming into her own in a material way—fortunate that her long dormant resources are now being converted into national wealth.

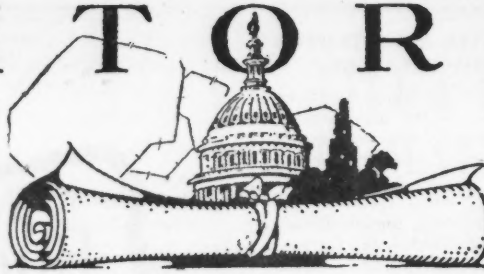
For Southern prosperity cannot be fenced in. It overflows the old boundaries of states and sections, and enriches all who have the vision to understand and to participate in this great industrial development. The products of her soil, and of her forests, mines and factories, now made available for her own people and for the people of the world, bring to her, properly, a flood of gold. But they add as well to the sum of the nation's wealth, and become a part of the basic treasure of the Republic.

In this new day of the world, which witnesses the passing of the old order, a revived Southland is playing a momentous part. The old lethargy is no more, the old barriers to a full and free commercial expansion have been destroyed. In the industrial transformation now going on the South loses nothing—she merely finds herself. She sacrifices no cherished tradition, abandons no high ideal. The grandsons of Pickett's men hold to their heritage of chivalry and courage. In the great war for world freedom they have added new lustre to a record which has always been spotless. Southern women are quite as beautiful and charming as were their grandmothers who ministered with unmatched devotion to the soldiers who fought under Lee. They are worshipped as of old. The day of chivalry has not passed in the South. But the day of commercial and industrial greatness has dawned.

The publishers of Southern newspapers who are to meet in convention at Asheville within a few days have ample reason for pride and satisfaction—pride in the memory of unstinted service to the nation's cause in the war and satisfaction because of the turn of the wheel of life which brings the South into the enjoyment of its inheritance. Southern newspapers are growing rapidly into the full stature of dominant American publications. They are putting behind them the old, slow processes. They are marching with the procession, well up toward the front. They are reflecting Southern life and aspirations, interpreting the new order in the world's life with understanding and clarity. They have made great forward strides within a few years. They will attain to new and higher levels of accomplishment.

It often stated that salaries of editors and news writers have remained, during the war period, practically at the old standards, in spite of the fact that a dollar is worth today only about half as much as in 1914. The reporter or copy desk man who earned \$40 a week four years ago is, in many instances, earning little more today. The average of increase is very small. To be logical, this increase should be one hundred per cent. Not many working newspaper men are inclined to demand increases, however, which would match the advanced costs of living. That policy has been left to organized workers. Publishers are having their troubles meeting mounting costs, and should show a deep appreciation of the spirit of these men, who are content to labor for smaller pay than skilled men in the mechanical departments receive. This appreciation, obviously, should take the form of salary increases up to the limit of the ability of the publications to pay. Editorial and news men are, proverbially, heedless in money matters. But they are human. They have dependents, they have personal needs. They must earn a living wage.

LOCAL merchants are not alone responsible for the "heavy" and "light" advertising days in newspapers. National advertisers often specify publication of their copy on Thursday and Friday only—when their products are on sale every day of the week. General advertisers and agency men should realize the value of a better balance of advertising volume in the newspapers, and should co-operate to bring this about.



THE TEST AT VANCOUVER

WHAT should be thought of the matter if a committee of employers, whose men were on strike, should insist upon placing a censor in the newspaper offices to decide upon what news should be printed of that strike?

In the Vancouver strike the printers insisted that one of their number should censor all strike news before it could be published. The alternative for the publishers was "the cessation of work" by the union printers.

The Vancouver strike affected every line of industry in the city. All business men, all citizens, were parties in interest. Yet no demand was made by organized bodies of business men that the power of press censorship should be given to them.

It may be held that the comparison is not fair, in that the printers were acting as employees of the newspapers, and could not observe good faith to their union if they aided and abetted in the publication of garbled news of the strike.

Business men, the merchants, the advertisers, were all concerned quite as directly. The integrity of the newspapers is as vital to them, for business reasons, as to the newspapers' own employees. They represent the principal sources of the newspapers' revenues. In turn, the publication—without interruption or alien control—of the newspapers is essential to them if they are to continue in business. Yet these men made no effort to exercise a censorship over the papers. That unhappy adventure was left to the union printers.

The men at the head of the I. T. U. acted energetically to put an end to this impossible situation. The papers are now being issued—without the aid of a censor.

We hear much of capitalistic control of our newspapers. In almost all instances this talk is pure moonshine, without any substantial basis whatever. The newspaper which should submit to class control, either by capitalists or by laboring men, would quickly lose all importance as a newspaper, and would have no influence either for good or evil. The effort at Vancouver was to apply, openly, on behalf of the labor unions that press gag which agitators have long contended that the capitalists secretly use.

The effort has failed—properly, logically, happily. The cause of unionism has, unfortunately, been injured because of this mad attempt to "socialize" the press—in the interests of a class. But the level-headed leaders of the labor union hosts will lose no opportunity to denounce as un-American and unthinkable this outburst of Sovietism. The test has been met, apparently. It is not expected that other publishers will be compelled to meet the ugly situation which faced the newspapers of Vancouver—for union printers, as a rule, are highly intelligent and balanced men, who hold contracts inviolate and who have no use for professional agitators.

ARE you advertising your advertising as effectively as your biggest merchant is advertising his store and his goods?

July 3, 1919. Volume 52, No. 5.

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.
W. D. Showalter, editor; John F. Redmond, managing editor; Dan F. Miller, News; Ben Mellon, Features.

James Wright Brown, publisher.

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

London: H. C. Ridout.

Paris: F. B. Grundy.

Toronto: W. A. Craik.

Chicago: D. F. Cox.

San Francisco: R. J. Bidwell.

Boston: M. J. Staples.

Washington: Robert T. Barry.

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

Canadian, 50c.

OVER THE TOP

SOMETIMES facts and figures are so eloquent that comment is in the nature of an anti-climax. One must feel that this is true when considering the gratifying gains in advertising lineage made by the New York newspapers during the month of May over the same period of a year ago.

The Times printed during May, in the week-day issues, a total of 1,669,932 lines of advertising, as compared with 1,210,616 in May, 1918. The Sunday issue carried 591,676 lines as against 464,535 of May last year. This shows a net gain of 586,457 lines.

The World, week-day morning issue, carried, in May, 1919, 1,601,328 lines of advertising as compared with 1,347,380 in same period last year. The evening World printed in May, 1919, 725,742 lines; in same period last year, 452,165. The Sunday World, in May, 1919, carried 535,946 lines; in same period last year, 458,828. Here we have a net gain of 604,643 lines.

The American printed in May, 1919, 905,192 lines; in May, 1918, 837,292. The Evening Journal, May, 1919, 868,787 lines; in May, 1918, 691,809. The Sunday American, May, 1919, 449,992 lines; in May, 1918, 372,863. Total net gain, 322,007 lines.

The Herald, morning, May, 1919, 788,450 lines; May, 1918, 596,721. Sunday, 362,054, as against 275,396. Evening Telegram, 907,412, compared with 763,891; Sunday afternoon issue, 119,912 as compared with 92,690 in May of last year. Total net gain, 449,130 lines.

The Sun, morning week-day issue, May, 1919, 583,340 lines; May, 1918, 319,324. Sunday issue, 192,390 as against 125,702. Evening Sun, 732,380, compared with 498,741 in May, 1918. Total net gain, 564,343 lines.

The Tribune, week-day morning, May, 1919, 730,402 lines; May, 1918, 377,906. Sunday issue, May, 1919, 228,638, as compared with 136,394. Total net gain, 444,740 lines.

The Globe, six-day Evening, May, 1919, 786,704 lines; May, 1918, 446,697. Total gain, 342,007 lines.

Evening Post, six-day evening May, 1918, 418,168; May, 1919, 379,968. Total net gain, 38,200 lines.

Brooklyn Standard Union, week-day evening, May, 1919, 623,750 lines; May, 1918, 480,003. Sunday issue, May, 1919, 139,580; May, 1918, 94,560. Total net gain, 188,767 lines.

Brooklyn Eagle, six-day evening, May, 1919, 1,048,962; May, 1918, 779,239. Sunday, May, 1919, 349,700; May, 1918, 276,672. Total net gain, 342,751 lines.

Thus six morning, eight evening and nine Sunday newspapers of New York and Brooklyn show a combined gain of 3,881,255 lines in May, 1919, a combined gain of 3,976,664 lines in May, 1919, according to the Statistical Department of the New York Evening Post.

The figures constitute in themselves an impressive editorial presentation of "the state of business" just now with newspapers.

EDITOR & PUBLISHER'S Washington correspondent notes much opposition to Senator Cummins' bill for the establishment of a Government Publicity Bureau—opposition based upon the confusion sure to result through linking departmental "publicity" with departmental advertising. It is believed that such a bill, creating an advertising bureau and policy for the Government, and divorcing advertising from publicity, would find general acceptance and have an excellent chance of passage. Senator Cummins may render a real service to the nation by so amending his bill that this distinction may be made definite.

GEN. PEYTON C. MARCH, chief of staff of our Army, has won the high regard of all Washington correspondents through his frankness with them and his confidence in their judgment as to the treatment of the news which he made available to them during the progress of the war. He has contributed, through this policy, to the establishment of right relations between the army staff and the press. No national interest was ever endangered through his personal conferences with the correspondents. National morale was strengthened. The confidence of the people in their sources of news was augmented.

PERSONALS

IN THE EDITORIAL ROOM

Robert M. Collins, chief of the London Bureau of the Associated Press, has been awarded the honorary degree of Doctor of Laws by Middlebury College.

Lucien Hubbard, formerly night city editor of the New York Tribune, has become associate editor of the Vitagraph Film Company, New York.

Eyving Carpenter, reporter on the Cleveland Plain Dealer, has resigned and gone to California.

Kenneth Craig, city hall man for the Cleveland Plain Dealer, has resigned and gone with the realty department of the United States Steel Corporation and will probably be located in Pittsburg. Up to six months ago Mr. Craig was engaged in propoganda publicity work in Italy.

Floyd Barker, city editor of the Toledo Times, is spending his vacation in Cleveland, a scene of former labors.

David A. Cronin, who has been engaged in reportorial work for the Bridgeport (Conn.) Times, has swung his shingle from a lofty window in the city's largest office building and will begin the practice of law at once. He was admitted to the bar several weeks ago.

Lieut. Thomas F. Flaherty, who was City Hall reporter for the Bridgeport (Conn.) Times and Farmer until Uncle Sam took him to Camp Devens, Mass., is back again with the Times.

John Stone Pardee, for twenty years a widely known newspaper man of St. Paul, Kansas City and Duluth, has returned to the latter, his home city, from Washington, D. C., where he was connected with the educational division of the Food Administration.

Hassal T. Sullivan has resigned as assistant telegraph editor of the Indianapolis News to become news editor of the Milwaukee Journal.

J. G. Cummings, city hall man for the Cleveland News and Sunday Leader, has been appointed publicity representative of the Universal Film Company's Cleveland branch.

Eugene E. Early, for the past four years financial editor of the New York Globe, is now connected with the stock exchange firm of Chandler Brothers & Co., New York.

Hugh Durigan, who is spending his vacation at Lewiston, Pa., sent a box of fish to his fellow members of the New York Tribune staff this week. When the box was opened and carefully unpacked the fish were finally located in a smaller box inside. It was labeled "Packed in Norway." Logan Miller took it home.

