



EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING, NEW YORK

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NEW YORK, THURSDAY, NOV. 27, 1919

Vol. 52. No. 26

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

DOMINATES IN FIVE GREAT STATES AS MEDIUM FOR "NATIONAL" ADVERTISING

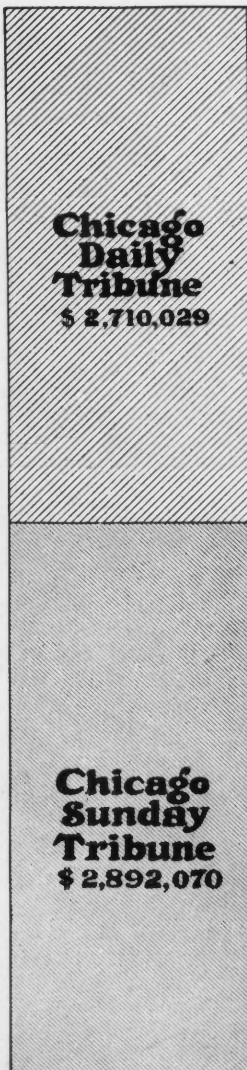
This chart pictures proportionately the amounts which the people of the Chicago Territory pay annually to read The Chicago Tribune as compared with what they pay to read eleven leading national publications.

Circulation figures and subscription rates available in June, 1919, were used in making this chart. The Chicago Territory comprises Illinois, Indiana, Iowa, Michigan and Wisconsin.

Note that the people of these five states pay more for the privilege of reading The Chicago SUNDAY Tribune alone than they pay to read:

- Saturday Evening Post
- Pictorial Review
- Ladies' Home Journal
- Good Housekeeping
- Red Book
- Hearst's
- Christian Herald
- Successful Farming
- Farm Journal
- Breeders' Gazette
- Scribner's

For The Chicago DAILY Tribune they pay almost as much again.



| | |
|-----------------------|--------------|
| ENQUIRER | \$ 1,447,000 |
| FRIDAY EVENING POST | \$ 1,302,249 |
| PARTS JOURNAL | \$ 585,975 |
| SUCCESSFUL FARMING | \$ 65,713 |
| CHRISTIAN HERALD | \$ 95,316 |
| Hearst's | \$ 173,179 |
| Red Book | \$ 186,066 |
| Good Housekeeping | \$ 196,564 |
| Ladies' Home Journal | \$ 504,489 |
| Pictorial Review | \$ 706,456 |
| Saturday Evening Post | \$ 808,913 |

Mr. William H. Johns, speaking as President of the American Association of Advertising Agencies, recently said:

"The newspaper has such a quick, direct appeal to the public that it is destined to be more and more recognized as the biggest, most essential and thoroughly recognized factor in national as well as local advertising, just as all concede today that even the smallest local newspaper helps frame national opinion on matters of politics, morale, tastes and habits."

Obviously it is important that every man who spends money for advertising should realize the unique dominance of The Chicago Tribune in its territory. The map below shows how thoroughly The Chicago Tribune covers five great states. The chart opposite indicates that The Chicago Tribune must be a powerful force—an unrivaled force—with its readers, since they pay twice as much for the privilege of reading it as the sixteen million five hundred thousand inhabitants of the same five states pay to read eleven leading weekly, monthly, women's and farmers magazines.

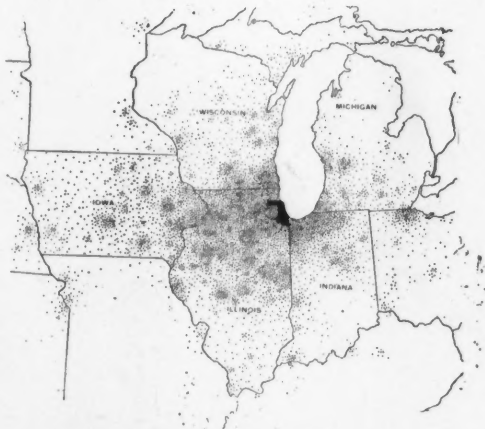
The value of a publication to a reader, its importance in his daily life, its weight and influence with him—is surely to be measured by what the reader pays for it. When people pay \$10.00 a year (cash in advance) for The Chicago Tribune, it is because they want The Tribune more than anything else they read.

The hundreds of thousands of people graphically pictured on the map below awake 365 mornings in the year with two ideas linked by the rigid routine of a lifetime—breakfast and The Chicago Tribune.

Magazines may be laid away to be read whenever leisure and inclination happen to coincide, but a part of every day is definitely set aside for reading The Chicago Tribune. Through no other medium can an advertiser so swiftly, so surely, so directly reach the hearts and the brains and the pocketbooks of the people of the Chicago territory.

In the Chicago territory one-sixth of the population of the United States possesses one-fifth of the national wealth, raises one-fifth of all our crops and produces one-fifth of our total manufactured product. The Chicago territory is unquestionably the world's most desirable market, and it is dominated from an advertising standpoint by the world's greatest newspaper—The Chicago Tribune.

Each Dot Represents Fifty Subscribers to The Chicago Sunday Tribune



Circulation now in excess of 400,000 Daily and 700,000 Sunday

"Iowa" a Booklet Giving a Vivid Picture of One Section of the Chicago Market, Will Be Sent Free to Any Selling Organization If Requested on Business Stationery.

NEW YORK STATE DAILY NEWSPAPERS

Forty-one Daily Newspapers—twenty-six Evening Newspapers, thirteen Morning Newspapers, two Morning and Evening Newspapers, with a daily circulation of 3,753,091 together with

Thirteen Sunday Newspapers with a circulation of 2,902,164,

Making a combined seven day circulation of 25,420,710 published in

Twenty-four Cities in the State of New York not only cover the best business state in the Union, but are agreed that National advertisers are entitled to and shall receive the kind of co-operation that will

make business placed with them profitable, not only to the daily newspapers, but to the local distributor as well as the manufacturer.

These daily newspapers are great newspapers. Great, not only in circulation, but in real influence in their communities.

They are operated by newspaper men who realize that daily newspapers have come into their own as to recognized value as the best advertising media, and are great in their determination to make good in every way to National advertisers.

They spell economy, efficiency and the kind of co-operation so much desired by all national advertisers and so seldom found in any place except a daily newspaper.

Localized national advertising is the most profitable kind, and daily newspapers localize national advertising.

| | Circulation | 2,500 lines | 10,000 lines | | Circulation | 2,500 lines | 10,000 lines |
|---|-------------|-------------|--------------|--------------------------------------|-------------|-------------|--------------|
| **Albany Knickerbocker Press (M)..... | 33,559 | .07 | .07 | †New York Herald (M)..... | 109,267 | .40 | .36 |
| **Albany Knickerbocker Press (S)..... | 43,957 | .07 | .07 | †New York Herald (S)..... | | .50 | .45 |
| Auburn Citizen (E)..... | 7,304 | .025 | .025 | New York Evening Journal (E)..... | 685,428 | 1.00 | 1.00 |
| Brooklyn Daily Eagle (E)..... | 45,884 | .18 | .18 | New York Post (E)..... | 30,026 | .25 | .20 |
| Brooklyn Daily Eagle (S)..... | 69,457 | .18 | .18 | New York Sun (M)..... | 131,951 | .39 | .36 |
| *Brooklyn Standard Union (E)..... | 54,559 | .15 | .15 | New York Sun (S)..... | | .42 | .38 |
| *Brooklyn Standard Union (S)..... | 58,347 | .15 | .15 | New York Sun (E)..... | 198,491 | .42 | .38 |
| Buffalo Courier & Enquirer (M&E)..... | 75,316 | .14 | .12 | †New York Telegram (E)..... | 181,519 | .39 | .36 |
| Buffalo Courier (S)..... | 114,431 | .17 | .15 | †New York Telegram (S)..... | | .20 | .17 |
| Buffalo Evening News (E)..... | 96,312 | .16 | .16 | New York Morning Telegraph (M)..... | 52,103 | .20 | .17 |
| Buffalo Evening Times (E)..... | 64,718 | .10 | .10 | New York Morning Telegraph (S)..... | 56,289 | .30 | .255 |
| Buffalo Sunday Times (S)..... | 72,550 | .10 | .10 | New York Times (M)..... | 339,858 | .50 | .485 |
| Corning Evening Leader (E)..... | 7,006 | .025 | .025 | New York Times (S)..... | 501,650 | .55 | .5335 |
| Elmira Star-Gazette (E)..... | 23,469 | .07 | .05 | New York Tribune (M)..... | 118,386 | .32 | .28 |
| †Glens Falls Post Star (M)..... | 8,000 | .03 | .03 | New York Tribune (S)..... | 108,999 | .32 | .28 |
| Gloversville Leader-Republican (E)..... | 6,009 | .02 | .02 | New York World (E)..... | 339,199 | .50 | .48 |
| Gloversville Morning Herald (M)..... | 6,245 | .03 | .02 | New York World (M)..... | 370,289 | .50 | .48 |
| Ithaca Journal (E)..... | 6,252 | .025 | .025 | New York World (S)..... | 578,799 | .50 | .48 |
| Jamestown Morning Post (M)..... | 9,240 | .025 | .025 | Niagara Falls Gazette (E)..... | 12,521 | .035 | .035 |
| Lockport Union Sun and Journal (E)..... | 7,682 | .025 | .025 | Poughkeepsie Star (E)..... | 9,674 | .0321429 | .03 |
| *Middletown Times-Press (E)..... | 5,695 | .03 | .025 | Rochester Herald (M)..... | 31,218 | .06 | .06 |
| Mount Vernon Daily Argus (E)..... | 6,421 | .02 | .02 | Rochester Times-Union (E)..... | 62,733 | .16 | .14 |
| Newburgh Daily News (E)..... | 10,903 | .05 | .03 | **Schenectady Union-Star (E)..... | 17,600 | .08 | .04 |
| New York American (M)..... | 301,792 | .55 | .43 | Staten Island Daily Advance (E)..... | 4,500 | .0275 | .0225 |
| New York American (S)..... | 875,948 | .90 | .80 | Syracuse Journal (E)..... | 45,025 | .08 | .08 |
| New York Globe (E)..... | 188,780 | .39 | .36 | *Troy Record (M&E)..... | 23,752 | .05 | .05 |
| | | | | Utica Daily Press (M)..... | 21,095 | .05 | .045 |
| | | | | Yonkers Daily News (E)..... | 3,760 | .03 | .03 |
| | | | | †Seven Day Average..... | | | |
| | | | | Total Circulation..... | | | 6,656,866 |

Government Statement, October 1st, 1919.

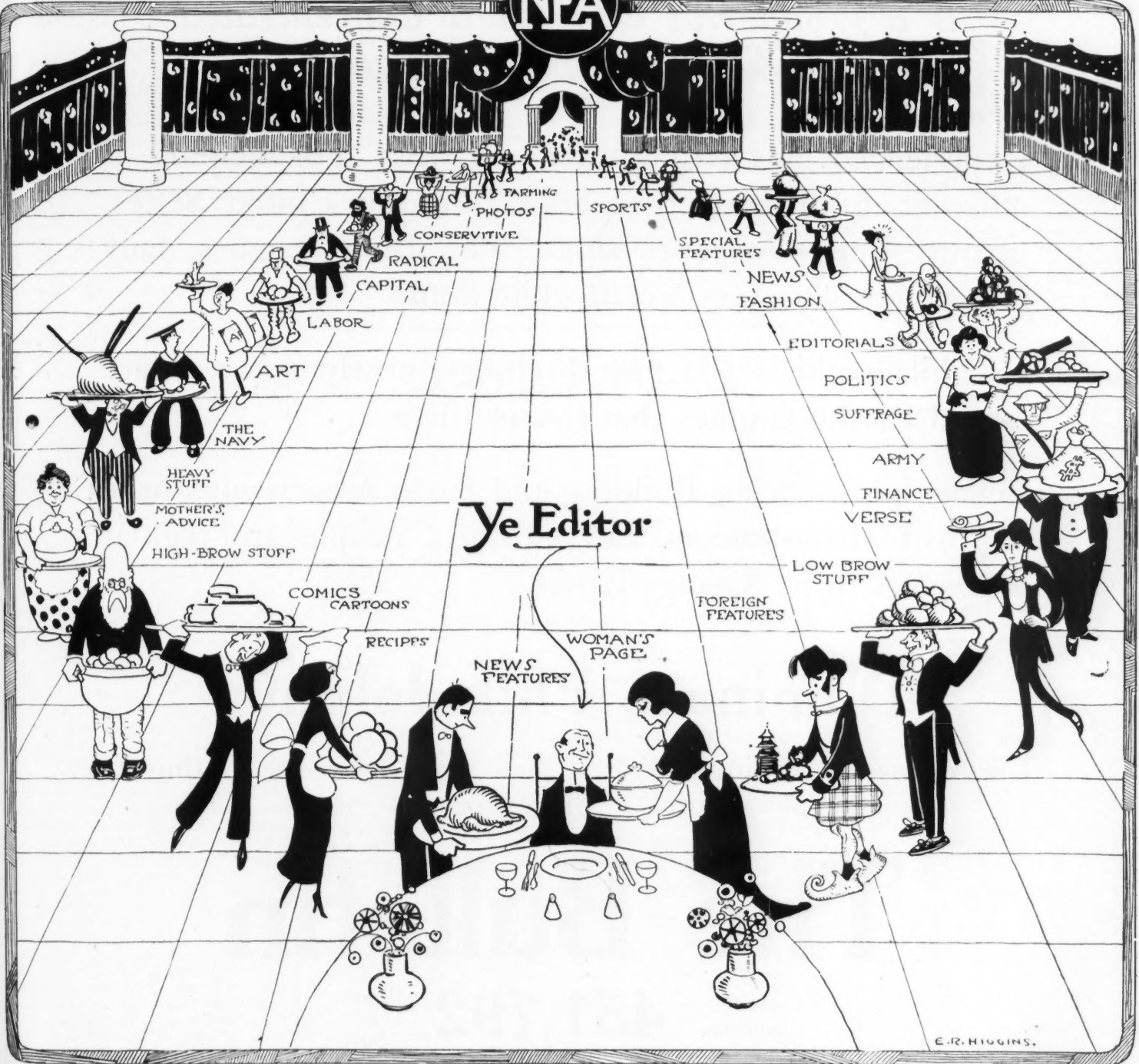
**Government Statement, April 1st, 1919.

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

†Publishers' Statement.

Every Day is Thanksgiving Day For the Editor Served by

NEA



E. R. HIGGINS.

WRITE OR WIRE.

Newspaper Enterprise Association
 A SERVICE-NOT A SYNDICATE
 Cleveland, Ohio.

Philadelphia

is a Wonderful City for a Concentrated Advertising Campaign

Experienced advertising men say that Philadelphia is different from any other market in the United States, because one newspaper alone, The Bulletin, goes daily into practically every worth-while home.

Of Philadelphia's 392,000 dwellings, nearly 150,000 are owned by the families that live in them.

Philadelphia's 2089 Building and Loan Associations have 677,911 share-holders, and 430,793 people are regular depositors in its Savings Banks.

Dominate Philadelphia

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

The Bulletin

October
Circulation

451,792

Copies
a
day

The circulation of The Bulletin is the second largest in the United States.

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

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



EDITOR & PUBLISHER



Issued every Thursday--forms closing at 2 P. M. on the Wednesday preceding the date of publication--by The Editor & Publisher Co., Suite 1117, N. Y. World Bldg., 63 Park Row, N. Y. City. Private Branch Telephone Exchange, Beekman 4330. James Wright Brown, President; Fenton Dowling, Secretary

Vol. 52

NEW YORK, THURSDAY, NOVEMBER 27, 1919

No. 26

"ADVERTISING FOR THE SAKE OF LOTS OF IT" DOES NOT ATTRACT THE BRITISH

System of English Newspapers as Outlined by Wareham Smith, Director of Lord Northcliffe's Associated Newspapers, Ltd., May Hold a Lesson for American Publishers—Daily Mail Maximum is 16 Pages

IN the present newsprint crisis when American newspaper publishers are wondering whether to jump, drive or balance, and are pinning their faith on hope for the days just ahead, it might be well to give a thought to the way they are continuing to overcome a like situation overseas.

A few days ago three went to tea at the Manhattan Hotel, New York. Two were Americans and called for lemon; the third—who was first—ordered cream, which is contrary to the rules laid down to us on what an Englishman should put in tea.

The adding of cream to tea prepared us for the next surprise, namely, an advertising man and director in one of the greatest newspaper institutions in the whole wide-world, who doesn't believe in advertising just for the sake of printing a whole lot of it.

Wareham Smith, director of the Associated Newspapers, Ltd., publishers of Lord Northcliffe's Daily Mail, Evening News and Weekly Dispatch, is here to look us over for the second time in eleven years. He speaks quietly but decisively. He has seen many things that have surprised him greatly, but have pleased him immensely. His main concern is newspapers, and since his arrival, he says, that he has toured the greatest publication house in the world.

Having come through news print trials very similar to those now faced by American publishers, Mr. Smith's observations no doubt will receive serious consideration. In discussing news print conservation he said:

"I read that there is a shortage of paper in America which is likely to become acute as time goes on. In view of the large number of pages which the American newspapers print daily I understand there is some difficulty in coping with the matter. We have experienced similar crises in England but have always met them without much trouble.

"English papers are much smaller in size, they have all a standard beyond which they do not go very far. The standard of the Daily Mail, for instance, is 12 pages, with a maximum of 16 pages. A shortage of paper is dealt with by drastically reducing the standard size, usually in agreement with competitors, but failing an agreement, each paper deals with the matter in accordance with the amount of paper in sight.

"Paper being the raw material of this great industry it entirely governs the situation, and neither the requirements of the advertiser or any other class is al-

lowed to affect it. When the paper is cut the advertising space is cut proportionately.

"The advertisement rates are governed by the laws of supply and demand in connection with circulation and "pulling" power, and the rate once fixed is in most newspaper offices applied to every class of advertisers.

"It is the aim of every advertisement manager to sell his available space well in advance. He is enabled to do this

because he knows exactly how much space he has to sell. It is very unusual for a newspaper in Britain to add indefinitely to the size according to the demand of the advertiser.

"The existing system of working has the good effect of encouraging the advertiser as well as the advertisement manager of the paper to make his arrangements well in advance. One result is great saving in the staff of solicitors.

"I have no very close acquaintance with the American press but it looks to me as if it is suffering from its own enterprise.

"The situation appears to be that it has created an immense demand for advertising space, some of which they will be unable to supply, and a drastic temporary cutting down seems to be the only solution until the production of paper is increased. The cutting down in Britain has resulted in less advertising space and a higher advertising rate."

In answer to an inquiry as to Lord Northcliffe's health, Mr. Smith said that his chief had quite recovered from the effects of his recent operation, and told a little story concerning him which we think may be of interest to the many thousands in this country who are acquainted with Northcliffe.

"When war broke out," said Mr. Smith, "there was a meeting of some of the directors of one of Northcliffe's companies to see what economies could be made. A day or two later Lord Northcliffe sent for me and said, 'I hear that there is some talk of reducing staff—well,' said Northcliffe, 'No man can foresee what we will have to do but you can take it from me that if a reduction of staff is absolutely necessary the directors will go first.' The staff was not reduced."

Mr. Smith talked about many other things as they relate to newspapers, but through it all he left the impression that he was a thorough newspaper man who had two things—circulation and advertising—for which he expected pay in full, with never a thought of the greater number of inches of display that his competitor carried today—his concentration being on his own reading public and his balance sheet at the end of the year.

The New Spirit

News print is selling for 6 cents delivered, in England, according to Mr. Smith, against 4¾ cents f.o.b. mill here. He says that the news print shortage is undoubtedly preventing the developing of much new advertising that is now being offered over there.

When asked if he noticed any change in America since his last visit eleven years ago, Mr. Smith replied:

"Yes, a mighty change. I find a new spirit of friendliness. Even the men that I meet casually, on the streets and in trains, when they discover that I am an Englishman, seem to go out of their way to show me that they are glad that I am here. It's a wonderful thing—this new touch."

S. N. P. A. URGES 10 PER CENT. REDUCTION AT EXTRAORDINARY MEETING

BIRMINGHAM, ALA., Nov. 25.

A REDUCTION of at least 10 per cent. in the use of print paper during the remainder of 1919 and through 1920 was urged upon all newspapers of the South in the following resolutions unanimously adopted at the special session of the Southern Newspaper Publishers' Association here today:

"Whereas, members of the S. N. P. A. having met in extraordinary session to consider the report of its committee on the shortage of news print paper—a shortage which menacingly and imminently threatens the life of some Southern newspapers and which vitally affects the publication of every newspaper in America, finding:

"That news print paper is used largely in excess of production; that the reserve supply has diminished below the acute danger level; that no sizable increase in production upon a commercial basis is less than from one to two years is possible; that the price of news print paper since the pre-war period has advanced from about 105 per cent. to about 400 per cent.; that publishers of newspapers in their zeal to issue their newspapers regularly in such size as lavishly to print the news of the world, with comment upon and interpretation of it, and also to publish instructive and entertaining matter dealing with every human interest, have brought about an auction market for news print paper which has carried its price above the level of sanity, do therefore:

"Resolved, that the Southern Newspaper Publishers' Association, in special convention assembled, urges its membership to make an earnest effort to reduce news print consumption, beginning at once and continuing through 1920, at a rate of at least 10 per cent. as compared with the consumption for July, August, September and October of this year. The association earnestly recommends that all of the publishers of the South in each competitive area co-operate to the fullest possible extent to the end that every practical method of conservation of news print and all other papers made from wood pulp may be employed.

"The association recognizes the fact that the necessary conservation cannot be accomplished except by the reduction of the size of newspapers or a reduction of circulation. The association recommends that conservation be accomplished chiefly by a reduction in the number of pages printed, the number of editions issued, the size of type, the space of news heads, space for reading matter and illustrations, space for advertising and pyramiding advertising and in advertising rates and an increase in subscription rates with a view of covering the increased costs of white paper and the cost of delivery to the subscriber.

"The association urges immediate co-operation in each competitive area in support of all the efforts made by the committees on conservation and conciliation, representing the American Newspaper Publishers' Association and this association. The conservation and conciliation committee of this association is hereby directed to prepare a form of report to be sent by the secretary's office to all of the members of this association on which they are requested to report weekly the efforts for conservation and the actual results achieved, a summary of these reports to be printed in the association's bulletins."

SOUTHERN PUBLISHERS AGREE TO SAVE 10% IN NEWS PRINT DURING 1920

Seventy-five Leading Newspaper Men Attend Special Convention of S. N. P. A. in Birmingham---Sweeping Cuts in Every Department Recommended in Resolution Unanimously Adopted

(STAFF CORRESPONDENCE)
(BY TELEGRAPH)

BIRMINGHAM, ALA., Nov. 25.

AFTER agreeing to a cut of 10 per cent in news print paper to be used during 1920, based on the average consumption of 1919, and after providing through resolutions adopted the method by which this reduction could be most effectively made, the extraordinary session of the Southern Newspaper Publishers' Association adjourned this afternoon, after having been in session at the Tutwiler since Monday morning.

Seventy-five of the leading Southern publishers attended the conference, which was spirited and marked by earnest enthusiasm throughout. The publishers in attendance represented the entire South from northern Virginia to western Texas.

Must Conserve

Facing the paper shortage unequivocally, the convention declared that reduction of consumption must be made. As the concluding act just before adjournment this afternoon the session adopted a resolution which every newspaper in the South was requested to publish conspicuously on page one.

The resolution is printed on Page 5 of Editor & Publisher.

To reduce the consumption 10 per cent, these things were declared necessary:

**Cut down the size of type,
Reduce reading matter and illustrations.**

Decrease advertising space by pyramiding advertising and increasing advertising rates, and

Increase subscription rates to cover the cost of paper and delivery to subscribers.

The resolutions were passed without a dissenting vote.

Sweeping cuts in every line were recommended by the publishers.

Suppression of all propaganda and everything that smacks of "free publicity" was enthusiastically agreed upon.

The convention was called to order Monday morning by James H. Allison of the Fort Worth Record, president. He declared that the meeting had been called to overcome present conditions and urged every man to get down to business and enter into a spirit of helpful cooperation with his neighbor.

President of A. N. P. A. Present

Frank P. Glass of the Birmingham News, president of the A. N. P. A., was called upon for a statement of conditions as he found them. Mr. Glass said that the report of Chairman Stewart of the news print committee on conditions and suggestions for their remedy was correct and heartily endorsed by him.

The total increase of production for next year, according to the manufacturers, would be 70,000 tons, Mr. Glass said, and this increase would not come until mid-summer. The time required for mill construction and the high cost of machinery, coupled with its limited manufacture, will work against any permanent relief from increased production, he continued.

Conservative manufacturers are not

planning any extensive increase in production because they fear for future markets, Mr. Glass said. These manufacturers are attempting to supply their customers notwithstanding opportunities to sell on the open market at tremendous prices.

The only remedy lies in the hands of the publishers who have increased consumption. The remedy is decreased consumption.

Mr. Glass told of an interview with an English publisher, who said that the American publishers had to look into the future in meeting with the present crisis.

Rates Too Low

The advertising rates are entirely too low, this publisher said. An increase in rates is the only thing that will remedy conditions.

"Gentlemen, we are selling our advertising entirely too low," said Mr. Glass. "We hold our papers too cheaply. Some papers have already increased their rates 50 per cent without any difficulty."

He then told of how the Chicago Daily News, one of the greatest daily advertising mediums in the world, has set an absolute limit to the size of its paper. In one issue alone more than 70 columns of advertising matter was eliminated. The Chicago News has increased its rates. The New York Times is doing very much the same thing.

Cutting down the size of the paper, reducing the display advertising space and increasing the rates, is the only solution for the problem of how to reduce consumption, the speaker said.

"Increase your income by advertising; increase your income by circulation, and then hold down the aggregate number of pages printed," urged Mr. Glass in conclusion.

Those present were:

J. H. Allison, Fort Worth Record.
W. C. Johnson, Chattanooga News.
Noel A. Berry, Paducah News-Democrat.
E. K. Gaylor, Oklahoma City Oklahoman.
J. C. Wilmarth, El Paso Herald.
A. E. Clarkson, Houston Post.
Louis J. Wortham, Fort Worth Star-Telegram.
R. L. McKenney, Macon News and Columbus Enquirer-Sun.
Victor H. Hanson, Birmingham News.
Charles I. Stewart, Lexington Herald.
John L. Ehaugh, Birmingham News.
M. E. Foster, Houston Chronicle.
John S. Cohn, Atlanta Journal.
Frank P. Glass, Birmingham News.
Clark Howell, Atlanta Constitution.
Luke Lea, Nashville Tennessean.
Jesse C. Long, Jackson (Tenn.) Sun.
C. M. Stanley, Birmingham Age-Herald.
Charles D. Atkinson, Atlanta Journal.
R. A. Mullins, Birmingham Age-Herald.
H. M. Ayers, Anniston Star.
Parker R. Anderson, Greensboro (N. C.) Record.

S. N. P. A. CONSERVATORS

THE S. N. P. A. committee on conservation and conciliation has been appointed, as follows:

Buford Goodwin, Atlanta Georgian, chairman; Colonel Luke Lea, Nashville Tennessean; Marcellus E. Foster, Houston Chronicle; Victor Hanson, Birmingham News; W. A. Elliott, Jacksonville Times-Union.

Frederick I. Thompson, Mobile Register.
T. M. Marshall of New York, Great Northern Paper Company.

Curtis B. Johnson, Knoxville Sentinel and Charlotte Observer.
Shirley Olympus, of New York, Hearst Syndicate.

E. B. Jeffress, Greensboro (N. C.) Daily News.

Powell Glass, Lynchburg Daily News.

G. P. Brown, Anderson (S. C.) Daily News.

G. T. Raiford, Selma Times.

E. B. Stahlman, Nashville Daily Banner.

W. R. Shelton, Albany-Decatur Daily.

Ralph R. Buvinger, Meridian Star.

John F. D. Aue, Fort Smith (Ark.) Times-Record.

B. H. Peace, Greenville (S. C.) News.

George Morris, Memphis News-Scimitar.

Mrs. Lois K. Mayes, Pensacola Journal.

F. G. Huntress, Jr., San Antonio Express and News.

J. W. Ferguson of New York, Editor & Publisher.

J. A. Reeder, Miami Daily Metropolis.

L. O. Duff, Mergenthaler Linotype Company.

Fred T. Bonham, Knoxville Journal and Tribune.

W. W. Holland, Spartanburg Herald.

Quimby Melton, Birmingham Ledger.

J. R. McKissick, Greenville (S. C.) Piedmont.

J. L. Meeks, Gadsden Times-News.

A. W. McCulloch, Gadsden Journal.

C. H. Allen, Montgomery Advertiser.

E. W. Barrett, Birmingham Age-Herald.

V. V. Evans, International News Service.

F. G. Bell, Savannah Morning News.

T. C. Withers, Columbia (S. C.) State.

J. C. Harrison, Augusta Herald.

Benjamin E. Pierce, Augusta Chronicle.

Claude S. Woolard, Raleigh News and Observer.

E. W. Carroll, Athens Daily Herald.

J. M. Marshall of the Great Northern Paper Company was called upon for a statement of conditions. He said that his company was selling 100 per cent of its product. The temporary increase in supply which has been brought about by the great demand was possible only through using machines that were adapted for other paper. This shifting of machines brought about an increase of overhead, and the consequent high prices, Mr. Marshall said:

Great Northern Policy

The speaker continued that publishers were selling too much advertising space for the amount of paper being manufactured. Even with the increase of tonnage coming in next year unless conservation is practised, papers will be facing the same situation as now within the next ten months, Mr. Marshall said.

The Great Northern Company will not increase its production next year. Increasing the tonnage means much preliminary work, Mr. Marshall explained. Europe will not offer any tonnage relief, because it is a consumer, not a producer. There is a normal growth, Mr. Marshall said, but it will not care for the abnormal increase.

The meeting was harmonious throughout, all publishers agreeing on the gravity of the situation confronting the industry and all entering with a spirit of willingness into any plan which promises relief.

CANADIANS MEET TODAY

C. P. A. and C. P. L. in Annual Conventions in Toronto

TORONTO, Nov. 26.—The annual meetings of the Canadian Press Association and the Canadian Press, Limited, will be held here today, tomorrow and Friday, in accordance with the complete schedule presented in Editor & Publisher of November 20.

58% INCREASE MADE IN ADVERTISING

89 Newspapers in 18 Leading Cities of United States Printed 89,750,000 Lines During Month of October

A gain of almost 58 per cent in advertising was made in October, 1919, over the same month of last year, by 89 daily newspapers in the 18 principal cities of the United States, according to figures just issued by the statistical department of the New York Evening Post.

The total lineage for October, 1919, was 89,750,804, as compared with 57,032,373 for October, 1918. Only one paper of the 89 figuring in the compilation showed a loss.

The record by cities follows:

| | 1919 | 1918 | Gain |
|---------------|------------|------------|------------|
| New York | 15,456,023 | 10,708,705 | 4,747,318 |
| Birmingham | 2,737,854 | 1,446,466 | 1,291,388 |
| Chicago | 6,806,139 | 4,273,584 | 2,532,555 |
| Philadelphia | 7,575,708 | 5,884,981 | 1,690,727 |
| Los Angeles | 6,061,874 | 3,110,380 | 2,951,494 |
| Baltimore | 5,007,898 | 3,560,902 | 1,446,996 |
| Detroit | 5,607,340 | 3,181,794 | 2,425,546 |
| Cleveland | 5,085,425 | 3,263,925 | 1,821,500 |
| Washington | 4,394,674 | 3,039,717 | 1,354,957 |
| Buffalo | 4,456,251 | 2,505,615 | 1,950,636 |
| St. Louis | 4,322,300 | 2,579,720 | 1,742,580 |
| San Francisco | 2,530,072 | 2,184,448 | 1,345,624 |
| Minneapolis | 3,411,800 | 2,109,828 | 1,301,972 |
| Indianapolis | 3,433,689 | 2,075,253 | 1,358,436 |
| Milwaukee | 2,963,367 | 1,526,180 | 1,437,187 |
| New Orleans | 2,836,240 | 1,651,637 | 1,184,603 |
| St. Paul | 2,630,290 | 1,719,438 | 810,852 |
| Cincinnati | 3,475,800 | 2,209,500 | 1,266,300 |
| Totals | 89,750,804 | 57,032,373 | 32,718,431 |

A. P. MEMBERS FAVOR HIGHER SALARIES

Central Division Ready to Pay Higher Assessments to Get Best Type of Service Personnel

(BY TELEGRAPH)

DETROIT, Nov. 25.—The central advisory board of the Associated Press, meeting here today, unanimously went on record by resolution as favoring a blanket increase in salaries for correspondents, reporters and telegraph operators. The board, which comprises 25 newspaper publishers of the Central States, will forward its resolution, together with many routine recommendations, which are made here to the board of directors of the Associated Press at its meeting in New York.

Ralph H. Booth, chairman of the central advisory board, presided.

Considerable discussion on answers received from members of the central division of the A. P. regarding the character of service desired by members. The consensus of opinion was that war news no longer is of any attraction to readers and recommended a minimum of this class of service.

The members from the Central States went on record as favoring increases in assessments "so that the type of reporter correspondent and telegraph operator in the employ of the Associated Press will be as high if not higher than any other news service."

A. N. P. A. ANNOUNCES SIXTEEN ACCEPTANCES OF PLACES ON CONSERVATION BOARD

Committee Now Half Complete—Publishers in Every Part of Country Taking Steps to Reduce News Print Consumption, Both Collectively and Individually—What Cities Are Doing.

INTEREST among publishers throughout the country now centers, naturally, first on the men who will comprise the A. N. P. A. news print committee on co-operation and conservation and secondly on what practical paper saving effects the A. N. P. A. recommendations have had. Half the A. N. P. A. committee has been completed and is printed on this page. This was announced on November 26.

EDITOR & PUBLISHER correspondents have been instructed to report by telegraph every conservation move in their respective cities and publishers themselves are invited to do likewise.

As far as can be learned there has been no concerted action by publishers in New York, Chicago, Boston and Philadelphia on any common methods of saving news print. Each is economizing in his own way.

New York's Record

Figures prepared by R. S. Kellogg of the News Print Service Bureau show that the newspapers in New York are using practically the same amounts of paper that they used during the last week in October. The daily average of pages for the week ending November 21 was: American, 18; Herald, 19; Staats-Zeitung, 10; Sun, 19; Times, 31; Tribune, 22; World, 26; Globe, 22; Evening Journal, 23; Evening Mail, 19; Evening Post, 21; Evening Sun, 26; Evening Telegram, 23; Evening World, 28.

For the week ending October 31, the following averages of pages were noted in EDITOR & PUBLISHER:

American, 19; Herald, 20; Sun, 21; Times, 30; Tribune, 21; World, 27; Globe, 22; Evening Journal, 24, and Evening Post, 21.

New York newspapers report as follows:

Jason Rogers, publisher of the New York Globe: "The New York Globe intends to keep within its contract allotment during 1920 as it has done every year since 1916. If every newspaper in the country does the same thing the print paper situation will quickly return to normal."

Recommending Smaller Space

E. S. Friendly, assistant business manager of the New York Times: "Our plans have been fully set forth. We are holding to a 32-page paper and are discouraging large advertisements. We have found it necessary to leave out many columns of advertising matter, as we have announced from day to day, but we hope to overcome this condition in a measure at least by securing the co-operation of our larger advertisers—those who used full pages in the past and to whom we are now recommending half and quarter pages."

Walter G. Bryan, publisher of the New York American: "We are making every possible effort to save news print and to do so have found it necessary to leave out many advertisements daily. We are cutting four pages daily from the morning American and ten pages from the Sunday American."

Howard Davis of the New York Tribune: "We are working on plans for

the conservation of news print and will have a statement to make in a short time."

Victor H. Polachek, publisher of the New York Sun and Evening Sun: "We have no announcement to make at this time."

Three Raise Rates

Frank B. Flaherty, general manager of the New York Herald and Telegram: "We are doing everything possible to conserve news print. Advertising rates have been considerably increased, all special features which are not directly concerned with the news of the day have been eliminated, news is being edited closely; and waste of paper eliminated throughout. We are holding down the size of our papers in every way."

J. C. Dayton, publisher of the New York Journal: "We are doing everything that we can to conserve paper. We have increased our advertising rates more than 25 per cent and will

not accept more than one page from an advertiser. We are cutting our paper from 4 to 6 pages daily and have left out from 65 to 70 columns of advertising. The average size of our paper, except Friday, is now 24 pages."

J. S. Seymour, publisher of the New York Evening Post: "Following our usual practice we are keeping within our contract tonnage. We have done no buying on the spot market."

George H. Larke, assistant business manager of the New York World: "The World is doing everything in its power to conserve paper. Our advertising rates are raised 'over night' and we have an arbitrary limit on the size of each day's issue, depending upon the supply of paper available. The highest number of pages we run on the Morning World is 32, but we frequently run 28-page papers and sometimes as low as 20 pages. The Evening World fluctuates more than the morning paper, but both are

conserving. When we get sufficient advertising to fill the paper laid out for a day, we stop taking business and we run the stated number of pages, regardless of the business on hand."