James G. White, former political editor of the Boston Herald, is now in Poland as a member of the Polish-American commission, which has been summoned to Warsaw by Prime Minister Paderewski.

Roy Alden is back on the staff of the Seattle Times after roaming about the world in a navy uniform for a year.

Kent Watson, late of the Associated Press and recently returned from overseas service, has been appointed director of publicity for the American Legion of Texas, instead of Silliman Evans, as previously reported. Mr. Watson is now with the Fort Worth Star-Telegram.

William W. Campbell, one of Schenectady's old time newspaper reporters, retired July 1 and entered law practice.

James J. Neville, recently connected with the Syracuse (N. Y.) Herald, has been appointed publicity agent in the State Highway department at Albany.

Clarence W. Higgins and L. L. Perrin, political writer and news editor, respectively, of the St. Paul Dispatch-Pioneer Press, is each the father of a newly arrived son.

William Kane, reporter on the St. Paul Daily News, has returned to work after an operation.

THE BUSINESS OFFICE

Roy G. Watson, president and publisher of the Houston (Tex.) Post, is now installed in his new \$20,000 office, said to be the finest in the Southwest. The office is finished in black walnut and fumed oak.

E. H. Rudd, of the Illustrated Daily News and Sketch, London, is visiting the United States until July 12, when he will sail for home on the Carmania.

Sidney D. Long, business manager of the Wichita (Kans.) Eagle, who has been ill for quite some time, will possibly be able to resume work in the fall, according to a letter from Marcellus Murdock, publisher of the Eagle, to EDITOR & PUBLISHER.

J. L. Mayo, owner of the Greenville (N. C.) Daily News and the Washington Daily News, has been in New York City on business.

Mrs. Mae Penfield, who with ear at 'phone has been soliciting advertising contracts and taking want ads for the St. Paul Dispatch-Pioneer Press, has resigned to undertake new work with the Railroad Administration.

Fred A. Clough, associated with the Lewiston (Me.) Sun for eight years, has become assistant advertising manager of the Lewiston Journal.

George H. McCormick, manager of the promotion department of the Houston Post, has resigned to go into the oil business for himself at Wichita Falls, Tex.

J. P. O'Furey, publisher of the Hartington (Neb.) News, has been spending a few days in New York calling upon agency men and national advertisers.

Van Lear Black, principal owner of the Baltimore Sun and vice president of the Fidelity Trust Company, is slowly recovering from a sprained ankle.

WITH THE AD FOLKS

A. H. Campson has become advertising manager of the White & Wyckoff Manufacturing Company, Holyoke, Mass.

Walter J. Healy, late of the Montreal Gazette and Toronto Saturday Night, has started a marketing service in Montreal.

George W. Rowell has been appointed advertising manager of the Lloyd Manufacturing Company, Menominee, Mich., manufacturing baby carriages.

Herbert B. Wilkinson has been promoted to be art director of the Frank Presbrey Company, New York.

Rossiter Holbrook has been appointed New York manager of Nelson Chesman & Co., St. Louis. He has been with the New York Tribune.

C. G. Howell is now in charge of advertising for the Gates Rubber Company, Denver.

J. P. H. Perry, contract manager in charge of sales and advertising for the Turner Construction Company, New York, has been appointed a vice-president of the firm.

George L. Welp has joined the staff of the Blackman-Ross Company, New York. He has been with the Metropolitan Magazine in charge of promotion and service.

B. G. Owens has succeeded Charles A. Sherwood as manager of the special edition department of the Chicago Herald and Examiner. Charles E. Martin has become assistant to Mr. Owens.

LOWRY MARTIN HOLDS DOWN THREE BIG JOBS

BESIDES serving his second term as president of the Texas Advertising Club-at-Large, which has a membership scattered throughout the state composed of progressive advertising men whose cities do not have individual advertising clubs, Lowry Martin is business and advertising manager of the Daily Sun and Semi-Weekly Light, in the thriving and oil-famed city of Corsicana, of some 20,000 inhabitants located in the heart of the rich black land belt of Central Texas, and is also president of the local Chamber of Commerce.



LOWRY MARTIN.

Mr. Martin's association was one of the first to pledge support to New Orleans and the South as the 1920 convention city of the Associated Advertising Clubs of the World, at which it will be strongly represented next September.

J. C. Hindle has resigned from the H. E. Lesan Advertising Agency, to become space buyer with the Harry Porter Company, New York.

George A. Cummings has become business manager of the Hargrove Advertising Agency, Oakland, Cal. He is a former New Yorker and for the past two years has been manager of the Co-operative Credit Association, in Oakland.

Frank E. Duggan of the Gundlach Advertising Agency staff, Chicago, and Miss Jessie Marguerite Kaiser have been married.

Lieut. Frank E. House, Jr., and Daniel R. Ellinger have resumed their duties with the Powers-House Company, Cleveland, after service in the Army.

Samuel R. Hutton, former advertising manager of the Delaware & Hudson Railroad, Albany, N. Y., has been elected a director of the Southwestern

Advertising Agency, and will be in charge of the Oklahoma City office.

George H. Phelps, advertising manager for Dodge Brothers, automobile manufacturers, has just published a new "pep" book entitled "Go." The book is dedicated to the man who is "working for better things instead of wishing for them."

Lieut. W. W. Anderson has joined the commercial department and Miss Margaret Hurst has been added to the editorial department of Mallard, Mitchell & Faust, Chicago.

Penny Ross, Chicago Tribune cartoonist and the creator of "Mamma's Angel Child," with Philip T. Friedlander, advertising manager for Mayer Brothers, has incorporated the Penny-Ross Advertising, Inc. With them will be associated William F. Koehne.

Willard F. Elliott, formerly art production manager of the company's Kansas City office, and J. B. Bishop, formerly director of the advertising and sales promotion departments of the American Druggists' Syndicate of New York, are now with the Ferry-Hanly Agency's New Orleans office. Mr. Bishop for five years was a member of the staff of the Ferry-Hanly Company in its Kansas City office.

Lieut. Philip Burbank has returned to Boston after spending eight months in the tank service in France, and has joined the selling staff of the Thomas Dreier Service. Mr. Burbank was with the Hearst organization in Boston, both in the editorial and the promotion end.

6-PT. LEAGUE AIDS NEW AGENTS

Names Committees to Deal with Them and Help Recognition

Because of the entrance of many new agencies into the field and the desire of its members to obtain quicker and more uniform action on the question of recognition than now prevails, the Six-Point League of New York has appointed a committee to investigate the credit and status of new agencies and not only recommend action to members but also help and facilitate securing recognition of these agents with other publishers' organizations, thereby furthering the interest of newspaper advertising.

The following members have been appointed a committee on recognition: William J. Morton, E. P. Hotz, H. G. Halsted.

The Augusta Chronicle has signed a contract for the Haskin Service for one year

Frederic J. Haskin answers any question of any reader of any of his hundred newspapers — more questions than any man in the world ever answered before.



The Haskin Information Bureau is in Washington, D. C.

FLOOD GATES OF GOLD OPENED TO SOUTH

(Continued from page 6.)

the movement in all departments has been in the one direction—forward.

Building Through Faith

The new prosperity of the South is not the direct result of the war, as some persons have contended, but is the reward for more than ten years of education, hard work and advertising which was made possible solely by the South's traditional faith in the South.

Experts on the conditions deny that boom conditions exist or that the flood gates of prosperity have yet been opened wide. They claim that the dawn of their new day is just beginning and that it was merely hurried by the war and not created by it.

Large and small factories are springing up in every part of the South for the manufacture of finished articles of trade at the bases of supply of raw products. The launching of new enterprises that will help the South take her place in the markets of the world are chronicled daily, but the faith of the South and the heart of the South is still in the soil and climatic conditions.

A Golden Era

When the United States Government began to pour millions into the South in carrying on preparations for the coming of the Northern soldiers and mobilizations of the South's own heroes, resources and industries for their great share in the world conflict, that land had already entered its golden era.

The mills of Birmingham and other industrial centers were working overtime; New Orleans, Baltimore, Savannah, Norfolk, Jacksonville, Charleston, Galveston and other gulf and coast cities were already reaching into the trade centers of South America for the business that rightly should come to the United States; her coal mines had been brought to a state of high development; fortunes were flowing daily from the oil wells of half a dozen States; diversified farming had become an established fact; dairy and stock farms had sprung up throughout the land, and Memphis, Atlanta, Nashville, Richmond, Fort Worth, Dallas, Houston, Louisville, Lexington, Macon, Augusta and dozens of other cities had become busy marts, filled with plenty and in every way comparable to the half-century-prosperous cities of the North.

Towns Are Transformed

The South is today dotted with bustling towns of from 3,000 to 6,000 persons that ten years ago were struggling, ill-kept villages of a few hundred persons. In many cases, these new cities have no "war factories," received no "war contracts," and their development and prosperity were affected only indirectly by the great conflict, as they are the natural result of the introduction of diversified farming and the introduction of the most modern methods of agricultural expansion.

The boll weevil, the great enemy of the cotton grower, has played an important part in this new development of the land. Ten years ago the small cotton grower gave all of his attention to that crop. When his crop failed, or prices were down, he experienced a year of poverty. The introduction of the dairy cow for commercial purposes took place first, about eight years, in an effort to save the Southern farmer from poverty, following the ravages of the boll weevil.

The question of pasturing and feeding

the dairy herds revolutionized methods, introduced diversified farming, brought about the beginning of the restoration of the soil, and placed the Southern farmer in the class that has money to spend all the year round—every year—and who demands the best of all things in life, including good schools, good roads, news of the world the day it happens, automobiles, electric lights, amusements, electric irons and safety razors.

Increase of Creameries

There is one State in the South which did not have a single creamery eight years ago that today has 23. It is only one example; there are many other States like it. This development is only starting, for, with its rapidly increasing fields of alfalfa, the South is still unable to supply even its own demands and is still buying mid-West butter, although it has the longest pasturing season of any section of the country.

Pure-bred cattle were rare in the South ten years ago, but during the last three months \$300,000 worth of pure-breds were sold at auction sale at Memphis, and this was only one of many of a series of sales that have been conducted in every section.

When free range was cut off in the West, some cattle men were attracted to the South by climatic conditions that assure a long pasturing season and a large carrying capacity per acre.

More Cattle and Hogs

Cattle and hog-raising has developed rapidly in the ten-year period. The big meat packers have already established plants, and smaller independent plants are being erected in some communities. The cattle and hogs now bring highest market prices, and prices are not shaded as they were a few years ago.

One Southern State in which a buyer could not have found a single car of hogs fit for market seven years ago, shipped 65,000 head in the month of March. Hog-raising has made unusual strides in a short period, partly because of the climatic conditions that make possible two litters a year.

Billions from Crops

Cotton is and will continue the staple crop of the South, but it is no longer depending upon it, tobacco and sugarcane. The crops of corn, wheat, oats, soya beans, potatoes, cowpeas, alfalfa, clover, vetch, fruits, rice and lespedeza are increasing each season.

Thirty bushels of wheat has been harvested to the acre; there are lands where seven cuttings of alfalfa have been made in a year; one farmer is reported to have sowed wheat in the fall, planted corn in the stubblefield and gathered the second crop before the first frost.

A total valuation of \$14,090,769,000 has been placed upon the 1918 crop of the entire United States by the Bureau of Crop Estimates of the Department of Agriculture, and a valuation of \$5,053,471,000 on the crop of the South alone, more than one-third of the wealth produced by the soil, and experts say that she has only started—that less than 35 per cent of her best land is under cultivation.