Reports received from EDITOR & PUBLISHER correspondents from other cities follow:

CHICAGO.—Practically all the Chicago papers have been leaving out columns of display advertising on certain days of the week, notably the Daily News and the Tribune. The Post discriminates in selection of ads it publishes according to priority—i.e., the ads omitted are invariably those which are turned into the office last for each edition.

Other papers—the Tribune notably—are omitting all publishers' advertising and certain other specified kinds. Others follow the "first come, first served" idea in what they publish.

Both the Tribune and the Daily News have cut down the number of their daily classified advertising columns to some extent.

NEW ORLEANS, LA.—Although the higher circulation rates were scheduled to become operative, both city and country, on December 1, the publishers decided to put the city increase into effect November 17, and things went off without a hitch—as a matter of fact, sales showed a slight increase over Saturday.

On news schedules, the papers here are all endeavoring to run about 50 columns of news daily and not more than 200 columns Sunday, including comics. They have all decided to discontinue the magazine section, as such, until further notice.

On advertising, the publishers are about to go into conference. It is the opinion that the increase will be about 25 per cent all around.

Full details regarding new circulation prices and conditions of distribution for New Orleans newspapers follow:

1. That city carriers, newsdealers and newsboys be charged a flat rate of \$1.60 per one-hundred for the daily afternoon papers and that the carrier rate for all subscribers to all papers shall be 12 1/10c per week, i.e., .016 per daily issue and .025 for the Sunday.
2. That the daily and Sunday city carrier delivery price for all of the papers is to be 20c per week.
3. That the city retail price to the public for the afternoon newspapers daily is to be 3c, and for the morning paper daily 5c; that the city retail price to the public for all three Sunday papers shall be 5c.
4. That the wholesale rates for the afternoon newspapers to all dealers are to be as follows:

| | |
|-----------------|--------|
| 100 papers..... | \$1.60 |
| 50 "..... | .80 |
| 25 "..... | .40 |
| 20 "..... | .32 |
| 10 "..... | .16 |
| 5 "..... | .08 |

5. That the Sunday wholesale rate for all three papers to all city dealers is to be at the rate of \$2.50 per hundred:

| | |
|-----------------|--------|
| 100 papers..... | \$2.50 |
| 50 "..... | 1.25 |
| 25 "..... | .65 |
| 20 "..... | .50 |
| 10 "..... | .25 |
| 4 "..... | .10 |

6. That the city hotels will be charged 2 1/2c daily and 3c Sunday, and that they shall

(Continued on Page 10)

A. N. P. A. COMMITTEE ON NEWS PRINT CO-OPERATION AND CONSERVATION HALF COMPLETED

IT is announced by the American Newspaper Publishers' Association that the following publishers have accepted membership on its Committee on News Print Co-operation and Conservation. Bradford Merrill is chairman.

The list comprises only about half the expected acceptances, and is complete to the close of November 26. The additional names will be announced as rapidly as received.

Each member of this committee is chairman of a sub-committee which will work for the purpose of bringing about reduced consumption of news print in accordance with the resolutions adopted by the A. N. P. A. Convention held on November 12.

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

ADVERTISERS SET STRONG POLICIES AT CANADIAN CONVENTION

Declare for Smaller Ads and Audited Circulations—Local Chapters Will Be Formed for Monthly Meetings—
W. C. Betts New President

TORONTO, Nov. 26.

FROM every standpoint this year's annual convention of the Association of Canadian Advertisers, which was held at the King Edward Hotel here on Thursday and Friday of last week, was the best in the history of the organization. The attendance was very satisfactory, with an excellent representation of members from points outside Toronto. Interest was well maintained throughout the two days. Some very effective business was done and policies were determined upon which will undoubtedly infuse new life and energy into the work of the Association.

Advertisers Demand Audited Circulation

The election of officers for 1919-1920 resulted in the unanimous choice of W. C. Betts, S. Davis & Sons, Ltd., Montreal, as president; D. George Clark, McClary Manufacturing Company, Ltd., London, vice-president; Miss Florence E. Clotworthy, Toronto, secretary, and J. R. Kirkpatrick, E. W. Gillett Company, Ltd., Toronto, treasurer. The new board of directors consists of A. D. Cridland, Canadian Kodak Company, Toronto; E. G. Hogarth, B. S. A., Ford Motor Company of Canada, Windsor; F. W. Hunt, Massey-Harris Company, Toronto; F. W. Stewart, Cluett, Peabody & Co. of Canada, Montreal; W. G. Steward, Goodyear Tire & Rubber Company of Canada, Toronto and H. S. Van Scoyoc, Canada Cement Company, Montreal.

Direct-by-Mail Committee Named

The sessions were presided over by W. M. Mackay, Lever Brothers, Ltd., Toronto, president for the past year. These were held both morning and afternoon on the two days of the convention, while on Thursday evening a banquet was held, which was the one social feature of the occasion.

Among the constructive policies adopted was the formation of a Direct-by-Mail Committee which will deal with all questions arising in connection with publicity through the mails. In the United States much of this work is done by the Direct Mail Association, of which Clifford Elvins, a leading member of the A. C. A., is vice-president, but the action of the Association in forming this committee will tend to make the work in Canada a branch of the general activities of the organization.

The question of circulation statements came in for a good deal of discussion and strong ground was taken with respect to the necessity of having regularly audited statements. The Association takes a very decided attitude on this point and strongly endorses audited circulation statements.

Good Circulation and Smaller Ads

Once again the Association went on record as being opposed to the employment of special schemes to secure circulation. It was felt that the circulation so procured was of little value and that advertisers were paying for something that was of no real service.

Another question that took up considerable time was the tendency among advertisers to use big space. The point was raised as to whether the effect of the message was any stronger when it appeared in large space than in smaller space. The conclusion arrived at after some discussion was that the smaller-spaced ad could be made quite as effective,

though something of its value would depend on its position in the page.

Objectionable advertising came in for attention. On this point the decision of the meeting was that members should continue to insist on having their advertising appear on a page apart from that to which objection was taken.

With respect to outdoor advertising, the meeting made a protest against the unfair way that prices were being boosted through the heavy extra charge being placed on so-called special boards.

Local Chapters Will Be Formed

The Association decided upon the formation of local chapters as a nucleus for holding monthly meetings. These will be arranged wherever there are a sufficient number of members to justify their being called. In addition a semi-annual meeting of the whole Association will hereafter be held midway between the annual meetings.

The close relations existing between the A. C. A. and the Canadian Manufacturers' Association will be made still closer through the formation of a special committee of the A. C. A. to cooperate with the C. M. A. in all matters pertaining to marketing and advertising. Three members were appointed to this committee with powers to add to their number. Hitherto the two bodies have been co-operating in the matter of questionable mediums, the A. C. A. advising in the case of all advertising propositions of a doubtful nature coming before the manufacturers. The creation of the new committee will tend to prevent duplication in this and other directions.

Lloyd Harris Guest of Honor

At the banquet on Thursday evening the guest of honor was Lloyd Harris, chairman of the Canadian Trade Commission in London, England. Mr. Harris dealt exhaustively with the work of the Commission and pointed out that the thing which had impressed him most since he went to London was the discovery of the tremendous possibilities of inter-colony trade within the British Empire.

At first France and Belgium had appeared to offer the better prospects but the desperate state of the finances of these countries did not present favorable opportunities for trade expansion. The countries of the British Empire on the other hand presented a wonderful and varied market.

The first task of the Trade Mission was to secure the removal of all restrictions on trading in Empire goods. This was successfully accomplished, opening up vast markets within the Empire. The exploits of Canada's soldiers had given the country a reputation and it remained

to be seen whether the Dominion would live up to it in the realms of industry and trade.

Other speakers at the banquet included H. Macdonald, secretary of the Ontario Division of the Canadian Manufacturers Association, who told something of the work of that organization in furthering the interests of Canadian industry; W. J. Taylor, president of the Canadian Press Association, who brought greetings from his organization, and J. J. Gibbons, representing the Canadian Association of Advertising Agents.

PAPER MILL BOUGHT BY COAST NEWSPAPERS

Hawley Pulp & Paper Company Plant Purchased for \$3,500,000—

Expected to Double Monthly Capacity

PORTLAND, ORE., Nov. 25.—A majority of stock in the Hawley Pulp & Paper Company, whose large manufacturing plant is located at Oregon City, has just been purchased by a syndicate of Pacific Coast newspapers for approximately \$3,500,000.

The capital stock of the company is only \$800,000, and it is reliably stated that each share has sold for \$440. The owners were W. P. Hawley, W. P. Hawley, Jr., and the estate of Theodore B. Wilcox.

The plant at Oregon City has a monthly capacity of about 300 tons of print stock paper. By installation of new equipment the buying syndicate expects to double this capacity in the near future.

Recently the Hawley company built and opened a large concrete addition to the plant on the east bank of the Willamette, near the Oregon City Falls, where the mill gets its power. The annex is said to contain some of the largest and most modern machines in the world for the manufacture of news stock.

Rumors of the purchase of the Hawley mill by a group of Oriental capitalists have been in circulation for some time. Later it was rumored that the Crown-Willamette Paper Company, with a large plant at the same location, had taken over the Hawley property.

BRIDGEPORT POST MOVES

Three Papers Now Housed in Modern New Structure

BRIDGEPORT, CONN., Nov. 25.—With the completion of its new three-story building at 140 Middle street, the Post Publishing Company has moved from the old Cannon street address, and the Telegram (morning), the Post (evening) and the Sunday Post are now published from the new home. The building is of brick, steel and reinforced concrete.

Circulation, business and advertising departments are housed on the main floor; editorial rooms are on the second and cartoonists' and photographers' departments on the third. Mechanical departments, the composing room and press rooms are in the old two-story building in which the Standard-American was formerly printed.

Emergency Paper in St. Paul

ST. PAUL, MINN., Nov. 24.—The Daily News has been compelled to import print from British Columbia. It has received a trainload from Powell River, B. C., at an expense of about \$75,000. The shipment will last the News and its associated Minneapolis and Omaha namesakes only a few days.

PRESS GALLERIES BAN PUBLICITY MEN

New Rules Bar Holders of Both Newspaper and Political Positions, If Pay for Latter Exceeds Regular Salary.

By ROBERT T. BARRY
(STAFF CORRESPONDENT)

WASHINGTON, D. C., Nov. 26.—Political press agents who hold membership in the press galleries of Congress simply to retain standing as correspondents while their chief occupation and source of income is that of propagandists for political organizations have come under the ban, at last.

When EDITOR & PUBLISHER'S Washington correspondent made an issue of this matter about a year ago he was regarded as a "radical" desirous of setting aside established traditions of the Press Gallery, when there was no proper occasion for so doing.

Reform Effected Quietly Now

Yet the matter which was held as something akin to "bolshivism" a few months ago now is accepted without so much as a healthy row in the gallery, and a ruling is quietly placed upon the bulletin boards, carrying the following legend:

"Resolved, That it be the sense of the Standing Committee of Correspondents that:

"**First.** Members of the gallery who accept employment with political committees, which in the matter of emolument exceeds in amount their compensation from their newspapers, shall withdraw from membership in the galleries until such political employment is at an end.

"**Second.** Where the political employment is merely a temporary side issue, the pay or salary not exceeding the salary earned in newspaper work, withdrawal from the galleries is not deemed necessary.

"**Third.** Where the political employment in question is that of publicity agent, even though not well enough paid to require withdrawal from the galleries, the name of the correspondent thus employed shall be posted on the bulletin boards of the galleries, together with an explanation of the character of the work by him performed and for whom performed."

A special election will be held on December 1 to select a successor to the late Ben F. Allen on the standing committee.

DELEGATES APPORTIONED

Empire Press Representation for 1920 Conference in Canada

OTTAWA, ONT., Nov. 25.—Word has been received here that the Empire Press meeting, recently held, suggested that representation at the Press Conference to be held in Canada next year should be divided as follows: Australia, 14 delegates; New Zealand, 5; South Africa, 9; India, 6.

The proposed representation for Great Britain is: Northern newspapers, 8; Southern, 4; Irish, 4; Scottish, 6; and one each from the Institute of Journalists and the National Union of Journalists.

Launch Succeeds Borglum

OMAHA, NEB., Nov. 24.—Arnold Borglum has resigned as manager of the Darlow Advertising Company, Omaha, and has been succeeded by M. O. Launch.

SELECTING THE SALESMAN TO SELL CLASSIFIED ADVERTISING SPACE SUCCESSFULLY

ONE of the most important duties of classified managers is to employ classified salesmen. Good classified salesmen are hard to select. Some applicants for positions have all the earmarks of being super salesmen, but when put to the test absolutely fail.

One of the best classified salesmen I ever came in contact with was a man who could never have secured a position on his appearance or use of the English language. In spite of his dress and broken accent he was a wonderful producer.

It is evident, therefore, that no law can be established by which classified salesmen may be successfully selected. The following experiences of a few classified managers, however, show how some have answered the questions as to whether it is better to employ experienced or inexperienced men—whether old or young men are more efficient.

Favors Young Men

H. G. Barringer, classified manager of the Indianapolis News, expresses his opinion in favor of young men as follows:

"The classified salesman necessarily has a greater number of accounts to see regularly than a display solicitor. Therefore a classified solicitor's success, after he has gained a knowledge of classified, depends largely on his ability to call on a large number of accounts, get their attention and business quickly, and make ready for the next call. The younger man with the proper qualifications will make a better classified solicitor than the older man. By young man, I have in mind ages ranging from twenty-two to thirty years. They need not be experienced in advertising work, but it is a point in their favor if the candidate has had some business experience—preferably in selling.

"He must be fairly well educated—generally nothing less than a high school education. It is very essential that he have a neat appearance, a pleasing personality, an excellent imagination, and a willingness to learn.

"The young man possessing the above qualifications is made still more desirable if he has certain obligations which tend to make him more settled and to force him to look at life in a serious manner. Young men who are not entirely or in any way dependent on their own efforts for a livelihood are generally less consistent.

Likes Experienced Men

"In my mind the classified manager has a better success with an inexperienced advertising man than with an experienced one. The reason for this can be easily seen when you consider that the majority of newspapers are not employing the proper methods in developing the classified sections—therefore the solicitor working on a classified section not being developed in the proper way, gets the wrong impression of what this class of advertising is and I find it takes more effort to destroy wrong impressions than to teach new ones."

The experienced classified salesman is the choice of Harry Gwaltney, classified manager of the Milwaukee Journal. He says:

"I prefer young men of 19 to 25

Managers Answer Questions on Whether Employes Should Be Old or Young, Experienced or Inexperienced

years of age, experienced either in the business of selling or who know something of advertising. I would give preference to a successful classified salesman over others if I knew him to be such. I would prefer the man who had been successful in other lines than to the half successful classified salesman. Some young men come out of high school and can successfully sell classified advertising. I would make no distinction between married and single men. I have both on my force. I have had married men who were loafers regardless of the fact that they had a family to support, and I have single men on my force who work as hard as any married man can work. In my opin-

ion, anyone who has reached his 20th year—who has a fair education—who has sales talent—a reasonable amount of personality—some tact, and a little common sense backed up with lots of energy and sincerity, will make good in selling."

On the other hand R. W. Andrews, classified manager of the Syracuse Post Standard, has the most success with inexperienced men. In a recent letter he writes:

"The young man who has a fair education, initiative and determination to succeed is the man who makes the best classified advertising salesman.

"Classified advertising is a business

MAINTAINING INTEREST IN WANT ADS

BY LEE SMITH

Classified Manager, Omaha Daily Bee

SINCE the discovery of the interest aroused by the publication of items headed "Wanted" and the necessity of arranging them in different classes, to enable the reader to find with ease that which he sought, the paramount problem has been the securing of sufficient individual new wants each day to draw reader attention.

The Want Ad reader has been educated to go directly to the classification containing the information he wishes. This with the reader has become a habit and the psychology of habit must be recognized by any advertiser who would get maximum results.

Mr. Stranger has just arrived in a city to make his future home. His first thought is to get his family in a new house. Habit forces him to purchase a newspaper for its Want Ads.

But it happens that he has picked a small issue for home advertising, so he reaches the conclusion that either there are no homes for sale or that the particular paper he bought is not much of a medium—both erroneous conclusions, but nevertheless disastrous to the real estate advertisers as well as the newspaper.

Considering this from the advertiser's point of view, his failure to maintain a continuous ad has cost him the chances of a sale. He would not have had to advertise a long list of homes, but he should have had some mention of the fact that his business was placing Mr. Strangers in new homes. Three purposes would have been served. Mr. Stranger would have had a home, the real estate man would have made a sale and the paper would have added to its prestige.

Everyday advertising solves the problem. Classified advertising contracts are as numerous and varied as the publications back of them, but it is generally admitted that the ideal business building, result getting contract is the one which induces the advertiser to use the Want Ad column daily.

Owing to a universal preference on the part of advertisers for Sunday papers in particular and for the midweek or Friday issues, many increase the size of their copy on those days. This increase is made to include a wider range of offerings or a more detailed description of some specific offering.

However, to insure reaching the reader, who does not realize that some days are heavier than others, but who reads Wants Ads only when a want presents itself, it is necessary to have some copy in every issue. It is absolutely impossible for an advertiser to pick out the day when a reader is going to want what he has to offer.

The proper way for the professional advertisers to maintain maximum results from classified is through running new copy persistently and to add variety by changing copy daily and using different amounts of space.

This will not only gain the advertiser the advantage of larger copy on the preferred days but will break the monotony of the standing advertisement. **Much of the power of the Want Ads is lost by advertisers using mere announcements and allowing them to run week after week. The persistent Want Ad reader becomes so accustomed to seeing it that its power is lost.**

No contract could be so arranged that it could be universally adopted, but the basic underlying principle of successful classified mediums makes the use of some sort of copy each day an obligation on the part of the contract advertiser and in addition to giving him the best results, gives the paper a foundation on which to build voluntary advertising.

H. I. PARISH, manager of classified advertising of the Birmingham News, started his classified advertising career on the Atlanta Journal in the



H. I. PARISH

year 1911, where he worked as inside clerk. From there he went to the Macon (Ga.) News as manager of classified advertising, where he remained for one year when he was offered the same position on the Houston Post.

The Atlanta Georgian employed him after about 15 months' service on the Post, from which paper he went to the Greensboro (N. C.) Record as manager of display advertising.

He couldn't be happy out of classified, so when the Birmingham News tendered him a proposition in September, 1918, he accepted, and has made a great record as classified advertising manager of that paper, increasing the "Want Ad" space more than 100 per cent., and the counter ads about 165 per cent.

in itself and in order to promote new business of this kind, must be sold by the best kind of salesman. I believe that you will agree with me in saying that it is harder to interest business firms in classified advertising than it is in display.

"I believe that if the right kind of a young man is obtained, it would be best to employ an inexperienced person and develop his selling ability along lines which would be most profitable for the employer."

E. A. Vincent, classified manager of the Minneapolis Journal, not only prefers inexperienced men but finds young men better than older ones. He says:

"It has been our experience that young men just out of school or with one or two years of office training give us the best service. By taking them green we train them along our own lines and thus avoid the experienced salesmen with bad selling habits that are hard to break. We get grow up with us to become a valuable asset to our organization.

"As a rule if you take on an experienced man or an older man they only stay for a short time and you have another man to break in, with the resultant loss of time and business.

"The above views apply, of course, to an established classified medium where service to the advertiser together with sales ability is necessary. In other words we need a man who 'wears well' in addition to being a salesman."

Older men, however, are the rule on the Detroit News, where W. W. Murdock, the classified manager, has built up a strong selling organization. His opinion is as follows:

"In my experience I have always
(Continued on Page 29)

MEN WHO SPEND \$100,000,000 A YEAR IN ADVERTISING TO CONFER

Annual Convention of Association of National Advertisers in Lakewood, Next Week, Will Be Marked By Several Innovations

THE annual meeting of the Association of National Advertisers, to be held at Lakewood, N. J., December 4, 5 and 6, promises to be the most important ever held by the organization. Although no formal program will be announced in advance, it is certain that the many big advertising and sales problems that are facing American business today will be thoroughly discussed and plans laid for meeting those of the present and the future. Members of the A. N. A. spend practically \$100,000,000 a year in national advertising.

The only outside speaker who, it is definitely known, will address the meeting, is Stanley Clague, managing director of the Audit Bureau of Circulations, who will present an exhibit of an A. B. C. auditor's working papers so that A. N. A. members may visualize the entire auditing procedure.

Will Visualize Auditing of Circulation

To EDITOR & PUBLISHER, Secretary John Sullivan of the A. N. P. A. said:

"Yes, we have a program, but we are not telling—yet. The only thing we can say at present is that we will work from 9 a. m. to 5:30 p. m. each day, including the lunch hour. No difficulty about that, because we have been doing the same for nearly ten years and have formed the habit. If we didn't keep A. N. A. men working all the time at annual and semi-annual meetings, they would kick and ask why they had been lured from their offices.

Practice of Advertising and Selling

"This annual meeting program will be like every other program we ever have had,—it will have to do with the practice of advertising and selling. It will enable us to make ourselves better fitted to serve our companies in marketing their products.

"We are not very likely to discuss portentously measures designed to reform overnight a wicked and Bolshevik world. Rather are we concerned about reforming ourselves—making ourselves fitter for our jobs.

"Probably unrest and uncertainty and the many evils from which we are told the world is suffering would be ended or cured immediately if the general slogan were, One man—One Reform, instead of looking so everlastingly outside ourselves for salvation.

"When all the work is done, we expect to play, that is, on Saturday. The three days, Wednesday, Thursday and Friday, December 3, 4 and 5, will be given up entirely to business. On Saturday morning we will play golf and indulge in trap-shooting, which is the kind of thing that many of us would do at home.

From Labor to Refreshment

"But—Labor first; then refreshment. "This annual meeting will be distinguished by an innovation in the shape of a newspaper published daily throughout the meeting. There will also be a preliminary issue in which will be announced the general details. The daily issues will either be handed each man as he enters the breakfast room or placed on the tables.

"Each issue will contain information as to the current day's sessions, with notes concerning the previous day's meetings. And there will, without doubt, be a good deal of facetiousness introduced by the large staff of editors and contributors.

"This will be the first occasion of using this method to promote and further general meetings. It will have the advantage of novelty, and it will, inci-

dentally, save a good deal of other printing and a fair amount of multigraphing."

The retiring officers of the Association of National Advertisers are:

President, W. A. McDermid, Mennen Company; 1st vice-president, J. C. McQuiston, Westinghouse Electric Manufacturing Company; 2nd vice-president, T. J. Wright, Felt & Carrant Manufacturing Company.

Directors—Brainerd Dyer, Aluminum Casting Company; J. B. Ellsworth, American Telegraph & Telephone Company; L. R. Greene, Tuckett Tobacco Company; L. B. Jones, Eastman Kodak Company; F. M. Sims, Timken-Detroit Axle Company; R. W. Speare, Todd Protocograph Company; P. L. Thomson, Western Electric Company; Tim Thrift, American Multigraph Sales Company; L. W. Wheelock, Stephen F. Whitman & Sons Company; J. F. Wichert, Mellen Food Company.

Executive secretary and treasurer, John Sullivan, 15 East 26th Street, New York.

NEWS PRINT SAVING BEING EFFECTED

(Continued from Page 7)

retail each of the three daily papers at 5c each and each of the Sunday papers at 5c.

COUNTRY

7. That the delivery price for all papers outside of the City of New Orleans is to be 25c per week; that the individual retail price of all papers to the public outside of the City of New Orleans is to be 5c daily and 7c Sunday.

8. That the wholesale country rate for all three papers to agents and dealers is to be 2c daily and 3½c Sunday.

9. That the price to the railroad news companies, including their city stands and foreign dealers, shall be 2½c daily (retail price 5c); and 3½c Sunday (retail price 7c).

10. That the mail rates of all three papers shall be:

| | |
|--------------------------------|---------|
| One year, daily and Sunday... | \$12.00 |
| 6 months, daily and Sunday.... | 6.00 |
| 3 months, daily and Sunday.... | 3.00 |
| 1 month, daily and Sunday.... | 1.00 |
| One year, Sunday only..... | 3.50 |
| 6 months, Sunday only..... | 1.75 |
| One year, daily only..... | 9.00 |
| 6 months, daily only..... | 4.75 |
| 3 months, daily only..... | 2.50 |
| 1 month, daily only..... | .85 |

GENERAL

11. That the commission allowed postmasters be 15 per cent.

12. That all commissions and allowances of any and all kinds of newsboys, dealers and carriers in the city be discontinued; that is, excepting salaries or commissions, or both, paid to the managers of the regular subscriptions of the newspapers. It is left to the Circulation Managers to define what is a substitution, but if they fail to agree the matter is to be left to the decision of the Publishers Association.

13. That the practice of accepting returns be abolished absolutely. It is recognized as a matter of practical operation that a little latitude must be given the Circulation Managers of all papers. In case of their disagreement on this subject, the matter is to be referred to the Publishers' Association for decision.

14. That in the country all salaries and allowances of all kinds, or compensations paid, of any kind whatsoever, be discontinued.

15. That the railway news companies be allowed no returns, effective thirty days from the time this agreement becomes operative.

16. That this arrangement become effective Monday, December 1st, 1919, both in the City of New Orleans and adjacent territory.

17. That in maintaining this plan, all circulation contests and the offering of all premiums, prizes, theatre tickets, gifts and compensations of all kinds between the offices and the carriers, agents, newsboys or dealers, are prohibited; excepting such money as the offices pay, legitimately, for the delivery of papers to office subscribers, and excepting such minor conditions involved in the transportation problems of the various papers.

18. That the use of office motor trucks, or other vehicles, or the hire of the same for the transportation of newsboys, carriers and the like, for any pleasure purpose whatsoever shall be discontinued.

19. That the newspapers will be allowed the use of outside men for canvassing, stops and complaints.

20. That all free distribution of newspapers, by samples or otherwise, excepting those given to legitimate regular advertisers as proof of publication of their copy, shall be discontinued; and that the sale of papers in bulk, to be delivered to points where the papers maintain agents, shall be discontinued after January 20th.

21. That for a period of ten days from the date that this arrangement becomes operative, the circulation representatives of each of the newspapers represented in this Association shall meet every day at ten o'clock in the morning to confer on such matters as may result from the putting of this agreement into execution.

22. That losses of circulation by any paper resulting from this arrangement shall not be made the basis of advertising solicitation to the detriment of either or both of the other papers in this field, and that notice to this effect shall be communicated to the advertising department by each paper. Violations of this clause shall be called to the attention of the Publishers Association for such disciplinary action against the offender as they may determine.

23. That all exceptions are to be made by mutual consent between the circulation departments, in writing, and are to be based on the theory that in this arrangement no paper desires to impose hardships upon the other papers to the extent of asking them to handle any important situation in the way that would cause them unnecessary loss of business, nor does any paper party to this plan desire or seek to achieve any advantage over either of its contemporaries in keeping the letter, as well as the spirit of the agreement.

24. That this arrangement shall remain in full force and effect for one year from December 1st, 1919, and that it may be amended from time to time by a unanimous vote of the publishers at meetings called for that purpose.

The papers co-operating are the Daily States, the Times-Picayune and the Item.

DETROIT.—The Daily News, Journal, Free Press and Times are down to a new low size, but plan to become smaller. The Sunday News and Free Press officials are conferring on the size of the Sunday edition, which is already down to about 120 pages. Advertising rate increases of almost 25 per cent. are under consideration. All are turning down quantities of advertising.

Herbert Ponting, business manager of the News, says:

We are leaving out large volumes of advertising four days a week, being determined not to exceed an average of forty pages on week days. The News plans quite drastic curtailing of the size of its Sunday edition. We have squeezed and we are going to squeeze further. We have taken this action because we believe it is the duty of every publisher of the country to cut down the size of issues for the benefit of the smaller publisher. Although the News has under contract sufficient tonnage of news print to meet full requirements, we have taken this action.

Our advances in advertising rates averaged about 20 per cent. In regard to subscription rates we find competitive conditions make a change in the subscription rates impossible, although the news is at present the only paper with a rural rate as high as \$5 a year. The News aims to maintain an average of not to exceed 70 columns a day of editorial matter on week days, regardless of advertising; although the size of the paper varies from 24 to 44 pages 8 columns to the page.

James Schermerhorn, publisher Detroit Times, said:

On April 1 last the price of the Detroit Times was advanced to three cents and the carrier rate made more than any other Detroit paper. We did not change the advertising line rate, because we felt that in the cut in circulation, which resulted from the higher subscription rate, we were practically raising our rate. We are more compact in size now than any other paper in the state holding down to from 12 to 16 pages. We have not gone over 16 pages in six months. A small sized paper takes care of us. We are working on a 50-50 basis of news and advertising.

The Free Press averaged 61.7 per cent. advertising during October and the Journal is holding down still tighter.

All approach the subscription question with doubt. It is expected that the Journal, News and Free Press will continue at two cents for some months, possibly going to three cents when the condition of the 1920 newsprint market asserts itself. An increase in the Sunday price of the News and Free Press, now eight cents, is being considered.

WASHINGTON.—Publishers here are working upon a basis of agreement to conserve news print. Fleming Newbold of the Star is the moving spirit in the effort to bring this about, his proposal following very largely the lines urged by the War Industries Board, the regulations of which he had a large part in framing.

Two of the Washington papers, the Star and Herald, have kept within the limitations of the War Industries Board requirements since that organization disbanded, after having requested publishers to continue observance of the conservation rules.

In any agreement for curtailment, Mr. Newbold believes the papers which have observed those rules should have equities. He proposes that the Star, Post and Times shall agree to a horizontal cut in the size of the daily issue and that all shall agree not only to decline new advertising but to endeavor to have advertisers use less space. Only in this way can a proper competitive basis be maintained, he contends, because otherwise it simply would be transferring advertising from one medium to another and no paper saving could result.

Mr. Newbold has been in frequent communication with other members of the paper committee of the A. N. P. A.

One of the results has been agreement to again start campaigns for school children to collect old newspapers. Mr. Newbold is of the belief that the news print situation is tending toward the point where a national paper administrator may be necessary unless the publishers take hold of the problem with a proper realization of its gravity.

Arthur D. Marks, business manager of the Washington Post, discussing the situation and the steps taken by that publication said:

"The Post anticipated the difficulties now besetting publishers. We have tried to keep a little ahead of the other fellows, as during the war we advanced subscription rates and have just issued a new advertising rate card. I believe the department stores should pay a higher rate and when our current contracts expire the rates will be raised, probably as much as 20 per cent.

"My idea about this necessary conservation program is that it is up to the New York dailies to take the lead. If they will begin real curtailment papers everywhere will follow them, but so long as they continue to run the heavy papers as at present, publishers in other cities able to pay for paper, are not very likely to reject advertising."

HARTFORD, CONN.—The only definite action so far decided upon by Hartford publishers to meet the newsprint shortage is the increase in rates by the Times of one cent a line to take effect January 1.

The Courant has not yet decided to take similar action although something of the sort may be done later.

All papers here declare they are running close to the schedule of the War Industries Board and do not see the need of further cutting although they are not soliciting so much advertising as they normally would. The prevailing opinion here that the large city publishers have not taken the lead in conservation of newsprint and the small city papers ought not to be expected to lead the way.

(Continued on Page 16)

— trend

There is a definite tendency among the most prominent advertising agencies and advertisers to recognize newspapers as predominant advertising mediums.

More companies are coming to appreciate the logic of confining advertising to channels of distribution, of creating a demand where the consumer can buy the goods and where the manufacturer can sell them at a profit.

The method of trying to strong-arm the trade with an advertising campaign in national mediums "reaching millions of people" is losing vogue. The jobber and the retailer are learning that the only part of this tremendous advertising program they are interested in is their own local relatively small territory.

Following the trend of right advertising.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

CURTIS SEES NO END OF BIG ADVERTISING

Philadelphia Publisher Declares That His Publications Are Going to Require Whole Paper Mill to Supply Them

At the 164th dinner of the Sphinx Club of New York, held at the Waldorf-Astoria Tuesday evening, the guest of honor, Cyrus H. K. Curtis of Philadelphia, delivered a message that was both encouraging and helpful. His talk was built upon a series of questions, propounded by Chairman George Ethridge calculated to throw light upon advertising of the present day and its future possibilities.

As evidence of his belief in the future, Mr. Curtis recited an experience he had in arranging for his 1920 stock of paper through the mills that have supplied him for many years.

\$20,000,000 Paper in 1920

"We expect to use about \$20,000,000 worth of paper next year and it is going to require the building of a new mill by the plant now taking care of us," he said. "I insisted upon this program because I can plainly see the possibility of a 3,000,000 circulation for the Post not so very far in the future, and a corresponding increase in the sale of my other publications."

Mr. Curtis believed that increased advertising was sure to follow the activities of our producers in marketing their products at home and abroad and in getting ready for this result more and more advertising will be required. On the other hand, he advocated more serious thought in the preparation of copy and, if need be, curtailment of space to insure room for all and conservation of paper stocks.

The story he told of his career was intimate and interesting. Labor difficulties he disposed of by saying he believed he had the same success as others who cultivated the good will of their employees, took interest in the workers' affairs and mixed and counselled with them at every opportunity.

42 Cents' Worth for 5 Cents

How he succeeded in getting a circulation of millions was practically answered in his description of the character and worth of the material put into the publications, the service and the value of the product. "A paper sold to the public at 5 cents representing a cost of 42 cents was a practical illustration—the public was naturally getting big value for the price paid, the advertisers got value in the circulation and seemed to be willing to provide the difference in cost."

Irvin Cobb expressed astonishment at the news that Ellis Island, instead of being a sieve through which men capable of being good Americans got into the country, was in reality a chute through which undesirables were shot into the United States.

James Montgomery Flagg read a burlesque on how a modern moving picture producer might film a story of Adam and Eve.

I. P. Ketchum Dead

MILWAUKEE, Nov. 26.—Isaac P. Ketchum, for many years business manager of the Madison (Wis.) Democrat, is dead, aged 72 years.

Hopkins Heads N. Y. Ad Club

F. A. Wilson-Lawrenson resigned November 24 as president of the Advertising Club of New York and George W. Hopkins, first vice-president, was im-

mediately elected by the board of governors to the presidency for the unexpired term, which closes in May. Pressure of business compelled Mr. Wilson-Lawrenson's retirement, he said. Mr. Hopkins is sales manager of the Columbia Phonograph Company.

PRINTING TIE-UP ENDS IN NEW YORK

Compositors Comply With I. T. U. Order to Return to Work and Pressmen Follow, Ending 2-Month Trouble

The printing tie-up that has existed in New York since October 1 was broken this week when the union printers and pressmen voted to return to work at \$6 weekly increase in pay and to arbitrate their 44-hour week demand.

"Big Six" voted only a week before not to return to work, but a reversal was brought about by a mandate from the executive council of the International Typographical Union based upon the complaint of the employers that the vote to remain out on "vacation" was virtually a vote to strike and was illegal without the sanction of the international officers.

After an all-day session with the officers of the local union on Saturday, the executive council issued a mandate to be presented to the men Sunday. The terms were that they should return to work Monday morning and instruct their officers to arbitrate the forty-four-hour week with the employers. The threat of penalization by the international union was held over their heads if the mandate were not obeyed. The union voted 3 to 1 to obey.

J. W. Hayes, secretary of the International Union, said that he was satisfied with the action of "Big Six." He said the council would endeavor to arrange for a speedy arbitration of the differences between the men and the employers, and that he had received assurances that all the compositors who returned to their shops would be put to work.

Pressmen's Union No. 51 and Feeders' Union No. 23 followed the action of "Big Six" Tuesday by deciding to take out new I. P. P. & A. U. cards and return to work immediately on conditions similar to those accepted by the compositors.

Members of the Printers' League reported Wednesday morning that their men were nearly all back and plants prepared to operate 100 per cent.

It will probably be a long time before printing conditions in New York will be normal again, as many publications moved to other cities during the tie-up and it is doubtful how many will return.

The loss in money to all parties involved in the trouble has been tremendous.

Although the union paper handlers are still technically "out," having taken no official action calling off their strike, the employing printers report enough men are at work to meet all requirements.

At a meeting of the striking Lithograph and Printing Ink Makers' Union Sunday, President John R. Ritchey reported that John J. Bealon of the State Industrial Commission had stated that he would try to get an arbitration commission appointed to settle the strike. The 150 members present voted to remain out until the Ink Makers' Association, representing the employers, had recognized the union. Ritchey announced that sixteen of the thirty-five shops in the city had signed with the union.

AD BUREAU TO START IN CHICAGO DEC. 1

Three-Year Lease Closed on Suite in Marquette Building—Manager Will Come From the Middle West

The Bureau of Advertising of the American Newspaper Publishers' Association has closed a three-year lease on suite 841-842 Marquette Building, Chicago, and will open its long-planned Middle Western office about December 1. Director William A. Thomson, who spent the last two weeks in Chicago seeking suitable quarters, will return there about December 1 to man and equip the office, which he expects to have in full operation by January 1.

No manager has been selected as yet, but Mr. Thomson said that a Middle Western man would probably be chosen for the post. After his appointment and until he becomes thoroughly familiar with the work of the bureau, Mr. Thomson and Thomas H. Moore, associate director of the bureau, will alternate between the New York and Chicago offices.

"We have been desirous of opening this Chicago office for the past four years," Mr. Thomson told **EDITOR & PUBLISHER**, "and it has been made possible by the greater support being accorded the bureau by the newspapers. We now have about 459 members, which is an increase of about 60 per cent over the membership on December 1, 1918.

"Our committee is now working for the establishment of a Pacific Coast office and we will get it under way

just as soon as the publishers in that section give us the necessary support.

"Just as soon as we can afford it, the bureau intends to employ a statistician to prepare circulation and advertising data on newspaper advertising and the figures prepared during the past year by **EDITOR & PUBLISHER** will furnish the basis of his work. The data **EDITOR & PUBLISHER** has collected and printed form the biggest contribution that has ever been made to the cause of newspaper advertising."

TIMES MANAGER HOME BOUND

Howard Corbett Completes American Visit to Eastern Centers

Howard Corbett, manager of the London Times, who has been in this country for the last three weeks making a study of American newspaper conditions will sail for home Saturday on the Mauretania.

During his stay in this country he has visited Washington, Philadelphia and Cambridge, Mass. The trip to Cambridge was made to see the Yale-Harvard football game. Mr. Corbett's visit to America is in connection with the survey of American business and shipping now being made by the representatives of Lord Northcliffe's newspapers.

Texas A. P. Members Meet Nov. 29

The Texas members of the Associated Press will meet at Dallas on November 29 to December 1. Kent Cooper, chief of the traffic department, and Paul Cowles, superintendent of the Central Division, will address the meeting.

CONDENSED FICTION

Full of Action

Well and Fully Illustrated.

WHOLE-PAGE NOVEL-A-DAY, Feature No. 3

For Daily, Sunday and Saturday Afternoon Papers.

Any Length and to Meet Any Requirements

In copy with mat of title and illustration or in whole page mats.

A Large Number of Illustrated Stories

running from 1,000 to 100,000 words, among which are stories by

Robert W. Chambers
Sir Gilbert Parker
Rex Beach
F. Hopkinson Smith
Jack London
George Randolph Chester
Gouverneur Morris
Hall Caine
Mary E. Wilkins Freeman
Gellett Burgess
Jacques Futrelle
Wm. Hamilton Osborn
H. G. Wells

Ellis Parker Butler
Arthur Stringer
John Kendrick Bangs
Newton Fuessle
George Ade
Carolyn Wells
Edith Sessions Tuppere
Edwin L. Sabin
John Strange Winter
Edgar Wallace
Frank Stanton, Jr.
Robert Barr
Roy Norton

See our catalog and price-list.

THE SLOAN SYNDICATE, Inc.

1834 Broadway

New York, N. Y.

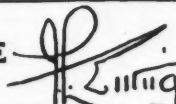
Highly Concentrated City Circulation In New Orleans

The leading commercial center of the South—the second port of the U. S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation—advertise in the States. You will get more profitable returns at a lower cost.

Want more information?
We'll gladly furnish it.

WRITE



ADVERTISING DIRECTOR

New Orleans STATES

EVENING

SUNDAY

CALLITYPE PROVEN PRACTICAL BY LITERARY DIGEST

Printing Text Matter from Photo-Engravings Was Done First in 1898, But Not Really Developed Until Now

PRINTING from plates has been practised since the discovery of photo-engraving, and away back in their heads thinking publishers have cherished a hope—especially when things are running sidewise with printers—that some day a man would come along and show them how to go to press without setting type. Going to press without typesetting has always been possible, but it has never been considered practical.

It remained for Literary Digest to put the much-thought-over system to the big test. During the seven weeks that the printing trade of New York has been tied up by strikes, lockouts and "vacations," that publication has appeared regularly and has steadily improved in typographical appearance, until now it compares very favorably with any printed-from-type product.

First Time on Such a Large Scale

Never before has a publication of anywhere near the circulation of the Literary Digest attempted to issue even one edition without typesetting, and for that reason alone their efforts have attracted wide attention, not only among the publishers who have been caught in the web of labor difficulties in New York City, but by the public in general. The first effort on a large scale to show what could be done in the way of issuing a publication without typesetting, of record in the United States, was carried out in Chicago in 1898.

Chicago daily newspapers had just passed through one strike that had tied them up for a week, and the indications were that they might have to face another. The second strike never materialized—it was to have been the printers—nevertheless, Chicago publishers were on the alert and were welcoming any suggestion that would make it unnecessary to again suspend publication. About the same time a newspaper over in Paris was having publishing troubles and had resorted to photo engraving. The work was crude, but the publication was saved. Copies of that paper, *Petit Bleu*, fell into the hands of the editors of the Chicago Journal. The system being used appealed to them and they decided to give it a trial to

show what eventualities might bring forth.

The Journal made the trial in one edition, photo engraving the editorial page from type-written sheets, as is followed today by the Literary Digest. While the experiment was in every way a success, it was not followed up at that time, but it attracted wide attention, and for a time stimulated interest in photo-engraving of pages and was responsible for numerous efforts to space typewritten lines to give an even right margin.

Willis Hall Turner was then publisher of the Journal; Peter Finley Dunne (Mr. Dooley), was editor; Richard K. Linthicum, now of the New York World, was managing editor, and Fenton Dowling, now circulation manager of *EDITOR & PUBLISHER*, was private secretary to Mr. Turner and did the actual work on the page. The contributors to the page were Mr. Dunne, Mr. Linthicum, James O'Donnell Bennett and Grace Duffy Boylen. So far as known that was the first effort to reproduce text matter of a regular American publication from a photo-engraving.

The Literary Digest has made no claim of originality. In fact, it has made no claims of any kind excepting that no great difficulty was being experienced



Photo by Curtis

AN EDITORIAL CONFERENCE ON MAKE-UP
Left to right—B. P. Adams, W. C. Roberts, W. S. Woods, F. A. King, Richard Duffy, F. W. Halsey, B. M. McConnell, C. Christopherson.

in getting out that publication weekly during one of the most complete tie-ups that the printing trade of New York has ever suffered from.

The Literary Digest, like all other New York publications outside of daily newspapers, was facing suspension when a printer suggested "photo-engraving." It was two days until press time, and no time for debate. His suggestion was accepted and followed. The results are public property. The Literary Digest

came out as usual. It looked rather ragged the first week because it was a hurry job. Each week since there has been a marked improvement, and now the Literary Digest, without composition, is pleasing to the eye.

To publishers, probably the most interesting thing about the Literary Digest in its typewriter dress is that fact that it has cost less per page than it did before the strike went into effect. The contract price per page for compo-

In a recent official audit of the Standard Union the auditor announced that 97% of its circulation was sold in Brooklyn, the home section of Greater New York.



Photo by Curtis

ORIGINAL TYPEWRITTEN "DUMMY" PAGE AND PRINTED PRODUCT

sition on the Literary Digest was \$12, and the cost under the photo-engraving system is \$8.

The method used by the Literary Digest in the present emergency should be called callitopy, according to the dictionary, and it means "beautiful type." Many other publications followed the lead of the Digest in meeting the recent printing situation, including Nugent's, Paper Mill and the Long Island City Star. The Los Angeles Times also experimented along this line.

The Literary Digest has met its circulation demands and has brought callitopy to a nearly perfect method of printing.

The process through which copy passes on the Digest is interesting. The editor's manuscript is written on a typewriter, equipped with a 10-point type, to a width of 4½ inches. This work is done by a corps of nine to twelve girls. Black paper carbon ribbons are used on the typewriters and produce a clear impression, instead of the blurred appearance which comes from using regular inked ribbon.

To secure the proper alignment at the right hand of the column has only been a question of care. A light blue line drawn on each sheet of copy paper has been the guide of the typists and several times it has been necessary to recopy several times to secure the desired results, although a great deal of this has been overcome during the making of the second copy after errors have been corrected by the editors.

When the typists make their final copy of material it is rolled out of the typewriter into a pan of water without being touched. The typewritten sheets are taken from the water and pasted im-

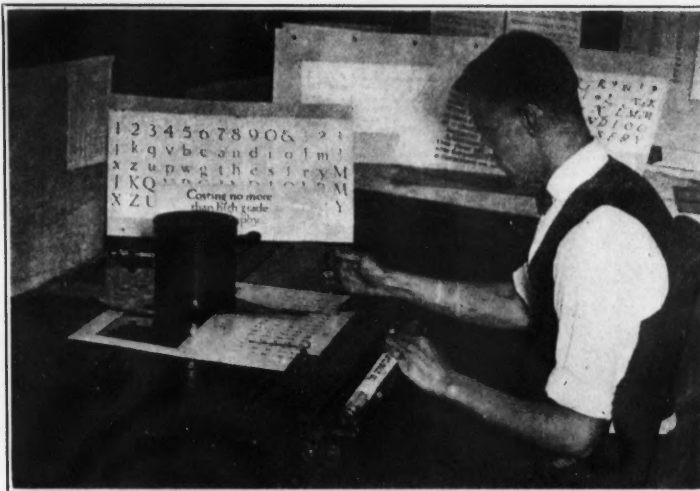


Photo by Curtis
MAKING DISPLAY TYPE HEADLINES BY PHOTOGRAPHY BY THE "DESATYPE"

mediately on sheets of cardboard of uniform size, on which the enlarged size of the page has previously been marked. This holds the ink and gives a clear engraving.

Probably the most remarkable part of the Digest's work is the setting of the heads and initial letters. This is being done with a new machine known as the Desatype. Instantaneous photography is the principal of this new invention. The Desatype is designed to set large art letter advertisements. In fact, photographic art designing is claimed for it.

In other words, you select the art style of letters that you wish to use and

the machine operator then places that style on the machine and by the operation of the keyboard throws each in under the powerful lens until your copy is completed. The prints are dropped automatically into a developing bath that is a part of the machine.

All heads and initial letters used in the Digest for the last five weeks have been made on this machine, which is not yet on the market commercially. This part of the work has been done so well that many persons believed it to be regular art work.

In many cases, after the pasting up of articles has started, it has been found necessary to re-edit and rewrite in order

to bring matter within the space allotted for it. When the pages are finally finished, they are sent to the engravers, where the column width is photographically reduced from 4½ to 3½ inches.

The work of getting out the Digest under the new system has fallen largely on the art department, under R. E. Leppert, and the editorial department under William S. Woods, for it must be remembered that aside from the saving of \$4 a page on composition there has been no proof reading, which is quite an item on a big magazine.

Junkin Gets Another Paper

CRESTON, IA., Nov. 25.—Paul S. Junkin, publisher of the Creston (Ia.) Advertiser-Gazette, and interested in a number of other Iowa newspapers, has just purchased the Fort Madison (Ia.) Democrat. Those associated in the purchase are W. D. Junkin, publisher of the Chariton Herald-Patriot; W. J. McGiffin and D. J. McGiffin, sons of a sister of the Junkin brothers. The McGiffins have been running the Fairfield Ledger, which has been in the family since 1852.

Hodges Succeeds Gairing

OMAHA, NEB., Nov. 25.—John B. Gairing has resigned as editor of the Publishers' Auxiliary, issued by the Western Newspaper Union, and is succeeded by C. F. Hodge. Mr. Gairing becomes connected with the business department of the W. N. U.

New Agency in Omaha

OMAHA, NEB., Nov. 25.—A new advertising agency has been opened here under the name of the Bloodheart-Soat Company.

No Campaign in
THE PACIFIC NORTHWEST

is complete without including rich and prosperous Southwest Washington

This district is blanketed by

The Tacoma News-Tribune

whose circulation here is greater than that of *Any Other Outside Newspaper*

It maintains a staff of its own correspondents and circulation men throughout Southwest Washington, and in the larger cities operates branch offices.

For the ten months of 1919, up to November first, The News-Tribune published every evening except Sunday, carried a total volume of

6,519,464

agate lines of paid advertising, a daily total of

Over 27,000 Agate Lines

Some record for an evening newspaper published in a city of 120,000.

TRIBUNE PUBLISHING CO.

FRANK S. BAKER, President

CHAS. B. WELCH, Editor and General Manager

HOW NEWS PRINT IS BEING CONSERVED

(Continued from Page 10)

OMAHA, NEB.—The print paper situation is serious with some of the publications here. The World-Herald is paying as high as 8 cents per pound for paper, their contract volume of paper for the year having been already consumed.

One of the big dailies here is so short of paper that the general manager has called a conference of all his advertising men and told them instead of seeking to boost a retailer's advertising space from a proposed 50 inches to 60, he wished if they could diplomatically do so they would drag the advertiser down to 40.

CLEVELAND, O.—To date Cleveland daily newspapers have not cut the size of their papers. No move has been made to increase circulation prices. The Plain Dealer and the News and Press still charge 2 cents a copy for their week-day editions, the Sunday News-Leader and Sunday edition of the Plain Dealer retailing for 7 cents.

The Plain Dealer is "cutting to the bone" its news stories and editors of feature and daily news departments have been instructed to "keep everything down." This applies to real estate, financial, market, and dramatic daily departments and all phases of the Sunday editions. The scarcity of print paper is the cause.

Similar economic measures have been adopted by the editors of the Press and the News and Sunday Leader.

Advertising in all of Cleveland daily newspapers is now running abnormally heavy, particularly in the line of national space-buying. The department stores, retail groceries and piano, player piano and talking machine dealers are liberal buyers of newspaper advertising space, holiday announcements being unusually large.

ROCHESTER, N. Y.—Local newspapers announce the elimination of special departments such as fraternal, Boy Scout, church news, etc. They formerly devoted a page to each one day a week. This is one means of meeting the print paper situation.

Some advertising rates, such as theatrical, concert and all entertainments, were raised on November 1 and new rate cards on all advertising are about to be issued. There is some talk of raising subscription rates, but little likelihood of any immediate step in this direction. Rochester papers raised from one to two cents per copy only a year ago.

Sizes of all issues have been cut for the last two or three weeks. Rochester publishers are following closely the recommendations of the War Industries Board for guidance for the present readjustment of the ratio of reading matter to advertising space.

The largest afternoon paper cut four pages from its usual Saturday size last week.

DALLAS, TEX.—Newspapers in Texas, alarmed at the increasing shortage of news print paper, are taking drastic measures to conserve the supply. Those in Dallas, Fort Worth, Houston and other cities are reducing the number of pages at the expense of reading matter where possible, and some are even rejecting advertising matter to conserve paper.

No recent advances in advertising

rates have been announced but it is known that such action is being seriously considered.

The greatest conservation of space to be seen so far is in the reduction or elimination altogether of features, such as comics, cartoons, special articles, household hints, etc. There also has been a very noticeable tightening in the use of news matter. Stories are being cut about one-third and matter is being held to strictly A-1.

While Texas papers have never appeared to adhere to any fixed proportion of news matter and advertising, some had boasted that they were fifty-fifty. In actual practice the ratio ranged from 40 per cent advertising and 60 per cent reading, to 60 per cent advertising and 40 per cent reading.

Under the conservation rules, the average ratio seems to be 33 1/3 reading matter to 66 2/3 advertising. Some papers show 25 per cent reading to 75 per cent advertising.

Special instructions to reporters and news writers say, "Make it brief." Instructions have also been sent to correspondents admonishing them to send in no fewer items, but to limit their items to few words.

Advertising contracts are now being written "subject to paper conditions," and where an ad of four or five columns would mean adding ten pages in the old days, the ad now is generally rejected.

The Fort Worth Star-Telegram seems to be taking the lead in paper conservation in Fort Worth, while the Dallas Morning News shows the greatest reduction in Dallas.

HOUSTON, TEX.—The Chronicle has increased advertising rates but not subscription rates; size reduced; reading matter down to minimum.

The Press has increased advertising and subscription rates; size reduced and ratio of reading matter to advertising decreased.

The Post is holding to war time conservation.

LOUISVILLE, KY.—Newspaper publishers here have been in conference for the past several days relative to necessary steps to meet the impending shortage of news print. No definite conclusions have been reached as yet, it is said, regarding how best to meet the situation. However, all the local publishers are agreed that something must be done and that something will be done in the very near future.

Representatives of Louisville newspapers stated they would attend the conference of the Southern Newspaper Publishers Association at Birmingham and that their program will be formulated by that time.

SPOKANE, WASH.—Subscription rates have already been advanced here and advertising rates will be increased to meet increased costs. The size of papers will not be reduced until dailies in other cities printing 28 to 32 pages daily have reduced to 14 or 18 pages the size. The Spokesman Review is holding to the ratio of reading matter to advertising already established.

SACRAMENTO, CAL.—This city's daily newspapers have taken no action yet toward meeting the newsprint situation by raising advertising or subscription rates.

PORTLAND, ORE.—With the exception of increased advertising rates, Portland newspapers so far have taken no steps to reduce their size to meet the present news print situation. There have been several advances in advertising charges in the last few months but these have been made to meet rising expenses, especially one of the highest printers' scales in the country, rather than to solve the paper shortage.

However, the Portland papers are holding down their ratio of news as compared with advertising to what they consider a minimum. There has been even a decrease in this respect as compared with the ratio that was in effect when the paper shortage was acute during the war, although advertising has increased greatly the relative amount of news published is even smaller.

The Oregonian is running about 55 per cent advertising and 45 per cent news and the ratio in the Journal is about the same.

In the Telegram, which has no Sunday edition, the proportion of news is somewhat larger.

SCRANTON, PA.—No general agreement has been reached by the two local daily and one Sunday newspapers on any plan of saving news print, but it is known the publishers are preparing to join with the newspapers of the country in reducing the size of their issues. This is to be brought about by increased rates on advertising, which is expected to reduce space of the average advertiser,

while news is to be condensed. It is stated that there is not much likelihood of the subscription rates being advanced from 2 to 3 cents by the dailies here.

SAN FRANCISCO, CAL.—All papers here recently increased 15 cents per month on subscription rates and made substantial increase in advertising rates. They are holding newsprint consumption to the minimum in makeup. They contemplate no further radical changes in the near future.

SEATTLE, WASH.—News print shortage has had no effect on size of papers here. There is no immediate indication that they will reduce and no definite plans are yet made by publishers for meeting the crisis. The Times made a general increase in advertising rates when the recent boost in subscription price occurred. An increase by the Post-Intelligencer in ad rates is impending. The Times is publishing unusually big editions, last Friday's issue totaling 40 pages. All dailies giving big space to special features.

DENVER, COLO.—Newspapers here have taken the following action on the print paper situation:

Express increased advertising rates 10 per cent; cut news stories to minimum.

Post increased advertising rates 5 per cent; discontinued one street edition; discontinued returns and exchanges; cut size of Sunday supplement; increased price of street sale copies one cent each.

(Continued on Page 34)

THE DENVER TIMES

First Comes

Ability to Purchase

That's the main essential of a circulation; that it have purchasing ability.

One of the easiest ways of spending money without profit is by advertising better-class goods to a circulation that is financially unable to purchase them.

If you are going to advertise in Denver, and you have a proposition which appeals to a discriminating class of people—

And the success of your proposition depends upon your reaching a class that are capable of appreciating as well as being able to purchase your offering—

The commodity in which you have confidence, plus our able-to-buy readers, is Denver's answer for the marketing of better-class products.

The Denver Times

Largest Evening Circulation in the Better-Class Homes of Denver

Verree & Conklin, Foreign Representatives, Brunswick Building, New York; Steger Building, Chicago; Free Press Building, Detroit.

The Shaffer Group

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

THE DENVER TIMES

SIXTY-DAY ADJUSTMENT BASIS FOR AD RATES

Plan by Which Publishers May Cancel Their Contract If Agreement Cannot Be Reached

BY JOHN BUDD

(Of the John Budd Company, Newspaper Representatives.)

The tendency in recent years has been toward a newspaper advertising rate for the general advertising field that is flat, or nearly so.

In normal times this works to the advantage of both the advertisers and the publication.

But these are abnormal times, and the phase of that plan which permits an advertiser or his agency to contract for a year at a flat rate and to use space at will, little or much, or omit to use it entirely, and still hold the rate to the expiration of the year, is under present and probably future conditions, most unfair to the newspaper.

The plan proposed in the resolution passed by the A. N. P. A. special meeting committee on November 12, is open to the objection that to restrict the term of all advertising contracts to a three month period involves not only endless labor at a time when detail is enormous, but complications in connection with every well and thoroughly planned advertising campaign that will discourage and restrict desirable development.

Adjustments at their frequent terminations may be necessary and may not, no one surely knows now, but they are all thrown up in the air just the same, and the constant uncertainty is not conducive to good business.

The John Budd Company, which represents a number of publications in the national advertising field, has devised a method which has met with almost unanimous approval by advertisers, advertising agencies, and publishers wherever proposed.

It is that all advertising contracts hereafter, be entered into with the proviso that the publication has the right and privilege of cancelling or stopping service thereon, after sixty days' notice, given at any time, unless meanwhile, an equitable rate for its continuance after expiration of the two-month period, is agreed upon.

This proviso is just and fair to the advertiser in that it gives him assurance that snap decisions on rates will not constantly face him. He will have sixty days in which to adjust his campaign at the original rate, if he concludes that continuance at the rate made necessary by new conditions is impractical.

No further rate revision may be necessary, sky-rocketing expenses may have reached their peak, but if they have not the publisher is in a position to re-adjust his advertising affairs to meet them within a reasonable time, and will not be compelled to carry a lot of space at a loss to himself or to other advertisers who coming later will have to pay enormous rates to make up the deficiency, or by those rates be prohibited entirely from newspaper publicity.

The practice of making yearly advertising contracts at flat rates, or slightly sealed rates, is one which under present conditions is so obviously one-sided, and so manifestly unfair to the publications, that it is today without other justification than precedent.

WILEY SEES WASTE IN FULL PAGE ADS

Business Manager New York Times Urges More Concise and Convincing Copy Instead of Broad-sides of Space.

HARTFORD, Nov. 25.—Louis Wiley, business manager of the New York Times, addressed the Charter Oak Ad Club tonight on the general newspaper and advertising situation.

He outlined briefly the reasons for the tremendous growth in the volume of advertising in the newspapers since the signing of the armistice, predicting that this volume would continue for some time, due to the enormous increase in American business activity.

Mr. Wiley expressed doubts as to the superior value to advertisers of full page space, particularly in cases where the advertiser's story could be just as forcefully presented in smaller space. This, he contended, was true of a great many page ads. He urged greater care in the preparation of copy, arguing that poor copy gained nothing through being presented in full pages.

He referred to the policies now being adopted by the big papers of limiting, or rationing, the space to be used by advertisers, and believed that this might prove helpful in saving newsprint. He advised caution in the matter of increasing rates, as he believed that this would mean that advertisers would pass on this increase, in some instances, to the public in the form of higher prices for their goods.

Mr. Wiley suggested that the manufacture of wall papers should be discontinued for the period of one year, the machines now used on wall papers

to be turned to the production of newsprint. He urged that such a policy would be in the public interest, as newspapers were a greater necessity to the people than wall paper.

LaFETRA RETIRED ON FULL PAY Advertising Manager Emeritus Is Succeeded by F. C. Hitch

H. A. La Fetra, for thirty-seven years with the Royal Baking Powder Company, New York, during the greater part of which he was advertising manager, has retired because of advancing years and infirm health, with the position of Advertising Manager Emeritus, especially created for him by the board of directors, his compensation continuing as heretofore.

J. W. Gannon, for sixteen years connected with the company as assistant advertising manager, during the last portion of which he performed the duties of advertising manager, has resigned to become president of a new advertising agency bearing his name, as recently noted in EDITOR & PUBLISHER.

Frederick C. Hitch became advertising manager on November 20. Mr. Hitch has had extended experience in advertising food and other products, and has for several years occupied a responsible position in the advertising department of a large eastern manufacturing corporation.

Sutherland's Memory Honored

TOPEKA, KAN., Nov. 25.—"The Kenneth Sutherland Post" is the name of the second American Legion post formed here, in memory of Kenneth Sutherland, former Topeka State Journal business office employe, who was the only Topeka member of the 110th Field Signal Battalion killed during the war.

A Market of Seven Hundred Million

THE Far East--a market of *seven hundred million people*--is enjoying undisturbed and unparalleled prosperity. *The Far East has been buying from Europe.* Europe has not the production necessary even for her own home channels--will not have this production for years to come. In the mean time the Far East turns to America for her goods. Unprecedented opportunity is offered the United States to enter this vast market and *solidify the demand* for her goods before Europe is ready again.

The business houses of the Far East are financially strong; their buying power and credits have been unimpaired by the war. The time is ripe for American exploitation.

Japan Controls the Market

JAPAN carries the largest amount of commerce in the Far East and her influence is felt all over Asia, and from Siberia to India.

Jiji Shimpo Sells the Goods

JJI SHIMPO (The Times) is the largest and most influential daily in all of Japan. Jiji Shimpo reaches the most influential and prosperous buyers in the Far East. *Jiji Shimpo sells the goods.* If you have a product to sell in the Far East, Jiji Shimpo will start it--and *carry it through.* Advertise in this most influential medium. A representative of Jiji Shimpo is now in New York and will be glad to confer with advertising agencies or manufacturers. A market of seven hundred millions waits on America. Does America want the business?

R. ONISHI

Representing Jiji Shimpo, Tokio and Osaka, Japan
Hotel Imperial, New York City

S. N. P. A. WILL SPEND \$6,000 IN FIRST 1920 ADVERTISING CAMPAIGN

Southern Council of A. A. A. Will Prepare and Place Trade Paper and Booklet Copy—Specific Market Data Promised

New Orleans, La., Nov. 25.

THE \$6,000 advertising budget of the Southern Newspaper Publishers' Association will be spent between January 1 and July 1, 1920, with a view to convincing sales and advertising managers in specific manufacturing groups of the marketing possibilities for their particular product in the 13 Southern States represented in the S. N. P. A., according to the decision of the advertising committee, reached at its New Orleans meeting, a telegraphic report of which was carried in *EDITOR & PUBLISHER* last week.

No copy will be placed until after January 1, due to the holiday season and to the fact that new lists, in the main, will not be compiled until after the first of the year.

Booklet and Trade Paper Campaign Planned

C. F. Gladfelter of Louisville submitted rough text and designs for the booklet which the advertising committee has decided to issue for 1920. This booklet will show by direct comparison the circulation of all the magazines and all the newspapers in the 13 Southern states and will give comparative costs per state and collective costs for the region.

It will also contain a statement of the relative value of concentrated newspaper circulation at the point of distribution with so-called "national circulations" scattered everywhere.

One page in the booklet will also be devoted to each state represented in the association, presenting the circulation and advertising rates of each newspaper subscribing to the advertising fund of the S. N. P. A., together with a comparison of the magazine circulations in that section and other market data, such as the number of wholesalers, jobbers and dealers in the leading lines.

Will Work Through Dealers

The committee will print 1,000 copies of this booklet and distribute them to the subscribers to the fund and to the membership of the American Association of Advertising Agencies and feature it in all advertisements in trade papers. The membership will be urged to distribute these booklets at their own expense, to the wholesalers, jobbers and dealers in their respective communities, with the request that they in turn submit the facts to manufacturers of advertised brands.

Members will also be urged to purchase extra copies of the booklet for the above purpose, these extra copies to carry inserts or imprints of the paper thus distributing them. It is planned to sell these extra copies to the members at a profit to the committee and to apply such profits to the advertising fund.

Sixteen Pages in Trade Press

A total of 16 page advertisements will be placed in publishing and advertising trade journals, the appropriation for this purpose being \$1,780.

In the course of a conference between the advertising committee and a committee from the southern council of the A. A. A., Chairman A. G. Newmyer presented the S. N. P. A. advertising plan to the agents and stated that it was the desire of the S. N. P. A. to deal with the Southern Council of the A. A. A. in the same manner as the Federal Government deals with the Advertising Agencies Corporation, as if they were one agency handling one client.

Mr. Newmyer further explained that the publishers' committee desired to deal

with the agencies through President Thomas E. Basham and that any arrangements for handling copy or commissions that the Council made among its membership would be satisfactory to the S. N. P. A. and that the publishers would pay the agents 15 per cent, less 2 per cent cash discount for their services, all commissions from publications to agents to be returned to the association.

S. N. P. A. Will Pay Commissions

President Basham replied that while there was not sufficient profit in this program to justify the effort on a money-making basis of any or all of the Council's members, the Southern agents recognized the need for and mutual benefits from such campaigns and that he therefore accepted the proposal on behalf of his membership. He heartily endorsed the plan.

The committee's final instructions to President Basham were:

To write and print the booklet; to prepare and place trade-paper copy, as ordered; and to prepare copy and lists to reach the sales and advertising managers in the manner prescribed.

Mr. Basham promised to set his machinery in motion at once and to submit copy list of mediums and cost sheets to the advertising committee in time to begin the campaign in January.

Urge 25 Per Cent Raise in Ad Rates

Following a discussion of the news print situation, Mr. Gladfelter introduced the following resolution, seconded by Mr. Newmyer:

"That in view of the present critical paper famine and auction market, and the further fact that the paper manufacturers will not establish a price basis for next year, nor give any assurance of an increased paper supply; publishers everywhere are urged to immediately increase their advertising rates, both local and foreign, at least 25 per cent, and the advertisers and advertising agencies of America are urged to give the publishers of newspapers optional days for the insertion of their copy, in order that the existing print paper emergency may be met to the best advantage of the publishers and their customers."

Copies of this resolution were given to the Associated Press, the United Press, the International News Service, and the trade press of the country. Secretary Johnson was requested to bulletin the resolution to the entire membership of the S. N. P. A. and to send it to the A. N. P. A. with the request that it immediately be transmitted to the entire membership of that body.

Mr. Basham promised that it would be immediately transmitted to all of the

agents represented in his association, with his personal recommendation that afternoon newspapers be given the option of inserting copy Mondays, Tuesdays or Wednesdays, and morning newspapers Thursdays, Fridays or Saturdays.

CANADA MAKES 2,775 TONS PAPER DAILY

Dominion Manufacturers Expect to Reach Million Tons Annually If Present Demand from United States Continues

OTTAWA, Nov. 25.—The importance which the news print industry has assumed in Canada is shown by the fact that the Dominion is now producing 2,775 tons of news print a day, or a total of about 800,000 tons a year. This estimate is official, being vouched for by the Canadian Pulp & Paper Association. This tonnage is made up as follows:

| | TONS |
|--------------------------------------|------|
| Abitibi Power & Paper Co..... | 240 |
| Belgo-Canadian Pulp & Paper Co. | 200 |
| J. R. Booth | 150 |
| Brompton Pulp & Paper Co..... | 95 |
| Canadian Paper Co..... | 35 |
| Donnacona Paper Co..... | 100 |
| E. B. Eddy Co..... | 50 |
| Fort Frances Pulp & Paper Co..... | 150 |
| Laurentide Company, Ltd..... | 225 |
| News Pulp & Paper Co..... | 30 |
| Ontario Paper Co..... | 225 |
| Pacific Mills, Ltd..... | 200 |
| Powell River Company, Ltd..... | 225 |
| Price Bros. & Co..... | 250 |
| Spanish River Pulp & Paper Co..... | 500 |
| St. Maurice Paper Co..... | 100 |
| Total | 2775 |

Very ambitious plans for expansion in the industry have recently been announced or are already under way. Price Brothers, Abitibi, Spanish River, and Laurentide are all planning to in-

crease their output by an average of 300 tons a day, or 90,000 tons a year. The maximum production involved in this contemplated expansion will probably not be fully achieved before the beginning of next year.

If the demand keeps up, as it is confidently anticipated it will, Canada will ere long be approximating an annual production of nearly 1,000,000 tons of paper per annum.

There are also other plans for expansion under way, including the projected new mills announced by the International Paper Company at Three Rivers; Price Brothers at Chicoutimi, and by the Great Lakes Pulp & Paper Company at Port Arthur.

Canada's exports of news print paper for the six months ending September 30 were valued at \$23,019,380, of which well over twenty million dollars' worth went to the United States.

Optimists in the paper industry predict that within ten years, at the present rate of progress, Canada will be producing 2,000,000 tons of news print a year, which is equivalent to the total consumption of news print in the United States in the year 1918.

The total production of news print in the United States now averages about 3,200 tons per day.

Backing Gen. Wood

TOPEKA, KAN., Nov. 22.—Major General Leonard Wood has found favor with Kansas Republican editors, as evidenced by the fact that four of the leading editors are now lined up back of him—W. Y. Morgan, Hutchinson News; Charles F. Scott, Iowa Register; J. L. Brady, Salina Union, and Henry J. Allen, Wichita Beacon.

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

A PERMANENT WEEKLY INDUSTRIAL REVIEW
page adds 10,000 lines each month to your advertising lineage ---all new business---which the paper would not otherwise obtain. The page is carried on either of your light days --- *Saturday* or *Monday*---and will add greatly to the appearance of your paper. All advertising is secured from non-regular advertisers by our staff of intelligent and thoroughly dependable solicitors.

Our representative will call on request.

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

PENNSYLVANIA

Pennsylvania has again proven itself the keystone state. Pennsylvania has been submerged and arisen purified and cleaned. American through and through.

Pennsylvania, because of its tremendous industries, is a great employer of foreign labor---and being the headquarters of the steel and coal industries of the country, has been cursed with long-haired, loud-mouthed, blatant labor agitators---propaganda spreaders, breeders of unrest, discontent and discord.

Two tremendously important strikes have hit Pennsylvania---two strikes which, in reality were not strikes so much as movements toward Anarchy and Bolshevism.

And Pennsylvania has answered---answered in no uncertain way. Pennsylvania is the keystone state of America---of the United States, of progress, of loyalty, of clear thinking---of right.

Pennsylvania has said, and said plainly, that riot, rampage and revolution have no place within the borders of the state; that decency, progress and red, white and blue Americanism, has the call---that it dominates overwhelmingly---and that Pennsylvania shall, in the future, as in the past, continue going ahead.

Such a state, peopled by such folks, is a good state for national advertisers to cultivate in an intensive way---through daily newspapers.

These daily newspapers do great work for many---they can do great work for you.

| | | Circulation | 2,500 lines | 10,000 lines |
|--|-------|-------------|-------------|--------------|
| Allentown Call | (M) | 23,146 | .04 | .04 |
| †Altoona Mirror | (E) | 23,676 | .05 | .05 |
| Altoona Times | (M) | 8,026 | .025 | .025 |
| Bethlehem Globe | (E) | 6,685 | .025 | .025 |
| †Chester Times and Republi- can | (M&E) | 14,177 | .05 | .04 |
| Connellsville Courier | (E) | 6,774 | .015 | .015 |
| *Easton Express | (E) | 12,044 | .03 | .03 |
| Easton Free Press..... | (E) | 14,162 | .0285 | .0285 |
| Erie Herald | (E) | 8,009 | .025 | .025 |
| Erie Herald | (S) | 9,626 | .025 | .025 |
| *Harrisburg Telegraph | (E) | 30,998 | .055 | .055 |
| ‡Johnstown Democrat | (M) | 9,841 | .03 | .025 |
| ‡Johnstown Leader | (E) | 8,039 | .015 | .015 |
| Lancaster Intelligencer and News- Journal | (M&E) | 22,183 | .06 | .06 |
| Lebanon Daily News | (E) | 8,319 | .025 | .025 |
| New Castle News | (E) | 13,014 | .025 | .025 |
| Oil City Derrick..... | (M) | 6,213 | .023 | .018 |
| ‡Philadelphia Record | (M) | 123,277 | .25 | .25 |
| ‡Philadelphia Record | (S) | 133,680 | .25 | .25 |
| Pittsburgh Dispatch | (M) | 55,055 | .13 | .08 |
| Pittsburgh Dispatch | (S) | 55,208 | .14 | .14 |
| Pottsville Republican | (E) | 10,865 | .04 | .03 |
| Scranton Republican | (M) | 30,028 | .08 | .07 |
| Scranton Times | (E) | 33,969 | .08 | .07 |
| West Chester Local News..... | (E) | 11,590 | .03 | .03 |
| Wilkes-Barre Times-Leader | (E) | 18,237 | .05 | .04 |
| **Williamsport Sun | (E) | 15,898 | .06 | .04 |
| York Gazette | (M) | 14,310 | .03 | .03 |
| Total | | 724,827 | \$1.6694 | \$1.5394 |

Government Statement, October 1st, 1919.
 *A. B. C. Report, October 1st, 1919.
 †A. B. C. Report, April 1st, 1919.
 ‡Government Statement, April 1st, 1919.
 **A. B. C. 12 month report ending June 30, 1919.

KEYSTONE PAPERS BAND TO MEET PAPER CRISIS

Form First Regional Body in Western Pennsylvania and Recommend Their Plan to Publishers Throughout Country

(BY TELEGRAPH)

WASHINGTON, PA., Nov. 26.—Following the suggestion of the American Newspaper Publishers Association made at its recent special convention held in New York, a regional meeting of publishers of Western Pennsylvania was held on November 20 at the William Penn Hotel in Pittsburgh at the call of E. R. Stoll, secretary of the Pittsburgh Publishers' Association, and John L. Stewart, president of the Western Pennsylvania Associated Dailies.

The purpose of the meeting was to discuss the news print situation so that all the publishers in this "region" might become acquainted with the action taken at the A. N. P. A. and co-operate in the general movement throughout the country for the conservation of paper and for raising advertising and circulation rates where necessary, to take care of the increased cost of print and to make possible the reduction in the sizes of the papers and circulation.