Millions for Roads

Throughout the South the one-teacher school, usually a shack, is giving way to modern community schools located at central points and housed in buildings of brick and concrete.

Improvement of schools is keeping pace with the development of a comprehensive system of good roads. The newspapers of the South tell the story of this movement daily as a part of the

(Continued on page 39.)

ADVERTISEMENT No. 19

Names Changed Each Insertion

EDITOR & PUBLISHER

The Oldest Publishers' and
Advertisers' Journal in America

"Grows Younger as It Grows Older"

Constantly rendering a more helpful constructive SERVICE as "The Newspaper Advocate"

The following names, and those previously published and hundreds of other National Advertisers and

Advertising Agents

who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service value to them:

James O'Shaughnessy,
Amer. Ass'n Adv. Agencies,
New York City.

P. B. Bromfield Adv. Agency,
New York City.

Dauchy & Co.,
New York City.

Bush Adv. Service,
New York City.

George W. Adams,
Adams Adv. Agency,
Mobile, Ala.

Barrows & Richardson,
Philadelphia, Pa.

The Fawcett Adv. Agency,
Colorado Springs, Colo.

Mr. George H. Mead,
Dayton, Ohio.

Lewis Service,
New York City.

John T. Holden Adv. Service,
Sacramento, Calif.

W. W. Sharp & Co., Inc.,
New York City.

Miller Agency Co.,
Toledo, Ohio.

Snowden Adv. Agency, Inc.,
New York City.

E. E. Martin Service,
San Diego, Calif.

The Advertising Service Co.,
San Francisco, Calif.

L. R. Fisher Agency,
San Francisco, Calif.

Albany Adv. Agency,
Albany, N. Y.

Hall & Emory Agency,
Portland, Ore.

The Willis Sharpe Co.,
Binghamton, N. Y.

F. Gelberson,
Philadelphia, Pa.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in EDITOR & PUBLISHER. That is why they read it regularly.

If there is anything space buyers ought to know NOW about YOUR NEWSPAPER, advertise to them through EDITOR & PUBLISHER advertising columns.

FLOOD GATES OF GOLD OPEN TO THE SOUTH

(Continued from page 38.)

regular news and it has ceased to be unusual news.

Reading at random we find: From January 1 to June 1 this year, 65 Texas counties voted more than \$48,000,000 for good roads; eight townships of Union county, South Carolina, have voted a total of \$1,175,000 for road improvements this year; Gov. Davis of Virginia has called a special session of the legislature to take up the question of good roads; Glynn county, Georgia, in a general election, voted \$350,000 for good roads, and not a dissenting vote was recorded; McDowell county, North Carolina, has completed plans to spend \$200,000 in the construction of a central highway.

Many Markets Are Strong

The Birmingham iron market is feeling the effects of the new prosperity that is coming with reconstruction and reports a noticeable improvement, and many Northern buyers in the field. Many new coke ovens are under construction and the iron and steel industry of the South is already stepping forward to meet half-way the assured prosperity of peace.

Representatives of the great lumber industry of the South are already in Europe, and their mills at home are already starting to supply their share and more of the materials necessary to rebuild the sections devastated by the war. Probably the most significant happening in recent months was the action of the Cotton Convention, recently held in New Orleans, in organizing an Export Corporation with an authorized capitalization of \$100,000,000.

To Seek World's Trade

Stock ownership is restricted to Southerners, and the purpose of the organization is to be the expanding of the cotton markets of the world. This is to be done in various ways: first, by lending money to aid in rehabilitating the spinning industry, particularly in the Old World.

Right now practically the entire South is giving its attention to the housing and homebuilding problems which are among the most serious with which the country must deal. Every commercial body of the South has had the matter before them in some way, and in many cases associations have been organized to finance homebuilding operations.

The immediate return to the South from the millions spent by the Government during the war is in no way comparable to the lasting good that is already resulting from the first-hand knowledge of the land, its opportunities and its people gained by the thousands of men sent there from the North and the West for military training during the war. The South opened its heart to them and many of them, looking for fortune and happiness in attainment, are today turning their eyes southward.

People Demand the Best

During the war period the railroads of the South were brought to a high point of efficiency to meet the demands of troops, munitions and farm products that insure a transportation system that will keep step with the prosperity of the land it serves. Ships are now plying from the land's port cities on the gulf and Atlantic coast to South America and Europe. The South is entering the new era to win.

Bank deposits have trebled in many sections of the South during the last few years. Her people have money to

spend and they are able to demand the very best. A few days ago a popular-priced eatingplace in Louisville, that was established just about a year ago, discarded its gas ranges and equipment and installed all electrical appliances.

DECIDES STATUS OF NEWSBOYS IN LAW

Commissioner Roper Says Youngsters Under 16 May Be Employed in Early Hours Away from Office of Publication

Through the efforts of members of the Southern Newspaper Publishers' Association an opinion has been secured from the U. S. Commissioner of Internal Revenue, Hon. Daniel C. Roper, as to the application of the Child Labor Law to the employment of newsboys and carriers.

In response to an inquiry addressed to him by Congressman I. C. Copley, Mr. Roper says:

"My Dear Mr. Copley: In response to your personal inquiry concerning tax on the employment of child labor and its relation to newspaper carriers, I have the honor to advise you that under the provisions of Section 1200, Title XII, Revenue Act of 1918, the tax is imposed on every person operating a mine or quarry in which children under sixteen years of age are employed or permitted to work, and on every person operating a mill, cannery, workshop, factory, or manufacturing establishment in which children under 14 are employed or in which children between 14 and 16 are permitted to work more than eight hours in any day, or more than six days in any week, or before 6 a. m. or after 7 p. m.

"A newspaper publishing company is a manufacturing establishment within the meaning of the law, and the employment of children in connection with the manufacturing process contrary to the standards laid down would subject the person operating the establishment to the tax imposed.

"It is held, however, that the employment of children in the distribution of papers outside and away from the manufacturing establishment does not come within the taxation intent of the law."

This ruling clarifies Section 1,200 of the Revenue Act of 1918. Its effect will be to establish the status of newsboys and carriers under the law. Carriers under 16 cannot be employed before 6 a. m. in the mailing rooms as helpers in stuffing or similar work, but may deliver their papers as usual.

NEW AGE OF PROSPERITY DAWNS IN DIXIELAND

(Continued from page 5.)

a discussion of the suggestion of the Post Office Department that pink wrappers be used in order to designate newspaper mail. As white waste is generally used for wrappers it is estimated that the pink wrapper plan would involve an additional expense for most newspapers which would be considerable.

No special railroad rates have been granted to delegates this year. The matter of hotel accommodations has been brought to the attention of members, with the admonition to reserve rooms in advance at the Grove Park Inn, as it is expected that convention week will test its capacity.

In addition to the convention of the S. N. P. A., there will be two meetings of advertising agents held at the Inn July 7 and 8. The Southern Council of the A. A. A. will bring to Asheville several prominent agency men of New York and Chicago, and the annual meeting of the Southern Advertising Agency Association will be attended by the leading agency men of the South.

Stanley Clague, managing director of the Audit Bureau of Circulations, and Jason Rogers, of the New York Globe, will be speakers.

I o w a

The world's stock of cattle, sheep and swine has decreased

110,000,000

since the beginning of the war.

Meanwhile Iowa has advanced to *first* place among the states in the value of its livestock on farms.

By last reports Iowa farm livestock was worth nearly

\$800,000,000

And they're multiplying.

YOUR advertising dollar spent in Iowa's daily newspapers will bring your message to the best average of *buying* readers in this country, who know their wants and can afford them.

It will cost you *little* to make a good try-out in these newspapers:

	Circulation	Rate for 5,000 Lines
Boone News-Republican	(E) 3,636	.0121
Burlington Hawkeye	(M) 10,908	.03
Burlington Hawkeye	(S) 12,116	.03
Clinton Herald	(E) 7,553	.02
Council Bluffs Nonpareil	(E & S) 16,228	.03
Davenport Times	(E) 25,643	.05
Des Moines Capital	(E) 60,655	.08
Des Moines Sunday Capital	(S) 46,668	.08
Des Moines Register and Tribune	(M & E) 111,517	.14
Des Moines Sunday Register	(S) 70,745	.12
Dubuque Telegraph-Herald	(M & E) 16,078	.04
Dubuque Telegraph-Herald	(S) 16,037	.04
Fort Dodge Messenger and Chronicle	(E) 8,762	.03
Marshalltown Times-Republican	(E) 13,781	.028571
Mason City Globe-Gazette-Times	(E) 9,602	.03
Muscatine Journal and News-Tribune	(E) 8,331	.02
Ottumwa Courier	(E) 13,606	.035
Sioux City Tribune	(E) 51,342	.08
Waterloo Evening Courier	(E) 14,484	.03

Government Statements, April 1st, 1919.

TIPS FOR THE AD MANAGERS

N. W. AYER, 300 Chestnut street, Philadelphia. Placing orders with some Pennsylvania newspapers for C. A. Gambrill Manufacturing Company.

GEORGE BATTEN COMPANY, Fourth Avenue building, New York. Making 5,000-l. contracts with some Southern and Western newspapers for Novo Engine Company.

BURNET-KUHN COMPANY, 39 S. La Salle street, Chicago. Placing orders with some New York City newspapers for Illustrated Daily News.

COWEN COMPANY, 50 Union Square, New York. Renewing some newspaper contracts for Lorillard Tobacco Company.

CRAWFORD ADVERTISING AGENCY, 306 Van Antwerp building, Mobile, Ala. Reported will later use newspapers for Gordon Smith.

CRITCHFIELD COMPANY, Brooks building, Chicago. Placing orders with some Ohio newspapers for Wildar Company.

GEORGE A. DEATEL COMPANY, 1210 Munsey building, Baltimore. Placing the advertising for Goslin Ginger Ale.

DIPPY & AITKIN, 12th and Filbert streets, Philadelphia. Will handle the advertising for G. H. P. Cigar Company.

ERICKSON COMPANY, 381 Fourth avenue, New York. Making 1,000-l. contracts with some Western newspapers for General Fire Extinguisher Company.

EVANS & BARNHILL, 33 W. 42nd street, New York. Reported will later make up lists, using newspapers for A. P. Babcock Company.

FEDERAL ADVERTISING AGENCY, 6 E. 39th street, New York. Again placing a few orders with newspapers for Standard Music Roll Company.

HOWE, MURRAY & Co., 30 E. 42nd street, New York. Placing copy with newspapers on contract for American Ever Ready Works.

HOYT'S SERVICE, 120 W. 32nd street, New York. Placing orders with some New York City newspapers for Cutter Desk Company.

H. J. KLEINMAN ADVERTISING AGENCY, Philadelphia. Making new contracts with newspapers for Interstate Drug Company.

LORD & THOMAS, Times building, New York. Placing orders with newspapers for Bakers Original Bakeries System.

LYDDON & HANFORD, 200 Fifth avenue, New York. Reported will shortly place orders with newspapers for Qualtop Beverage, Inc.

ROBERT M. McMULLEN COMPANY, Cambridge building, New York. Reported, but not verified, that they are placing advertising with newspapers for S. M. Bixby & Co.

B. G. MOON COMPANY, Proctor building, Troy, N. Y. Reported will make up lists during September using newspapers for Hall, Hartwell & Co.

CHARLES F. W. NICHOLS COMPANY, 20 E. Jackson Boulevard, Chicago. Placing orders with newspapers for Ambassador Hotel.