Smith and Stewart Preside

David B. Smith, treasurer of the Pittsburgh Gazette Times and Chronicle Telegraph and president of the Pittsburgh Publishers' Association presided at the luncheon which was tendered the Western Pennsylvania publishers by the Pittsburgh publishers, later turning it over to Mr. Stewart.

T. R. Williams, business manager of the Pittsburgh Press, member of the newsprint committee of the A. N. P. A. and representative of the Pittsburgh Publishers at the New York convention, made the principal address.

The resolutions passed at the A. N. P. A. convention were adopted by the joint meeting. Practically every publisher present spoke of the trouble they were experiencing in making the supply contracted for carrying them over until January first while many had not been able to secure contracts for their next year's supply or at least for anything near their needs based on their consumption this year.

Seven Cents and Higher Common

Some of the smaller papers who depend upon jobbers for supplies from time to time are now paying 7 cents a pound and being quoted higher rates for future deliveries. Two newspapers in the association have already announced an increase in price from 2 to 3 cents and such an increase is now under consideration by the Pittsburgh publishers, as well as other drastic steps to reduce consumption, many of them now being compelled to turn down advertising in order to keep the papers down to a limited output.

The recommendation of John L. Stewart of the Washington Observer and Reporter that each paper ration its own output to meet what supply it had available between now and the first of the year was endorsed.

The following resolutions were adopted upon motion of John O'Donnell, Uniontown News-Standard, with instructions to send copies to all Western Pennsylvania publishers and to every newspaper organization in the country:

"Whereas, It has been determined beyond question that the consumption of white paper is now and for some time has been running from 20 to 30 per cent. above the possible supply, and

"Whereas, Some of the leading newspapers of the country, as well as many of the smaller ones, are confronted with a paper famine, and

"Whereas, The paper manufacturers and supply houses are forced to ration their customers and turn a deaf ear to all other requests, and

"Whereas, The lowest quotation for print for 1920, even on an allotment basis, is \$4.50 per hundred pounds, while this meeting revealed that some publishers were paying as high as \$7 and \$8 per hundred for their urgent needs above allotments, and

"Whereas, The entire print situation has brought the business of newspaper making face to face with one of the most serious crises in the history, therefore, be it,

"Resolved, That the newspaper publishers of Western Pennsylvania tender to the American Newspaper Publishers Association every assistance in the National Association's efforts to impress on the publishers of the county the great importance of print conservation during 1920 or until such time as this emergency passes, and be it further,

"Resolved, That to effect a sharp reduction in the consumption of print and to meet the rapidly increasing cost of paper, competing publishers throughout Western Pennsylvania be urged to merge their local differences long enough to agree upon a sufficient increase in subscription and advertising rates to bring this reduction about, and be it further,

"Resolved, That the publishers of Western Pennsylvania both individually and collectively bend their energy to effect such a saving of news print in 1920 as will bring the consumption of paper within the available supply, and be it further

"Resolved, That this meeting of Western Pennsylvania publishers be made a permanent organization and every effort made to include every publisher in this end of the State with a view to meeting this crisis on a united and determined basis, and that the action of this body be transmitted to every other association of publishers in the United States."

A committee consisting of Mr. O'Donnell, R. W. Herbert, Greensburg Tribune and Jess Long of the McKeesport News, was named to meet with a representative of the Pittsburgh Publishers' Association to form a permanent organization, having in view also the organization of a tri-State press association composed of the publishers of Western Pennsylvania, Eastern Ohio and West Virginia.

The following newspaper publishers were in attendance:

E. R. Stoll, secretary Pittsburgh Publishers' Association; T. R. Williams, Pittsburgh Press; C. R. Sutphen, C. A. Rook, Jr., Pittsburgh Dispatch; David B. Smith, Charles W. Danziger, Pittsburgh Gazette Times and Chronicle Telegraph; Alex. P. Moore, Mr. Hope, Pittsburgh Leader; A. E. Braun, Pittsburgh Post and Sun; Walter Irving Bates, Meadville Tribune-Republican; George J. Campbell, Legal Journal, Pittsburgh; A. C. Dickinson, Sharon Telegraph; James J. Driscoll, Connelville Daily Courier; George A. Fahey, Franklin News-Herald; C. P. Howe, Tarentum Valley Daily News; H. W. Herbert, Greensburg Tribune and Press; Bert F. Kilne, Newcastle Herald; Jesse Long, McKeesport Daily News; W. R. May, Greensburg Daily Record; A. H. McDowell, Sharon Herald; E. H. McWhiey, Tarentum Evening Telegram; William McAlpine, Butler Citizen; John O'Donnell, Uniontown News Standard; William S. Organ, Sharon Herald; John L. Stewart, Washington Observer and Reporter; H. E. Price, Charleroi Mail; F. S. Rentz, Newcastle News; Roland B. Simpson, Simpson's Daily Leader, Kittanning; George F. Schmitt, Natrona Daily Press; H. P. Wiggins, Homestead Messenger; F. J. Wilson, Johnstown Leader; A. Wise, Butler Eagle; E. L. Freeland, Beaver Daily Times; Thomas M. Whiteman, Latrobe Bulletin; W. A. G. Lape, Johnstown Tribune; E. A. Sweeney, Greensburg Morning Review; John J. Mead, Erie Times; Milo W. Whitaker, Altoona Times; R. Riley, Brownsville Telegraph; Joseph Heineman, Butler Times.

A. D. GRANT A "SPECIAL"

Takes Charge in Atlanta for Cone, Lorenzen & Woodman

ATLANTA, Nov. 25.—A. D. Grant, formerly of the Journal, on December 1, will take charge of the Atlanta office of Cone, Lorenzen & Woodman, covering the entire South.

Knox Joins H. S. Haupt

R. W. Knox, advertising manager of the Columbia Graphophone Company, and formerly assistant general sales manager of the Loose-Wiles Biscuit Company and of the American Chicle Company, will join Harry S. Haupt, president of the Hudson Motor Car Company, Inc., New York, on November 17 to take charge of his intensified sales and publicity department.

IOWA EDITORS GUESTS OF STATE UNIVERSITY

Annual Conference Disapproves Change in Postage Rates, Hears Successful Merchant Tell Secrets, and Learns About Bolshevism

(BY TELEGRAPH)

IOWA CITY, IA., Nov. 26.—The fourth annual conference for Iowa newspaper men held here today was a big success. More than sixty editors and publishers came from all parts of the State at the invitation of the extension division of the State University of Iowa.

Among the speakers were Waldo L. Cook, editorial director of the Springfield (Mass.) Republican, Fred Mann of Devils Lake, N. D., who does a retail general store business of \$600,000 in a country town of 6,000; Gran L. Caswell of the Corn Belt Publisher, Denison, Ia.; Lloyd McCutcheon of the Mt. Vernon (Ia.) Record; Walter A. Jessup, president of the university; and William F. Russell, dean of the college of education. Walter Williams, dean of the school of journalism at the University of Missouri, had been expected to speak but was unable to be present.

Most of the newspapermen present for the conference came from the smaller papers of the state. About fifty editors stated before the conference that the scarcity of help would prevent them from attending.

Truth Specially Needed Now

The conference coincided with "homecoming" at the University and so the visiting editors got the benefit of all the decorations including several electric signs, a triumphal arch, a monument made of good old Iowa corn and all sorts of college pennants, pictures of athletic heroes, a sketch of the million dollar hall, for which a drive is now on and incidentally between 10,000 and 15,000 homecomers. Fortunately for the editors, the university had reserved rooms at local hotels a year ago.

President Jessup, in opening the con-

ference, told the assembled newspaper men of the great need for accuracy in times like this when everyone wants to know the truth about the peace treaty, the truth about the coal strike, the truth about Russia, and the truth about many other important movements. He extended a warm welcome to the visitors and told them there was probably no other group of men the university was so glad to welcome.

Income Tax

The only paper presented at the morning session was that of Mr. McCutcheon on "What effect the income tax will have on the country newspaper." Mr.

THE BEAUMONT ENTERPRISE

Member A. B. C.
BEAUMONT, TEXAS

The ENTERPRISE is the only daily paper that has a general circulation in the great rice, lumber and oil fields of Eastern Texas and Southwestern Louisiana.

There is no other newspaper published within 100 miles of Beaumont that really competes with the ENTERPRISE in its field. We not only cover Beaumont and suburban territory thoroughly, but also have a larger circulation in Orange and Port Arthur than the newspapers published in those towns.

The ENTERPRISE absolutely dominates its field—it has no real competition.

It is the one newspaper that will perform a good work with satisfaction to the advertiser seeking business in the Beaumont territory.

Circulation 20,142 Daily
Sunday alone exceeds 25,000

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

| | | |
|----------------------------------|---------------------------------------|------------------------------|
| World Bldg. New York | Post Dispatch Bldg. St. Louis, Mo. | Ford Bldg. Detroit, Mich. |
| Bryant Bldg. Kansas City, Mo. | Tribune Bldg. Chicago, Ill. | |

ELIZABETH DAILY JOURNAL

ELIZABETH, N. J.

NEW RATE

**5c. Per Line Minimum Rate
In Effect November 15, 1919**

ADVERTISING GAINS:

| | |
|--|-----------|
| First 10 months 1919, total lines..... | 6,090,406 |
| First 10 months 1918, total lines..... | 4,723,824 |
| Total lineage gain..... | 1,366,582 |

PAID CIRCULATION:

| | |
|---------------------|--------|
| October, 1919 | 18,069 |
|---------------------|--------|

POST OFFICE STATEMENT:

| | |
|----------------------------|--------|
| October 1, 1919..... | 17,516 |
| October 1, 1918..... | 16,350 |
| Paid circulation gain..... | 1,166 |

The PAID circulation of the JOURNAL is at least FIVE times more than the next Elizabeth paper.

ELIZABETH DAILY JOURNAL

is the only member of the A. B. C. in Elizabeth

FRANK R. NORTHRUP

New York 303 Fifth Ave. Special Representative Chicago Association Bldg.

McCutcheon held that manufacturers of print paper and other supplies were boosting their prices to the consumer to cover the income tax and more too. The fact that big advertisers were spending a good deal of what would otherwise be their excess profits and so subject to a heavy tax seemed to Mr. McCutcheon to mean that in time country newspapers would reap a benefit although he said they were not reaping much now.

His idea was that this advertising would bring such good results, although country newspapers get little of the actual business now, that advertising would be made even more popular and that later the country newspaper would get its share.

Mr. Caswell presided at a round table on newspaper problems that concluded the morning session. Much interesting information was brought out in regard to various concerns that are offering equipment and service to small newspapers.

Zone Rate Change Not Favored

The bill now before Congress substituting a flat rate of 4 cents for the present zone system for second class matter met with vigorous protests on all sides. A committee consisting of E. E. Taylor of Traer, O. J. Benjamin of Nevada and J. B. Hungerford of Carroll was appointed to write to Iowa Congressmen opposing this bill.

The price and supply of news print and the activity of farm bureau newspapers also were discussed. Dean Russell took the place on the program that had been reserved for Dean Williams and told of his personal experiences with Bolshevism in Siberia during a stay of about six months while he was on a special mission for the United States Government. He said Bolshevism was a mild doctrine that spread rapidly, because the people were ignorant and hungry and never heard any arguments opposing the Bolshevik ideas on their merits. He said that more people were talking and thinking Bolshevism in this country now—more than most people had any idea of—and that to combat it meant effort along various educational lines, encouraging habits of thrift and production and arguing the case on its merits rather than on the grounds that anyone who talked Bolshevism was a traitor to his country. He said that he himself was firmly and unalterably opposed to Bolshevism in any form.

Each Paper Has Own Character

The most scholarly paper of the conference was read by Mr. Cook on "Character in newspaper work." He made the point that each newspaper has a character of its own which is a reflection or embodiment of the character and soul of the man at the head of the paper.

Advertisers have no influence over the editorial page of the better papers, he said. In this connection he pointed out the great advance that had been made in the newspaper profession since the days of Benjamin Franklin when an editor had to be a postmaster or else a rival editor postmaster would not let the post riders deliver his paper.

Mr. Cook illustrated the various points he made with anecdotes of his own career.

Mr. Mann made the unqualified statement that this year he is spending \$12,000 for advertising, split about fifty-fifty between the newspapers and all other methods, that he will do a gross business of \$600,000 and that if he did not advertise at all this year, even though his store is so well known, he would expect to see his sales drop \$200,000. Mr. Mann had a suit case full of the

sort of advertisements he is using to beat the mail order concern on its own ground.

The meetings of the conference were presided over by Orrie E. Klingaman, director of the university's extension division, and by William S. Maulsby, assistant professor of journalism.

Pact with A. N. P. A. Sought by New Pressmen's Union

All Agreements Must Receive O. K. of Entire Membership—May Seek A. F. of L. Charter

ST. LOUIS, Nov. 26.—Resolutions favoring an arbitration agreement with the American Newspaper Publishers' Association were adopted at the final day's session of the organization meeting of the United Association of Newspaper Web Pressmen and Juniors of North and South America, which was held in St. Louis last week. These resolutions follow:

Resolved, That the convention go on record as favoring an arbitration agreement with the American Newspaper Publishers Association, and the Board of Directors are hereby instructed to negotiate an agreement with the representatives of the above association, and any agreement arrived at shall be submitted to the popular referendum vote of the members for their approval.

Other resolutions include the assurance that all contracts will be adhered to, as stated in EDITOR & PUBLISHER last week; declare for "group insurance," covering the entire membership of the association; members to retain their present international number, and the continuation of affiliating locals under their local until the new association receives a charter.

These officers were elected: President, Frank Pyle, Pittsburgh; first vice-president, Hugh J. Gordon, St. Louis; second vice-president, J. W. Addison, Toronto; third vice-president, J. Taylor, Detroit; secretary-treasurer, L. Kreitler, New York.

These officers will serve until a charter is obtained. Failing in obtaining a charter from the International Printing Pressmen and Assistants' Union, from which the web pressmen are seceding, they will apply direct to the American Federation of Labor.

(BY TELEGRAPH)

INDIANAPOLIS, IND., Nov. 24.—In conference Saturday, H. N. Kellogg, labor commissioner of the A. N. P. A., told representatives of the new Web Pressmen's Union that recognition could not be given unless and until new organization came to front with a solid membership of all union web pressmen in the country, so as to avoid conflict with I. P. P. & A. U. Any other course, he said, would be asking publishers to violate contracts with the I. P. P. & A. U. and this would not be done.

McCracken Doubles His Burden

LARAMIE, Wyo., Nov. 25.—F. M. Zimmers, the last two years manager of the Boomerang, Bill Nye's old paper, is retiring from the active management of the paper, but still retains an interest. Tracy McCracken, editor of the Boomerang for the last two years, has assumed the management and announces that the company's capitalization is to be increased soon to \$40,000.

Frank Sheridan, of the Sheridan, Shawhun & Sheridan Company, New York, has gone abroad in connection with the Bethlehem Motors and the American Bosch Magneto Company accounts, which are handled by his agency.

\$400,000,000

Worth of meat products are produced annually in

ILLINOIS

This looks like big money—but it is only twenty per cent. of the

\$2,000,000,000

Worth of manufactured products which take revenue into that great state every year.

With an income like this, added to the income derived from 250,000 farms valued at \$3,509,000,000 (The highest valued farms of any state in the Union), Illinois is a mighty good territory to cultivate.

Illinois daily newspapers stand second to none in influence and pulling power.

| Circulation | Rate for | |
|---|-------------|---------------|
| | 2,500 Lines | 10,000 Lines |
| Aurora Beacon News(E) 16,000 | .045 | .045 |
| Bloomington Pantagraph(M) 17,024 | .035 | .035 |
| Champaign Daily Gazette.....(E) 5,289 | .015 | .015 |
| †Chicago American(E) 326,998 | .40 | .40 |
| Chicago Herald-Examiner(M) 312,862 | .38 | .31 |
| Chicago Herald-Examiner(S) 594,287 | .53 | .46 |
| Chicago Daily Journal.....(E) 115,932 | .22 | .18 |
| †Chicago Daily News.....(E) 373,000 | .48 | .48 |
| Chicago Evening Post.....(E) 51,327 | .25 | .12 |
| Danville Commercial News.....(M) 15,387 | .035 | .035 |
| Elgin Courier(E) 8,125 | .025 | .025 |
| Moline Dispatch(E) 10,133 | .03 | .03 |
| Peoria Star(E) 22,364 | .05 | .04 |
| Quincy Journal(E) 8,342 | .025 | .025 |
| Rockford Register-Gazette(E) 12,931 | .03 | .03 |
| Sterling Gazette(E) 5,085 | .02 | .02 |
| Total Circulation | 1,895,086 | \$2.57 \$2.25 |

Government Statements, October 1st, 1919.

†Publisher's Statement.

‡Government Statements, April 1st, 1919.

WOMEN MUST SUBMIT TO SAME TRAINING AS MEN TO ATTAIN SUCCESS IN JOURNALISM

ABOUT one hundred and fifty women journalists gathered at a Victory Banquet of the British Society of Women Journalists, presided over by Miss M. F. Billingham, the Society's president. Prince Albert was to have been present but his place was taken by Brigadier General, the Earl of Athlone.

Viscount Burnham in an interesting speech, in which he said he felt as if he were addressing the severest critics of the new world, added that as women journalists were now competing on equal terms with men, it was unwise of them to trust altogether and alone to the natural intuition of their sex. They must submit to the same irksome training as the men who were competing with them. Intuition was not everything. It did not provide a livelihood in the world in which we lived.

In his view it would be unwise for them at present to entrust their interest wholly to those professional organizations which were being formed for journalists as well as other people on the trade-union model. Although he did not know that he was altogether in favor of their organizing themselves on the principle of division and distinction of sex, he certainly did not think the time had yet come when they could afford to do without an organization based on that principle.

If they entrusted their interest entirely to mixed bodies he did not think, judging from the trade-union example, they were likely to fare well. When presiding over labor conferences he had been somewhat amused to hear how ardently and hotly the claims of women to equal pay under equal conditions had been pressed by advocates of the men's unions. Of course, one obvious result under present conditions would be that women would be pushed out of their jobs.

It might enable them to make the great sacrifice for a great principle, and their families. Therefore on the whole, he thought they were wise to have such a strong society as this to protect their interests and to see that they had equal opportunities without necessarily claiming to have exactly the same rate of remuneration or exactly the same conditions of work.

This was a time when women had, if they would pardon the phrase, found their manhood as well as their womanhood, and had proved that they could have the fulness of a new dignity without losing the shining qualities of their old dignity.

Two More British Industries to Advertise in U. S. A.

THE Irish Linen Society's plan of a campaign to promote a demand for their products in the United States has aroused wide interest in other British Industries. Now, the lacemakers of Nottingham, and the textile manufacturers of Manchester, are both engaged in serious consideration of the question whether they cannot profitably follow the lead of the Irish linen industry.

The methods of the latter (already described in EDITOR & PUBLISHER) are being investigated, and if they are convinced, as they doubtless will be, that their export trade can be increased by this means, their decision will follow promptly. The Manchester textile houses are said to be prepared to spend

Viscount Burnham Tells the British Society of Women Journalists—English Firms Prepare to Advertise in America—Other Oversea News

\$400,000 on publicity in such a campaign. The figure is a little short of the Irish linen appropriation, which was \$450,000.

Journalists' War Benevolence Comes Out

IN a report of the National Union of Journalists presented at the Birmingham Conference, is told for the first time some of the work of the Overseas Committee in war-time, under Lord Burnham.

In some instances Belgian journalists with their wives and children, arrived in London, or other towns on the coast or inland, in a state of destitution and exhaustion, having crossed the Channel by such means as they could obtain, after having tramped for long distances, in the late Autumn rains, among crowds of homeless refugees. With the help of an emergency advance from the Overseas Fund provision was made for the immediate necessities of such cases.

In the early months of the German occupation of Belgium, means were found to send money from the fund to the parent Association, in Brussels, in aid of its measures for the relief of members who were permitted or compelled, temporarily or permanently, to remain in the country, though deprived of their means of livelihood by the control or suspension of their journals.

In the light of correspondence already received from members of the Section Anglaise, since their return, and from other communications, the committee anticipate that the whole of the balance will be required in aid of such means as exist of giving necessary help in Belgium, to Belgian journalists many of whom are in severe and continuing need, and delays attending the restoration of their journals to approximately normal conditions of issue.

Britain's Advertising M. P.'s Plea for Propaganda

C. F. HIGHAM, M.P., is nothing if not an earnest advocate of the publicity principles he practices, and his writings have all the conviction of knowledge as well as belief. Perhaps nothing he has done—save only his book on Scientific Salesmanship—has created so wide an interest as his plea for a mass education, by advertising, in the responsibilities of the individual to the State. This was published as a two column article in the Morning Post and a leader of the same length devoted to a discussion and an endorsement of the principles expounded.

Mr. Higham claimed that an emotional appeal is necessary to provide the right solution to the problem of whether "we are on the verge of either the biggest social cataclysm the world has ever seen or taking part in the accouchement of an era which will show unparalleled accomplishment."

When civilisations have trembled in the past has there ever been any organised effort to harness public opinion to constructive thought and the kind of action such thought brings in its

train? asks Mr. Higham. No ancient Empires have had the machinery all ready at hand as we have it today . . . We can challenge thought and engender an uncommon devotion in the many through that mighty modern medium the press.

Then Mr. Higham releases his plan: "We have a method of imparting knowledge which seems to act like magic, simply because it touches and teaches millions of minds at once. When nations in the past have set up national ideals there has been little result for at least a generation, because the teaching was only given through the churches, schools, and universities.

"But if we set up a national ideal today and deliberately, continuously, and publicly promoted it in the advertising columns of the newspapers, on the hoarding, and through the cinema, a very quick difference could be made in the tone and temper of the whole community.

"In my opinion, this is the most astounding thought of modern time. We can create a new outlook; we can vivify thought; we can move human energy in any direction by organised and public persuasion—or, to put it bluntly, by advertising an emotional ideal. . . . What we want is mass education—one stupendous piece of propaganda to teach a fundamental and therefore non-sectarian principle of living—which when assimilated would automatically dispel half our problems and make the way easy for the solution of the rest."

There has probably been no finer or higher purpose suggested for the application of advertising than this of providing an appeal to a nation's emotions to such a lofty end.

Birmingham Helped by Its Press

THERE are few cities in the United Kingdom which can boast so rapid a growth, both in size and influence, as Birmingham. Its development has been remarkable, and today it stands as one of the foremost manufacturing towns in the country, the metropolis of the Midlands, forming the chief shopping centre for a district in which, it has been computed, there are more than four million inhabitants. Its growth has been steady, its prosperity continuous, and today it is enjoying an industrial activity the benefits of which will be felt for many years to come.

Owing to the variety of her industries Birmingham escaped anything approaching a slump in trade when the war ceased. During the war many new factories were built to meet the demands and fulfill Government contracts.

All these works have been retained, their organizations adapted to peace time requirements, and they have already proved a great industrial asset, affording the previous much needed opportunity for manufacturers of expansion.

It is significant that in spite of the numerous works built during the war, thus increasing factory accommodation

in the city tremendously, the demand for factories continues, and advertisements appear daily from manufacturers and captains of industry who require modern works preferably with room to extend."

It is a trite truism that a city is known by the newspapers it keeps, and Birmingham is especially fortunate in this respect. Its leading morning paper is Sir Charles Starmer's Birmingham Gazette, the morning daily with the largest circulation between London and Manchester, and this journal has just taken in hand the development of the local electrical power, lighting and heating services, and is running a special series of page features devoted to the subject.

News Service by Aeroplane

A NUMBER of English papers are making increasing use of aeroplanes for their news services. The London Daily Express frequently prints French dispatches received by this means, the Weekly Dispatch secures its Paris gossip notes from its correspondent by aeroplane, and the Era, the English stage weekly newspaper has now arranged for its Paris theatre news by the same medium.

Keeping Up With The Times

A FACT A WEEK

John Jones' family and William Smith's and Henry Brown's read one Washington evening paper. But John Robinson's family and Albert Smith's read The Times and don't read the other paper.

That's the Washington circulation situation. The advertiser doesn't and can't cover the city by announcements that only John Jones' family and William Smith's and Henry Brown's see, and there is the same business reason for wanting the trade of John Robinson's family and Albert Smith's, who are each spending \$2,000 a year.

Washington is a two-paper town and The Times is one of the two.

The Washington Times

WASHINGTON, D. C.

Gathered at Random

Under the head of "The Senate and the League" the New York Globe recently left six inches of blank space, eloquently expressing the Globe's opinion of our revered political leaders. Even in a period of newsprint shortage this daring expedient seems justified. For if one were to stop and consider, for instance, what might have been said in that space—especially if put in jargonese—one instinctively shudders. Now and then blank space is, indeed, golden.

Barry Faris, Bide Dudley, Fenton Dowling, Damon Runyon, George Larke, Harry Hazelwood, Roy Hinds, Jack Veilock, Frank Lamb, Ollie Newman, Ira Crist, H. C. Hamilton, Arthur La Hine, Tim Burns and Jesse James all resided in St. Joseph, Mo., once but not at the same time. Even St. Jo would not stand for that.

As Others Judge Us

DAVENPORT, IA., Nov. 13.—Dan Drost, publisher of the Rock Island News, can neither read nor write, according to the testimony of Harry Hamilton, formerly his editor. Drost is on trial for criminal libel. Hamilton is serving a year in jail for the same crime. Drost is trying to prove that he is not publisher of the scandal paper whose circulation in Davenport has been suppressed by the authorities. Hamilton turned state's evidence this morning, swearing he took his orders from Drost and that Drost could neither read nor write. Drost is an expugilist.

Who Would Have Thought It?

CAMBRIDGE, MASS., Nov. 17.—John K. Clark, who has been appointed lecturer on New York practice at the Harvard Law School, was graduated from Yale in 1899.—Evening Post (New York).

Fluttering Hearts!

"One of the first signs of real love is when a man begins to urge roast beef and potatoes on a girl and to urge her to wear heavy winter underwear."—Dorothy Dix.

"Personally we should say that when a young man begins to talk to a young woman about her underwear—winter, summer, fall, or spring—he has left the first stage far behind."—H. J. Phillips, Globe (New York).

Worse Than We Thought

BARCELONA, Spain, Nov. 17.—The labor situation here has become more serious. There is growing unrest among the leading labor unions."—American (New York).

Another One

Wareham Smith, director of Lord Northcliffe's Associated Newspapers, Ltd., who is visiting in this country, recently stopped in a Washington, D. C., cigar store to make a purchase. "Englishman, aren't you?" asked the clerk, after an exchange of ideas on popular brands. "Yes." "Well, drop in again," invited the clerk, "I like to talk to Englishmen. There was one in here yesterday, too."

The Opera

In these days of newsprint shortage, when pound after pound of the rare material of which newspapers are made is being wasted to tell a public, interested principally in sugar, the color of stockings that Mrs. Over-Monied wore as she chatted pleasantly with Mrs. Here-Now—smothered in pearls—while Caruso sang, it is refreshing to find Alexander Woolcott's "Second Thoughts of First Nights," in the New York Times, and we are reprinting it for you: "The opera season in Columbus Circle opened for the week last Monday night, and a gala audience was assembled to hear 'The Yeomen of the Guard.' It was shrewd of Director Hinshaw to select this gem from the Gilbert and Sullivan diadem, because, despite the exquisite musical setting which the great Englishman provided for its pensive libretto, it has

never been distressingly popular, and not many people could be expected to sit through it patiently.

"The Park parterre and the famous first balcony presented an impressive spectacle for the grand opening of the 'Yeomen.' Of course, not every one was in his place when the conductor's haton was lifted for the opening strains of the overture, a dozen people arriving three or four minutes late, according to the custom of Dame Fashion, which we music lovers helplessly deplore. "Many notables were glimpsed in the throng. It all seemed very different from the carefree pre-war days, when the clothing present on such an occasion would have cost much less. It was estimated, for instance, that the feet which kept time to the 'Whom Do Ye Ward?' melody were shod at an expense of \$14,500—footgear which before the war would have cost only \$6,872.

"Miss Edna Ferber was a striking figure in gun-metal velvet, edged with skunk, and carried a large, bright-green fan. The Irving Brocks were in the old Brock seats at E 101-103. Mrs. Brock was in warm brown peach-bloom, edged with nutria, and carried a pocket-book. Captain Brock wore a simple antebellum suit of some unobtrusive shade.

"Kelsey Allen wore the conventional black, with a thin, fine, white thread. He wore a stunning scarfpin, rumored to have cost \$7.50. The whole effect was crowned by a dome-shaped headdress of stiff black felt. He was the dinosaur of all eyes.

"Robert Wheelwright, a celebrated Gilbertian, was becomingly attired in a tall suit. Captain Franklin P. Adams wore a simple costume of mixed tweed, a cravat of roseate mauve, and a pair of old army shoes.

"Mrs. Maximilian Foster wore a maroon broadcloth, edged with mink, and her guest, Margaret Mayo, was in a simple street suit of brocaded ciel hue satin. Frederick Schang, Jr., Herb Roth, and William Slavens McNutt all wore blue serge, with Mr. Schang achieving a modishly decorative effect by the addition of tan spats and tortoise-shell spectacles. Ralph Block was in prominently checked gray, with a sweater of severely simple design to match. Minor S. McLain, formerly known as the Apollo of the Navy and quite famous for having been kissed in public by Mary Garden, also wore blue serge, but was the observed of all observers. In such an assemblage no one noticed Mrs. Hartley Manners.

"Mr. and Mrs. Edward Kellogg Baird, Mr. and Mrs. Howard Chandler Christy, Karl Kitchen, Major Cushman Rice, Suzanne Westford, and Martine Rittenhouse, a cousin of our own Lady Ribblesdale, also were present, and, needless to say, all wore clothing."

Elmer Rigdon, whose 14-year-old "Police Court Column" in the Pittsburgh Press, was put out of business by the great drouth, appeared as Si Perkins in the Bellevue, Pa., town hall last Tuesday night.

A Thought for Purists

Richard Harding Davis's best and widest read story "Gallagher," was declined by Richard Watson Gilder, of Century, because it was too slangy.

A certain person, who patronizes the same pay window that we do, on his recent return from a tour of Maine, Vermont and New Hampshire received the following free reading notice in the column conducted by H. I. Phillips in the New York Globe:

"Josiah Bruce Kceney, peerless advertising man, while on a tour in New England, noticed this appealing sign on a window in Dover, N. H.:

A. BUTCHER
Barber Shop."

Surprising

"Looney, Chauffeur, Not Drinking"—Headline in the Bronx (New York) Home News.

Howe Buys Old College

ATCHISON, KAN., Nov. 25.—Gene Howe, editor of the Globe, has purchased the property of the Midland College, recently abandoned here. It is reported he will turn it over to St. Benedict College, for a new school building.

Women Allowed Their Say

KANSAS CITY, Nov. 25.—The Post announced this week the winners of its contest for the best letters criticizing the Post and telling what the women readers liked best, or disliked. More than 2100 letters were received.

Every National Advertiser would have his copy running NOW in the Wisconsin Dailies if he had had the RIGHT information brought before him when he could **THINK IT OVER!**

If he realized how a few CITIES having wholesalers and daily papers cover the country trade; how much this tight little state produces in agriculture; how its cities measure up with other cities in the VALUE they ADD in manufacture; and what a wonderfully few things they MAKE and what a LOT they buy outside—he would make haste to get his goods placed and his advertising started in the DAILIES.

If you haven't this information and are alive and alert and "on the job," as it were, why just pick your spot and your paper and write to the publisher for information. You'll get it, and get it right.

| Papers | Circulation | Rate for 5,000 lines |
|--|-------------|----------------------|
| ‡Appleton Daily Post.....(E) | 4,887 | .0143 |
| Beloit News.....(E) | 7,029 | .025 |
| Eau Claire Leader-Telegram.....(ME&S) | 8,776 | .03 |
| Fond du Lac Commonwealth..(E) | 6,026 | .02 |
| ‡Green Bay Press Gazette.....(E) | 11,011 | .025 |
| Kenosha News.....(E) | 4,594 | .0178572 |
| La Crosse Tribune and Leader-Press.....(E&S) | 12,452 | .03 |
| Madison (Wis.) State Journal (E) | 13,728 | .035 |
| ‡Madison (Wis.) State Journal (S) | 10,891 | .035 |
| *Milwaukee Wisconsin News..(E) | 70,248 | .12 |
| Milwaukee Journal.....(E) | 101,320 | .16 |
| Milwaukee Journal.....(S) | 93,847 | .16 |
| Milwaukee Sentinel.....(M&E) | 75,905 | .13 |
| Milwaukee Sentinel.....(S) | 60,840 | .13 |
| Racine Journal News.....(E) | 7,631 | .03 |
| Sheboygan Press.....(E) | 6,783 | .025 |
| *Superior Telegram.....(E) | 18,154 | .04 |
| Wausau Record-Herald.....(E) | 5,286 | .02 |

Government Statements, October 1st, 1919.

‡A. B. C. Statement, April 1st, 1919.

‡A. B. C. Statement, October 1st, 1919.

*Publishers' Statement.

EDITORIAL

FIGURING HIGHER RATES

THE present crisis will serve at least one useful purpose: Publishers will learn more about their costs than they have ever before known. That knowledge will have enduring value. It will help in solving rate problems in the future as well as for the moment.

What ratio of the total publishing costs does news print represent? What proportion of your increased costs, as compared with the date of your last rate card, is due to the added cost of paper?

It is a natural error to assume that, if the price of news print has increased fifty per cent. in that period, the rates for advertising should be increased fifty per cent. This would be sound reasoning if the cost of paper represented the total publishing costs. But, while paper cost is perhaps the largest single item of expense, it by no means constitutes the total upon which rate increases—either for subscriptions or advertising—should be based in order that revenues shall keep pace with advancing costs.

The proportion of paper cost to total costs must be taken into account in determining what rate of increase is demanded.

If, for example, within the period under analysis, it is found that labor and other operating costs have not advanced while the price of paper has jumped sixty per cent., it would be manifestly unnecessary and unfair to advance rates sixty per cent. The advance in rates must be based on total average increases in costs. If paper represents one-third of the total costs of production then a twenty per cent. raise in rates will take care of this increase.

What part of the increased costs should be covered by advertising and what part by subscriptions is a matter to be decided judicially, with a real purpose to safeguard the interests of both advertisers and readers.

Out of the present complex situation there should emerge a better standard of cost accounting, upon which may be based all readjustments of rates.

TRADING ON CREDULITY

WHEN will business and professional men learn that "newspaper" influence is not something to be purchased?

In New York a young man has been apprehended and brought to book after having posed as a representative of a leading press association, claiming to be able to secure favorable publicity in the columns of hundreds of newspapers for those who "subscribed" stated sums for the support of a book publishing venture. The astounding feature of the case is the fact that some business men appear to have fallen into the absurd lure and to have donated various sums to this glib peddler.

In Kansas City the newspapers have disclaimed any knowledge of or connection with another enterprise whose sponsors posed as newspaper men speaking in behalf of newspaper men. The effort was made to secure supporting subscriptions from Kansas City business men for meeting the expenses of a "state convention" of editors to be held there.

As has been related in the news columns of **EDITOR & PUBLISHER**, this same scheme has been attempted elsewhere in the West, but its promoters have not met with any considerable success.

Business men—all men—should understand that newspapers do not sell editorial immunity or favor on any terms and that the peddler who offers such a commodity is an imposter. And they should understand that newspaper men are not mendicants or seekers of contributions from those to whom, at some time, it might be possible for them to render a favor.

It should be the task of all newspapermen to run down and place within the clutches of the law all human vultures who attempt to trade on their good name and prestige. The "We Boys" fraud will not die until the newspapermen of the country kill it. And it has lived much too long!



BY WHAT ROAD?

IF national isolation is "Americanism," as the senatorial opponents of the Treaty and League Covenant would have us believe, why not League Covenant would have us believe, why not apply that policy to domestic as well as to international political relations?

The states of the Federal Union often chafe under the restraint imposed upon them by our form of super-government at Washington. Would it be good Americanism for these states to claim the right of isolation and to conduct their own affairs without interference by or obligations to the Republic?

Counties sometimes feel like seceding from the states of which they are a part, and asserting the "American" principle of the right of isolation. Should they be encouraged to cut the state and national "entanglements" which sometimes place upon them mandatory duties and responsibilities?

Cities occasionally feel the yoke imposed upon them by county, state and national governments. Have our cities the same right to isolation which the Senate majority claims for the nation? Is there any social order possible, under this spurious doctrine, short of a tribal system?

Happily, we are a nation, one and indivisible. No political-division of the Union is permitted to shirk its responsibilities upon the plea of its right of isolation.

As a nation we may cravenly contend for the right to stand aloof from the rest of the world—asserting our "Americanism" as a plea in extenuation—but we cannot alter the fact that isolation for us is utterly impossible. The great war made forever futile the efforts of nations to avoid their international duties and burdens.

Our senatorial majority has amazed and stunned the peoples of the world by proclaiming for the great Republic a policy of seclusion, selfishness and "isolation." This attitude has been assumed in spite of the fact, plain even to school children, that the vital interests of America are woven inextricably into the fabric of the world's life. The threads cannot be unravelled without destroying the fabric itself.

"Where there is no vision the people perish." That was the conclusion of the wisest of the ancients. The Republic stands at the parting of the roads—and that road which leads to the abyss has been marked by a stolen signboard, on which is inscribed "Americanism." The other road is Duty and Destiny, the highway of real Americanism. It leads to brotherhood. Following it we shall take our rightful part in the healing of the nations, serve mankind to the measure of our giant strength, abolish war, injustice, anarchy, famine; help restore the joy and beauty of life to sorely stricken peoples and bring once more to the minds and hearts of men the Patmos vision of the City Four Square!

Americanism does not mean selfish isolation—it means unselfish service!

THE ERA OF CO-OPERATION

WHILE but one year old, the National Association of Daily Newspaper Advertising Managers has already taken its place among the substantial craft organizations in this field. The annual meeting in Chicago was marked by a spirit of friendly co-operation, the members discussing frankly the problems they are facing and the policies they are following.

Vital issues confront the advertising managers just now. Not the least of these concerns the adjustment of advertising rates to present-time costs of production. Having, through industry and initiative, created a great volume of advertising for their newspapers it is now their task to curtail to some extent that volume without failure of adequate service to any advertiser and without loss of revenues to their newspapers.

This is not a simple problem, however simply stated; but one which calls for a new phase of effort. For the advertiser must be convinced of the fact that, under this programme for conserving paper, his interests are fully safeguarded. This will call for campaigns of education among advertisers—many of whom have not yet realized the gravity of the paper shortage and its menace to the usefulness and even the existence of the newspapers.

Yes, the advertising managers have a full schedule of work in prospect—but there is no class of American business men better able to measure up to difficult requirements than are these clear-visioned go-getters, with whom achievement is a daily habit.

Congratulations to Messrs. Ahern, Woodward, Parsons and their wide-awake associates who have created, just at the "psychological moment," a greatly needed organization!

NO QUARTER FOR ANARCHY

ATORNEY-General Palmer says there are 327 radical newspapers now published in the United States, many of them openly advocating the overthrow of the Government. He asks for legal authority to deal with them.

In the case of the Union Record, of Seattle, the Federal and local officials did not wait for added authority in law, but closed and locked the doors of the plant.

There should be no delay, pending possible stringent legislation by the Congress, in the process of putting a stop to the preaching of anarchy and rebellion, through newspapers or by word of mouth.

"Red" publications should not be permitted to find a shield in the guarantee of press freedom—for that guarantee is given by the very system of government which they repudiate and seek to destroy. A democracy owes no protection to its enemies.

Not all radical publications advocate anarchy. But the line should be clearly drawn between newspapers which aim to better conditions UNDER OUR DEMOCRATIC SYSTEM and newspapers which aim to promote treason and revolution. That publication which is in opposition to our form of government has no claim to the protection of our laws. It is an alien and hostile force, to be dealt with accordingly.

Let us hope that the Congress may fix adequate penalties for those who thus brave the wrath of a tolerant people—but while awaiting such legislation it should be possible to suppress, under forms of existing law, the activities of a reptile press.

"**R**ATIONING" of advertising space, so that all advertisers may share it is the new policy. A shortage of news print means a shortage of advertising space. It's a brand new condition, but it will be met without disaster.

THE interests of your advertisers and of your readers are bound up with your own in finding the right solution for your newsprint problem—and they will gladly co-operate.

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EDITOR & PUBLISHER

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James Wright Brown, publisher.

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San Francisco: H. C. Bernstein.
Washington: Robert T. Barry.

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PERSONALS

MELVILLE E. STONE, general manager of the Associated Press, will sail from New York on November 29 on the S. S. Adriatic, to arrange the A. P. European news connections which were interrupted by the war.

Arthur G. Newmyer, associate publisher of the New Orleans Item, is the father of a newweight-and-a-half pound son, born November 16.

E. Lansing Ray, president of the St. Louis Globe-Democrat, was in New York on a business trip, leaving for home last Thursday evening.

Abraham Cahan, editor of the Jewish Daily Forward, New York, was a Chicago visitor last week, addressing several large gatherings of his race on alleged Polish persecutions of his race. Mr. Cahan recently returned from a tour of investigation over parts of Europe.

Edwin A. Grozier, who as editor and publisher of the Boston Post, has always been noted for his generous consideration of other newspapers, illustrated that trait last week by sending his check for \$100 to the American Christmas Basket Fund which, like the Post's Santa Claus Fund, is designed to help make Christmas happy.

William E. Moore, former managing editor of the Chicago Inter-Ocean, was greeted with acclaim by many old conferees in the newspaper field when he returned to Chicago for a temporary stay this week. He returned this August from France, where he first served as a captain on the General Staff in charge of the Pietorial History section of the army. He is about to have a Pietorial History of the World War published by Hanson & Co., Chicago.

Frank B. Nichols, publisher of the Bath (Me.) Daily Times, was appointed by Governor Milliken as a delegate to the international convention of the Young People's Men's Christian Association at Detroit this month.

Dr. Henry J. Waters, editor of the Kansas City Weekly Star, received two unusual honors this week. He was selected by President Wilson as one of the members of the conference that will attempt to settle the labor disputes early in December, and Governor Gardner named him as a Missouri delegate to the eleventh annual convention of the Southern Commercial Congress, which meets in Savannah, Ga.

Senator Arthur Capper of Topeka, head of the Capper Publications, has announced his acceptance of the post of a director of the National Association of the Advancement of Colored People.

F. J. B. Livesay, western manager of Canadian Press Limited, who acted as correspondent in France during the latter part of the war, is now in Toronto passing the proofs of his book, "The Last Hundred Days," which tells the story of Canada's effort in the final push for victory.

Capt. Charles A. Bonfils, former managing editor of the Kansas City Post and the first American Red Cross officer to enter Hungary to aid in the work of rescuing wounded soldiers on the battlefield, during the recent war between Rumania and Hungary, has been commended by the commanding general of the Sixth Rumanian army, to which his unit was attached.

W. B. Sullivan, whose ill health a few days ago caused him to relinquish his duties as president of the Charlotte (N. C.) Observer, has gone to New York for an extended stay. He is accompanied by his wife and little

daughter, and they have leased an apartment at 1078 Madison avenue.

Thomas J. Flaherty, editor of the Portland (Me.) Sunday Telegram, has returned from a vacation passed in Boston and New York.

E. T. Meredith, president of the Associated Advertising Clubs of the World, will visit the clubs of the Pacific Northwest early next Summer, according to a letter received from him by Governor Oleott of Oregon.

A. O. Moreaux, publisher of the Rock County Herald, at Luverne, Minn., and former president of the Minnesota Editorial Association, is enjoying a double felicity. He has just been married and is one of thirty-two men acquitted at Mankato on charges of conspiracy to tar and feather John Meintz of Luverne, who got in bad with the community by disloyal utterances.

A. E. Bass, publisher of the Bangor (Me.) Daily Commercial, has been elected a director of the Eastern Maine State Fair Association at Bangor.

T. B. Eldridge has been elected mayor of Raleigh, N. C., succeeding the late James I. Johnson. Mr. Eldridge is a former newspaper man, having been editor of the Lexington (N. C.) Dispatch, which he founded, also the Greensboro News, Raleigh Morning Post and Raleigh News and Observer.

Lester W. Humphreys, who took up the practice of law a few years ago after serving as a reporter on several Portland newspapers, has just been appointed United States Attorney for Oregon.

IN THE EDITORIAL ROOM

Major R. Moore, late of the Canadian army, and a former Edmonton newspaper man, is now writing editorials for the Winnipeg Telegram.

C. V. Combe has resigned as editor of the Manitoba Veteran, published at Winnipeg, and has become interested in mining. F. H. Williams, who saw three years service overseas and a former reporter on the Winnipeg Free Press, is acting editor.

Rev. W. B. Norton, for 11 years past religious editor of the Chicago Tribune, has been granted a 12-month leave of absence to tour the world doing publicity work for the Inter-Church World Movement of North America. Dr. Norton will, however, continue to despatch to the Tribune stories of affairs and conditions in the lands he is to visit.

William C. Firebaugh, for the past five years assistant librarian of the Chicago Public Library, has been engaged by the Chicago Tribune to manage its office library and expand the scope of its contents.

John L. Spellman, veteran City Hall reporter and for years past on the local run of the Chicago Tribune, has succeeded Sheppard Butler as automobile editor, writing "Exhaust Echoes" on the daily sporting page, and "News and Comment of Motordom" in the Sunday edition. Mr. Butler has become assistant Sunday editor.

Sidney Smith, feature cartoonist for the Chicago Tribune, is a proud man nowadays. His comic characters, The Gumps, are shortly to make their debut in animated movies, and there is a popular farce playing in southern Illinois the characters of which are Smith's Andy, Min, Chester, Mother and Uncle Bim.

James McGovern, recently discharged from the Navy after two years transport duty, has joined the editorial staff of the Philadelphia Press.

Sporting Editor J. Wolfe, otherwise

HUBBARD PINS FAITH ON NEWSPAPERS

WE use about eighty per cent newspaper advertising in our business," said F. G. Hubbard, manager, assistant treasurer



F. G. HUBBARD

and space buyer for Barton, Durstine & Osborn Agency of New York, in talking to a representative of EDITOR & PUBLISHER, "and among our clients who are using newspapers in their campaigns at the present time are the General Baking Company, and Upson Company, makers of H.-O. Breakfast Food. Newspapers are being more widely used every day as a national advertising medium."

Mr. Hubbard's native state is Minnesota, and his home, Duluth, though for ten or twelve years he has resided in New York, where he has been actively identified with the advertising field. From 1909 to 1915 he was with the Lesan Agency in the capacity of assistant treasurer, and has been with Barton, Durstine & Osborn for just about a year.

Mr. Hubbard also lived in Detroit for several years, and there was connected with the Van Patten Company and the Cheltenham Agency, besides handling the national advertising for Chalmers' automobiles.

Mr. Hubbard first started his career with a country newspaper, the South Norwalk (Conn.) Sentinel, where he set type, acted as a reporter, solicited advertising, and did everything, in fact, that came to hand. He says he found it excellent training, which in after years was most helpful. During the period of the war, Mr. Hubbard served his country as a military instructor at Stephens Institute, Hoboken, N. J.

known as Jim Nasium, has forsaken the Philadelphia Inquirer for the winter only and has gone to Havana, Cuba, with what he considers a fine team of professional baseball players. The team has

engagements lasting until the beginning of the rainy season, when Wolfe will return to Philadelphia.

Miss Jeanne MacConathy, fashion artist of the Philadelphia Inquirer, has sailed for Paris to get fresh ideas about gowns.

Burke H. Sinclair, former city editor of the Omaha World-Herald and later editor of the Sheridan (Wyo.) Enterprise and the Cheyenne (Wyo.) State Leader, is making a conspicuous success as director of industrial relations for the Midwest Refining Company, a big Wyoming concern.

Lieut. Alfred E. Baker, a Kansas City newspaper man, and Miss Frances E. Abernathy were married recently in Coldwater, Kan.

THE BUSINESS OFFICE

William H. Roper, business manager of the Regina (Sask.) Daily Post, has resigned. He was presented with a gold watch by his conferees. Mr. Roper had been connected with the Post since its foundation.

H. B. Williams, for the past six and one-half years with Printers' Ink, has resigned as advertising manager to become vice-president and advertising director of Advertising & Selling Company, Inc. Before joining Printers' Ink Mr. Williams was with the Red Book magazine.

Hugh M. Miller has returned as advertising manager of the Hickory (N. C.) Daily Record. He left the Record at the outbreak of the war and entered service, being stationed nearly all the time at Camp Sevier, Greenville, S. C., where he had charge of the camp printing office. Since his discharge he has been connected with papers in Greenville and Cincinnati.

Charles D. Gibson, former advertising manager of the Great Bend (Kan.) Tribune, and now connected with the Newton Kansan, has been notified of the award of a pension, following the loss of a hand in a grenade explosion at Camp Funston, Kan., in October, 1918. Gibson, drilling a squad, saw that the pin of a hand grenade in the hands of a recruit had been drawn accidentally. Knowing it was about to explode, he took it and attempted to hurl it from the trench, and the grenade went off as it left his hand. He also lost the sight of one eye and was otherwise injured.

Facts about the Haskin Service

The Jackson Patriot has renewed its contract for the Haskin Service for one year

The Haskin Service is a powerful and effective promoter of Americanism

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



R.T.

NEED OF APPRENTICES IN ADVERTISING

President of A. A. C. W. Calls for "Brass Tacks" Convention in 1920—Executive Committee Meets in Indianapolis

INDIANAPOLIS, Nov. 25.—While the details have not yet been worked out, it was announced at a dinner in Indianapolis last week that the 1920 convention of the Associated Advertising Clubs of the World would be a "brass tacks" affair, and that the program would be confined strictly to the subject of advertising in all of its phases. The dinner was given by the Indianapolis Advertisers' Club to the executive officers of the association and the members of the executive committee, and there were present as guests many of the contributors to the \$50,000 convention fund which was raised in Indianapolis. The dinner followed the meeting of the executive board, a telegraph report of which was carried in EDITOR & PUBLISHER of November 20.

Must Train Apprentices

C. D. Murta, president of the Indianapolis Advertisers' Club, called the meeting to order and introduced Felix T. McWhirter, president of the People's State Bank, as toastmaster. Mr. McWhirter assured the visitors that Indianapolis was proud of the fact that the convention was to be held in that city, and that everything that can possibly be done to make it a success will be done by the people of Indianapolis.

E. T. Meredith, president of the Associated Advertising Clubs, the first speaker, said:

"The Associated Advertising Clubs also is an institution for education in advertising. It is to train advertising men and to make new ones. It is to train apprentices in advertising, just as apprentices are trained in other lines of work. If no more apprentices entered the printing trade there would not be a printer alive in this country in thirty-five years. This statement is based on authentic statistics.

"It is the same with advertising. We must train apprentices and make more and better advertising men for the good of advertising and of business. Otherwise, where will the advertising men of the future come from?"

"We must tell the boys what to do and how to meet and solve their problems. The young man who spends five years in the advertising business not only gains the benefit of his five years of experience, but he is trained by men who have had ten or twenty years of experience. Therefore, the young man gets not only his own five years, but he also has the benefit of ten or twenty years more of experience, making in all fifteen or twenty-five years. We must not fail to do this, for it means everything to the young man and to advertising in general.

What Sold the Powder?

"It is because we all want to give and take advice that we have decided that the program for the convention shall be of the 'brass tacks' kind.

"That there is much to be learned in advertising is shown by the incident of the man who wished to advertise talcum powder. He went to an advertising agent and told him he wished to spend \$20,000 to advertise his powder. The advertising man asked him for copy, but the manufacturer told him he had none—that that was the business of the advertising man.

"What shall we say about your talcum powder?" the advertising man asked.

"Tell them it is pure, and something like that," the man said.

"The agent refused to do this. Instead, he first decided to ascertain why women bought talcum powder, and he would then appeal to that reason. So he put girls behind the toilet goods counters in stores to ask women why they bought talcum powder. A large majority of the women said they bought it for its odor. They did not care about its purity. Purity, therefore, was not a selling point, and the agent knew it. He had the girls again ask the women why they bought certain brands of talcum powder, and they said they bought it because they liked the box. It looked well on their dressers in their bedrooms. They did not think of purity.

"On comparison being made, the agent found that this manufacturer's powder stood seventh in the list of preferred odors, and that his box was not attractive. He found out all of these things before he started his advertising campaign.

"These are some of the points that we must teach the boys who go in the advertising business.

"Men who study advertising are real students. They are coming here to study advertising and how to sell and move merchandise."

Mayor Jewett of Indianapolis delivered an address of welcome to the coming convention. Other addresses were made by P. S. Florea, secretary; Miss Jane Martin of New York, the only woman who ever was a member of the executive board; Rowe Stewart, of Philadelphia; C. L. Guntz, of Baltimore; John Ring, of St. Louis, and Carl Hunt, extension secretary. Messrs. Rowe, Guntz and Ring told of the value of the conventions to their cities.

Star Buys Building Site

PEORIA, Ill., Nov. 25.—The Star has purchased for \$70,000 a site on Madison avenue, and has started work on plans for a new building, which when completed will be equipped with practically an entire new outfit of machinery.

"BUTCHERS" OF ENGLISH LISTED BY SUN CHIEF

Head Writers' "Mulum in Parvo" Effort Leading Them to Bolshevism—Other Writers Condemned

PHILADELPHIA, Nov. 24.—"Butchers" of the English language, as listed by Edward P. Mitchell, editor of the New York Sun, are headline writers, reporters and editorial writers. The head writer is classed as the worst offender, with the reporter running second.

English, as employed in the writing of headlines, has become the "yellow peril to English speech," according to Mr. Mitchell. The use of short words, irrespective of their accuracy, seems to be universal, he said.

Mr. Mitchell read a paper the other evening at Houston Hall, University of Pennsylvania, before the Philadelphia Society for the Promotion of Liberal Studies.

"We used to scan the headlines to glean the news of the day," declared the editor. "But today we are obliged to read the story under the headline to find out what the headline is trying to convey.

Headwriters the Press Bolsheviks

"These harassed, hard-working men who write the headlines are, despite their better selves, rapidly becoming the 'Bolsheviks' of one of the greatest and noblest mediums of human expression—the newspaper.

"These architects of anarchy, with their small stock of short words, have suffered a paralysis of straight thinking, and day after day and night after night resort to their slender supply of arbitrary symbols in a topsy-turvy effort to express every shade of meaning in the English language.

"From their small storehouse of lean nouns, slender verbs and slim adjectives they are prostituting the English of that class whose principal source of edification is the modern newspaper.

"In their frenzied search for words short enough to fit into the arbitrary limits of the newspaper column they employ such words as 'probe,' 'grill,' 'vice,' 'nab,' etc., to cover almost every

range of human activity, and the results are often startling and grotesque to the lover of accurate English.

"Their atrocious jargon is indeed a yellow peril to the English language."

The speaker compared the headlines on the front pages of modern newspapers with those of forty or fifty years ago, giving statistics.

How Headlines Have Grown

When the New York Times was first published, headlines took up 3½ per cent of the front page, as compared to 36 per cent now; the New York Sun, 1¼ per cent in 1833 to 38 per cent now, and the Tribune ¾ per cent to 30 per cent today.

"The demand of the modern reader and the fierce competition between newspapers of today, have led to the use of even larger and larger, blacker and blacker type in the headline," he continued. "But the newspaper column, which is inelastic, has remained the same width. Hence the headline artist is forced by the circumstances of his calling to maim, mangle, stultify and prostitute the English language in his search for words short enough to fit into the newspaper column."

Mr. Mitchell also paid his respects to the news writer who, he said, invented involved and meaningless sentences and otherwise distorted the English language.

GERMAN DAILIES MERGE ON DECEMBER 1

Staats-Zeitung Will Publish Morning and Sunday, Herold Evening and Sunday, from Herold's Plant

The consolidation that has been pending for several weeks between the New York Staats-Zeitung and the New Yorker Herold, both of which have published morning, evening and Sunday papers, will become effective on December 1. The Staats-Zeitung will publish a morning and Sunday paper, and the Herold will publish an evening and Sunday paper.

Both papers will be issued from the Herold plant, and the more valuable location of the Staats-Zeitung, at the corner of William and Spruce streets, will be sold. The Staats-Zeitung will move all its machinery with the exception of some presses to the new publication home, and new sextuple and octuple presses will be ordered to provide for the increased demands of the combined newspapers.

While both publishing corporations will maintain their identities, because they hold other interests not included in the merger, the affairs of the combination will be directed by the following committee: Julius Holz and Felix Arnold of the Herold, and Bernard Ridder, Victor Ridder and Joseph Ridder of the Staats-Zeitung.

Herman Alexander will remain as editor-in-chief of the Herold and Reginald Schroeder will continue in the same position on the Staats-Zeitung. The editorial and business staffs of the four present papers will be merged and the best men chosen to conduct the new papers. In the merger of mechanical staffs, the union rule of priority will govern the new organization.

Financial details of the merger were not made public.

Agency Opens Omaha Branch

OMAHA, NEB., Nov. 25.—The Potts-Turnbull Advertising Company of Kansas City has opened a branch office here.

Public To See What a City Room Is Really Like



THIS "still life" was shot in the local rooms of the Cleveland Plain Dealer during the making of an exciting scene in the new movie play "Believe Me If All Those Endearing Charms."

The actor at the extreme right (seated) is Day City Editor Stanley Knisely; the over-awed reporter (hand in pocket) is Robert Adams, well known actor. Selmar Johnson is the man working in back of Adams. Robert McLaughlin, the author of the scenario, and several P. D. reporters who are really working, are in the rear.

Sam Brodsky, the director, who is standing beside Ernest Reynolds, the camera man, says this is going to be an educational film and among other things will show the public that newspaper city rooms are not as "crazy" and dirty as they are painted—in the movies.

ELLIS INTRODUCED IN TRUE CRISTY STYLE

Worcester Telegram's New Owner, a Graduate of Its Founder's School, is Called a Worthy Successor

Some characteristic "hail and farewell" editorial comment appeared in the Worcester (Mass.) Telegram, following its sale last week by Austin P. Cristy to Theodore T. Ellis, a brief report of which was given in EDITOR & PUBLISHER of November 20. The leading editorial was entitled "One Work-Day 35 Years Long" and was as follows:

"In the first number of the Daily Telegram, November 30, 1884, there appeared this editorial statement:

The Telegram skips the salutatory. It aims at a salutatory in every line.

"In the first number of the Daily Telegram, May 19, 1886, its owner, who had never been in any newspaper office except his own—and who never has been in any other since, except to call for a minute—had become somewhat more communicative, writing this editorial:

We are here. We come for a specific purpose, to print a newspaper. A newspaper that shall contain all the news it is possible to pack into the columns of the Telegram. This comprehensive program will be religiously followed, without fear of enemies or favor to friends; without trucking to party or creed, or cringing before the great of the earth. The truly great are those who read the Telegram and subscribe to its frank and fair statement of facts as they occur. Be truly great.

35 Days Off in 35 Years

"During the 35 years since the first announcement, the writer thereof has been absent less than 35 days. Something less than 24 hours each day has been given to the endeavor to perfect the purposes proposed. He now announces that at the very crest, thus far, of its success, he has sold the Telegram."

Under the title of "The New Owner of the Only," Mr. Ellis was introduced as follows:

"The former owner of the Telegram knows its new owner, emphasizing the declaration 'know.' In spite of the training which the former owner administered for years to the young man who now succeeds him, the new owner not only lived, but in a few years after escaping from the 'Old Man', built up a great business of his own and also accumulated a large fortune, though starting with practically no money.

"Far more important than that is the high standing which the new owner has established in the confidence of the business world. Nor will he ever fail reasonable public expectation in his conduct of the Telegram. He takes 'The Only' when it is doing a larger business, probably, than any other newspaper in the United States, published in a city of size similar to Worcester. He will, in the opinion of the former owner, develop and extend the Telegram's great possibilities to their full limit."

Paper Sold for Spot Cash

Mr. Ellis paid spot cash for the Telegram and organized a new company under the laws of Massachusetts, known as the Worcester Telegram Publishing Company. The capital of the new company is \$1,000,000, of which \$600,000 was issued for cash. The common non-voting stock, valued at \$400,000, is held by Dr. Homer Gage, Frank A. Drury, Charles L. Allen, Lucius J. Knowles, Paul B. Morgan and George I. Rockwood. Mr. Ellis holds the voting common stock, valued at \$200,000. The directors of the corporation are: President, treasurer and publisher, Mr. Ellis;

directors, Mr. Ellis, Dr. Gage, Mr. Drury, Mr. Rockwood and Frank C. Smith, Jr.

When a Boston Sunday Post reporter interviewed Mr. Cristy the other day, one of the details that the reporter secured was the newspaper creed of this well known New England editor—a creed which the men in his office have called Cristy's Rubaiyat. It was this:

"Get the news—get all the news! Get it in full detail. Get all sides quickly, and above all else correctly! Let there be no favoritism. Serve the public absolutely! Be sure you have all the facts, that you have them right, then hustle them into copy, into early copy. Written in the clear, quick language of the living. Get the news—get all the news."

WARNS AGAINST I. E. A.

Wisconsin Newspaper Men Do Not Support Begging Campaign

WAUSAU, Wis., Nov. 21.—As a result of solicitation here by a representative of the International Editorial Association, the Daily Record-Herald last week ran the following at the head of its editorial columns under the caption "Warning":

"If any reader of the Record-Herald is approached by a man claiming to be a representative of the International Editorial association, or any other organization with a similar name, with a request for contributions for the payment of the expenses of a state convention to be held at Milwaukee this month, or for the support of a national home for disabled newspaper men to be built at Basic, Va., please refuse his request and telephone this office. The newspaper men of Wisconsin are not asking for donations for either purpose."

SAY RADICALS OWN UNION

Reporters on Regular Dailies Withdraw Their Names.

SEATTLE, Nov. 21.—On the ground that the Seattle Newspaper Writers' Union is dominated by "Red" radicals employed on the Daily Union Record, Seattle newspaper men generally have refused to recognize the organization or to treat with it in any way. The few members of the staffs of the Seattle Star and Post-Intelligencer who joined the union at its organization have withdrawn their memberships and only employees of the Union Record now compose the membership.

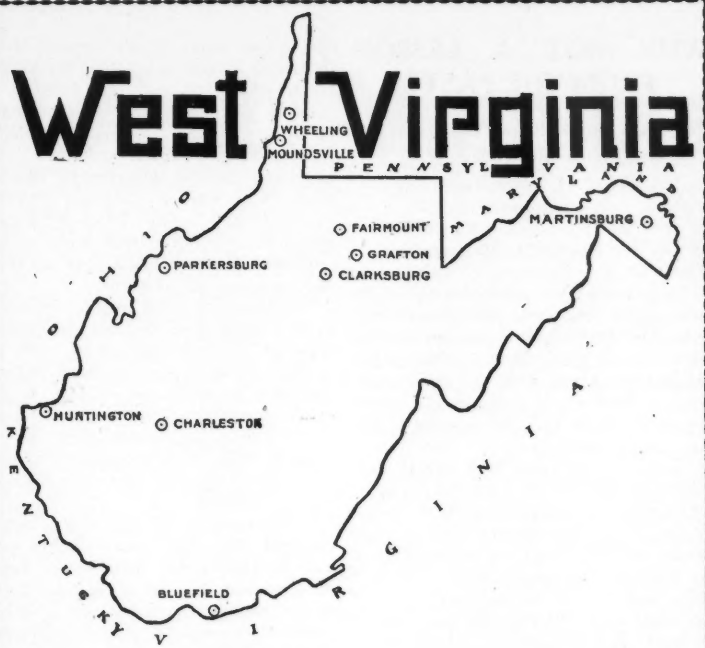
At the meeting held for the election of officers this week, S. P. Donahoe, formerly on the copy desk of the Post-Intelligencer, who resigned to join the Union Record staff, was elected president of the news writers' union. All other officers were members of the Union Record staff.

HOPKINS AGENCY STAFF DINES

Advertising Men Celebrate Firm's Second Anniversary

NEW HAVEN, CONN., Nov. 25.—Celebrating the second anniversary of the Hopkins Advertising Agency, George W. Hopkins, head of that organization, recently entertained the members of his staff at a dinner held in the Cafe Mel-lone.

At the dinner were George W. Hopkins, president; Waldo P. Houchin, head of the copy department; William J. Slator, head of the publicity department; Adolphe L. G. Barreaux, head of the art department; Mrs. Anne Burdick, office manager, and Mrs. W. P. Houchins.



Be a BIG Advertiser for the LEAST money!

Here is the territory that has made the greatest increase in manufacturing in the East; where the wage earners have multiplied in the greatest ratio this side of the Mississippi; where the values ADDED by manufacture show a gain of 87% for a decade.

If you had all the business you COULD get out of West Virginia by active distribution and LIVE Daily newspapers advertising you would have a RIGHT to crow!

Have you?

Here are the papers to start with! They all answer inquiries. Of course, they're at your service!

| | Circulation | Rate for 5,000 lines | | Circulation | Rate for 5,000 lines |
|---------------------------------------|-------------|----------------------|--------------------------|-------------|----------------------|
| Bluefield | | | Martinsburg | | |
| ‡Telegraph (M) | 4,768 | .0214 | ‡Journal (E) | 3,240 | .0129 |
| Charleston | | | Moundsville | | |
| ‡Gazette (M) | 11,918 | .03 | *Echo (E) | 1,730 | .0115 |
| ‡Gazette (S) | 11,918 | .03 | Parkersburg | | |
| ‡Mail (E) | 8,543 | .025 | *News (M) | 6,239 | .02 |
| Clarksburg | | | *News (S) | 6,239 | .02 |
| ‡Telegram (E) | 6,825 | .02 | ‡Sentinel (E) | 6,095 | .017 |
| ‡Telegram (S) | 7,730 | .02 | Wheeling | | |
| After Feb. 1st, 1920, .025 line flat. | | | ‡Intelligencer (M) | 10,139 | .0325 |
| Fairmount | | | ‡News (E) | 14,749 | .04 |
| *W. Virginian (E) | 5,192 | .02 | ‡News (S) | 17,800 | .05 |
| Grafton | | | | | |
| ‡Sentinel (E) | 2,275 | .014 | | | |
| Huntington | | | | | |
| ‡Advertiser (E) | 8,139 | .03 | | | |
| ‡Herald-Dispatch (M) | 11,165 | .02 | | | |
| ‡Herald-Dispatch (S) | 11,599 | .02 | | | |

‡Government Statement, Oct. 1, 1919.
 †Government Statement, April 1, 1919.
 *A. B. C. Statement, April 1, 1919.

File the Facts for Reference

WHY NOT A LESSON FROM THE PAST?

For Economy's Sake, Compare the Newspaper of Today With That of Some Years Ago

By FRANK D. McLAIN.

Proprietors and publishers of daily newspapers who are confronted with vexatious problems on account of the high cost of labor and of white paper might learn a few facts for their guidance if they would compare the newspapers of today with the product of the press some years back.

Such a comparison will reveal that while publishers have advanced the price of newspapers to the readers, the price having been generally doubled, they are giving to the readers nearly three times as much reading matter as in the olden days, and if one well-known paper may be taken as a criterion the paper itself is more than five times as large as in former years.

One Cent's Worth in 1877

When the Philadelphia Record first sold for one cent on June 1, 1877, the newspaper consisted of only four pages and each page had eight columns, the length of the column being 22 inches. A copy of the same paper, dated November 21, 1919, selling for two cents, consists of 20 pages of eight columns each, the length of the column being 24 inches.

Thus, while the price of the newspaper has doubled, the size of the publication has increased from 32 columns to 160 columns of greater length.

The price of the newspapers has increased 100 per cent; the size of the newspaper has increased 400 per cent.

In quantity therefore, the reader today is getting more than twice as much for his money as he did 42 years ago. Careful examination of the issue of June 1, 1877, shows that the 32 columns comprising the paper were divided into 13 columns and 4 inches of advertisements and 18 columns and 18 inches of reading matter. The excess of reading matter over advertisements was 5 columns and 14 inches.

Taking up the issue of November 21, 1919, it is seen that the 160 columns are divided into 108 columns of advertisements and 52 columns of reading matter, an increase of 33½ columns of reading matter and an increase of 94 columns and 20 inches of advertising, the excess of advertising over reading matter being 56 columns.

Departments Cause Growth

One great cause for the growth of reading matter in the newspapers is the establishment of departments. The issue of 1877 had but one department, financial and commercial, in which the reading matter was longer than in current issues, but far more space is devoted to

day to quotations, chiefly because of the increased number of active stocks and bonds which are traded in daily.

Forty years ago the sports department, now calling for pages of detailed reports of games, was unknown. Society and fashion departments did not exist. Here were no cartoons or strips of "funnies." The lack of departments did not mean that news of importance was overlooked, but no space was given to trivial events.

Publishers of today might take notice of the space now devoted to "heads." Men on the copy desk work with the idea of selling the paper and to achieve this purpose make use of long display heads extending across columns, sometimes with a long binder line. In the issue of 1877 no display head was over one column in width nor more than 1½ inches in depth.

In the issue of 1877 no display advertisement was over two columns wide and six inches was the greatest depth, all save one of the display advertisements running from 3½ to 5 inches. Current advertising includes offerings of six department stores, each covering from 5 to 7 columns in width and being nearly one column in length.

From a position where the reading matter exceeded the advertising in 1877 the newspaper has changed so that the space devoted to advertising is more than double the reading matter.

Copy Desk Must Cut News

During recent years foreign and domestic news service has wonderfully improved. The world war has educated readers to an interest in a larger territory and the cables are filling this requirement. All news may be edited down. All display heads may be curtailed. Here is real work for the copy editors and head writers and the quality of the batteries of such employes should be keyed up to the highest pitch to effect economy.

There is much room for curtailment of such departments as are not direct producers of revenue.

Instead of increasing the price of newspapers to readers, would it not be well for publishers to check up every column of their publications to ascertain where economy may be prudently exercised?

Competition may have made them too profligate with their space!

Sunday Edition During Winter

DAYTONA, FLA., Nov. 23.—Commencing December 14, the Daily News will inaugurate a Sunday morning edition for four months of the year, during the tourist season, when the News, which is a year-round afternoon paper, branches out by adding the full leased wire service of the Associated Press. For the Sunday morning edition the Universal Service will be used. T. E. Fitzgerald, president of the Associated Dailies of Florida, and also president of the Florida Press Association, is editor and general manager of the Daily News.

"WE BOYS" STEAL U. P. NAME; GO TO JAIL

Lautman Had Victimized Many Bankers, Exporters and Steel Men Under Title of "United Press Service"

A new get-rich-quick graft, numbering big bankers, exporters and steel company officials as victims, was revealed in New York on November 21 in the arrest and indictment of A. Albert Lautman, masquerading under the name of the "United Press Service"—a play upon the name of the United Press Association. The indictment contained two counts: Obtaining \$250 under false pretenses from the Liberty National Bank of New York and attempting to obtain \$500 by false pretenses from the Liberty Steel Products Company.

Evidence was secured indicating that in the last six months Lautman got large sums from his victims by trading on the name of the United Press Association, the telegraphic news service generally known as the "United Press" or the "U. P." During this time he handled approximately \$50,000 through his account in the Guaranty Trust Company.

The Men Who Won the War

Lautman operated by obtaining subscriptions to a chimerical book known as "The Scribes Review of America, 1914-1919," which he represented to be a sort of Blue Book of the biggest concerns in New York and which was to be sent to newspapers throughout the country. It was to comprise a record, he said, of the achievements of the captains of industry in their work in aiding to "win the war."

Lautman created the "United Press Service" on April 18 last, with a small office at 115 Broadway, New York. Shortly afterward "The Scribes Review of America, 1914-1919," was evolved.

Lautman's practice was to phone for an appointment with the head of a big bank, exporting concern or steel corporation, representing himself as "city editor of the United Press."

Lautman would appear in person at the appointed time and offer the prospective victim the privilege of having his concern "written up" in the "Scribes Review of America, 1914-1919"—"not

as an advertisement, my dear sir, but as an opportunity." He offered a contract stating that it would be sent to "all papers receiving the Associated Press service and the United Press service." The names of the Associated Press and United Press were printed in heavy black type so as to catch the eye. In his conversation, however, he dwelt upon the wide publicity to be given in "our papers." For this the victim was asked to pay only from \$250 to \$1,000, the average being about \$500.

He Got Away With This, Too

Lautman scraped acquaintance with one of his victims by attending the recent dinner to Judge Gary, chairman of the United States Steel Corporation at the Hotel Commodore. Carefully avoiding the real newspaper men, he protested that he had not received the "United Press tickets," within the hearing of his victim. The steel man was convinced that Lautman must have some important connection with the United Press. A few days later Lautman called at his office, referred to the incident, and obtained a check for \$500.

Lautman attempted to victimize several other big corporations, but the United Press Associations learned of his operations, warned them and they, in turn, assisted in obtaining the evidence which resulted in the indictment.

New Building for Advertiser

HUNTINGTON, W. VA., Nov. 25.—The Advertiser has announced that it will move into a new six-story building to be erected by J. H. Long on a site 80x90 feet. A 32-page press will be installed in the new home.

supremacy

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

THE INDIANAPOLIS NEWS
Charter Member A. B. C.
for 50 years a Newspaper.

ADVERTISING RECORD

4,732,042 Agate Lines of advertising were published in the
Clarksburg Telegram
WEST VIRGINIA during nine months ending September 30, 1919.
A gain of 31.8% over same period last year.
NATIONAL ADVERTISING shows a gain of 87.9% for the same period. It pays to advertise every day in the
Clarksburg (W. Va.) Telegram

The Boss Says:

Tell 'em if they want to see a small-city-big-city newspaper to send for a copy of

The West Virginian

The Evening Newspaper
Published at Fairmont, W. Va.
Member A. B. C.

Represented by Robert E. Ward
New York & Chicago

FIRST IN 1000 NEWSPAPERS

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

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

Gains

in advertising lineage show that a paper is keeping abreast of the times. The paper that can't show gains during this year of unusual advertising activity is not to be considered.

THE PLAIN DEALER shows the largest gains of any paper in the Cleveland territory. It is a steady, healthy gain that upholds its reputation as the leading medium.