HARRY PURTER COMPANY, 18 E. 41st street, New York. Will place orders with magazines and trade papers for National Fire Proofing Company.

E. M. POWER COMPANY, Oliver building, Pittsburgh. Placing orders with newspapers for L. E. Smith Glass Company.

RUTHRAUFF & RYAN, 404 Fourth avenue, New York. Make up lists monthly using newspapers for American School of Correspondence.

FRANK SEAMAN, INC., 470 Fourth avenue, New York. Will gradually extend the advertising for Fifty-Fifty Corporation.

VANDERHOOF & Co., Marquette building, Chicago. Will place orders with agricultural publications for Colonial Salt Company.

TRACY-PARRY COMPANY, Lafayette building, Philadelphia. Making 5,000-l. contracts with some mid-West newspapers for J. A. Migel & Co.

WALES ADVERTISING COMPANY, 110 W. 40th street, New York. Placing orders with a few Eastern newspapers for Stanley Soap Company.

WOOD, PUTNAM & WOOD, 111 Devonshire street, Boston. Again placing orders with newspapers for Botany Worsted Mills.

MALLORY, MITCHELL & FAUST, Security Building, Chicago, sending out copy on a big campaign in leading Texas newspapers for Armour & Co.'s (Chicago) "Veribest" milk; also using large space in leading Middle Western newspapers for Iglehart Brothers, Evansville, Ind., "Swan's Down Cake Flour."

NORRIS-PATTERSON, LTD., 10 E. Adelaide street, Toronto, Can. Starting an advertising campaign to promote sale of Stillman's Creameries products (Stratford, Ont.), milk, butter, ice cream, etc.; will also use space in newspapers and magazines for Lincoln Electric Company of Canada and the Standard Silver Company, both new accounts.

ERWIN & WASEY, 58 East Washington street, Chicago. Will soon start a national advertising campaign on typewriter ribbons and carbon papers made by Ault & Wiborg, Cincinnati.

CHAMBERS AGENCY, Maison Blanche Bldg., New Orleans. Starting a newspaper campaign on "Tulane Coffee" and another on "Peach Blo," a face rouge.

GREIG & WARD, 104 S. Michigan Boulevard, Chicago, now placing newspaper and trade paper orders for Cohn, Rissman & Co., "Stratford Clothes," Chicago.

U. S. P. O. Report
For the period ending April 1, 1919, Average Daily and Sunday Circulation

76,652

New Orleans Item

Enjoys the largest afternoon and Sunday net paid circulation of any newspaper published in the entire South.

PUBLIC ACCEPTS 5-CENT SUNDAY "P. M." PRICE

New York Evening Telegram Satisfied with Month's Experiment, Which May Mean Starting of Other Sunday Afternoon Editions

Can a Sunday afternoon metropolitan newspaper be sold successfully for five cents in a city that is used to paying no more than two cents for its evening newspapers?

The New York Evening Telegram, which has been trying the experiment since June 8, has answered the question, affirmatively, to its own satisfaction—a piece of news which should prove interesting to the proprietors of numerous six-day newspapers in other cities who are known to be contemplating similar ventures.

The prevailing belief among these publishers, and they include men who own six-day newspapers in St. Louis, New Orleans, Buffalo, Chicago, and Detroit, is that, owing to the present high cost of paper and wages, it is not worth while to enter the Sunday afternoon field unless they can sell their papers for five cents a copy.

Inquiries for New Service

A number of them have been sufficiently interested in the Evening Telegram's experiment to ask for quotations on Sunday afternoon telegraph news services and to make other tentative plans for issuing Sunday afternoon papers, if the Telegram won out.

"We are very well satisfied with results since we raised the price of the Sunday Evening Telegram from three to five cents," S. H. Summers, managing editor, tells EDITOR & PUBLISHER. "There has been some falling off in circulation, naturally, at the start, but it does not affect our belief that the venture has proved practical. We are confident we will pick up rapidly from now on the circulation we have lost, and it is not large."

When the Telegram raised the price of its Sunday afternoon edition to five cents, it printed an editorial, giving the reasons why. The editorial read, in part:

"High cost of production. Nothing else."

Photogravure Advertising 25c line

8 page supplement Every Sunday

Des Moines Sunday Register

70,000 Net Paid Circulation

I. A. Klein, New York—John Glass, Chicago

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

"Newsprint paper, formerly \$42 a ton, now costs \$56 a ton.

"Wages have been raised in the various departments. Substantial increases have been awarded linotype operators, stereotypers, photo engravers and the busy armies in the press room, mailing and circulation departments.

"Work on Sunday commands double pay. "The Evening Telegram also realizes that newsboys and newsdealers are as much affected by the high cost of living as any others and that they are entitled to a fair allowance for their Sunday labor. More favorable rates have been arranged for these most important adjuncts of success, so at best but a moiety of the increased price will go to relieve the burden of publication.

"With this frank statement of affairs, we ask the consideration of the reading public and confidently await its verdict."

The Origin of Edition

The Evening Telegram began printing a Sunday afternoon edition, July 16, 1911, after the owner, James Gordon Bennett, had become convinced that there was a profitable field for it. Says the Evening Telegram editorial previously quoted:

"He put the case in substance thus: The daily papers go to press about three o'clock in the morning. There are no afternoon or evening papers on Sunday. Therefore from three o'clock Sunday morning until three o'clock Monday morning, twenty-four hours, no matter what happens, the public can know nothing of it until the papers are circulated Monday morning.


"The idea that Sunday is a day of rest when nothing happens has been dissipated."

Other metropolitan newspapers which now print Sunday afternoon editions are the Washington Times, the Baltimore News, the Boston Record, and the Westerly (R. I.) Times. The Westerly Times, however, does not print an edition on Saturday, its owner, former Governor George V. Utter, being a Seventh Day Adventist.

The Augusta Chronicle is the only Georgia paper in the second century of its existence. It was established in 1785.

prestige


You buy more than so much circulation when you purchase News advertising. You buy real reader interest, dealer influence, and the co-operation of the jobbers of The Indianapolis Radius.



FOR 50 YEARS A NEWSPAPER.

Charter Member A. B. C.

(280 x 150)



THE DETROIT NEWS

93% of total paid circulation is in Detroit and suburban territory within 30 miles.

Member Audit Bureau of Circulations.

Reason Results

The merchants of Washington, D. C., usually use more space in

The Evening Star

than in the other three papers combined

Advertising for Special Issues of Daily Papers and Magazines handled.

Souvenir Programs of big events and publicity of any nature conducted.

If you have a legitimate reason for producing something special I have the men and means to do it.

J. L. Le BERTHON

2 RECTOR STREET NEW YORK CITY

HUMORISTS IN ANNUAL GAY "CONVENTION"

Hold to Unwritten Law of Accomplishing Nothing Except Elect Officers and Select Next Year's Meeting Place— Alexander Chosen Head

PHILADELPHIA, June 28, 1919.—The thirteenth annual convention of the American Press Humorists' Association ended in this city today with an unblemished record.



"GRIF" ALEXANDER

The members accomplished absolutely nothing in their five days of meeting. Oh, yes—they elected Grif Alexander, of the Philadelphia Public Ledger, president, and named Indianapolis as the next meeting place. That ends the news feature of the story.

The town loosened up in its greeting to the delegates. At least four good-sized clubs held meetings in their honor and the local "government" assigned the City Statistician to stick close to the visitors. Incidentally, the visitors admitted that the statistician—Dr. E. J. Cattell—was some funmaker himself.

Plenty of Entertainment

The Kiwanis Club held a meeting that overflowed into the Bellevue-Stratford hall on Tuesday at noon, the Rotary Club repeated the greeting on Wednesday at noon, the Poor Richard Club did the honors on Thursday at noon and the Pen and Pencil Club had a special program on Thursday night starting at 11 o'clock.

But the best party of all was the association's banquet last night. Everybody said something, everybody laughed, and Tom Daly and Grif Alexander cried.

The tear stuff was the only depressing incident of the convention and served to emphasize the full hearts of the humorists. H. U. Higginbotham of Detroit announced that two trifling gifts had been chosen by the convention for Tom Daly and Grif Alexander. He forthwith handed to Daly a five-pound box of sweet things for Tom's growing family of seven and to Alexander a comfortable looking pipe. Daly and Alexander acknowledged the gifts in proper terms of gratitude.

Delegates Show Gratitude

Higginbotham, however, was not through with the presentation, and he would not let the formal addresses of gratitude halt the presentation ceremony. He proceeded to present to Daly an order on a big local department store for \$50 as further expression of the delegate's gratitude for Daly's work in pre-

paring for the convention, and he did similarly for Alexander.

Daly couldn't stand it. He withdrew from the table to a window nearby. His frame shook as the tears welled up from fast-swelling eyes. His handkerchief was inadequate, so he commandeered his sleeve. Alexander glanced at his fellow-beneficiary and hopped over to his side. They conferred.

Should they make another speech of gratitude on account of the second gifts or should they not? They decided on a course that would probably get over all right and they returned to the table. Daly wiping the tears from Alexander's eyes.

"Gentlemen," they began, "we are damn grateful."

"Looks as if the dam's busted," retorted Higginbotham, and the banquet proceeded.

Chestnut Tree Plan "Busted"

The association's annual ceremony of planting a chestnut tree did not come off this time according to program. Christopher Morley, of the Philadelphia Evening Ledger, preceded the funmen to Penn Treaty Park, which had been chosen for the planting. Nobody was there but Dr. Cattell, who was named to accept the tree for the city.

They waited and waited, the little tree all ready to be returned to its nurture. Finally Morley and Cattell, fearful lest the ceremony might have to be postponed for lack of participants, took the matter in their own hands and planted the tree.

J. U. Higginbotham of Detroit was elected vice president; Kin Hubbard, of Indianapolis, secretary-treasurer; Don Herold, of New York, chairman of the Executive Board, and A. J. Taylor, Los Angeles; R. L. Pemberton, of St. Mary's W. Va.; Charles A. Leedy, Youngstown, O., and J. A. Waldron, New York, members of the executive board.

New Ad Manager in Houston

HOUSTON, Tex., July 2.—James P. Needham of Washington, D. C., is the new advertising manager of the Houston Post. Mr. Needham has been connected with the Albert P. Hill Advertising Agency and was a charter member of the Committee on Public Information, during the latter months of the war, handling advertising copy for Roger W. Babson, director general of the information and education service of the Department of Agriculture. He is a graduate of Georgetown University.

The Huntsville (Ala.) Mercury was established in 1816 and is the oldest paper in the Gulf Coast States.

* * * * *

THE ELLIS SERVICE
- - - Swarthmore, Pa.

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

* * * * *

GEN. DU PONT HOST TO N. Y. AD MEN

Work of American Association of Foreign Language Newspapers Discussed at Luncheon at Bankers' Club— Miss Kellor Reports Progress

Gen. Coleman Du Pont was host at a luncheon for advertising men of New York on Monday. The luncheon was at the Bankers' Club on the 39th floor of Gen. Du Pont's Equitable Building. Its purpose was to bring about a better understanding of the plans and objects of the American Association of Foreign Language Newspapers.

After a short talk by Gen. DuPont, in which he assured the fifty or more advertising men present of his full faith in the mission of Americanization of our foreign-born peoples, Miss Frances A. Kellor, president of the association, delivered a most interesting address. She told of the effort that was being made to place the foreign language publications on a business basis which would enable them to prosper in the American way and to develop among their readers a demand for American products in preference to exclusively old-world commodities.