The Plain Dealer

Last P. O. Report

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

76,806

New Orleans Item

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

The Pittsburgh Post
has the second largest morning and Sunday circulation in Pittsburgh.



TIPS FOR THE ADVERTISING MANAGER

CHAMBERS AGENCY, 612-618 Maison Blanche building, New Orleans. Sending out schedules to Southern newspapers for "Tears of Flowers" toilet preparations, manufactured by the American French Perfume Company, Paris, Tenn.

MALLORY, MITCHELL & FAUST, Security Building, Chicago. Have secured the account of Lewis Knitting Co., men's knit underwear, Janesville, Wis. Daily newspaper space will be bought, mainly in metropolitan papers.

JOHN I. GILLESPIE Co., 911 Citizens Building, Cleveland. Procured the Pee Che Cleaner Manufacturing Company's account. Women's publications will be used.

BERRIEN COMPANY, 19 W. 44th Street, New York. Handling advertising of A. J. Bates Company, Webster, Mass.

PAUL NEMEYER & Co., 823 Prospect avenue, Cleveland. Sending orders and copy on 5,000 and 10,000-line contracts to newspapers in Ohio and adjoining states for Zenith Tire & Rubber Company, Cleveland.

SHERMAN & BRYAN, 79 Fifth avenue, New York. Placing orders with newspapers for Rowe Calk & Chain Company ("Prest-O-Grip" chain), Plantsville, Conn.

SNOGRASS & GAYNESS, 489 Fifth avenue, New York. Will place the advertising for Dixon Crucible Company's lead pencils, Jersey City, N. J.; Boyer Motor Meter Company's fire extinguishers, Long Island City, N. Y.; William Demuth & Co.'s pipes, 230 5th avenue, New York City.

C. V. TERRE-HAUTE COMPANY, Terre Haute. Will make up list during January, using newspapers to advertise cereal beverages.

FEDERAL ADVERTISING AGENCY, 6 East 39th street, New York. Again placing orders with newspapers for "Nucoa-Nut Butter," 233 Broadway, New York; placing orders with New York City newspapers for Philip Morris & Co.'s "English Ovals Cigarettes," 72 5th avenue, New York City.

FRANKLIN ADVERTISING SERVICE, Bulletin Bldg., Philadelphia. Orders with newspapers for United Auto Stores Company, Philadelphia.

GARDINER & WELLS COMPANY, 150 Madison avenue, New York. Placing 14-time orders with newspapers that have contracts for National Biscuit Company, New York, on "Uneeda Biscuit."

GENESEE ADVERTISING AGENCY, 45 West 17th street, New York. Placing orders with newspapers generally for Sentanel Remedy Company, Cincinnati, Ohio.

GREIG & WARD, Monroe Bldg., Chicago. Reported will make up a list of newspapers during next sixty days for Cohn, Rissman & Co. (clothing), 418 S. Wells street, Chicago.

HANFF-METZGER, 95 Madison avenue, New York. Placing orders with some Pennsylvania newspapers for Pratt Food Company's animal and poultry remedies, 126 Walnut St., Philadelphia.

W. S. HILL COMPANY, 323 Fourth avenue, Pittsburgh. Placing spring schedules with newspapers for Jersey Cereal Food Company, Irwin, Pa. ("Jersey Pancake Flour.")

W. M. HOOPES ADVERTISING AGENCY, Equitable Bldg., Wilmington. Placing orders with newspapers for Pine Forest Inn, Summerville, S. C.

CHARLES D. KEAN ADVERTISING & SALES PROMOTION SERVICE, 616 Old South Bldg., Boston. Placing mail order copy with large Sunday newspapers for Prince Supply Company "Storm King" Rubber Boots, 7 Water street, Boston.

KIRTLAND-ENGEL COMPANY, 14 East Jackson Bldg., Chicago. Placing orders with some Ohio and Middle West newspapers for People's Popular Monthly, 801 2d street, Des Moines, Ia.

THOMAS F. LOGAN, 680 Fifth avenue, New York. Making 5,000 1-inch contracts generally for Association of Railway Executives.

LORD & THOMAS, Mallers Bldg., Chicago. Again making contracts with newspapers generally for Waukesha Pure Food Company, Waukesha, Wis. ("Jiffy Jell Dessert").

LYDDON & HANFORD, 200 Fifth avenue, New York. Placing medical orders with newspapers for C. S. Clark ("Nicolol"), Rochester, N. Y.

H. K. McCANN COMPANY, San Francisco. Placing orders with newspapers for California Almond Growers' Exchange, San Francisco; also for U. H. Dudley & Co., New York City; placing advertising in rotogravure sections of newspapers for City of San Diego, Cal.

JOHN J. MORGAN ADVERTISING AGENCY, 220 Devonshire street, Boston. Placing orders with newspapers for "Deerfoot Farm Sausage," Boston.

MORSE INTERNATIONAL AGENCY, 449 Fourth avenue, New York. Placing 14-line 13-time orders with newspapers for Enoch Morgan's Sons Company's "Hand Sapolio."

BURDETT PHILLIPS COMPANY, 35 W. 39th street, New York. Placing orders with some New York City newspapers for Globe Airplane Company, Globe Bldg., Newark, N. J.

PERSIS M. POMEROY AGENCY, 225 Fifth avenue, New York. Placing 70-line 3-time orders with newspapers for Corona Fastener Company, 225 5th avenue, New York.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York. Placing advertising for Pennsylvania Rubber Company.

REDFIELD ADVERTISING AGENCY, 34 W. 33d street, New York. Again placing some contracts with newspapers for American Lead Pencil Company, 220 5th avenue, New York ("Venus" and "Velvet" pencils).

RUTHRAUFF & RYAN, 404 Fourth avenue, New York. Placing orders with some large city newspapers for American School of Correspondence, Chicago; placing orders with newspapers for Illustrated World Magazine, New York; placing mail order copy on shoes with large city newspapers for Boston Mail Order House, Boston; placing orders with newspapers generally for

Capital Drug Company, Augusta, Me. ("Kingman's Remedy").

WILLIAM H. RANKIN COMPANY, 50 Madison Ave., New York. Handling accounts of B. F. Goodrich Rubber Company, "Monroe Clothes," Institute of America and Austin Nichols & Co.

STREET & FINNEY, 171 Madison avenue New York. Will handle the advertising for Winchester Arms Company.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Again placing orders with newspapers for Auto Strop Safety Razor Company.

WALES ADVERTISING COMPANY, 110 W. 40th street, New York. Reported will place orders with newspapers for C. S. Welch Company.

TRACY-PARRY COMPANY, Lafayette Bldg., Philadelphia. Placing orders with New York City newspapers for H. T. Paiste Company's "Paco," a substitute for sugar; usually make up lists during December for A. Theodore Abbott & Co.'s "Kapock Fabrics," Wayne Junction, Philadelphia.

WOOD, PUTNAM & WOOD COMPANY, 178 Tremont street, Boston. Placing orders with New England newspapers for Sao Valley Canning Company, Portland, Me. ("Yankee Corn") placing advertising for Fruit Puddine Company, 505 Water street, Baltimore, Md.

SELECTING SALESMEN FOR CLASSIFIED

(Continued from Page 9)

found that the older man makes the best producer for Classified Advertising. Of course, there are exceptions and you will find that some young men are very apt.

"In regard to boys just out of high school being successful in selling classified advertising, will say that I have found that class not very good. I always prefer the married man, because he is more dependable."

W. A. Smith, advertising manager of the Spokane Press, wants experienced men and finds older men just as good

producers as youngsters. He says:

"It is necessary to have a man of newspaper experience to sell classified advertising. This does not necessarily mean an experienced advertising solicitor, but a man who understands a newspaper.

"In my experience I have found old men just as good producers as men much younger in years. It is all in the man, not in his age that brings in results for this department. An advertising manager to select capable classified solicitors must, first of all, understand men."

Young married men are the choice of John A. Plumb, advertising manager of the Worcester Telegram. He writes:

"My experience both as classified advertising manager and advertising manager convinces me that in the classified department the best solicitors are young married men, preferably under twenty-six.

"Young men who are married have the incentive to work that the unmarried man lacks—also, the young married classified solicitor has ever before him the hope of landing in the display department at an increase in salary.

"It is a mistake to keep a man constantly on classified. My best results came from a turnover of entire staff every two years, releasing men to the display department on our own or other newspapers at the end of about two years' service. High school boys are, as a rule, very poor solicitors."

The Excelsior Springs (Mo.) Call has increased to 40 cents per month because of increased labor costs and paper.

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers Print Our Service

Send for our Headline History of the World War

Fifty leading newspaper publishers in the United States and Canada will tell you that their membership in *The Associated Newspapers* was worth more than it cost at the start and has steadily increased in value since.

If your city is open, you may join at the same proportionate rate, and secure the greater value they have already built up.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

Ten Million Laughs a Day

is the record of

"BRINGING UP FATHER"

By George McManus

The greatest newspaper comic

Wire for price and territory

International Feature Service, Inc.

246 West 59th St., New York

The True News FIRST

Always-Accurately

International News Service
World Bldg. New York

Circulation Builders

of proved ability are the daily and Sunday magazine pages of

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)

MAIL NEWS, FEATURE, and FICTION Service. Over 150 American, Canadian and European newspapers subscribe to our complete service.

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

SPACE BUYERS TOLD OF PAPER SHORTAGE

Jason Rogers Tells Advertisers in Three Cities That Smaller Space at Higher Rates Is Good Business Insurance

Jason Rogers, publisher of the New York Globe, has just returned from a trip through the Middle West in an endeavor to have advertisers co-operate with local newspapers in reducing the consumption of print paper.

"I sincerely believe that if the daily newspapers of the country would follow up the lead made by me in Aurora, St. Louis and Cincinnati that it would more effectively curtail the use of print paper than by much conference and conciliation between the newspaper publishers in the various cities," said Mr. Rogers.

"In each of the cities I addressed the advertising club with presumably representatives of both retail and manufacturing concerns," continued Mr. Rogers, "and I frankly told them among other things about the print paper shortage and how it was going to be good business for them to co-operate."

"I told my audiences that unless advertisers were willing to temporarily use less space and pay a higher rate for it, they would force rates to a much higher basis from which it would be a very difficult and long range effort to reduce them."

Do Not Pass Costs On

"Without gloves my audiences were told regarding the superiority of localized national advertising in daily newspapers as compared with other mediums. They were shown that of all mediums the newspapers had made the least advance in rates and passed none of the increased costs on the readers."

"I showed them that the average of all advances in advertising rates by newspapers was between 15 and 20 per cent with 100 per cent or more to the reader, while most other mediums had advanced advertising rates from 50 to 150 per cent and very slightly or none at all to the reader."

"It was a great pleasure to be able to thus address these hundreds of smart and aggressive business men on newspaper and advertising topics of vital interest to them, and I am sure that after I was through with them it was much easier for the local newspaper men to get them to act reasonably."

Should Be Missionaries

"I have been asked to visit other cities for the same purpose and will be kept fairly busy for all the open dates I have until January 1st. I suggest that other metropolitan publishers render the same sort of service in the general cause."

"In my talks I suggested that local retailers temporarily reduce their use of space at least 50 per cent at an increased rate of 25 to 50 per cent as the best sort of business insurance. I sug-

gested a limit of 16 columns from any advertiser and not over 6 columns in any issue.

"From my contact with the local newspapers in the cities visited and in letters received from them since my return, I am confident that such strong and direct personal message from an outside source will make it all the easier for them to produce the saving they must make."

"It is not sufficient that we get the necessity of print paper conservation to the newspaper publisher, we must get it across with those who buy his space and are inclined to view with doubt and suspicion any effort on his part to boost rates and reduce space."

Favors 3-Cent Daily

"I am strongly in favor of 3 cent daily and 10 cent Sunday newspapers with stated fixed maximum standards of reading matter for both as the sane process for getting out of the blind alley in which so many newspapers without any print paper supply now find themselves."

"Unless the big users in our large cities are willing to make the sacrifice by the most rigid sort of economics in use I can see little hope in the situation. The enormous Sunday waste and daily newspapers over 24 pages should be discouraged by public opinion."

"A survey of the hoardings of some of the big fellows and exposure would do much to show where much tonnage has been removed from use by those seeking to play safe regardless of the rights and demands of the situation."

"To be perfectly frank I do not expect anything worth-while to come from the A. N. P. A. any more than in 1917 and 1918. Those who direct its activities through hand picked committees occasionally make some noise but really accomplish very little."

"Instead of discussing and deciding upon a definite policy at the recent meeting every suggestion offered was referred to a 'committee to be appointed.' Not one of the great New York newspapers had anything definite to say at the meeting except one which stated that 'it owned its own mill and was not interested.'"

"Unless the big users and big wasters will make sacrifice nothing will be accomplished. I presented figures showing how many of the New York newspapers declined to comply with the War Industry Board's conservation order and what they were doing today."

Agency Enlarges Quarters

Calkins & Holden of New York, with handsome offices at 250 Fifth Avenue, have become so overcrowded as to require additional room to the extent of the entire fourth floor of the building. The purchasing, financial, art and manufacturing departments are now located there.

James Cooper, former political editor of the Philadelphia Evening Bulletin, is now on the staff of the Inquirer.

THREAT OF CENSORSHIP BY SEATTLE UNIONS

Post-Intelligencer Employees Condemn Advertising and Editorial Policy on Labor—"P. I." Prints Full Resolution

SEATTLE, Nov. 21.—Action that verges on the invocation of a censorship of news and advertisements accepted by their employers, together with a veiled threat to desert their posts unless their wishes are obeyed, was taken by members of the mechanical department of the Post-Intelligencer this week at a meeting held in the composing room of the paper during the lunch period in the night shift.

The meeting and adoption of resolutions condemning the policy of the paper followed the publication of several front-page editorials severely scoring organized labor for permitting itself to fall under "red" leadership; also acceptance of an advertisement paid for by Edwin Selvin, publisher of a local financial trade paper, which, in the view of the union employees, tended to incite trouble.

The advertisement appeared only in the "bulldog" edition and was ordered killed by Editor James A. Wood as soon as it came to his attention and without any suggestion from anyone.

The resolutions adopted by the P. I. union employees follows:

"As members of the several trades unions employed in the production of your newspaper the Seattle Post-Intelligencer, we make the following representations:

"We have been patient under misrepresentation, faithful in the face of slander, long suffering under insult; we have upheld our agreements and produced your paper, even though in so doing we were braiding the rope with which you propose to hang us; day after day we have put in type, stereotyped, printed and mailed calumny after calumny, lie after lie, insult after insult."

"Little by little, as our patience seemed to be unbowed, your editorial and business policy has encroached upon and further and further overstepped the bounds, not only of fairness and truth, but decency and Americanism itself. We have even meekly witnessed your unfair and reprehensible campaign of falsehood and ruin result in the suppression of the last medium of honest expression for our cause in Seattle (referring to Daily Union Record), not only denying our brothers the means of livelihood but denying us a far greater boon—the American right of a free press."

"So long as these things appeared to be a part of your unfair fight against organization—our organizations and others—we have been able to endure them in the hope that at last truth must prevail."

DO YOU REALIZE

THAT with the increasing seriousness of the housing problem in New York thousands of desirable citizens—from the advertiser's standpoint especially—are locating in the

North Jersey Shore Towns?

Think this over, when planning your campaign and bear in mind that the territory named is thoroughly covered by the

ASBURY PARK PRESS

(Evening and Sunday Editions)

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

Dominates Its Field

LOS ANGELES

Evening Herald

Circulation

123,305

DAILY

Member A. B. C.

"But there must be a limit to all things. "In the page advertisement in the Post-Intelligencer of Nov. 18, 1919, purporting to have been written and paid for by one Selvin, but which had as well have occupied the position in your paper usually taken up by your editorial page, your utter depravity as a newspaper, your shameless disregard of the laws of the land, your hatred of opposition, your reckless policy of appeal to the passions of citizenry, reached depths of malice and malignancy hitherto unbelievable. It is nothing less than excitation to violence, stark and naked invitation to anarchy."

"Therefore, be it resolved by the whole committee of your organized employees in meeting assembled, that if your business management cannot demonstrate its capacity and sagacity, if your editorial directing heads must remain blind to the thing they are bringing us to; if together you cannot see the abyss to which you are leading us—all of us; if you have no more love for our common country than is manifested in your efforts to plunge men who very clearly proved our faith in America and its institutions—we must, not because we are unionists, but because we are Americans, find means to protect ourselves from the stigma of having aided and abetted your campaign of destruction."

The resolutions were published in full on the front page of the paper, as requested by the employees. The only comment added by the publishers was the following:

"Although the fact is not included in the foregoing resolutions, the Post-Intelligencer confidently refers to any member of the committee or any of its mechanical departments for confirmation of the statement that the Selvin advertisement was 'killed' on Monday evening by the editor of the Post-Intelligencer of his own volition and as quickly as it came to his attention; that it was not brought to his attention by any objection from the mechanical departments nor had any protest been made up to the time the order was given to exclude the advertisement from later editions."

"The Post-Intelligencer as confidently expects similar confirmation of the fact that the editorial repudiation of the advertisement was published in Wednesday's paper without representation of protest having been made by any of the employees who later joined in the adoption of the foregoing resolutions."

The controversy between the publishers and their unionized employees, being of a peculiarly unusual nature, is being widely watched.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County

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

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

Their Own Newspaper

Our readers continue because they get all the news daily and know just when to find it.

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:

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

New Orleans States

Member Audit Bureau of Circulation Sworn Net Paid Circulation for 6 Months Ending Oct. 1st, 1919 41,305 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

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

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

The Daily News alone serves this splendid population. Circulation over 7,000. Rate, 2½ cents per agate line.

(300 ft. x 280 ft.)



The Detroit News

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

F. W. HALSEY, EDITOR AND AUTHOR, DEAD

Served New York Times 22 Years and Was Prominent as Lecturer and Writer of Many Good Books

Francis Whiting Halsey, aged 68, newspaper editor, author, historian and lecturer, died on November 24. Mr. Halsey's latest work was the editing of a ten-volume history of the European war, and it is said that overwork on this undertaking contributed to the illness which caused his death.

Mr. Halsey, for twenty-two years prior to 1902 a member of the editorial staff of the New York Times, and the first editor of the New York Times Saturday Review, was born at Unadilla, N. Y., October 15, 1851. He was a brother of Frederick Arthur Halsey, also a well known author.

Prepared for college in his native village, where his father for fifty years practiced medicine, Mr. Halsey graduated from Cornell University. In his senior year he took one of the prizes for an essay in English literature.

About two months after his graduation, in 1873, Mr. Halsey went to Binghamton, where he edited the Times. He remained there for two years, when he obtained a position on the New York Tribune, where he prepared obituaries of famous men, wrote letters from the World's Fair in Paris, and contributed book reviews and news articles to the literary department, until 1880, when he became a member of the staff of the New York Times. He was for several years foreign editor and writer of book reviews and was later made literary editor, succeeding Charles de Kay, whom President Cleveland appointed Consul General to Berlin.

When the Saturday Review was established in 1896, Mr. Halsey was placed in charge and remained in this position until 1902, when he became literary adviser of the publishing house of D. Appleton & Company. Three years later he went with Funk & Wagnalls Company in a similar capacity and continued his connection with that house until his death.

Mr. Halsey was well known as a lecturer, having lectured before New York and New Jersey historical societies, students of Columbia and Princeton, on the Chautauqua platform and before many other bodies.

He was the author of a number of books.

Obituary

HON. F. L. CARTER-COTTON, founder of the Vancouver News-Advertiser, died in Vancouver on November 20, aged seventy-six. Born in England, he settled in Vancouver in 1886 and in 1887 established the News-Advertiser, which he conducted until 1910. In 1890 he en-

tered the legislature of British Columbia, was for a time Minister of Finance and later Commissioner of Works. He has also held various other public offices and was first Chancellor of the University of British Columbia. As editor of the News-Advertiser, he was regarded as one of the ablest writers in Western Canada.

MRS. NELLIE M. MANSON, mother of Frank W. Manson, editor and general manager of the Waterville (Me.) Sentinel, died last week at her home in Waterville.

CHARLES E. WALTON, for several years connected with the circulation department of the Cleveland Press, died November 17 from acute indigestion. Lately he was employed by the Cleveland Board of Education.

REUBEN V. JACOBS, aged 53, head of the proof-reading department of the Philadelphia Press for ten years, died suddenly November 23 in the Jewish Hospital. Mr. Jacobs was suffering from double-pneumonia, and was sent to the hospital the day before he died. Before going to the Press, he read proof on the Evening Bulletin.

WILLIAM B. FITZPATRICK, aged 55, for the last 17 years in the composing room of the Philadelphia Ledger and the Evening Ledger, died November 22 of pneumonia in the Presbyterian Hospital, Philadelphia.

JOHN EDWARD FLAHERTY, four-day-old son of Lieut. and Mrs. Thomas F. Flaherty, died in the Norwalk (Conn.) hospital November 29. The father has been a newspaper man for eight years and at present is in New York trade journal work.

B. R. BLANKENSHIP, well known Texas newspaper man, died recently at El Paso, where he had gone for his health. Mr. Blankenship was for a time connected with the Clarendon (Texas) College and later was editor and publisher of newspapers in various parts of the state.

SHIKAO SHIRAIISHI, aged 31, a Japanese student at Westminster College at Fulton, Mo., who was preparing himself for editorial work in Japan, died this week.

Conover Heads New England Agents

BOSTON, Nov. 25.—S. A. Conover of the S. A. Conover Company, Boston, has been elected chairman of the New England council of the American Association of Advertising Agencies. John J. Morgan of the Morgan Advertising Agency is the new vice-chairman.

Prizes for Want Ad Stories

WICHITA, KAN., Nov. 18.—The Eagle began a contest last week, offering cash prizes amounting to \$70, for the best letters on what its want ads have done for the readers of the paper. The contest closes November 22.

JAPANESE JOURNALIST HERE FOR IDEAS

R. Onishi, of the Jiji Shimpo, of Tokyo, Has Covered Two Peace Conferences, Portsmouth and Paris

R. Onishi, who represented the Jiji Shimpo, of Tokyo, at the Peace Conference, is in New York for a short stay before returning to Japan. Mr. Onishi is investigating American newspaper methods—particularly accounting systems—with a view to adapting these to Japanese needs.

He is also conferring with exporters and with advertising authorities with the purpose of developing American advertising for the Jiji, believing that just now there is an unprecedented opportunity for the introduction of American goods in Japan.

Mr. Onishi joined the staff of Jiji in 1900, and was later assigned to cover the Portsmouth Peace Conference for that newspaper. At that time he was honored by an invitation to discuss with President Roosevelt various aspects of the Far Eastern question. While of course the subject matter of this interview was not for publication, Mr. Onishi recalls the occasion as one of the outstanding events in his career as a journalist.

"Naturally I was deeply impressed with your great President," he says. "His intimate understanding of Far Eastern problems surprised me. While it was not possible for me to quote the President I am sure that this interview gave me a new appreciation of American friendship for Japan, and of the need for cordial relations between our peoples to assure the mutual welfare."

After reporting the Portsmouth Peace Conference Mr. Onishi remained in the United States for many years, purchasing a ranch in Texas. He still owns property there. Having returned to Tokyo and resumed his old connection with Jiji, Mr. Onishi was assigned to report the Paris Conference for that newspaper.

The Jiji Shimpo is perhaps the most influential Japanese newspaper. It was established in 1882 by Yukichi Fukuzawa, one of the great figures in modern Japanese life. Through his newspaper

Mr. Fukuzawa contributed greatly to the intellectual development of the people, on the principles of Western civilization. After his death, in 1901, he was succeeded by his son, Stejiro Fukuzawa, a graduate of the Massachusetts Institute of Technology, who directs the policy of the Jiji on the same progressive and liberal policies as established by his father. The newspaper is thoroughly independent, as Mr. Fukuzawa has always declined political honors and devotes himself solely to the conduct of the Jiji.

The Jiji Shimpo has both morning and evening editions in Tokyo and in Osaka, with circulations corresponding closely to those of metropolitan newspapers in the United States. The exact figures are not given for publication, as old conditions still rule in these matters in Japan, and it is argued that publicity for the circulation figures of a truth-telling newspaper would merely afford a standard on which papers of the "claim-everything" kind could base false comparisons.

Louchard Starts Agency

DALLAS, TEX., Nov. 17.—The L. Louchard Advertising Agency is a new concern with headquarters at 211 Southwestern Life Building. L. Louchard, president, has been for a long time advertising manager of E. M. Kahn & Co.

Sunday Paper in Elgin

ELGIN, ILL., Nov. 26.—The Courier published its first Sunday morning issue, November 9, in 64 pages, carrying 6,956 inches of display advertising. The edition regularly will carry a 4-page colored supplement and a rotogravure section.

Des Moines Register and Tribune

104,858 Daily
Morning and Evening
71,240 SUNDAY

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

The Dominating Force

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

The Bridgeport Post Standard-Telegram

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

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

3 OF A KIND

New England Market Merchandising

BOSTON AMERICAN

Service Department

To cover the first effectively you need the other two.

Govt. Statement for Six Months
Ending April 1st Shows
301,270

The Congregationalist

is not read for fun;
it is read seriously;
therefore it is well read.

Broad-minded advertisers know
THE CONGREGATIONALIST,
14 Beacon St. BOSTON, MASS.

THE PEOPLE OF NEW LONDON, CONN.

have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The
NEW LONDON TELEGRAPH
JULIAN D. MORAN, Pres. and Mgr.
Representative

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

The Pittsburg Press

Daily and Sunday
Has the Largest

CIRCULATION
IN PITTSBURG

Member A. B. C.

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

SUPPLIES & EQUIPMENT

For Newspaper Making

WANTED AND FOR SALE

HARTFORD GLOBE IS SOLD TO COURANT

Suspended As a Result of Struggle for Associated Press Sunday Franchise Between Local Dailies

HARTFORD, CONN., Nov. 25.—On November 23 the Sunday Globe published its final issue after a continuous career since 1876. The stock of the Globe Publishing Company has been acquired by the Hartford Courant, and John E. Dennis, publisher of the Globe, has been engaged by the Courant in an editorial capacity.

It is understood by Hartford newspaper men that the deal is a phase of the struggle between the Courant and C. L. Sherman, who left the Courant some months ago to become managing editor of the Times. The Times, it is said, has been negotiating for the purchase of the Globe in order to secure a morning franchise for the Associated Press service, with which the Times could enter the Sunday field in competition with the Courant.

Had Many Owners

The Sunday Globe was founded in 1876, when there was a good deal of opposition to Sunday newspapers. The first publisher was C. W. Griswold, who was also engaged in a mercantile business as his main activity. Two years later the property was purchased by Charles C. Hubbard of Middletown; in 1883 it was acquired by Allen Willey, and in 1895 was sold to Emil and William Linke and Edward J. Andrews, who retained their interest until last April, when a syndicate composed of Thomas J. Spellacy, Alexander Troup and John E. Crosby acquired the property, retaining John E. Dennis as editor and publisher. From 1907 to 1918 Frank G. McCumber was managing editor of the Globe.

Among those well known in newspaper, magazine and advertising circles who have been connected with the Globe are: Philip Curtiss, author of "The Ladder"; Richardson Wright, editor of the House Beautiful; Thomas Flanagan, vice-president of the Allen Advertising Service; J. McClure Bellows, dramatic editor of the St. Paul Pioneer-Press; William Rich Cross, vice-president of the Wales Agency; Francis T. Miller, editor of the Journal of American History; John Rodemeyer, editor of the Rural New Yorker.

NEW BUILDING FOR GLOBE

Toronto Paper Starts Construction of Long Planned Addition

TORONTO, Nov. 26.—Work has commenced on the enlargement of the Globe office on Young street. A year ago the Globe Printing Company acquired the building adjoining its present office. This is now being virtually demolished and a new structure uniform in appearance with the existing building will be erected. Its construction will give 27½ feet additional frontage and will pro-

vide much needed floor space in all departments.

The basement will be utilized for paper storage; the ground floor for extension of the business offices and mailing department, and the first and second floors for enlargement of the editorial offices and composing room, respectively. In the basement, foundations are now in for the new high speed press recently ordered to replace one of the older machines in the Globe's battery.

RETURN SEIZED LABOR PAPER

Search Warrant Quashed, Owners Reopen Union-Record Plant

(BY TELEGRAPH)

SEATTLE, Nov. 26.—After being in possession of government officers for a week the plant of the Daily Union Record was returned to its owners, the search warrant being quashed by the local United States Commissioner. The paper resumed publication after being out of the field during the term of seizure, except for a few small sized editions printed at a job plant. The search warrant was quashed on the ground that it was used to make the seizure in the second raid when the United States officers, after the first raid, returned the plant to its owners following the removal of all files and records. It was held that the warrant was exhausted after the first raid.

The paper was still prohibited from the use of the mails. Editor E. B. Ault and Directors G. P. Listman and F. P. Rust are out on bail on charges of publishing inflammatory editorials, following the Centralia outrage, and the Federal grand jury now is considering evidence in use.

Union newsboys of Seattle, at a special meeting held following the seizure of the Record plant and the arrests of its publishers on charges of publishing inflammatory statements, voted to refuse to handle the Record on their "corners" until that publication "became Americanized."

Enlarging Johnstown Plant

JOHNSTOWN, PA., Nov. 26.—The addition to the building of the Daily Democrat is nearing completion. It is of fireproof construction, having not a stick of wood or other inflammable material in it except for the wood block floor of the new press room, in which a 24-page tubular press is to be installed about the first of the year. The building when completed will be seven stories in height, with a frontage on Main street of 40.6 and a depth of 132. It is the intention eventually to build around and over the present structure and to add 5 stories to the new building, now not far from completion. A waterproof basement will add to the available floor space.

Morning Paper for Amarillo

AMARILLO, TEX., Nov. 25.—The Tribune Publishing Company of Amarillo has been organized, capitalized at \$100,000, by R. H. Nichols, W. E. Durham and C. H. Dixon. The company will publish a morning newspaper in Amarillo.

EQUIPMENT FOR SALE

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

48-Page Newspaper Press

For immediate sale. Stereotype equipment complete, motor, Kohler control. Must sell before December. Address P. O. Box 2462, Boston, Mass.

EQUIPMENT WANTED

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

Wanted

Second hand 16 or 20 page perfecting press. Cash on delivery. Sedalia Democrat, Sedalia, Mo.

Wanted

From four to six chases suitable for 8-column newspaper, stereotype work. The Times-Herald Company, Port Huron, Michigan.

Wanted

Duplex tubular twelve or sixteen page press. Address A-968, care of Editor and Publisher.

INCORPORATIONS.

NEW YORK.—War Records Publishing Company; 250 shares preferred stock, \$100 each; 1,500 shares common stock, no par value; active capital, \$40,000; E. M. Boddy, J. P. Barry, R. R. Whitman, 38 Park Row.

Sugar Publishing Company; \$50,000; C. N. and M. E. Manfred, H. B. Moore, 449 West 133d street.

Francis & Pillet, news stand; \$10,000; F. Bartoletti, P. Garrou, J. Staples, 553 West 145th street.

Globe Advertising Company; 1,000 shares common stock, no par value, active capital, \$5,000; T. C. Cavanaugh, R. J. Duffy, T. H. Cauty, 25 West 42d street.

Modern Housewife Advertising Corporation; \$50,000; H. J. Schnittinger, A. H. Hoffman, J. P. Muller, 220 West 42d street.

Western World Press; \$100,000; J. Sidney Bernstein, Juan Venegas, New York; F. E. Miranda, El Paso, Tex.

James W. Elliott Corporation; \$275,000; James W. Elliott, George R. Hawes, Harold Van Riper, 61 Broadway.

Textile Foreign Press Company; \$25,000; J. Lewis Lindner, Louis Cleavez and Conrad E. Lux, 920 Broadway.

New Thought Publishing Company; \$10,000; M. S. Sklarsky, Samuel Fox, Baruch Rivkin, 624 East 169th street.

New Earth News; \$10,000; L. Rabe, J. A. Wright, C. R. Crodix, Jr., 187 East 64th street.

John W. Hartfield, Inc.; printing, publishing, engraving; \$21,000; M. G. Casey, J. L. and J. W. Hartfield, 112 Pearl street.

Argyle Publication Company; \$10,000; A. L. Churchill, B. H. Goldsmith, H. Sondheimer, 5 East 17th street.

OKMULGEE, OKLA.—American Publishing Company; \$50,000; Ernest and Leontine McDaniel, Hugh Amick.

OKLAHOMA CITY, OKLA.—Neyland Embossing Company; \$3,000; W. M. Anderson, James T. Neyland, George M. Sutton.

HARRISBURG, PA.—Federation Printing Company; \$5,000; Charles F. Quinn, Harrisburg; James H. Maurer, Reading; John A. Phillips, Philadelphia.

WILLIAMSPORT, PA.—Sun Printing & Binding Company; \$5,000; A. A. Man-

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 |

FOR SALE

Hoe Matrix Rolling Machines in good condition.

Can be shipped at once.

Scott Flat Plate Casting Boxes casts plates 18 x 24 inches. Send for prices.

WALTER SCOTT & CO.,
Plainfield New Jersey

Take It To

POWERS

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

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

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

dell, Williamsport; T. R. Bayard and Frank S. Hammer.

MONROEVILLE, ALA.—Current Events Publishing Company; \$3,500; W. A. Levett.

CALHOUN, KY.—McLean County News Publishing Company; \$3,000; G. H. Cary.

OKMULGEE, OKLA.—American Publishing Company; \$50,000; Ernest McDaniel.

NEWPORT, KY.—United Labor Press Association; \$10,000; Charles H. Sidener, George W. Haller, E. B. Sidener.

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.

Advertising Manager

Wanted at once—man for position of advertising manager on a morning daily. Must be experienced. A good field and a good town. Good salary for right man. Address Post Office Box 969, Columbus, Ga.

Newspaper and Magazine

Writer
Two years' editorial experience and extensive industrial training. Have done popular and technical news writing and am familiar with every phase of publication work. Would like to secure position with daily publication. Young but can demonstrate ability and experience. Address A-959, care of Editor and Publisher.

Manager

A thorough organizer, a result-producing executive, with unquestioned record for constructive business development, conservatively aggressive, always dependable, well known newspaper man, is open for a proposition as business or general manager. A circulation expert of national reputation, an advertising producer in both local and foreign fields, capable executive, big enough to handle any newspaper property successfully. Record of achievements on both afternoon and morning newspaper in both small and metropolitan cities. Address A-953, care of Editor and Publisher.

Managing Editor

With experience in cities up to 200,000 and thorough knowledge of other departments, will be open for position after December 20th. Best of references. Address A-955, care of Editor and Publisher.

Experienced Newspaperman

If you can use services of an experienced newspaperman still in his prime, who has spent the last 12 years reorganizing departments and building up newspapers, I would like to hear from you. Am capable and resourceful executive and can furnish factory references. Will be at liberty Jan. 1. In writing give details and salary. Address A-934, care of Editor and Publisher.

Newspaper Man—Executive

With broad experience. Have worked all over newspaper from cub to editor and business manager. Now at liberty. Eastern or Southern Atlantic states preferred. References from leading publishers. Tireless worker. Can reorganize and put pep into your organization. What have you to offer? Address A-964, care of Editor and Publisher.

Executive

With 16 years' experience in the game, during which time he has worked in every department and is thoroughly familiar with the problems of each department, will be at liberty January 1. Age 30 years. Desires position as manager or publisher of paper in city of 100,000 or less, or assistant to publisher in larger city. Address A-960, care of Editor and Publisher.

Advertising Man.

After three years' experience on a local suburban daily a young man is now seeking a large field and should like to connect with a New York City newspaper or with some advertising house. He is single, 27 years old, and for the past seven years, with the exception of the two years in which he saw service in France, he has been in either the newspaper game or with advertising concerns. An out-of-town proposition would be considered but he desires to remain in New York City. Address A-935, care of Editor and Publisher.

Live Stock Market Expert

With 15 years' experience would like to make arrangements for furnishing daily, weekly or monthly reports. Features a specialty. This information in keen demand at present. Exclusive first class personal service guaranteed. Rates reasonable. Best references. Address J. M. Carroll, 815 Exchange Ave., Chicago, Ill.

Opportunity Wanted.

Competent editor-writer with 17 years' experience on large and small dailies wants opportunity in small eastern city. Am now doing municipal finance, City Hall and special writing on great daily. College training, age 37. Address A-922, care of Editor and Publisher.

Experienced Copy Editor

wishes permanent position in New York or Philadelphia; 27 years old, college graduate; can write heads to suit your style; will come on probation. C. J. T., care Editor and Publisher.

Reporter—Re-write Man

Young man, five years' trade paper and general news experience. Have covered financial news, New York City or vicinity. Address A-972, care of Editor and Publisher.

SITUATIONS WANTED

Managing Editor

Now in charge of most successful daily in city of 200,000 is open to change on January 1. Many years' experience in both morning and afternoon field and with enviable record of success. Salary not so much of an incentive to change as opportunity for ability, experience and progressiveness to help build up a real newspaper property. Address A-971, care of Editor and Publisher.

Crackerjack

Reporter wishes position. Has personality, and can get the news and write it; fine on feature stories; city and telegraph desk experience. Opportunity as well as position sought. Don't answer unless salary and opportunity offered are worth-while. Box A-973, care of Editor and Publisher.

U. K. Representative

London journalist, lifelong experience of Commercial Trade Press, is open to send exclusive trade reports to American publications. Would act as U. K. Representative. Own office. Kindly state requirements and terms to A-970, care of Editor and Publisher.

Young Newspaperman

Resourceful young newspaperman, with wide experience both as desk man and reporter, at present employed on one of the largest commercial publications in New York City, desires to connect with a progressive daily paper. Am willing to travel. Address A-969, care of Editor and Publisher.

Mr. Publisher

I am 28 years of age, married. Have 12 years' experience in newspaper game. Can produce as advertising manager or solicitor on daily paper in town of 25,000 to 50,000 population. Best references. Proposition must be permanent. Reasonable salary, increase contingent upon results. Will go anywhere. S. F. Stone, 229 Mason St., Milwaukee, Wis.

News Writer

Free lance news writer wants connections. Bernard E. Ericsson, The Minneapolis Post, Minneapolis, Minn.

Mr. Publisher

Do you need an energetic manager or editor, just entering his prime, who knows the newspaper game from top to bottom, and who has a record of progress? If so would he glad to supply full information and references. Excellent reason for making change. Address A-967, care of Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

Reporters Wanted

Two or three first class men for evening daily in Eschburg district. Must be hustlers and open for steady positions. Fourfishers save stamps. State wages and experience. All applications treated strictly confidential. Address A-957, care of Editor and Publisher.

Advertising Manager

Of the liveliest paper in a live town wants a change. Has an interesting record that he would like to explain in detail. Address A-963, care of Editor and Publisher.

Advertising Solicitors

Advertising solicitors wanted. Give references. The Minneapolis Post, Minneapolis, Minn.

For a Display Advertising Man

Who is a real salesman with poise, diplomacy, alertness and general copy writing ability, a good position with excellent promise of rapid advancement is open. Give particulars of experience, samples of copy, and references in replying to Mr. Hendee, care Winnipeg Tribune, Winnipeg, Manitoba, Canada.

Circulation Manager for

Southwestern Evening

Newspaper

Excellent opportunity for young man who has ability as handler of carriers and subordinates. Successful applicant may be either circulation man with record or one now in subordinate position ready to assume responsibilities. Careful consideration will be given to detail statement of record, training, experience, habits, salary expected and references contained in letter answering this advertisement. Address A-965, care of Editor and Publisher.

BUSINESS OPPORTUNITY

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

Opportunity.

\$35,000 buys only daily in eleven counties in a Southern city of 20,000. Radius of seventy-five miles to draw from. Turns down enough

BUSINESS OPPORTUNITY

printing and advertising to keep another good sized plant. Will pay 20% on investment from start. Answer A-952, care of Editor and Publisher.

Newspaper Agency

Wanted to purchase, a newspaper agency, with or without stationery. Please state full particulars. Confidential. Box A-974, care of Editor and Publisher.

FEATURE SERVICES

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

Tips For Local News

You want more local features. Let "Tips for Local News Stories" furnish ideas. Monthly feature. Suggestions for any city. Backed by three year's record. 250 papers using. 75 cents month. Inland Syndicate, Findlay, Ohio.

MANY STAFF CHANGES IN SYRACUSE

Herald, Journal and Post-Standard Get New Blood and Establish Universal Copy Desk

SYRACUSE, N. Y., Nov. 25.—The personnel of the local newspaper forces, particularly the editorial end, has undergone extensive changes during the last few weeks. This applies most to the Herald and Journal, evening newspapers, although the Post-Standard, morning sheet of the city, has made a few changes.

All three papers have recently abandoned the various desk departments and have installed the universal copy system.

With the resignation of James E. Doyle, who became assistant superintendent of public works for the state, Frank W. Clark became managing editor of the Herald with W. P. Plummer as news editor and Thomas A. Power as city editor. George W. O'Hara, returned veteran of the 27th division, is now Sunday editor.

Charles McTigue, formerly Sunday editor of the Albany Knickerbocker Press and more recently managing editor of the Albany Argus, took the seat at the head of the copy desk. Other new blood on the desk includes Charles F. Kernan, formerly of the New York American and just honorably discharged after long service in France with an American Ambulance unit, C. F. Kinney, formerly with the Newark Evening News and the Knickerbocker Press, and Russell Owen, who came here from the New York Sun.

Fred Spalding last Saturday left the Herald copy desk to return to Cleveland, where he will again enter the employ of the News.

The Herald reporting staff has made several additions. C. Fred Betts, G. Fremont Hadley, Robert Chryst and Frank Early are back after service in the army. Miss Marion Deuther, who has had long service in Buffalo, and John Wanhope, a former New York writer and more recently with the Journal here, were added to the force.

E. G. Phillips, formerly of the New York Herald, after receiving his discharge from the army, reported to the Syracuse Herald as photographer, replacing William Dunham, resigned.

The Herald and Journal practically made a swap of sporting editors. Robert Kenefiek, long in charge of sports for the Herald, went over to the Journal, while James Leahy is now with the Herald.

Changes at the Journal plant have been nearly as numerous as at the Herald. Sidney Whipple, former Boston special writer, is now managing editor, having succeeded Frank Chase, who gave up the desk after a serious illness,

Have buyer for an eastern daily newspaper property to cost \$50,000 or less. Preferably a property susceptible of considerable development. Politics immaterial. Proposition T. P.

CHARLES M. PALMER,
Newspaper Properties
225 Fifth Avenue New York

Consolidation

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building New York

but who is now back on duty as a contributor to the editorial page.

Louis Burrill, discharged after two years service in the Navy, is the Journal city editor. Harry Stearns, long telegraph editor for the Herald, is now on the Journal copy desk.

J. Burr Bell, financial writer of 15 years' local experience, is among the new names added to the Journal payroll and Charles Feldman is another newspaper man of long standing here who is now drawing a weekly envelope from the Journal.

R. W. Parker and Stanton Jennings, both discharged as lieutenants after war service of more than a year, are back on the street as reporters.

Frank Redmond, for several years photographer for the Journal, is leaving newspaper work, having secured a position with the Semet-Solvay Company.

Clyde Wagener, formerly managing editor of the Schenectady Union-Star, has reported for copy desk duty to the Post-Standard.

J. Fenton Phelps, who resigned as Post-Standard sporting editor, is in the publishing department of the H. H. Franklin company. His place was taken by Birney P. Lynch who held the position for several years before entering the army two years ago. J. Stevenson of Ithaca is serving as Mr. Lynch's assistant.

Phillip Perkins, with the Journal for several years before war was declared and who has recently been discharged from army service, has been added to the Post-Standard's reporting staff, as has Marjorie Tooke, a Y. M. C. A. canteen worker in France, who was formerly with the Herald.

Demand End of Alien Press

PHILADELPHIA, Nov. 25.—The local chapter of the American Officers of the Great War this week passed a resolution calling for the immediate adoption by the Senate of a law to "deport all traitorous publishers and scrap all printing plants which are now disease nests to Americanism." Copies of the resolution are to be sent to Congress, the Attorney General, Senators and Representatives from Philadelphia, and the Governor and Attorney General of Pennsylvania.

HOW NEWS PRINT IS BEING CONSERVED

(Continued from Page 16)

News increased advertising rates 10 per cent; still following war time regulations; reduced size first edition from 12 to 8 pages; increased circulation rates 5 cents per month.

Times increased advertising rates 20 per cent; discontinued one street edition; cut size of sporting extra four pages; increased price of circulation 5 cents per month and street sale copies one cent each.

Denver weeklies have increased advertising rates approximately seven and one-half per cent. Colorado dailies outside of Denver are still following war-time regulations and have cut off exchanges and deadheads. Colorado weeklies have increased advertising rates approximately ten per cent; have cut off exchanges and deadheads.

S. S. Sherman, managing editor of the Denver News, has been appointed A. N. P. A. regional director on news print situation for Colorado and will soon call a meeting of publishers to take further steps in matter.

WICHITA, KAN.—The Eagle had to lock its doors and refuse to answer the telephones on November 18 because the advertising facilities were so overcrowded that they were unable to handle more. The office of the Eagle was closed at 6 o'clock at night, instead of 8, as usual. No telephone advertising was accepted, and in addition the paper, while increasing its size, was unable to handle all the business in hand.

KANSAS CITY, MO.—A score or more of the leading newspapers of the middle west will raise their advertising rates from 10 to 50 cents an inch, following a conference of advertising managers of the various papers at the meeting of the Mid-west Newspaper Advertising Managers' Association here this week. The increase is due largely, it is said, to the scarcity of white news print.

In addition to the increase in rates, the larger advertisers of the papers will have their space needs cut in order to take care of the smaller accounts. The increase, whenever necessary, will be advanced without notice to advertisers, it was agreed.

Some of the newspapers, it was reported to the meeting, have had to cut down their type from 8 point to 6 point, in order to conserve news print. Other papers have increased their columns from 7 to 8, cut down margins, and in other ways conserved space. Some papers have cut down the length of local and telegraph stories, it was reported, while others are eliminating comics, features, and even cutting down the editorial page and other regular features.

The increased rates, it was said, will be put into effect before January 1,

next. Six states, Missouri, Kansas, Oklahoma, Texas, Nebraska and Iowa, are represented in the membership.

The following were present: H. E. Dreier, Oklahoma City Times; J. J. McClellan, Joplin Globe; A. L. Shuman, Ft. Worth Star-Telegram; L. R. Booth and W. B. Flowers, Topeka Capital and Capper Publications; H. A. Sprague, St. Joseph News-Press; E. E. Hardwick, Wichita Eagle, and C. C. Rosewater, K. C. Journal. Mr. Dreier is president.

The next session will be held in Fort Worth in February, 1920.

TULSA, OKLA.—Until relief from the print paper shortage is evident, the Democrat has announced that news stories will be cut in quantity only and the stories told in the fewest possible words. The comic and features sections of the Democrat will be temporarily abandoned until the shortage is over. With the number of pages restricted, advertising space and news space also were cut down. The editorial page was omitted on several occasions and the type was of smaller face, so as to get in more words per column. The Democrat announces that it has been unable to carry more than 40 per cent of the advertising offered during the past few months.

PHILADELPHIA.—Nothing has been done in Philadelphia to meet the news print situation. No increase in subscription rates is expected, although it is considered likely that advertising rates will be advanced the first of the year. No one with authority to make a statement on plans being considered by publishers here will discuss the question at this time.

INDIANAPOLIS, IND.—Newspapers here are still observing all the war-time regulations regarding print paper; no returns are allowed nor no free exchanges.

The News and Times have abolished night extra editions to save paper.

The news recently reduced the size of issues to save six pages a week and is

rejecting advertising every day, one day recently omitting 118 columns.

The News announced last Saturday an increase of two cents a line on all foreign advertising and an increase for local business is under consideration. Amount of reading matter has been reduced to the lowest possible ratio.

The Star will, on December 1st, increase the price of the Sunday Star from eight cents to ten cents a copy and it is also considering an increase in the local and foreign advertising rates, but has not definitely decided.

All the local papers are using the pyramid make-up and say it saves much space and paper.

NEW HAVEN, CONN.—Publishers here are taking no concerted action to retrench on their use of news print. There were several discussions recently on the question of increased subscriptions rate, but the possibility of one of the afternoon papers advancing the rate a cent is remote. A year and a half ago the Times-Leader went up to two cents, and a year ago this month, the Union followed suit. The Register has been a two-cent paper.

While rates for display advertisements have increased the volume is even greater than before the war.

The Reporter, New Haven's fifth paper, which will appear as a two-cent morning daily and three cents on Sunday as soon as its press is installed, will be run as an eight or twelve page paper. John T. Flynn, instrumental in the creation of the News Writers' Equity Association, will be the publisher. Mr. Flynn claims to have enough news print on hand to last three months.

The Connecticut Daily Newspaper Publishers Association met here November 24 to discuss the newsprint situation and a vote urging economy in the use of newsprint was passed.

BUFFALO, N. Y.—There is no local general plan to increase advertising rates.

The Evening Times only recently increased its rates and Norman E. Mack, proprietor, states his subscription price may be lowered in the near future. Reduction of size and ratio of reading matter to advertising has not been taken up.

The Evening News last Friday refused 860 inches of advertising be-

cause it did not want to exceed a 40-page paper.

CINCINNATI, OHIO.—An increase in advertising rates will be put in execution here within the next two weeks, but nothing has been done toward increasing subscription rates nor for a reduction of sizes.

The Times-Star has established a new ratio of reading matter to advertising reducing the latter, but the other newspapers have not as yet followed this lead.

PROVIDENCE, R. I.—The Journal is taking following action to meet newsprint situation: consistent policy of declining to accept returns from dealers; cutting off unnecessary copies to advertising agencies; saving of waste by careful handling of rolls in warehouse and press room; insistence on brevity in all news stories and telegraph matter; cutting all free copies to advertisers and employees to a minimum.

Advertising rate increases are to go into effect December 1. The policy of restricting size of issues to the lowest possible point, established at the beginning of the war, has been maintained and ratio of reading matter to advertising, established at that time, is still in effect.

Garrett Quits the Tribune

Garet Garrett has resigned as assistant editor of the New York Tribune after two years' service in that position. The editorial page of the Tribune will be directed by Ogden Reid, its editor and publisher, and the news pages will be under the supervision of George Smith, whose appointment as managing editor was recently announced.

Few Papers—if any—surpass the TRENTON NEW JERSEY TIMES

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages
Tuesday Music Page
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg., Lytton Bldg.,
New York. Chicago.

The Newark (N. J.) Ledger

is a 7-day Morning Associated Press Newspaper with all the HOME features, serial stories, comics, cartoons, women's pages, etc., usually found in afternoon papers.

DOROTHY DIX and HELEN ROWLAND have recently joined our staff. This gives the HOME folks a full day's reading instead of an hour or so in the evening.
Morning Edition, 2c
Sunday Edition, 5c

SIX MORE NEWSPAPERS

Deliver their N. Y. Agency Copies by "S. & M. Insured Agency Delivery Service—on Check-Copies."

Brooklyn Standard Union—Buffalo Courier-Enquirer—Buffalo News—Buffalo Times—Birmingham Age-Herald.

"The Service that INSURES PROMPT—FULL Payment of Publishers' Bills!"

Ask any Prominent N. Y. Agency about Schworm-Mandel Service.

Demand for Space

So large a volume of advertising is offered for publication in The New York Times that, owing to the limit on pages preferred by The Times, and due also to the shortage of newsprint paper, announcements frequently are crowded out.

A temporary reduction of space by all advertisers, especially those wishing full pages, The Times suggests, would be better than the omission of advertising.

The New York Times

The McClure

Newspaper Syndicate

supplies continuous daily and weekly services that make and hold home circulation

ALSO

Big Special Features on Timely Topics by Leading Writers

Send for our complete list and particulars of our star features, including Frank H. Simonds, Montague Glass and Sewell Ford.

N373 Fourth Ave., New York

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

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

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY and THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.



The National Jewish Daily



“There is still a Dixie”

Where a Man's Home Is His Castle

From Louisville to New Orleans, from Norfolk to Memphis, the Southland is the new land of this United States of ours.

Resources and possibilities, long existent and long lying dormant, are developing faster in the South than anywhere else.

The greatest per cent. increase in business of every kind is to be found in the South.

Northern people---rich people, who, a few years ago went South on pleasure trips, now live in the South, where they have invested money in development.

Southern people, natives, have been stirred out of their easy-going ways and have entered into competition with their Northern competitors ---and the South, from one end to the other is one vast hive of industry, progress, prosperity and promise.

With the coming of winter Southern population is materially increased---social activities are very pronounced and business hums.

Daily newspapers have risen to meet every demand, and, with their metropolitan appearance, full news service and standard features, carry prestige and pulling power.

National advertisers, co-operating with local merchants, increase sales through daily newspaper advertising in the South.

These are the daily newspapers :

Read-in-the-home newspapers

| | Circulation | 2,500 lines | 10,000 lines |
|--|-------------|-------------|--------------|
| ALABAMA | | | |
| Birmingham Age-Herald.....(M) | 22,300 | .07 | .05 |
| Birmingham Age-Herald.....(S) | 27,405 | .08 | .06 |
| Birmingham Ledger.....(E) | 34,018 | .07 | .07 |
| **Birmingham News.....(E) | 46,121 | .08 | .08 |
| **Birmingham News.....(S) | 48,588 | .10 | .10 |
| Mobile News-Item.....(E) | 10,136 | .03 | .03 |
| Mobile Register.....(M) | 23,709 | .05 | .05 |
| Mobile Register.....(S) | 33,137 | .06 | .06 |
| Montgomery Advertiser.....(M) | 24,187 | .05 | .05 |
| Montgomery Advertiser.....(S) | 24,736 | .06 | .06 |
| FLORIDA | | | |
| Jacksonville Metropolis.....(E) | 18,740 | .05 | .05 |
| Florida Times-Union, Jacksonville.....(M&S) | 26,915 | .06 | .06 |
| Palatka Morning Post.....(M) | 1,450 | .0122 | .0122 |
| Pensacola Journal.....(M) | 6,485 | .025 | .025 |
| Pensacola Journal.....(S) | 7,900 | .025 | .025 |
| Pensacola News.....(E) | 5,425 | .02 | .02 |
| GEORGIA | | | |
| †Atlanta Georgian.....(E) | 49,441 | .08 | .08 |
| †Atlanta Sunday American.....(S) | 92,918 | .12 | .12 |
| *Augusta Chronicle.....(M) | 11,074 | .03 | .03 |
| *Augusta Chronicle.....(S) | 10,008 | .035 | .035 |
| Augusta Herald.....(E) | 13,958 | .035 | .035 |
| Augusta Herald.....(S) | 9,413 | .035 | .035 |
| Columbus Ledger.....(E&S) | 7,592 | .03 | .03 |
| Macon Telegraph.....(M) | 23,450 | .04 | .04 |
| Macon Telegraph.....(S) | 19,321 | .04 | .04 |
| Savannah News.....(M&S) | 21,120 | .055 | .04 |
| Savannah Press.....(E) | 15,357 | .04 | .04 |
| KENTUCKY | | | |
| Louisville Herald.....(M) | 45,616 | .08 | .08 |
| Louisville Herald.....(S) | 49,090 | .08 | .08 |
| Paducah News Democrat.....(M) | 6,972 | .0225 | .018 |
| LOUISIANA | | | |
| New Orleans Times-Picayune.....(M) | 76,171 | .12 | .12 |
| New Orleans Times-Picayune.....(S) | 92,360 | .15 | .15 |
| †New Orleans Daily States.....(E) | 41,994 | .10 | .08 |
| †New Orleans Daily States.....(S) | 37,675 | .12 | .12 |
| †New Orleans Item.....(E) | 73,905 | .12 | .12 |
| †New Orleans Item.....(S) | 87,588 | .15 | .15 |
| NORTH CAROLINA | | | |
| Asheville Citizen.....(M) | 11,985 | .03 | .03 |
| †Asheville Citizen.....(S) | 9,734 | .03 | .03 |
| **Asheville Times.....(E) | 7,316 | .025 | .02 |
| Charlotte News.....(E&S) | 10,849 | .03 | .03 |
| †Charlotte Observer.....(M) | 19,217 | .055 | .03 |
| †Charlotte Observer.....(S) | 19,217 | .065 | .04 |
| Durham Sun.....(E) | 5,325 | .02 | .02 |
| *Greensboro Daily News.....(M) | 15,575 | .05 | .04 |
| *Greensboro Daily News.....(S) | 21,117 | .06 | .05 |
| †Greensboro Record.....(E) | 3,481 | .045 | .035 |
| Raleigh News and Observer.....(M) | 22,273 | .05 | .04 |
| Raleigh News and Observer.....(S) | 22,210 | .05 | .04 |
| *Wilmington Dispatch.....(E) | 4,498 | .02 | .02 |
| Wilmington Dispatch.....(S) | 3,840 | .02 | .02 |
| †Winston-Salem Journal.....(M&S) | 6,447 | .025 | .02 |
| †Winston-Salem Journal.....(E) | 7,600 | .025 | .02 |
| SOUTH CAROLINA | | | |
| †Anderson Mail.....(E) | 4,693 | .0178 | .0178 |
| Charleston American.....(M) | 7,603 | .03 | .03 |
| Charleston American.....(S) | | | |
| †Columbia Record.....(E) | 13,709 | .03 | .03 |
| †Columbia Record.....(S) | 11,789 | .03 | .03 |
| Columbia State.....(M) | 21,091 | .05 | .05 |
| Columbia State.....(S) | | | |
| Greenville News.....(M&S) | 8,485 | .035 | .03 |
| Greenwood Index Journal.....(E) | 4,785 | .02 | .02 |
| Spartanburg Journal & Carolina Spartan.....(E) | 2,958 | .03 | .03 |
| Spartanburg Herald.....(M) | 4,416 | | |
| Spartanburg Herald.....(S) | 5,262 | | |
| TENNESSEE | | | |
| **Chattanooga News.....(E) | 17,262 | .04 | .04 |
| Chattanooga Times.....(M) | 26,988 | .07 | .07 |
| Chattanooga Times.....(S) | 23,466 | .07 | .07 |
| †Knoxville Sentinel.....(E) | 24,022 | .05 | .045 |
| **Knoxville Journal-Tribune.....(M) | 24,838 | .05 | .045 |
| **Knoxville Journal-Tribune.....(S) | | | |
| Memphis Commercial Appeal.....(M) | 78,214 | .14 | .12 |
| Memphis Commercial Appeal.....(S) | 109,031 | .17 | .15 |
| †Nashville Banner.....(E) | 49,590 | .07 | .07 |
| †Nashville Banner.....(S) | | | |
| †Nashville Tennessean.....(M) | 34,349 | .08 | .08 |
| †Nashville Tennessean.....(E) | 15,196 | | |
| †Nashville Tennessean & American.....(S) | 34,051 | | |
| VIRGINIA | | | |
| †Bristol Herald Courier.....(M&S) | 8,750 | .04 | .04 |
| Danville Register and Bee.....(M&E) | 9,451 | .03 | .027 |
| Newport News Times-Herald.....(E) | 10,354 | .04 | .04 |
| Newport News Daily Press.....(S&M) | 6,476 | | |
| Norfolk Ledger Dispatch.....(E) | 38,494 | .08 | .08 |
| Roanoke Times.....(M&S) | 9,570 | .06 | .04 |
| Roanoke World-News.....(E) | 10,315 | | |

Government Statement, October 1st, 1919.
 †Government Statement, April 1st, 1919.
 *A. B. C. Report, October 1st, 1919.
 **A. B. C. Report, April 1st, 1919.
 †Includes Bristol, Tenn.

The World's Greatest Discoveries

*Have Been Made by Those Who Have
Had the Inspiration to Try to Make
Dreams Come True.*

Folks laughed at Fulton's steamboat.
Bell's telephone was thought a toy.
Automobiles were considered impracticable.
Wireless seemed an impossibility.
Submarines were a Jules Verne imagination.
The flying machine was ridiculed and derided.

**Just so with newspaper advertising. It took
the necessities of winning a world's war to
show its full power and usefulness.**

It has turned little business into big business.
It can turn dead stock into cash over night.
It can be used by telephone or telegraph everywhere
to-morrow.
It is the only appeal reaching all worth-while homes
every day.
It can be used in exact accord with distribution or de-
sire for trade stimulation.
It can be used without any possible duplication.

Member
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher

**180,000
A DAY**





Seco



EDITOR & PUBLISHER



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

SUITE 1117 WORLD BUILDING, NEW YORK

Second Section

NEW YORK, THURSDAY, NOVEMBER 27, 1919

Vol. 52. No. 26



May We Turn a City Inside Out For You?

Mr. Advertiser, there are many things you should know about a city in which you proposed to seek a market for your goods.

Not alone perhaps because of the influence it may have on your plans for that particular city, but because that city may represent a type duplicated many times throughout the country.

And you cannot analyze the mass until you have first analyzed the unit.

If it is one of the cities where we represent a newspaper ask us about it.

Analyzing and reporting on merchandising conditions and possibilities in those cities is a part of the service we render to manufacturers and to their advertising agents without expense or obligation to them. It is done in behalf of the progressive and predominating newspapers represented by The John Budd Company in the national advertising field, and located in those important industrial and commercial centers.

If you are not already thoroughly satisfied that a wisely planned newspaper advertising campaign is the most efficient way to introduce and maintain a sale of your goods in one of these centers—pick the city and put us to the test.

We have a world of information about habits, customs, usages, likes and some dislikes and prejudices of the people, which has come with years of experience in and acquaintance with the field.

We know the leaders in the various lines of retail trade and can head you toward the live ones.

"We are at your service, any time, anywhere"

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

Burrell Building, New York Tribune Building, Chicago Chemical Building, St. Louis Examiner Building, San Francisco, Cal.

WIRE BARBOUR

of Your Change in Rates

Revisions in display and classified rates—contract conditions—space limitations—page sizes and other matters affecting the buying and selling of advertising space are brought to the attention of space buyers at the earliest moment by the daily service of Barbour's Advertising Rate Sheets.

Information reaching us by mail, messenger, telephone or wire, up to 3 o'clock of each afternoon, and up to noon on Saturday will be sent that night to our continued increasing list of agents and advertisers given below:

| | | | |
|---|---|--|--|
| AKRON Goodyear Tire & Rubber Co. | CINCINNATI Blaine-Thompson Co., The Joseph Adv. Agcy., The Jesse M. Proctor & Collier, The Thompson-Koch Co., The | Clough Agcy., John L. Field Adv. Service McKee Co., Inc., Homer Seeds Co., Russel M. Sidener-Van Riper Adv. Co. | PROVIDENCE Danielson & Son |
| ATLANTA Acme Adv. Agency Blosser Co., The Johnson Dallas Agcy. Massengale Adv. Agcy. Swift Specific Co., The | CLEVELAND Dunlap-Ward Adv. Co. Fidelity Advertising Co., The Fuller & Smith House of Hubble, The Lees Company, The McCann Co., H. K. McJunkin Adv. Agcy., Wm. D. Nemeyer, Paul Peerless Motor Car Co. Powers-House Co., The Rogers-Baker Co. Watkins Co., The R. L. White Co., The Willard Storage Battery Co. | KANSAS CITY Easyhold Truss Co. Ferry-Hanly Advertising Co. Potts-Turnbull Adv. Co. | RACINE Mitchell Motors Co., Inc. Western Advertising Agcy. |
| BALTIMORE Green-Lucas Co., The | LONDON, England Dorland Advertising Agcy. | LONDON, England Dorland Advertising Agcy. | RICHMOND, Va. Cecil, Barreto & Cecil |
| BINGHAMTON Jones Adv. Agcy., Wylie B. Kilmer, Willis Sharpe | LOS ANGELES Thompson & Smith | LOS ANGELES Thompson & Smith | ROCHESTER Elliott Advertising Service, Inc. Lyddon & Hanford Co. |
| BOSTON Buchanan Adv. Agcy., John Ellis Co., A. W. Gillette Safety Razor Co. Goulston Adv. Agcy., E. J. Greenleaf Co., The O'Keefe Adv. Agcy., P. F. Wetherald Adv. Agcy., James T. Wood, Putnam & Wood Co. | LOUISVILLE Basham Co., Thomas E. Margon-Robinson Co. | LOUISVILLE Basham Co., Thomas E. Margon-Robinson Co. | ST. LOUIS Anfenger-Jacobson Adv. Co. Branin-Parkell Agcy., Inc. Chappelow Advertising Co. D'Arcy Advertising Co. Fisher-Ruebel-Brown Gardner Advertising Co. Hummert-Hatfield Co. Kastor & Sons Adv. Co., H. W. Ring, Jr., Adv. Co., John Schiele Advertising Co. Simpson Adv. Service Co. |
| BUFFALO Jones Adv. Agcy., Wylie B. Moss-Chase Co., The Remington Agcy., E. P. | MEMPHIS Lake & Dunham Adv. Agcy., Inc. | MINNEAPOLIS Kammon Adv. Service MacMartin Adv. Agcy., Inc. Mitchell Adv. Agcy. | ST. PAUL Greve Agcy., S. |
| CHICAGO Benjamin & Kentnor Co. Benson, Campbell & Slaten Bowers Adv. Agcy., Thomas M. Brandt Adv. Co. Breytspraak Co., Victor C. Chicago Tribune Clarke Adv. Agcy., The E. H. Critchfield & Co. Dooley-Brennan Co. Erwin & Wasey Co. Frank & Co., Albert Green, Fulton, Cunningham Co., The Greig & Ward, Inc. Guenther-Bradford Co. Gundlach Adv. Co. Hardy, Inc., Walter E. Henri, Hurst & MacDonald Husband & Thomas Co. Joerns Co., Arnold Kastor & Sons Adv. Co., H. W. Lord & Thomas Mallory, Mitchell & Faust Matteson, Fogarty, Jordan Co. Matthews Adv. Corp., R. A. McJunkin Adv. Agcy., Wm. D. Nichols Co., Chas. F. W. Ostenreider Adv. Corp. Randall Co., Fred M. Rankin Co., Wm. H. Robel, Inc., John C. Shuman Advertising Co. Snitzler Adv. Co. Stack Adv. Agcy. Stewart-Davis Adv. Agcy. Swift & Co. Thompson Co., J. Walter Touzalin Agcy., Chas. H. Vanderhoof & Co. Van Fatten, Inc. Williams & Cunyngnam Woodward's, Inc. | MILWAUKEE Burns-Hall Adv. Agcy. Cramer-Krasselt Co. Klau-Von Pietersom-Dunlop Co. Koch Adv. Agcy., Otto J. Palmolive Co. Schlitz Brewing Co., Jos. | MINNEAPOLIS Kammon Adv. Service MacMartin Adv. Agcy., Inc. Mitchell Adv. Agcy. | SALT LAKE CITY Hubbard Publicity Co. Gillman Co., Inc., L. S. Malcolm-McAllister |
| DAYTON Blackburn Adv. Agcy. Geyer-Dayton Adv. Co., The | DALLAS Chilton Adv. Agcy. Southwestern Adv. Co. F. A. Wynne Adv. Agcy. | NEWARK Hanser Agcy., Inc. Sommer, F. N. | SAN ANTONIO Schermerhorn Adv. Co. |
| DENVER Hower Advertising Agency Reardon Adv. Co., The Tubolski, D. A. | DETROIT Brandfield Co., The Campbell-Ewald Co. Green, Fulton, Cunningham Co., The Hudson Motor Car Co. Hupp Motor Car Corp. MacManus, Inc., Theo. F. Paige-Detroit Motor Co. Pelletier, E. LeRoy Power, Alexander & Jenkins Co. Randall Co., The Fred M. Seelye-Brotherton-Brown, Inc. Von Poettgen, Carl S. Winningham, C. C. | NEW YORK American Press Assn. Armstrong, Inc., Collin Association of National Adver- tisers Atlas Advertising Agcy Barrows & Richardson Barton, Durstine & Osborn Berrian Co., Inc. Birch-Field & Co., Inc. Bush Advertising Service Capehart's Maiknown Methods, Caxton Adv., Inc. Churchill-Hall, Inc. Collins, Jr., Clarkson A. Colton, Wendell P. Corman Co., The Cowen Co. Dorland Adv. Agcy. Dyer Agcy. Editor & Publisher Co. Federal Adv. Agcy., Inc. Frank & Co., Albert Frowert & Co., P. K. Funk & Wagnalls Co. Gannon Agcy., J. W. Gardiner & Wells Co., Inc. Gould Co., M. P. Guenther, Rudolph-Russel Law, Inc. Hanff-Metzger, Inc. Howe & Co., Murray Hoyt's Service, Inc. | SAN FRANCISCO Adv. Service Co., The Dake Adv. Agcy., Inc., The Eberhard Co., The Geo. F. Honig-Cooper Co. Johnston-Ayers Co. Le Vene, Nate McCann Co., H. K. |
| FLINT Dort Motor Car Co. | FORT WORTH Bowles, R. H. Ledger Adv. Service Lewis, John I. Moore Adv. Co. Texas Crude Oil News | OKLAHOMA CITY Keeshan Adv. Co. Southwestern Adv. Co. | SAN FRANCISCO Adv. Service Co., The Dake Adv. Agcy., Inc., The Eberhard Co., The Geo. F. Honig-Cooper Co. Johnston-Ayers Co. Le Vene, Nate McCann Co., H. K. |
| GRAND RAPIDS Brearily-Hamilton Co. | HOUSTON Beek Adv. Agcy., Inc. | OMAHA Warfield Adv. Co., Inc. | SEATTLE Botsford, Constantine & Tyler Daken Adv. Agcy., Inc., The Izard Co., The Strang & Prosser Adv. Agcy. |
| INDIANAPOLIS Cole Motor Car Co. | | PEORIA Mace Adv. Agcy. | SOUTH BEND Studebaker Corporation |
| | | PHILADELPHIA Ayer & Son, N. W. Barrows & Richardson Clark-Whitcraft Co. Cross Co., J. H. Dippy & Aitkin Donovan & Armstrong Foley Adv. Agcy., Richard A. Franklin Adv. Service, Inc. Matos Advertising Co., Inc. Tracey-Perry Co. | TOLEDO Kelley Co., The Martin V. |
| | | PITTSBURGH Barker-Duff & Co. Hill Co., A. P. Hill Co., W. S. Power Co., Edw. M. Rauh Co., Richard S. | TULSA Lamy Adv. Co. |
| | | PORTLAND, Oregon Botsford, Constantine & Tyler Couche Adv. Service, Inc. Hall & Emory Agcy. | TROY Cluett-Peabody & Co., Inc. |
| | | | UTICA Moser & Cotins |
| | | | WICHITA Southwestern Adv. Co. |
| | | | WILMINGTON Pierre, Geo. H. |

When you want to advise these people on rate changes,

By All Means Wire

BARBOUR'S ADVERTISING RATE SHEETS

INCORPORATED

538 South Clark Street

Chicago, Ill.

SEMI-ANNUAL REPORTS SHOW ABOUT 2 P. C. DECREASE IN AVERAGE CIRCULATIONS

General Increases in Ad Rates as Compared With April 1--Corrected List English-Language Dailies of U. S. to November 15, 1919, With Their Ad Rates as of November 1 and Circulations for 6-Months' Period Ending September 30.

AN analysis of the semi-annual newspaper data as to net paid circulations for morning, evening and Sundays and rates presented in the following pages—5 to 19 inclusive—indicates very clearly that newspaper advertising space is still, as it always has been, the cheapest as well as the best form of printed publicity.

Whilst rates have advanced, circulations as a whole have slightly decreased, due to the constant tightening of the newsprint supply, and it is of little wonder that publishers of today are confining their circulations to net paid sales when it is necessary for them to leave out day by day and week by week a volume of advertising that a few years ago would have represented velvet, practically.

The difference in circulations, as shown in the accompanying pages, representing publishers' sworn statements of the net to the Audit Bureau of Circulations and the Government for the six months' period ending September 30, 1919, and the period ending March 31, 1919, is very small—an approximate loss between April 1st and October 1st on the aggregate of all daily and Sunday newspapers of about 2½%. October 1st, 1919 as compared with October 1, 1918—the peak of the abnormal war demand—would show a loss in the aggregate of approximately 4%, or one million copies per day.

The outstanding feature of this compilation is undoubtedly the fact that for the first time in the history of newspaper publishing in the United States, the run of paper rate of an individual newspaper has reached the \$1.00 per agate line mark, this being the rate of the New York Evening Journal, announced a short time ago. At the same time the rate of a Sunday paper has not only reached this level but exceeds it by 5 cents per line. The new rate of the New York Sunday American being \$1.05 per agate line or \$14.70 per inch.

Rate Increases Forced

Though the summary of this data, giving the number of dailies with circulations and rates by States and Market groups and nationally, has not been completed (this will appear in early issues of EDITOR & PUBLISHER) it is evident that rates as a whole have materially advanced during the past sixty days. Publishers face to face with continual increasing costs of every commodity and labor, and many of them not knowing where their next year's paper stock is to come from, have realized that they, too, must increase their line rate, especially the big store rates, to provide for present costs, plus profits, replacements and ample reserves with which to serve the public interest in this reconstruction period in a constructive way.

Originally this list was prepared primarily for space-buyers and, while it serves that purpose with increasing

value to the benefit of daily newspaper advertising, it is not evident to many that its greatest service is to publishers, in that it is the base of the semi-annual analysis giving by States and for the nation the totals of rates and circulations.

For years the big American industries have had complete and accurate charts and data for comparative purposes in determining their laws of Supply and Demand; but it was not until EDITOR & PUBLISHER, in co-operation with BARBOUR'S ADVERTISING RATE SHEETS, presented the first complete analysis on January 18 of this year, that the newspaper industry has been able to present its claims to national business and to standardize rates and accurately appraise conditions.

Many publishers would like to compare the figures of today with those of five and ten years ago. Were such comparisons of the papers, their rates and circulations as a whole at that time available, they would be of inestimable value in guiding publishers today.

Now that this list has become a prominent and exclusive feature with EDITOR & PUBLISHER, advertisers and publishers will have always available complete facts, figures and analysis of rates and circulations from every angle.

A Basis for Rate Comparisons

To the publisher who is undetermined as to what his rate should be, who desires to compare his rate and circulation with those of his competitors at home and in other cities, this list is of especial value. In but a few moments it is possible for any one to compare rates and circulations in any cities.