She related some of the difficulties faced in doing business with newspapers, many of them accustomed to making rates in a haphazard way and to keeping circulation facts under cover. Great progress toward sounder business methods has already been made, according to Miss Kellor. Publications able to afford the expense were being urged to join the A. B. C., while others were asked to submit sworn statements sub-

ject to verification by the auditors of the association.

A general discussion followed, in which suggestions were made for the development of the work on progressive lines. James O'Shaughnessey, executive secretary of the A. A. A. A., gave a brief talk in which he assured Miss Kellor of all possible co-operation from the agencies in the matters of standardizing rate cards and contracts.

READY FOR WATER POWER BILLS

Congress Believed About to Give Attention to Needy Legislation

WASHINGTON, June 29.—Western and Southern Senators and Representatives, pressing for water-power legislation to unlock the resources of their states, expect to win their fight in Congress during the next few weeks, after years of effort. The support of Western and Southern members seems to be centering around the Esch and Jones bills with the expectation that they will be consolidated.

Out of the consolidation the supporters of water-power legislation expect to get a measure which, being the same as was approved by Congress at the last session, will still be indorsed by Secretaries Lane, Houston and Baker, who compose the Interdepartmental Water-power Committee.

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 conditions of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL
225 Fifth Avenue New York

WE SPEND MORE THAN \$500,000

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

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

The McCLURE Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

3737 Fourth Ave., New York

Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers
170 Broadway New York

The True News

FIRST

Always—Accurately

International News Service
World Bldg. New York

NEWSPAPER Feature Service

GET THE FEATURES THAT HAVE WON THE BIGGEST AUDIENCE
Write us for samples of our colored comics, daily and Sunday pages in black and color.

Newspaper Feature Service
M. KOENIGSBERG, Manager
241 WEST 58TH ST. NEW YORK

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.
(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 30 and 50 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers. IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—WE CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

T. HART GIVEN DEAD AT 66 YEARS

Chief Proprietor of Post and Sun Rose from Errand Boy to Place in Front Rank of American Financiers and Industrial Leaders

PITTSBURGH, June 28.—Thomas Hartley Given, owner of the Pittsburgh Post and Sun, died suddenly tonight. He began his career as errand boy in the Farmers' Deposit National Bank, later becoming its president. He was 66 years old.

Mr. Given was prominently identified with the business and industrial interests of Pittsburgh, and for years had been a financial leader and pioneer in the development of the city along many lines.

Mr. Given, among his other numerous activities, was president of the Farmers National Bank; president of the American Window Glass Company, the Post Publishing Company, the Sun Publishing Company, the Allegheny Plate Glass Company, the Suburban Rapid Transit Street Railway Company; vice-president of the Reliance Life Insurance Company, a member of the Pittsburgh Clearing House Committee, and a director of the Crucible Steel Company of America, Gulf Oil Corporation, Pressed Steel Car Company and Baragua Sugar Company.

Mr. Given became chief owner of the Post and Sun on November 25, 1911, and since then had given a large part of his time to the newspapers, in addition to his many other interests, although the active management has been vested in A. E. Braun, vice-president and general manager.

Under Mr. Given's ownership, no money nor pains have been spared in the improvement of the Post and Sun. New news services were added and machinery installed and special attention given to promoting the interests of the community in educational and civic ways, as well as industrially. Politically the Post and Sun have waged vigorous warfare against factionalism, and it has kept watch on the public service of the community with a readiness to aid in constructive suggestions as well as to condemn what it has believed to have been wrong.

Obituary

EDWARD C. CARTER, racing writer for the New York Times and formerly for years sports editor of the New York Sun, died June 28 of meningitis. Mr. Carter was 56 years old. He was born at Clifton, a suburb of Brighton, England, March 24, 1863. He was one of the world's greatest runners, ranking second, in his time, to A. B. George. After he quit the cinderpath Mr. Carter took to newspaper work and met with success in this profession. His writings on athletics were accepted as authoritative. His recent years he devoted to writing on horse racing.

Beloit, Wisconsin

is almost exclusively American. It led all Wisconsin in the percentage of people who bought Liberty bonds.

The BELOIT DAILY NEWS, a paper ably edited, carrying full leased wire service and appealing features.

Net paid circulation, 6,500. Rate, 28 cents per inch flat.

D. B. WORTHINGTON,
Owner & Publisher.

Special Representatives:

G. LOGAN PAYNE CO. PAYNE, BURNS &
Chicago, Marquette Bg. SMITH
Detroit, Kresge Bg. Boston, Advertisers Bg.

MRS. L. V. RIDDLE, wife of Edwin B. Riddle, who was formerly with the New York Tribune, died June 22 in Bay Ridge, N. Y.

JAMES STRONG JUDD, of the business department of the Motion Picture News, died in New York June 25. He was a son of the late Orange Judd of the American Agriculturist.

LIEUT. SHELLEY M. WATSON, a former member of the Houston Post circulation force, was killed at Rye Beach, N. Y., June 25, when his aeroplane caught fire and fell.

WILLIAM J. CROUCH, who was connected with the composing force of the Baltimore American from 1858 until 1911, when he was retired with a pension, died June 16. Gen. Felix Agnus and a number of prominent citizens attended the funeral.

THEODORE T. LOW, a compositor on the New York Times, died June 25, aged 56 years.

WALTER HAYWARD, connected with the Providence (R. I.) Journal since 1885 as reporter, editorial writer and more recently exchange editor, died June 26. He was born in Providence October 10, 1862.

GEORGE E. BOWERS, publisher of the Alton (Ia.) Democrat, died suddenly last week while on a vacation fishing trip at Lake Karonis, Minn.

CHARLES E. PIERCE, a director of the E. Anthony & Sons, Inc., publishers of the New Bedford (Mass.) Standard, is dead at the age of 72 years. He is survived by his wife and one daughter.

CHARLES N. FRAME, for over 43 years circulation manager of the Reading (Pa.) Eagle, is dead, aged 71 years. He had been in ill-health for several years.

GORDON GARDNER SAPP, for fourteen years president of the Chicago publishing house bearing his name, died June 21 of uraemic poisoning. He was born in Princeton, Ill., in 1875.

MRS. LILLIAN LEASE MOOAR, wife of Ernest E. Mooar, a Pittsburgh newspaper man, died last week.

James Martin, telegraph editor of the Newark (N. J.) Ledger, was drowned in Raritan Bay June 29, when his canoe capsized.

Form New Missouri Association

CARLINVILLE, Ill., July 2.—The Macoupin County Press Association has been reorganized here with C. J. Lumpkin, editor of the Macoupin County Enquirer, as president.

THE CHICAGO EVENING POST is the one indispensable financial medium among Chicago's daily newspapers.

THE STAR LEAGUE consists of the Indianapolis, Star, Terre Haute Star and Muncie Star—each leads in its field and is invaluable in covering Indiana.

THE ROCKY MOUNTAIN NEWS and **DENVER TIMES**, unbeatable in their field, are Denver's premier newspapers.

THE LOUISVILLE HERALD has by far the largest circulation and practically no advertising competition in the morning newspaper field of Louisville.

The Shaffer Group

W. M. CLEMENS JOINS ATLANTA GEORGIAN

Prominent Southern Newspaperman Becomes Managing Editor of Mr. Hearst's Dixie Daily—Has Held Many Important Posts

W. M. CLEMENS has been appointed managing editor of the Atlanta Georgian and American. He entered upon his new duties July 1. Mr. Clemens has been, for the past three years, general secretary of the Mobile Chamber of Commerce, the organization to which the citizens of Mobile accord the chief credit for the recent tremendous growth of that city. Mobile has, within two years, added twenty-five per cent to its population and trebled its payrolls.



W. M. CLEMENS.

W. M. Clemens entered the newspaper field in Louisville in 1895. A little later he joined the Cincinnati Post, becoming city editor. He was called to Indianapolis subsequently, where he served as managing editor of the Sentinel until that paper was absorbed by the News. He then went South, becoming general manager and managing editor of the Memphis News Scimitar, moving from that position to the managing editorship of the Birmingham News, a post which he held for several years.

Before entering commercial work as general secretary of the Chamber of Commerce he had served as editor of the Mobile Item and had become an enthusiast on the subject of Mobile's commercial possibilities. Upon returning to newspaper work Mr. Clemens carries

65%
of the book and stationery
advertising
45 1/2%

of the financial advertising in Cleveland newspapers during April appeared in the PLAIN DEALER.

The intelligent, substantial people in Cleveland and Northern Ohio read

THE PLAIN DEALER

Largest Morning Circulation Between
New York and Chicago

**TO REACH THE RICH
TRADE OF KANSAS**

**Topeka
Daily Capital**

Sworn Government Report
for Six Months ending Apr. 1, 1919

35,247

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

Arthur Capper

Member A. B. C.

Publisher.

with him a deep interest in civic work and in the great opportunities for industrial and commercial development open to commerce organizations. He believes that these civic bodies should have the fullest co-operation from the newspapers and is glad to be in a position to further their work as an executive of the Hearst organization.

M. P. Linn Marries

ST. LOUIS, June 27.—M. P. Linn, general manager of the St. Louis Republic, and Mrs. Daisy Roe Lee, daughter of Mr. and Mrs. W. L. Goodell of Effingham, Ill., were married today at the home of the bride's parents. Mr. and Mrs. Linn will be at home after July 10, at 5330 Pershing avenue.

Pallen Leaves St. Louis Republic

ST. LOUIS, July 2.—Gaty Pallen has resigned as political editor of the Republic to become secretary of the Democratic League of St. Louis. Pallen has been writing political news for St. Louis newspapers for fifteen years.

The Pittsburg Dispatch

has been a potent factor in the success of Pittsburg's big stores.

WALLACE G. BROOKE
Brimswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK
Real Estate Trust Building, Philadelphia

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6
Months Ending April 1st, 1919
43,701 Daily

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

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

The S. C. Beckwith Special Agency.
Sole Foreign Representatives
New York Chicago St. Louis

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

The Choice Of the West

The Los Angeles Evening Herald is the medium selected by advertisers whose practice it is to do big things in a big way.

The Evening Herald, by actual demonstration, has earned the reputation of being one of the best "result getters" in America.

Daily Circulation

139374

BALL WINS SUIT FROM STAR LEAGUE

Court Enjoins Publishing Company from Asserting Stock Has Been Redeemed and Orders Payment on Dividends for 1916-18 and Future

(BY TELEGRAPH)

INDIANAPOLIS, June 26.—A ruling enjoining the Star Publishing Company, publishers of the Indianapolis Star, Muncie Star and Terre Haute Star from attempting to assert that preferred stock in the company held by Frank C. Ball of Muncie has been redeemed or is subject to redemption, without the consent of Ball, and asserting that any steps taken in redeeming the stock are void was made by Justice Hays in Superior Court yesterday in deciding Ball's suit against the publishing company for an injunction and for dividends.

Not only is the publishing company restrained from redeeming the preferred stock held by Mr. Ball without his consent, but the company is ordered to pay him a sum between \$35,000 and \$40,000 as dividends on his stock for the years 1916, 1917, 1918, the court ruled.

And in the future, as long as he shall hold his shares of preferred stock, Mr. Ball shall receive dividends on this stock at the rate of 5 per cent. annually and larger dividends in the event larger dividends are paid on the company's common stock, held principally by John C. Shaffer of Chicago, president of the publishing company. Mr. Ball shall retain all rights as a stockholder in the company, the court ruled.

Exceptions Will Be Taken

Judge Hays' ruling was made on issues presented in the trial of the case in February. James W. Noel, attorney for the publishing company, said exceptions to the court's ruling will be filed and a motion for a new trial of the case will be presented. Mr. Noel asserted that the court should not have ordered the payment for dividends for 1916 on the ground that \$145,000 was taken from the company's earnings for that year for the retirement of preferred stock, as it has not been shown in evidence that the \$145,000 had been taken from the earnings of 1916.

Judge Hays in reply said the money came from earnings during the period from January 1, 1916, to April 4, 1917.

The suit was filed by Mr. Ball on July 28, 1917, asking that the action of the company in April and May of that year, in declaring his stock redeemed, to be declared void and asking for an accounting to demonstrate the net earnings of the company during the preceding years since 1908.

Four overall factories in Dallas, Tex., manufacture more than \$2,500,000 in overall products annually, according to an official of one of the factories that has been in operation there for 20 years.

BRIEFS

LIEUT. CLIFFORD T. CRUDGINTON, formerly managing editor of Bridgeport Standard, is home, but has not decided on future plans.

WEDDING BELLS ARE SOON TO CHIME FOR two Bridgeport (Conn.) newspapermen. Herbert P. Plank, feature writer for the Sunday Herald, is to wed a New Haven girl. Arthur S. McCrea, assistant city editor of the Evening Herald, is to wed Miss Helen Plumbley.

RECEPTION WAS GIVEN JUNE 29 BY THE management of Baltimore Sun to its returned soldier and sailor employees.

DEWITT L. HARRY, FORMERLY ON PORTLAND (Ore.) Telegram, who served with Canadians in war, has resumed newspaper work in Portland. He bears eleven bullet wounds.

HOUSTON (TEX.) POST HAS INSTALLED universal copy desk, marking a decided departure from usual methods of handling copy in south Texas. The Chronicle is planning to install one soon.

ALBANY (N. Y.) JOURNAL IN WEEK'S campaign raised \$5,000 for two-month-old daughter of Albany fireman who lost life in fire here. Alex Sayles, sports editor, was in charge.

INTERNATIONAL PRESS CENSORSHIP WAS abolished in Italy, June 26.

VINCENT S. SEXTON, NEWSPAPERMAN and globe trotter, who has been in service since the initial Villa chase, is home again in Bridgeport, Conn., with an aviator's wings and a lieutenant's commission.

BUSINESS NOTES

CONNELLSVILLE (Pa.) DAILY NEWS HAS changed from afternoon to morning field. Joseph H. Thompson is editor and manager.

E. C. MILLER HAS BOUGHT WINCHESTER (Ind.) Democrat from D. W. Callahan, who, in turn, bought Elwood Record.

J. S. DILLON HAS BOUGHT LAFONTAINE (Ind.) Herald from Vivian Neal.

LOUIS ZOERCHER HAS SOLD JASPER (Ind.) Herald to company of local men. Albert Rumbach will be editor.

F. F. MCNAUGHTON, WHO RECENTLY bought Bicknell (Ind.) Herald-News and consolidated it with Monitor, announces he will start a daily.

WILLIAM G. GLOVER has sold Lawrenceburg (Ind.) Press to D. Paul Ziegler and James Ryan.

FORT WORTH (TEX.) RECORD-SAN Antonio Express Houston Post leased wire service will be discontinued July 15, as Express has entered into leased wire arrangement with the Dallas and Galveston News.

TROY (N. Y.) PAPER COMPANY SUFFERED heavily in a warehouse fire last week.

EASTERN OFFICE OF ST. LOUIS GLOBE Democrat has moved from Room 302 to Room 410 Tribune Building, New York. F. S. John Richards is manager.

EXTENSIVE ADDITIONS ARE BEING MADE to linotype and stereotype plants of Baltimore News.

ART & LIFE IS NEW NAME FOR LOTUS Magazine, New York, of which Gardner Teall is editor.

CLEVELAND PLAIN DEALER IS INSTALLING a new press to meet growing demands.

FRED I. KING AND MORTON STULTS, former publishers of Wabash (Ind.) Plain Dealer, on August 1 will begin publication of Viewpoint, weekly illustrated magazine.

ASSOCIATION NEWS

JUNE MEETING OF CONNECTICUT Editorial Association was held in East New Haven, June 20.

BROOKLYN (N. Y.) PRESS CLUB GAVE

dinner June 25 to Eric H. Palmer, former president, just home from Sweden, where he represented U. S. Committee on Public Information.

NEW OFFICERS OF CLEVELAND ADVERTISING Club will be installed during outing and meeting at Cleveland Yacht Club, Rocky River, July 16.

MEMBERS OF FORESTRY SECTION OF THE Canadian Pulp & Paper Association have been inspecting government's nurseries at Gerthier, P. Q.

STAFF CHANGES

ROSCOE SHIPLEY, HEAD OF BALTIMORE News photo-engraving department, has resigned to take charge of Sun's photo-gravure plant.

MISS MARION S. PHELAN, FORMERLY society editor of Bridgeport (Conn.) Times, is now with Sunday Post.

ARTHUR J. GOODE IS RESUMING EDITORSHIP of Bridgeport (Conn.) Times. He has been in Uncle Sam's service.

SERGT. GEORGE J. FINLEY IS BACK WITH Bridgeport (Conn.) Herald, as managing editor, succeeding Alfred S. O'Brien, resigned.

You can reach

Albany, Troy and Schenectady with one paper

The Sunday Telegram
Albany, N. Y.
Circulation, 28,000

As long as men must eat and rest
Monmouth County must please and prosper.

The Asbury Park Press

IS THE LEADING NEWSPAPER IN THIS RICH AGRICULTURAL AND PLEASURE RESORT SECTION ON THE NEW JERSEY COAST.

Evening and Sunday Editions.
Associated Press, A. N. P. A. and A. B. C. Membership.

As this section produces the food that supports, and not the powder that destroys, the end of the war finds us not only prosperous, but with no readjustment problems.

J. LYLE KINMONTH, Publisher
Asbury Park New Jersey

Reaching the MOST Buyers at the LEAST Cost

Govt. Statement For Six Months Ending April 1st.

BOSTON AMERICAN

301,270

The LARGEST Homecoming Circulation in New England. Can produce for YOU as it has for others.

The Pittsburg Press
Has the LARGEST

Daily and Sunday CIRCULATION IN PITTSBURG
Member A. B. C.

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

THE CLARKSBURG TELEGRAM
Gained 36%

in advertising May, 1919, over the same month of last year, publishing a total of 621,040 agate lines.

"It pays to advertise in West Virginia's Leading Newspaper."

The Dominating Force

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

The Bridgeport Post Standard-Telegram

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

FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency
BOSTON NEW YORK CHICAGO

The Newark (N. J.) Ledger

beginning April 1st, guarantees the second largest average circulation in New Jersey for the current year and accepts all advertising under this definite guaranty, and obligates itself to a pro rata rebate if it fails to maintain second place in New Jersey circulation.

L. T. RUSSELL, Publisher.

Summer In New London, Conn.

is the season of social activities and big business that assure success for the advertiser who uses

The New London Telegraph

Advertise your goods at dawn and sell them before dark.

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

Perth Amboy, N. J.

Most Rapidly Growing City in East Thoroughly Covered by Only Daily in Field.

Evening News

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

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

Co-operative Services of Schworn Mandel Inc
450 Fourth Ave. N.Y. 7205-7206 Mad Sq

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

AD VOLUME AFFECTS PAPER MARKET

Demand for Extra Newsprint Tonnage Depletes Reserves — Many Papers Operating on Day-by-Day Supplies—June a Big Month

Reports coming to EDITOR & PUBLISHER indicate that the consumption of newsprint for the month of June has been the largest in the history of newspaper making for that month.

At the time the armistice was signed the publishers had on hand a reasonable reserve, but the great volume of advertising and the increase in the size of newspapers resulting from this flood of business have served to wipe out these reserves.

The mills are shipping well up to maximum production, yet find themselves unable to meet the full demand. It had been expected that the light months, June, July and August, would enable the mills to pile up a surplus for the fall needs, but there has been no slackening in demand during June.

A man well informed as to conditions, particularly as to the newspapers of New York state, tells EDITOR & PUBLISHER that a Rochester daily only the other day was compelled to have a carload of newsprint shipped by express in order to meet urgent requirements. A New Jersey daily was forced to have the day's supply shipped from New York by automobile trucks. It is the opinion of this man that a majority of the state's dailies have practically no reserve, depending upon shipments arriving on time for their daily supply. He predicts that, if the volume of business continues big through the summer, newspapers will find it very difficult to secure adequate supplies in the fall. Prices are still holding, he says, as much of the output is sold under contract, at rates conforming generally to the standards fixed by the Federal Trade Commission. However, in his opinion, a four cent minimum, at the mill, is not unlikely for next year's contracts.

The chief present difficulty, it would seem, does not so much concern the price of newsprint as the limited supply. Papers working under contract allotments are requiring large additional tonnage to meet the immediate needs, and this extra paper is hard to secure. Instances have been mentioned where manufacturers have sought out and purchased quantities of newsprint in the hands of jobbers in order to resell to contract customers.

New Position for Turin

ST. LOUIS, July 2.—Francis E. Turin, who has been connected with the Western Advertising Company, St. Louis, since his discharge as a captain of Marines, has been placed in charge of the membership publicity department of the Convention and Publicity Bureau of this city.

Yazoo County, Mississippi, has shown a per capita increase in wealth of \$500 during the last twelve months.

EQUIPMENT FOR SALE

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

Typesetting Machines

For Sale; cheap; six No. 1 Mergenthaler single letter linotypes in good condition. Can be seen in operation. Dispatch Printing Co., St. Paul, Minn.

For Sale

Scott Rotary eight column, eight page press. Foley Railway Printing Co., Parsons, Kansas.

EQUIPMENT WANTED

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

Wanted

Eight or twelve, seven or eight column turtles and Stereo chases. Address A-770, care of Editor and Publisher.

RECENT INCORPORATIONS

NEW YORK.—Cinema News Publishing Company; \$10,000; H. S. Hochheimer, M. Oppenheim, I. Bernstein, 220 West 42d street.

Visigraph Typewriter Manufacturing Company; capital reduced from \$600,000 to \$60,000.

Newsdome Publishing Company; \$50,000; I. E. Schwartz, W. A. Lesser, A. Matthews, 431 West 131st street.

Reliance Mill & Trading Corporation; paper pulp and products; active capital, \$5,000; U. M. Waite, J. Tatlock, H. Lyon 37 Wall street.

L'Echo de la Mode; to publish fashion magazine; \$50,000; L. and A. Katzman, L. Blume, 140 Wadsworth avenue.

Charlot Printing Company; \$10,000; C. F. McClure, E. N. Florant, J. Kerr, 136 West 90th street.

Vanity Fair Publishing Company, capital increased from \$400,000 to \$700,000. University Printing Office, Inc., dissolved.

Pejepscott Paper Company (Maine corporation) authorized; \$500,000; representative, W. Glasson, 111 Broadway.

International Association of Machinists Publishing Company; \$10,000; E. R. Glass, T. Morrison, Jr., B. Scheiber, 263 Henry street.

Carey Show Print; capital increased from \$100,000 to \$200,000.

HOUSTON, Tex.—Gulf Publishing Company, publishing Oil Weekly, increases capital stock from \$10,000 to \$35,000; dividend of 100 per cent has been declared.

ELLENSVILLE, N. Y.—Journal Printing Company, \$15,000; B. M., R. B., and S. M. Taylor.

Printers Need Education

MINNEAPOLIS, June 27.—Results of the recent Minneapolis survey of the printing business were reviewed by 150 printers and supply men at a mass meeting of the Minneapolis Typothetae yesterday. An intensive educational scheme known as the "three year plan" was decided upon by unanimous vote. Don V. Gerking, special organizer of the United Typothetae of America, declared the printing business of Minneapolis was suffering from lack of knowledge of costs, lack of proper estimating knowledge, lack of proper accounting methods and lack of proper selling methods.

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

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

Printing Plants and Business BOUGHT AND SOLD
Printers' Outfitters
 American Typefounders' Products
 Printers and Bookbinders Machinery of Every Description
CONNOR, FENDLER & CO.
 96 Beekman St. New York City

FOR SALE

Duplex 12-Page Flat Bed Newspaper Printing and Folding Machine

Prints and folds a seven-column 4-6-8-10 or 12-page paper to 1/2 or 1/4 page size at 4,500 per hour. A good press at a reasonable price.

Walter Scott & Company
 PLAINFIELD, NEW JERSEY

Take It To

POWERS

Open 24 Hours out of 24
 The Fastest Engravers on Earth

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

There's Always Someone Who Wants and NEEDS Your Used Equipment!

Unprecedented advertising volume and general business reorganization have made such a demand for more modern newspaper making that YOUR abandoned equipment will find ready sale with the smaller publishers who have not yet reached your standard.

Look 'round your "shop" and see if you haven't some used newspaper-making equipment for which you have no present need which may be turned into good money by advertising it on this page.

The rate is 30c per agate line for displayed advertisements.

Also 30c per line for 6 point Roman type—six words to the line.

EDITOR & PUBLISHER

WORLD BUILDING

NEW YORK CITY.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

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

To the Publishers and Business Managers of Daily Newspapers in the United States and Canada:

Never in the history of daily papers has the outlook for business men been as bright as it is at present.

Newspapers are today carrying more advertising than they have carried for years and all signs point to a steady increase in business.

So that you will be in a position to secure your share of this advertising, it will be necessary to have your share of the circulation in your field.

To get this circulation, you must have a good circulation manager. If you haven't one, the General Welfare Committee of the I. C. M. A. can put you in touch with the man you want.

Some of our members have just returned from service; others are seeking a change, while some have been out of employment owing to the suspension or consolidation of newspapers.

Address in strictest confidence. H. A. Wenige, Chairman, General Welfare Committee, International Circulation Managers' Association, care of The Post-Star, Glen Falls, N. Y.

Business or Advertising Manager

Newspaper man with twenty years' experience as business and advertising manager desires change from present position. Knows the game from start to finish. Has built up two run-down papers to paying basis. If you want a high-grade, clean, steady business or advertising manager, would be glad to furnish references. Address A-759, care of Editor & Publisher.

Newspaper and Advertising Man

With valuable city and country experience, seeks position immediately as editor, manager or advertising manager of daily or weekly; also have had metropolitan trade paper experience. Experienced advertising copy writer. Formerly capable advertising and job compositor. Character, personality and appearance best. Highest references. F. Todd, 291 West Webster Aves., Muskegon, Mich.

Business Manager

Connection as business manager, daily in city of 25,000 to 50,000; or advertising manager with opportunity of advancement. Had valuable experience on successful middlewest dailies. Want something more than position; consider only where can have some stock. Don't answer unless you are willing to pay for results. Address A-774, care of Editor and Publisher.

Advertising Salesman

High-class of proven ability open for engagement, twelve years' experience in general and trade publication fields, including charge of advertising department, and Eastern office; wide acquaintance New York City and throughout Eastern territory; best credentials. Replies held confidential. Address A-776, care of Editor and Publisher.

Business Manager.

Business manager, thoroughly competent man; wide successful experience as business manager; also as circulation manager good size dailies, seeks engagement for now or later date. Would consider stock proposition. Address A-744, care of Editor & Publisher.

Live Wire Newspaper Man

now city editor morning daily in city of 175,000 desires change of location. Fifteen years' experience in every news department, and as managing, telegraph and city editor metropolitan dailies. Tireless worker. Good habits. Nothing considered under \$2,400 and money's worth guaranteed. Must be permanent. Can come in thirty days. Address A-722, care of Editor and Publisher.

Managing Editor

Managing Editor and editorial writer of leading Ohio daily and Sunday newspaper in city of 75,000 population, desires to change location, and will consider substantial offers, preferably from eastern papers. A splendid opportunity for some progressive paper to get a live-wire executive and editorial writer, or special feature writer of experience. Married, no dissipatory habits. Address "B. R.," care of Editor and Publisher.

SITUATIONS WANTED

Editorial Executive

Formerly connected with leading dailies in New York City and Philadelphia; keen news sense; expert makeup and typography; frequent contributor to Collier's and Leslie's Weeklies, Saturday Evening Post, Scientific American, Outlook, Independent, etc.; has specialized in dramatic, financial and foreign fields; can swing some advertising; now publicity manager of international organization, desires to return to newspaper work on afternoon paper within 100 miles of New York City. Address A-775, care of Editor and Publisher.

Circulation Manager

Circulation manager with eighteen years' varied and successful experience in newspaper circulation work, desires to make change. Thoroughly trained in every angle of the business of circulation building and management. Best of references and reasons for change. Address A-772, care of Editor and Publisher.

Mr. Publisher

I want to work with you, and not for you! Where it will be of mutual benefit. Reliable, energetic and intelligent young man, full of pep and ambition, with executive, business, circulation and general clerical experience, and systemizer. Capable of handling help. P. Greenberg, 158 Bergen St., Newark, N. J.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor & Publisher.

Reporter

University graduate, woman, trained in journalism, desires position as a reporter on daily paper in town of about 20,000. Address A-748, care of Editor & Publisher.

Reporter and Desk Man

Young college man, experienced on desk and outside at best assignments, desires position on afternoon sheet; married, reliable; A-1 references. Address A-768, care of Editor and Publisher.

Cartoonist

Young man who is destined to become one of the leading cartoonists, desires a position. Present location unsatisfactory; references and information on request. Address A-771, care of Editor and Publisher.

HELP WANTED

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

Advertising Solicitor and Writer

Good opportunity for first class man, experienced in soliciting advertising and writing copy on a morning paper of 15,000 population. Must be industrious and reliable with best of references. State experience and salary expected in first letter. Address A-773, care of Editor and Publisher.

Classified Advertising Manager

Wanted: Classified advertising manager for daily newspaper in city of 150,000. Must have experience in building classified business. Will be given complete charge of department. Give reference and salary expected. Address A-777, care of Editor and Publisher.

Managing Editor Wanted

The leading daily in a field of 130,000 people requires the services of a managing editor and editorial writer. We want an exceptional man able to take hold immediately, who has ideas and one can fit in with our line of work. Please state qualifications, salary and experience in first letter. Address A-769, care of Editor and Publisher.

Circulation Man

Wanted: Young man with knowledge of circulation and circulation building methods on small daily. Eight-page A. P. paper, N. E. A. and Father on afternoon daily with big field, little competition. State salary, previous experience and references as to character, etc. Must be hustler and prepared to grow with the proposition. The Evening Telegram, Rocky Mount, N. C.

HELP WANTED

Circulation Managers

Members of the I. C. M. A. who are out of employment or seeking a change, should get in touch with H. A. Wenige, Chairman, General Welfare Committee, care of The Post-Star, Glen Falls, New York.

Newspaper Reporter and Writer

Permanent home for young man of ability, college graduate preferred, who is capable of eventually taking Editor's chair. Chance to buy part interest on easy terms. Rare opportunity to get in business for yourself with old established daily and weekly paper. Write in detail when answering and send samples of work if possible. The Herald, Austin, Minnesota.

BUSINESS OPPORTUNITY

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

For Sale

Unusual circumstances place on the market for immediate sale daily doing \$65,000 annual business (no job dept.) and paying 10% on investment. City of 45,000; finely located; one other paper; 200 miles from New York. Address A-754, care of Editor & Publisher.

LEGAL NOTICE

INTERNATIONAL PAPER CO.

New York, June 25th, 1919. The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this Company, payable July 15th, 1919, to preferred stockholders of record at the close of business July 7, 1919.

OWEN SHEPHERD, Treasurer.

ILLINOISANS START 1920 POLITICAL WORK

New Republican and Democratic Organizations Started by State Press Association—Want Gov. Lowden and Champ Clark to Run

CHICAGO, June 29.—The Illinois Press Association, at its convention here yesterday, attended by 318 state editors, adopted resolutions asking Gov. Lowden to become a candidate on the Republican ticket for the presidency of the United States. The members also organized the Republican Editorial Association of Illinois and the Democratic Editorial Association of Illinois, the organizations being effected in two secret meetings during the evening session.

Officers selected by the Republican body are A. T. Spivey, of East St. Louis, president, and Michael Walsh of Harvard, secretary.

Endorse League of Nations

The newly-organized Democratic Editorial Association of Illinois elected E. E. Campbell of Alton, president; J. M. Sheets, secretary, and S. P. Preston, treasurer. The only official action taken during their meeting was the passage of a following resolution endorsing the administration of President Wilson and heartily approving of the League of Nations.

Although no really official action was taken by the Democratic editors regarding a 1920 presidential candidate, a formal request to Champ Clark that he enter the race was circulated by Mr. Campbell, who was Clark's campaign manager in Illinois during the 1912 campaign.

Declares Press "Most Potent Factor"

The convention closed with a banquet, at which the principal speakers were Senator Harold Kessinger, former Speaker F. D. Shurtleff, J. H. Harrison, Congressman William B. McKinley, and others.

\$5,000 or less cash for investment in a small southern, southwestern or Pacific Coast daily. Proposition S. W.

CHARLES M. PALMER
Newspaper Properties
225 FIFTH AVE. NEW YORK

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

ROTOGRAVURE IN HOUSTON

Both the Chronicle and the Post Introduce It to Readers

HOUSTON, Tex., July 2.—Weekly rotogravure sections have been added as Sunday features to the Post and the Chronicle, and as they are somewhat of an innovation in Texas much interest is being manifested in them.

The Chronicle's section, which is printed in New York City, consists of eight pages. George R. Cottingham handles the local copy. Three or more pages are devoted to news and feature pictures of Houston.

The Post has a four-page section, of which one page is devoted to local news pictures. Bert Blessington, cartoonist, handles the local end. The section is printed in St. Louis.

ILLUSTRATED NEWS TO IMPROVE

Management of New York Pictorial Reports Satisfactory Circulation

The Illustrated Daily News, the six-day pictorial which the Chicago Tribune began issuing in New York City last Thursday, is having as large a circulation as was hoped for at the start, the management reports, and when the press work has been improved, a much larger circulation is expected.

"The Illustrated Daily News, as we told you the other day, has been the worst printed paper in New York," reads an editorial in Tuesday's issue. "And as we also told you, it is soon going to be the best printed paper in New York. You have already seen the improvement in the printing and it is going to continue to improve. Also every other feature of the paper is going to improve."

Herald-Examiner Opens N. Y. Office

The Chicago Herald & Examiner will establish July 7, an independent Eastern office in the Astor Trust Building, New York, with W. P. Trefny in charge and V. S. Anderson as assistant. M. D. Hunton will continue to represent the Boston Advertiser, Boston Sunday Advertiser-American, San Francisco Examiner and Los Angeles Examiner. W. W. Chew will remain with Mr. Hunton.

PRESS OPERATORS GET BIG WAGE INCREASE

News Services' Scale Highest Ever Paid
Telegraphers—Affects Associated Press, United Press, International News and Universal

Telegraphers employed by the Associated Press, the United Press Association, the International News Service, and the Universal Service, have just obtained the biggest increase in wages ever granted press association telegraphers at any time, anywhere—not on their own terms but as the result of schedules prepared or being prepared by their respective employers. All have come to an agreement with their men. The total increase in wages is more than a million dollars for the ensuing year.

While the United Press Associations, the International News Service and the Universal Service and their union telegraphers were deadlocked in efforts to avert a strike by agreeing on a new wage scale for the coming year, the executive committee of the Associated Press held a meeting and authorized an increase in the compensation of every operator in its service, to be effective this week. It will affect 700 operators. These men are not organized and have no contract with the Associated Press.

A. P. Raise Voluntary

The new A. P. wage schedule will, like those of the United Press, the International and the Universal organization, provide for a graduated increase in wages, based on town population and consequent variance in the cost of living. It will equal that of the three other organizations mentioned.

The controversy between the United Press and its 200 or more union telegraphers throughout the country over the demands of the men for a flat increase in wages during one year from July 1 of approximately 50 per cent, resulted in a victory for the U. P., although a costly one. It means that the United Press will pay its telegraphers during the coming year about \$100,000 more in wages than it did during the year preceding. This increase was offered the employees by the United Press in lieu of their own larger demands.

Strike Vote Taken

A vote on the question whether to strike or not to strike was taken by the operators by telegraph last Friday, when negotiations between a committee representing the union and the heads of the United Press had reached a deadlock.

Before the controversy went to a strike vote, the representatives of the United Press made one concession. They had previously offered to increase the minimum wage schedule in small towns from \$30 to \$31 a week and they offered to make a further increase to \$32.50.

Late last Friday afternoon, the representatives of the United Press and the union received the complete returns on the strike vote by wire in the U. P.

offices. The vote was so close that the union committee practically were obliged to use their own discretion whether to accept the U. P.'s terms or call a strike. After a brief conference, they decided to take what was offered them.

The original demands of the union men were that the minimum salary of any Morse day operator should be \$45 a week instead of \$30, that the salary of all receiving operators and automatic machine attendants employed in cities having a population of 100,000 or more should be \$46.50 a week, that the salary of bureau operators and automatic machine attendants should be \$50 a week, and that operators acting as chief operators with jurisdiction over one circuit should receive \$55 a week, and those with jurisdiction over more than one circuit should receive \$60 a week.

U. P. Stood "Pat"

The United Press submitted a counter-proposal, on which it stood pat, which provided for a graduated increase in salaries, based on town population and consequent variance in the cost of living, which ranged from 8 to 26.66 per cent. It is estimated that this schedule, which the union accepted and which is now in force, calls for salary increases \$115,000 less, annually, than that which the union sought to have accepted.

The basic scale of the new agreement is from \$32.50 to \$40 for the smallest city points, but differentials in the scale are big factors in bringing up the total. For instance, it is possible for bureau operators and relay operators in the larger cities to average as much as \$65 weekly, counting in their usual overtime.

The position taken by the International News Service and the Universal Service, day and night Hearst service, respectively, in their negotiations with their union telegraphers, was that they would duplicate the most favorable schedule of wages that union telegraphers were able to obtain from any rival organization.

Other Services Agree Also

When it became known that the United Press and its union telegraphers had come to terms, representatives of the International News Service and the Universal Service arranged a meeting with representatives of their respective union employees for last Monday. At that time, contracts, covering a period of one year from July 1, and fixing the same schedule of wages for day work granted its employees by the U. P., and one with proportionate increases for night work were signed. Thus the new International schedule is identical with that of the United Press schedule.

As for the Universal's new schedule, it provides for an increase in the minimum wages paid for leased wire night work in towns under 100,000 population,

from \$35.50 to \$39.50 weekly, and in towns over 100,000, from \$40.50 to \$46, excepting Morse operators of leased wires in New York and Chicago, who will receive an increase from \$48.50 to \$52.50. Literally, the operators in these cities, have been receiving only \$43.50 previously, but the Universal has been paying them a weekly bonus of \$5.

A. P. Continues Pension Plan

Associated Press operators, besides receiving the same increase in wages as the operators of the other press associations, will continue to enjoy the benefits of a pension fund, insurance and disability benefits established by the organization for its employees. A report just issued by the A. P. shows that during the year ending July 1, 1919, there was paid out in pensions \$9,048.48; in disability benefits, \$17,330.32, and in insurance, \$41,107.44.

DEMAND PAY FOR ALL POLITICAL MATTER

N. Y. State Press Association Urged to Raise Prices of Dailies to 3 Cents and to Stop Printing Free Plate Matter

SARATOGA SPRINGS, N. Y., June 28.—Editors and publishers of the state who attended the 66th annual convention of the New York Press Association went on record as favoring charging for all political matter as straight advertising. A resolution to this effect was presented by Walter B. Sanders of Nunda, Charles H. Betts of Lyons and Daniel B. Frisbie of Schoharie, and unanimously adopted.

The election of officers resulted as follows: President, Gardner Kline, Amsterdam; vice-presidents, Walter B. Sanders, Nunda; Wallace Odell, Tarrytown, and P. A. Blossom, Brockport; secretary and treasurer, Elias Vair, Waterloo.

Urges 3-Cent Price

The most important paper of the meeting was read by Frank E. Gannett of Rochester, whose topic was "The Future of the Newspaper." Mr. Gannett said that an advance in subscription and advertising rates would be a necessity and he urged the publishers to advance the price of the papers to 3 cents a copy, as a matter of self-preservation. Touching on the labor question the speaker said

that wages would undoubtedly go higher. He referred to the scarcity of printers and said this was due to a lack of apprentices. He urged that more young men be made interested in the printer's trade. Mr. Gannett touched on the print paper situation, which he said did not show any signs of improvement.

He declared that the session laws are a menace to the publisher and ought to be abolished. He characterized it as "political pap" and said it usually kept two papers alive where there ought to be only one.

A paper on "Free Plate" written by C. H. Skelton of Ganastota, who was unable to be present, was read. He said that free plate ought to be abolished, as 12,000 publishers were annually giving away \$8,000,000 worth of advertising.

SOUTH CELEBRATES PEACE

184-Page "Victory" Supplement Issued by New Orleans Item

NEW OREANS, June 30.—To commemorate the signing of peace the Item yesterday published a 184-page "Victory" tabloid supplement to its regular edition. The supplement, exclusive of the Item's regular Sunday issue, contained more than 625 columns of advertising matter.

The Florida Legislature has petitioned Congress to make Jacksonville a free port.

PREMIUMS
That are Real Subscription Producers
S. BLAKE WILLSDEM
Manufacturers' and Publishers'
Representative
1606 Heyworth Bldg.
29 E. Madison St. Chicago

PUBLISHERS' Service Bureau

invites editors, publishers, motion picture producers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

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

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.

R. J. Bidwell Co.

Pacific Coast Representative

Daily Newspapers

of

"Advertising Value"

Rates, Circulation, Special Data,

Promptly Upon Request

PACIFIC COAST OFFICES
EDITOR & PUBLISHER
SAN FRANCISCO SEATTLE
742 Market St. 1322 L. C. Smith Bldg.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

and

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג
הע ווארײט
The National Jewish Daily

Have You “Discovered” Canada in a Market Way?

Out of her Provinces of Ontario and Quebec, Canada could create TWENTY-THREE STATES each equal in area to the state of New York!

These Provinces of themselves constitute a domain whose treasuries of natural wealth have hardly been touched, but whose 4,500,000 people are fully awake to the unexampled opportunities for industrial and commercial development now opening to them.

The after-war flood of capital is already pouring into this Land of Promise, and the tide will not turn back again until it has accomplished that whereunto it was sent—the full development of the almost unappraisable riches of a great empire.

Canada has returned to the tasks of peace with the same devotion she gave to the tasks of war. She is building her house to conform to the new standards of expansion.

Her people live and think as we do. They are one with us in their ideals of life. They buy our goods and sell us theirs. The boundry lines between Canada and the United States are political and geographical. There is no more hostility between Canada and the United States than between New York and Pennsylvania.

The products which may be sold in New York or New England may be sold just as readily, and through the same sort of selling campaigns, in Canada. These millions across the border—all of them Americans, all of them responsive to the appeal of good advertising—constitute a potential LIST OF CUSTOMERS for any and every desirable product. The newspapers listed below cover this great domain effectually, affording to advertisers a channel of communication with the people of every part of it.

PROVINCE OF ONTARIO									
Population 2,523,274									
Lines					Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		
Border Cities Star (Windsor).....	12,403	.03	.03	Kingston British Whig	(E) 6,237	.02	.015		
†Brantford Expositor	(E) 10,160	.025	.025	London Free Press	(MN&E) 41,610	.07	.06		
†Brockville Recorder-Times	(E) 4,225	.0179	.0107	Peterborough Examiner	(E) 5,900	.0193	.015		
Chatham Daily News	(E) 2,472	.01	.0071	St. Catharines Standard	(E) 8,006	.0275	.0175		
*Galt Reporter	(E) 3,955	.015	.0125	*Toronto Globe	(M) 87,296	.15	.11		
Guelph Mercury	(E) 3,315	.015	.01	Toronto Star	(E) 85,077	.14	.11		
*Hamilton Spectator	(E) 30,357	.055	.05	Toronto Star	(S) 65,763	.105	.09		
Hamilton Times	(E) 11,200	.035	.03	Toronto World	(M) 26,608	.09	.06		
				Toronto World	(S) 92,128	.12	.09		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
Lines					Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		
Government Statement, April 1, 1919.				*Montreal Star	(E) 111,151	.13	.11		
*A. B. C. Report, April 1, 1919.				Quebec Le Soleil	(E) 41,863	.06	.06		
†Publishers' Statement, April 1, 1919.									
Montreal Gazette (3c-\$8 yr.).....	(M) 32,183	.085	.07						
Montreal La Presse (2c. per copy).(E)	154,905	.13	.11						

THE NEW YORK GLOBE

Has been built up to its present point of efficiency by rigid adherence to basic principles recognized as fair and equitable by readers and advertisers.

Newspaper Principles

- | | |
|---|--|
| 1—A complete, accurate, dependable newspaper. | 6—A newspaper made primarily for those who buy it. |
| 2—A fearless and independent newspaper. | 7—A newspaper with intelligence and with a soul and a heart. |
| 3—An interesting newspaper. | 8—A progressive newspaper. |
| 4—An uncontrolled newspaper. | 9—An optimistic newspaper. |
| 5—A newspaper ever seeking improvement. | 10—A successful and prosperous newspaper beyond temptation. |

Advertising Principles

- | | |
|---|--|
| 1—Definite proved circulation. | 4—Protection to agents against direct commission to advertisers. |
| 2—Same rate for like service to all. | 5—Increased commission to agents to meet rising costs. |
| 3—Effective co-operation to make advertising most productive. | 6—A willingness to pioneer the road to greater efficiency. |

These are big basic principles too often ignored by many newspapers unable to see that in progress success is achieved.

Member
A. B. C.

THE NEW YORK GLOBE *Now*
180,000 a Day

JASON ROGERS, Publisher