Leadership in volume of circulation among American newspapers is to be accorded to William R. Hearst's New York Evening Journal and New York Sunday American as shown in the adjoining box.

Morning newspapers of largest circulation are the Chicago Daily Tribune with a net paid average as of October first last of 424,588, and the Boston Post with 407,787.

Sunday papers of largest circulations are the New York American, 876,094; the Chicago Tribune, 666,496; the Chicago Herald-Examiner, 593,170, and the New York Times, 501,650.

Evening newspapers of largest circulations are: New York Journal, 685,428; Philadelphia Bulletin, 446,311, and Chicago Daily News, 377,769.

Decreases in Big Cities

It may be interesting to note that the combined morning, evening and Sunday newspaper circulations of Chicago, Boston, New York City, Philadelphia and all of the daily newspapers of Alabama show a net decrease of 208,996 copies per day as between the net paid average as of April first and October first. This seems to be proof conclusive of the substantial quality of newspaper circulation value.

Boston dailies show a net paid daily average at October first of 1,268,928 copies per day, and a Sunday average of 1,150,054. This is a decrease over April first of 110,264 copies per day and a decrease on Sunday of 38,967.

New York City dailies show a net paid daily average at October first of 3,246,287 copies per day and a Sunday average paid of 2,317,222. This is an increase of 58,350 copies daily and a decrease of 84,819 on Sunday.

Philadelphia dailies show a net paid average at October first last of 1,120,954, and a Sunday average of 877,080. This is a decrease of 1,803 copies daily and a decrease of 20,871 copies per Sunday.

Chicago dailies show a net paid October first average of 1,621,168 and a Sunday average of 1,259,666. This is an increase of 23,504 copies daily and a decrease Sunday of 31,080.

This list emphasizes probably more than the preceding one the unsatisfactory results obtained through Government circulation figures, and strongly emphasizes the value of A. B. C. statements.

As to Government Statements

There seems to be no uniform basis under which the individual publishers file their Government circulation statements. Some publishers will file statements covering seven-day averages, some others will file statements covering six-day averages without giving the Sunday figures, while others will file six-day figures and will also file a separate statement covering the Sunday figures. In the latter case the government figure is of some value.

However, where seven-day averages are filed in a majority of cases the results are misleading.

Without going into detail and enumerating case after case where these examples are apt to create a false idea in the minds of the advertiser or agent, a paper with say two hundred and fifty thousand net paid circulation Sunday and one hundred and thirty thousand net paid circulation daily will file a seven-day average statement showing an average circulation of one hundred and fifty thousand. This is twenty thousand greater than a paper will actually have on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday, and one hundred thousand less than it has on Sunday.

Nor is this fact the only defect of the Government statements.

To prepare the accurate statistics of the daily and Sunday circulations, the actual daily average circulation should be available on all papers, and the actual net circulation should likewise be available.

What Is Meant by "Daily"?

It is only in A. B. C. reports, where the daily and Sunday figures are shown separately, and also in cases where the Friday or Saturday issue of a paper might be more or less than the average of others days, that it is possible to get the proper perspective of the circulation.

The best solution to this problem, of course, would lie in every paper filing statements similar to those of the A. B. C. If, however, this cannot be accomplished and it is hardly to be expected that it would be possible to at any time get all papers to join this Bureau, it does mean that the Government law requiring the filing of statements of ownership and circulation should be so applied that there can be no question as to what circulation figures actually represent, and there should be a separation between daily and Sunday.

Another point wherein the Government figures are misleading is the fact that in many cases the word "daily" is used. Even in referring to the dictionary it is difficult to determine in the case of a seven-day paper whether or not that particular statement covers six week-days, or seven days, which is the dictionary's interpretation of the word "daily."

NEWSPAPERS' OF LARGEST NET PAID CIRCULATIONS IN THE UNITED STATES:

| | |
|--|---------|
| New York Sunday American | 876,094 |
| New York Evening Journal | 685,428 |
| Chicago Sunday Tribune | 666,496 |
| Chicago Sunday Herald-Examiner | 593,170 |
| New York Sunday Times | 501,650 |
| Philadelphia Evening Bulletin | 446,311 |
| Chicago Daily Tribune | 424,588 |
| Boston Morning Post | 407,787 |
| Chicago Daily News | 377,769 |

C O N C E N T R A T E

in the newspaper that covers like snow
the advertising field you want to cultivate

In

BRIDGEPORT

C O N N E C T I C U T

everybody is busy catching up on peace
time orders neglected during the war.
Everybody is prosperous. You can
share in this prosperity by advertising
to 350,000 possible consumers in this
fertile field, and you must use the

POST and TELEGRAM

because the combined circulation morning
and evening at one cost, reaches 95% of
the homes in Bridgeport and its suburbs.

THE POST PUBLISHING CO., BRIDGEPORT, CONN.

I. A. KLEIN
254 Metropolitan Tower
New York City

Foreign Representatives:

JOHN GLASS
Peoples Gas Building
Chicago

SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

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Table listing newspapers by state (Alabama, California, Arizona, Arkansas, etc.) with columns for name, type, circulation, and advertising rate.

For explanation of key letters and markings see footnote on page 19.

New Haven's
Biggest and Best Newspaper

The New Haven Register

NEW HAVEN, CONN.

AVERAGE PAID CIRCULATION OVER

27,400

Copies per issue, over 91% of which is within the ten mile radius.

12,000 copies more circulation than its nearest New Haven competitor. Larger city circulation than the total circulation of any other New Haven paper.

New Haven has a population of over 165,000, with suburbs 210,000, and is the largest city in the State of Connecticut---a community of prosperous homeowners in the heart of Industrial New England.

| | | | | |
|---|---|---|---|--------------|
| Estimated Annual Payroll over | . | . | . | \$45,000,000 |
| Total Banking Capital and Deposits over | . | . | . | \$95,000,000 |

The New Haven Register

covers completely this rich field.

For the First 9 Months of 1919, the Register published:

2c Daily

| | |
|------|---|
| 80% | more advertising than its nearest competitor. |
| 135% | “ “ “ “ second competitor. |
| 175% | “ “ “ “ third competitor. |

5c Sunday

SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

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Table with columns for State (e.g., INDIANA, KANSAS, IOWA, KENTUCKY, LOUISIANA), City, Newspaper Name, Circulation, and Rate. Includes sub-sections for INDIANA--continued, KANSAS--continued, IOWA, and KENTUCKY.

For explanation of key letters and markings see footnote on page 19.


SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

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Table listing newspapers by state (Louisiana, Maine, Massachusetts, Michigan, Minnesota, Missouri) with columns for newspaper name, circulation, and advertising rates.

We saw The Opportunity. National advertisers wanted complete, up-to-date information about daily newspapers. We sensed the need and supplied it. This is another evidence of EDITOR & PUBLISHER's way of making itself indispensable to both buyers and sellers of daily newspaper advertising space.

For explanation of key letters and markings see footnote on page 19.



To All Advertising Agents:--


THE unlimited use of both the Telephone and Telegraph systems is hereby extended to you by

THE  UNION

without any cost to you whatever, in order that the Information Service Department of this newspaper shall be at your disposal immediately, and at all times.

This is your authority to send to us all telegrams collect and to reverse all telephone charges when seeking Commercial, Industrial or Business information concerning Brooklyn, N. Y.

R. F. R. HUNTSMAN,
President



SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

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Table with columns for State (e.g., MISSOURI, NEVADA, NEW YORK), City, Newspaper Name, Circulation, and Rate. Includes sub-sections for NEVADA, NEW HAMPSHIRE, NEW JERSEY, and NEW MEXICO.

For explanation of key letters and markings see footnote on page 19.

It is now possible to cover the Zanesville, Ohio,
field of 140,000 people or 33,000 families with
one daily newspaper combination

The Times Recorder

In the Morning and

The Signal

In the Evening

With a combined circulation of 30,000, proven by
A. B. C. audit. The cost is only six cents per line.

THE SUNDAY

Times-Signal

With 10,000 Circulation

—can be added to this combination for an additional two cents
per line. It can be bought separately at three and one-half
cents per line flat.

This greatly simplifies covering this wonderfully productive industrial
field for which the advertiser or agent will be obliged to make only one
contract, one order, one schedule, one copy and the entire bill can be paid
with one check.

This Zanesville combination makes it one of the easiest fields to cover
and covering is as complete as any advertiser could desire because it takes
his announcement into every home that can afford to buy a daily newspaper.

WIT
Publi
Utic
(e
Wete
Well
Whit
Yenke
Aabe
Char
Conco
Durha
Elise
Faye
Gasto
Golds
Green
Green
Hende
Hicko
High
Kinst
Leake
New B
Relief
Rocky
Sallie
Scotl
Tarbor
Wahis
Wilmis
Wilson
Winst
Himar
Devile
Fargo
Grand
Janest
Mandan
Minot
New Ro
Valley
Akron
Allian
Ashlar
Ahtab
Athene
Bellai
Belief
Bellev
Bowlin
Bucyru
Cambr
Carton
Collan
Collie
Cincin
Circle

SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

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Table listing newspapers from New York (continued) and North Carolina. Includes titles like Utica, Watertown, Waverly, White Plains, Yonkers, Asheville, Charlotte, Concord, Durham, Elizabeth City, Fayetteville, Gastonia, Greensboro, Greenville, Henderson, Hickory, High Point, Winston, Leaksville, New Bern, Raleigh, Rocky Mount, Salisbury, Scotland Neck, Tarboro, Washington, Wilmington, Wilson, Winston-Salem, Hiramack, Devils Lake, Fargo, Grand Forks, Jamestown, Mandan, Minot, New Rockford, Valley City.

Table listing newspapers from Ohio (continued). Includes titles like Cleveland, Columbus, Conneaut, Coshocton, Dayton, Defiance, Delaware, Delphos, Dennison, Dover, East Liverpool, East Palestine, Elyria, Findlay, Postoria, Fremont, Gallion, Gallipolis, Geneva, Greenville, Hamilton, Ironton, Kenton, Lancaster, Lima, Lisbon, Lorain, Mansfield, Marietta, Marion, Martin's Ferry, Marysville, Maillon, Mechanicsburg, Middletown, Mount Vernon, Newark, New Philadelphia, Niles, Norwalk, Painesville, Piqua, Pomeroy, Portsmouth, St. Marys, Salem, Sandusky, Shelby, Sidney, Springfield, Steubenville, Tiffin, Toledo, Toronto, Troy, Uhrichville, Upper Sandusky, Urbana, Van Wert, Wapakoneta, Warren, Washington C.H. Herald.

Table listing newspapers from Oklahoma (continued). Includes titles like Wellston, Wilmington, Wooster, Xenia, Youngstown, Zanesville, Ada, Alva, Ardmore, Bartlesville, Blackwell, Chickasha, Claremore, Collinsville, Cushing, Drumright, Durant, El Reno, Enid, Frederick, Guthrie, Henryetta, Hobart, Hugo, Idabel, Kingfisher, Lawton, McAlester, Miami, Muskogee, Newkirk, Norman, Nowata, Oklahoma City, Okmulgee, Pawhuska, Perry, Ponca City, Sapulpa, Shamrock, Shawnee.

EDITOR & PUBLISHER furnishes vital statistics and is the only trade paper in the daily newspaper field furnishing important information to national advertisers. Service is the keynote of every feature in EDITOR & PUBLISHER. It pays daily newspaper publishers. It pays National Advertisers. It pays us. Subscription rate, \$3 per year.

For explanation of key letters and markings see footnote on page 19.

Since 1817---
 Connecticut's Greatest Newspaper

The Hartford Times

36,000 three-cent circulation to sell and 'way oversold in October and November.

Looks like standing-room only for December and 1920.

Doing our best to provide news for the readers, service and results for the advertisers, and paper for the presses.

We seem to have something to sell that's a little better than the other fellow's and our problem just now is to deal it out in an equitable manner.

Your interests and our interests are mutual, so let's give and take!

KELLY-SMITH COMPANY

Representatives

MARBRIDGE BUILDING
 NEW YORK

LYTTON BUILDING
 CHICAGO

SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

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Table with columns for city, newspaper name, circulation, and advertising rates. Includes sections for OREGON, PENNSYLVANIA, and RHODE ISLAND.

For explanation of key letters and markings see footnote on page 19.

A Territory Worth While

This news item from a recent issue of the Star-Telegram means much to discriminating national advertisers and agencies in making up their lists for 1920

NEW WEALTH PRODUCTION OF WEST TEXAS THIS YEAR WILL TOTAL \$600 FOR EACH PERSON

| | | |
|--|-------------|--|
| According to the most conservative data now available, West Texas shall have produced new wealth during the year 1919 to the following staggering total: | | |
| 45,000,000 bushels of wheat at \$2 per bushel | 90,000,000 | 30,000 tons of vegetables..... 2,350,000 |
| 10,000,000 bushels of oats, at \$1.14 per bushel | 11,400,000 | 15,000 tons of manufactured gypsum |
| 55,000,000 bushels of kaffir-milo, at 85c per bushel..... | 46,750,000 | 580,000 |
| 1,500,000 bales of cotton, with seed, at \$230 per bale, with seed..... | 450,000,000 | Value of manufactured outputs in leading towns and cities, not including refined oils, estimated at..... |
| 4,000,000 bushels of corn, at \$1.45 | 5,800,000 | 50,000,000 |
| 146,000,000 barrels of oil, at \$2.09 per barrel | 305,140,000 | 20,000 head horses and mules..... |
| 8,600,000,000 cubic feet of salable gas at 4½c per 1,000 cubic feet at well | 377,000 | 2,135,000 |
| 100,000 tons of alfalfa and other hay at \$45..... | 4,500,000 | Other crops, including fruits..... |
| 50,000 tons of beef cattle..... | 29,900,000 | 1,100,000 |
| 27,000 tons of sheep and goats..... | 13,487,000 | Total |
| 50,000 pounds of pecans..... | 130,000 | \$1,019,529,000 |
| 90,000 tons of peanuts..... | 4,890,000 | |

This vast total of new wealth, the greatest ever produced in the history of West Texas, represents a total new wealth of more than \$600 per capita, or more than \$2,400 per family, figuring the present population of West Texas at approximately 1,680,000 persons, which is conservative.

The above figures were compiled by the Service and Research Department of the West Texas Chamber of Commerce, who claim that no other region of the United States has such a large per capita production of new wealth.

IN THIS BILLION DOLLAR TERRITORY FORT WORTH STAR-TELEGRAM (Largest Circulation in Texas)

is absolutely supreme with 60% more daily—50% more Sunday Circulation than any other TWO papers combined

CIRCULATION NOW
70,000 Daily 80,000 Sunday

Sunday Rotogravure—8 pages, green and brown, super-calendered paper

FORT WORTH STAR-TELEGRAM
MEMBER A, B, C

AMON G. CARTER, Vice Pres. & Gen. Mgr.

A. L. SHUMAN, Adv. Mgr.

SEMI-ANNUAL LIST OF THE ENGLISH-LANGUAGE DAILY NEWSPAPERS OF THE UNITED STATES WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000 AGATE LINE ADVERTISING SPACE RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc., Chicago.

Table listing newspapers across various states including Texas, Washington, West Virginia, Vermont, Virginia, and Wisconsin. Each entry includes the newspaper name, publication type, circulation figures, and advertising rates.

So far during 1919 EDITOR & PUBLISHER has spent over two thousand dollars for statistical data proving daily newspaper advertising to be superior to and less expensive than any other form of advertising. It costs money to be of real service, but it pays, for national advertisers have found EDITOR & PUBLISHER an absolute necessity.

For explanation of key letters and markings see footnote on page 19.

FIRST IN SERVICE

How The Milwaukee Journal Helps Advertisers Secure Distribution

If The JOURNAL is "First in Circulation," First in Advertising, and First in the Hearts of Milwaukeeans, it is also first in service to its advertisers.

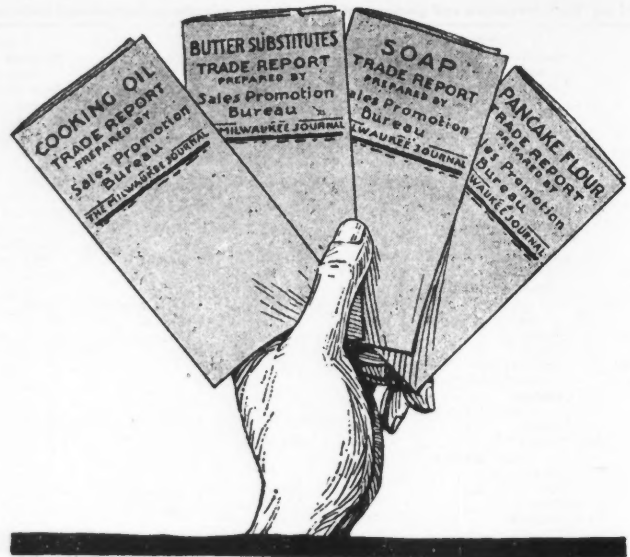
In its Promotion Department The JOURNAL has what we are told is one of the most helpful and thoroughly equipped organizations of its kind maintained by any newspaper.

Journal Service to Advertisers includes:

Preliminary Investigation and Report of the Market without charge, for any commodity which it is proposed to advertise.

Route Lists showing name and address of every Milwaukee dealer in nearly every line of business.

Personal introductions by the members of The JOURNAL staff to selling agents, jobbers, and dealers and other assistance in making the proper local connections.



Direct Promotion Consisting of:

Portfolios containing proofs of proposed campaign. Circulars and letters to selected local list.

The JOURNAL does not undertake to sell an advertiser's goods by personal solicitation, but so far as we are able to learn, it goes farther than any newspaper in co-operating with sales crews personally and by mail.

The JOURNAL'S Promotion Department has made an intensive study of Milwaukee merchandising conditions; is conversant with every angle of this market, and is constantly in touch with developments. It is always ready to supply without charge, such information as may be needed to assist the advertiser in an intelligent analysis and handling of his appropriation in this field, and welcomes an opportunity to do this. Confer with us on your individual problems.

THE MILWAUKEE JOURNAL

Supreme in Milwaukee : Dominant in Wisconsin

H. J. GRANT, Publisher

R. A. TURNQUIST, Advertising Manager

Special Representative:
O'MARA & FORMSBEE, Inc.
New York Chicago

LONDON OFFICE:
34 Norfolk Street, Strand

List of Business, Trade and Professional Dailies of United States

(Omitted from Main Tabulation)

WITH AVERAGE NET PAID CIRCULATIONS (A. B. C. AND GOVERNMENT REPORTS) FOR SIX MONTHS ENDING SEPTEMBER 30, 1919, AND MINIMUM 5,000-LINE ADVERTISING RATES IN EFFECT NOVEMBER 1, 1919.

Published for the information and guidance of space-buyers, advertising agents and national advertisers by EDITOR & PUBLISHER, N. Y., and Barbour's Advertising Rate Sheets, Inc.

| WISCONSIN--continued | | | BUSINESS, TRADE AND PROFESSIONAL DAILIES (continued) | | | BUSINESS, TRADE AND PROFESSIONAL DAILIES (continued) | | |
|--|---|------------------|--|--|--|--|--|--|
| Eau Claire | *Leader (d) +5,533 | (g) +8,500 .027# | | | | | | |
| | *Telegram (r) +2,967 | | | | | | | |
| Fond du Lac | *Sunday Edition (m) +5,614 | .027# | | | | | | |
| | *Commonwealth (r) +6,003 | .02* | | | | | | |
| | *Reporter (r) +4,490 | .018* | | | | | | |
| Grand Rapids | Leader (r) .011# | | | | | | | |
| Green Bay | *Press-Gazette (r) +10,311 | .025# | | | | | | |
| Janesville | *Gazette (r) +7,918 | .03* | | | | | | |
| | News (d) .022# | | | | | | | |
| | Sunday Edition (m) .022# | | | | | | | |
| Kenosha | Herald (r) 2,302 | .011# | | | | | | |
| | *News (r) +4,593 | .02# | | | | | | |
| La Crosse | *Tribune & Leader Press (r) +12,507 | .03* | | | | | | |
| | *Sunday Edition (m) +12,095 | .03* | | | | | | |
| Madison | *Capital Times (r) +10,811 | .03* | | | | | | |
| | (3 mo. 9/30/19 stm't) | | | | | | | |
| | *Democrat (d) +6,072 | .02* | | | | | | |
| | *Sunday Edition (m) +6,127 | .02* | | | | | | |
| | *Wisconsin State Journal (r) +13,729 | .035* | | | | | | |
| | *Sunday Edition (m) +10,650 | .035* | | | | | | |
| Manitowoc | *Herald-News (r) +5,021 | .021# | | | | | | |
| Marinette | *Eagle-Star (r) 3,474 | .018# | | | | | | |
| Menasha | Record (r) 1,074 | .011* | | | | | | |
| Merrill | Herald (r) 2,456 | .013# | | | | | | |
| Milwaukee | *Journal (r) +101,994 | .16* | | | | | | |
| | *Sunday Edition (m) +93,918 | .16* | | | | | | |
| | Leader (r) .07 | | | | | | | |
| | *Sentinel (b) +45,493 | (e) +74,434 .11# | | | | | | |
| | *Sentinel (r) +28,941 | | | | | | | |
| | *Sunday Edition (m) +59,213 | .11# | | | | | | |
| | *Wisconsin-News (r) 59,779 | .12* | | | | | | |
| Monroe | Journal (r) 875 | .004* | | | | | | |
| | *Times (r) +2,702 | .013# | | | | | | |
| Neenah | News (r) 1,448 | .013* | | | | | | |
| Oshkosh | *Northwestern (r) +13,250 | .035# | | | | | | |
| Portage | Register-Democrat (r) 1,700 | .015* | | | | | | |
| Racine | *Journal-News (r) +7,625 | .025# | | | | | | |
| | *Times-Call (r) +6,274 | .024# | | | | | | |
| Rhineland | News (r) 1,378 | .011# | | | | | | |
| Sheboygan | *Press (r) +6,719 | .025# | | | | | | |
| | Telegram (r) 1,061 | .018# | | | | | | |
| Stevens Point | Journal (r) 2,150 | .011# | | | | | | |
| Stoughton | Courier-Club (r) 1,285 | .014# | | | | | | |
| Superior | *Telegram (r) +15,937 | .04* | | | | | | |
| Watertown | Times (r) 2,700 | .014* | | | | | | |
| Waukesha | Herald (r) 1,700 | .02# | | | | | | |
| Wausau | *Record-Herald (r) +5,291 | .018# | | | | | | |
| W Y O M I N G | | | | | | | | |
| Casper | Herald (d) .018# | | | | | | | |
| | *Tribune (r) +3,577 | .025# | | | | | | |
| Cheyenne | State Leader (c) 6,021 | .025# | | | | | | |
| | Sunday Edition (m) .025# | | | | | | | |
| | *Wyoming State Tribune (r) +5,099 | .025# | | | | | | |
| Lander | Post (r) .022# | | | | | | | |
| Laramie | Boomsrang (r) .014# | | | | | | | |
| | Republican (r) 1,423 | .011 | | | | | | |
| Sheridan | Enterprise (r) 3,691 | .02# | | | | | | |
| | Post (c) 3,324 | .02# | | | | | | |
| | Sunday Edition (m) .02# | | | | | | | |
| BUSINESS, TRADE AND PROFESSIONAL DAILIES | | | | | | | | |
| California | | | | | | | | |
| Bakersfield | Report (b) .021* | | | | | | | |
| Los Angeles | Journal (b) .018* | | | | | | | |
| Oakland | Inter-City Express (r) .018* | | | | | | | |
| Sacramento | Recorder (b) .018# | | | | | | | |
| San Diego | Transcript (r) .018# | | | | | | | |
| San Francisco | Automotive News (b) .05# | | | | | | | |
| | Commercial News (r) 8,450 | .071# | | | | | | |
| | Journal of Commerce (r) 625 | .018# | | | | | | |
| | News Bureau (r) .033# | | | | | | | |
| | Pacific Builder (b) .04# | | | | | | | |
| | Recorder (b) .05# | | | | | | | |
| Stockton | Report (b) .05# | | | | | | | |
| Colorado | | | | | | | | |
| Colorado Spgs. | Transcript (r) .018# | | | | | | | |
| Denver | Mining & Financial Record (t) .036# | | | | | | | |
| | Saturday Edition (y) .089# | | | | | | | |
| | Record-Stockman (r) .014# | | | | | | | |
| Washington | District of Columbia Cockeyell's Transcript (b) .014# | | | | | | | |
| Georgia | | | | | | | | |
| Atlanta | Fulton County Report (r) .014# | | | | | | | |
| Illinois | | | | | | | | |
| Chicago | Drivers Journal (r) 38,043 | .10* | | | | | | |
| | Law Bulletin (r) .10# | | | | | | | |
| | Municipal Court Record (r) .10# | | | | | | | |
| | National Hotel Reporter (b) .143# | | | | | | | |
| | Racing Form (d) .143# | | | | | | | |
| | Sunday Edition (m) .143# | | | | | | | |
| National Stock Yards | Nat'l Live Stock Reporter (r) 10,171 | .05* | | | | | | |
| Indiana | | | | | | | | |
| Indianapolis | Commercial (b) 1,300 | .05# | | | | | | |
| | Live Stock Journal (r) 3,308 | .071# | | | | | | |
| | (4/1/19 stm't) | | | | | | | |
| Iowa | | | | | | | | |
| Des Moines | Record (4/1/19 stm't) (b) 828 | .021# | | | | | | |
| Sioux City | Live Stock Record (r) 5,300 | .025# | | | | | | |
| Kansas | | | | | | | | |
| Topeka | Legal News (b) .036# | | | | | | | |
| Wichita | Stockman (r) .036# | | | | | | | |
| Kentucky | | | | | | | | |
| Louisville | Record (b) .036# | | | | | | | |
| Louisiana | | | | | | | | |
| New Orleans | Official Court Record (b) .036# | | | | | | | |
| Maryland | | | | | | | | |
| Baltimore | Record (b) .07* | | | | | | | |
| Massachusetts | | | | | | | | |
| Boston | Financial News (r) 2,087 | .213# | | | | | | |
| | News Bureau (e) 14,125 | .255# | | | | | | |
| Michigan | | | | | | | | |
| Detroit | Legal News (b) 2,020 | .046# | | | | | | |
| Minnesota | | | | | | | | |
| Duluth | Financial Record & Law Bulletin (r) .03# | | | | | | | |
| Minneapolis | Finance & Commerce (b) 925 | .03# | | | | | | |
| | (4/1/19 stm't) | | | | | | | |
| | Market Record (r) 2,500 | | | | | | | |
| | (4/1/19 stm't) | | | | | | | |
| South St. Paul | *Reporter (r) +6,133 | .025# | | | | | | |
| Missouri | | | | | | | | |
| Kansas City | Driver's Telegram (r) 35,968 | .07* | | | | | | |
| | Grain Market Review (b) .07* | | | | | | | |
| | Western Contractor (no Wednesday issue) (r) 7,315 | .025* | | | | | | |
| St. Joseph | Stock Yards Journal (b) 1,984 | .04# | | | | | | |
| St. Louis | Record (b) 1,984 | .04# | | | | | | |
| Nebraska | | | | | | | | |
| Omaha | Drivers Journal-Stockman (r) 24,558 | .06* | | | | | | |
| | Record (b) .007* | | | | | | | |
| New York | | | | | | | | |
| Buffalo | Live Stock Record (r) .021* | | | | | | | |
| | Racing Form (d) .143# | | | | | | | |
| | Sunday Edition (m) .143# | | | | | | | |
| New York | American Metal Market & Daily Iron & Steel Report (t) 5,812 | | | | | | | |
| | Bond News (b) .25* | | | | | | | |
| | Bond Buyer (b) .25* | | | | | | | |
| | Commercial (b) +10,988 | .18# | | | | | | |
| | Financial America (e) 1,869 | .15# | | | | | | |
| | Garment News (b) .11# | | | | | | | |
| | Chemical, Color & Oil Daily (b) .225# | | | | | | | |
| | Journal of Commerce & Commercial Bulletin (b) 23,682 | .225# | | | | | | |
| | (4/1/19 stm't) | | | | | | | |
| | Law Journal (4/1/19 stm't) (b) 3,658 | .15# | | | | | | |
| | Marine Record (b) .19# | | | | | | | |
| | Metal Reporter (t) .19# | | | | | | | |
| | *News Record (b) 9,411 | .19# | | | | | | |
| | Reporter (e) 18,168 | .20# | | | | | | |
| | Wall Street Journal (e) 3,154 | .10# | | | | | | |
| | Wide (4/1/19 stm't) (a) .10# | | | | | | | |
| | Sunday Edition (m) .19# | | | | | | | |
| | Women's Wear (r) .014# | | | | | | | |
| Rochester | Record (b) .014# | | | | | | | |

"(U)"—Evening except Saturday and Sunday and Sunday morning.
 "(Y)"—Saturday exclusively.
 The asterisk (*), preceding the name of a paper indicates membership in the A. B. C.; following a rate, the asterisk (*) indicates that the rate is flat and not subject to time or space discounts.
 All figures represent the average net paid circulation for the six months' period ending September 30, 1919, except where otherwise stated.
 As a further service four characters are used with the rate figures to indicate the rate basis.
 Where the minimum space rate is the 5,000-line rate no character is used.
 If the rate is flat, the asterisk (*) so indicates the fact.
 Where the minimum rate is based on less than 5,000 lines the ditto ("") indicates the fact.
 Where the minimum rate is based on more than 5,000 lines, the number character (#) indicates the fact.
 Where the publisher's card does not give space rates but does give insertion rates the open rate is used and the fact that lower insertion rates may be earned is indicated by the double dagger (‡).
 Two double daggers (§) indicate that the rate has been estimated.
 Because there is no question as to what the A.B.C. figures actually represent, A.B.C. figures are used in preference to Government figures whenever available.
 The dagger (†) indicates that the figures have been taken from A.B.C. statements.

SPECIAL SERVICE FEATURES

THIS and similar original and constructive service features that have appeared in the columns of the EDITOR & PUBLISHER during the past year, have made the paper absolutely vital to the men who are seeking light with respect to newspaper markets and the cost of a newspaper advertising campaign in any section, zone or territory.
 Having surveyed the entire country, from the Hudson Bay country to the Gulf and from the Atlantic seaboard to the Great River, we are in possession of data of incalculable value to newspaper publishers, advertisers and advertising agents comprising our community.
 It is not to be wondered at, therefore, that EDITOR & PUBLISHER is the recipient of an increasing number of requests from important "Specials," "Managers" and "Agents" for information as to the average rate per line per thousand per city, state "market group" and, nationally, and as to joint rates and circulations of newspapers and magazines by States, territories and nationally.
 We are at your service, prepared to respond at once on call, and hope that you will not hesitate to phone Beekman 4330 whenever you feel we may be of service.

EXPLANATION OF KEY-LETTERS AND MARKINGS IN FOREGOING LISTS

THE list of papers is corrected to November 15, 1919. The circulation figures are the average net paid for the 6 months' period ending September 30, 1919, as reported to the Audit Bureau of Circulations or to the Government under the Act of Congress of August 24, 1912. The agate line rates (14 agate lines equal 1 inch) are the 5,000-line space rates applying to general "foreign" advertising in effect November 15, 1919, and include all changes in rates received by Barbour's Advertising Rate Sheets up to that date.

"(A)"—Every morning.
 "(B)"—Morning except Sunday.
 "(C)"—Morning except Monday.
 "(D)"—Morning except Sunday and Monday.
 "(E)"—Morning and evening weekdays.
 "(F)"—Morning and evening weekdays and Sunday morning.
 "(G)"—Morning except Monday and evening except Sunday.
 "(H)"—Morning except Monday and evening except Saturday and Sunday.
 "(I)"—Morning except Sunday and Monday and evening except Sunday.
 "(M)"—Sunday exclusively.
 "(Q)"—Every evening.
 "(R)"—Evening except Sunday.
 "(S)"—Evening ex. Sunday and Sunday morning.
 "(T)"—Evening except Saturday and Sunday.

Keeping Up With the Times

Bits of information illustrating the development of The Washington Times—Selected from recent issues of The Times and here reprinted

Keeping Up With The Times

A FACT A DAY

An auditor whose newspaper experience covers a good many years and a good many cities is making the customary periodical examination of The Times' books, including the circulation records.

"One of the things that surprises me about The Times," he says, "is the unusually large number of back copies that you sell. I don't know any other newspaper that sells so many."

Naturally, that comment is particularly gratifying. A paper that is in demand after date of publication for copies that have been missed and for copies to send to friends must have a pretty substantial character.

Keeping Up With The Times

A FACT A DAY

Random comment on The Times across the business office counter in the past few days:

"No trust owns it."

"I like the Heard and Seen."

"Brisbane is not afraid to say what he thinks. I don't always agree with him, but I believe he is honest."

"My kids like the comics."

"It's the only paper that has the nerve to fight the street car companies."

"I want to read the continued story."

"It stands up for the poor man."

"The Washington page is the best thing of its kind in the city."

Keeping Up With The Times

A FACT A DAY

Would you believe it if you were told that

One Washington newspaper, in its most recent Automotive Section—not a special issue, just the regular day of the week for news and advertising of this sort—printed 45 separate display advertisements and 106 separate advertisements on the directory page.

A year ago, up to this time in November, the same paper had published 3,128 lines of automotive advertising—a bit more than 11 columns; so far in November this year it has published 46,326 lines of automotive advertising—more than 165 columns.

It's true—and the paper is The Times.

Keeping Up With The Times

A FACT A DAY

"Your advertising rates are too low." That was the comment of a visiting metropolitan newspaper publisher in The Times office yesterday.

"Your volume of circulation warrants higher rates; the character of your circulation justifies them; your relative position in the field makes it possible to get them; the results to the advertisers from a concentrated circulation like yours—more than 90 per cent within shopping distance—are bound to be big; your recent marked increase in circulation alone would support increased rates; your inevitable mounting expense of publication, including the jump in white paper cost, demands them."

Nevertheless, The Times has no present intention of raising its advertising rates. It prefers the big volume, small margin business policy.

Keeping Up With The Times

A FACT A DAY

Yesterday the story was on the subject of the development of The Times as an automotive advertising medium. Today—and deservedly—it is on the growth of The Times during the past year as an advertising medium for real estate.

In ONE issue—last Saturday—a regular issue of the paper, by the way—The Washington Times carried MORE Real Estate advertising than it did during the entire month of November, 1918!

During November, 1918, The Times carried 3,670 lines of real estate classified advertising and 1,660 lines of real estate display advertising, or a total of 5,330 lines—19 columns.

Last Saturday The Times carried 3,100 lines of real estate classified advertising and 3,925 lines of display real estate advertising, or a total of 7,115 lines—more than 25 columns.

ON THIS ONE DAY The Times carried 1,785 lines MORE advertising (real estate) than it did during the whole month of November, 1918.

So far this November (1919), up to and including November 22, The Times has carried 48,560 lines of real estate classified advertising and 14,715 lines of real estate display advertising, or a total of 63,275 lines of real estate advertising for 22 days—226 columns.

Keeping Up With The Times

A FACT A DAY

It's too bad that the name of the store cannot be printed with this statement, but the proprietor prefers to remain unidentified when relative merits of newspapers are involved. At any rate, here are the circumstances:

One of Washington's most prominent stores, which sells sewing machines, among other things, set out to determine which newspaper would give the best results to the advertising of this article. All papers were tried out carefully and thoroughly.

A greater number of sales of sewing machines were made through the advertisements in The Times than through any other paper.

When it is kept in mind that sewing machines particularly interest the housewife and home dressmaker, the special value of Times circulation is emphasized.

Keeping Up With The Times

A FACT A DAY

In one of the desirable sections of the city a new manager of Times' home delivery has recently been appointed to fill a vacancy—a man who has had much similar newspaper experience elsewhere.

He is surprised to find on his list so large a number of women who subscribe to The Times in their own names and have it delivered at the house every day.

As a matter of fact, the

Times' records show that it is a rapidly growing custom in Washington for the woman of the family to have her own newspaper, ordered by her and brought to her regularly at a time of day when she has uninterrupted leisure to read it.

Keeping Up With The Times

A FACT A DAY

To the Editor of The Times:

If what I hear among my friends is an index of the whole city, you must have thousands of subscribers to whom your special presentation of music news appeals most gratefully.

But I wonder how many of them have told you so.

At any rate, here's one, who is appreciative and says so. I look forward to your Thursday issue and now your Sunday issue also with keen anticipation. I know I am sure to get all the news of the music world of Washington intelligently told, and in addition, columns of general musical information of value and interest.

Sincerely,

(Miss) A. T. C.

Washington, Nov. 5, 1919.

Keeping Up With The Times

A FACT A DAY

On the subject of characteristic Times co-operation with its clients, let Mr. Edelbrock, president of the Security Signal Sales Corporation, testify. It is in a letter from him to Mr. Faulkner, The Times Automotive Editor, Mr. Edelbrock says:

"We wish at this time to express our appreciation of the manner in which you have been, and are, handling our advertising campaign.

"Your service is exceptional. Many things you do are individual and original. We have been able to check up conditions and results through you, that we could not have done any other way. You are getting us results, more than we anticipated.

"We now fully realize your statement 'that you buy advertising instead of sell it.'"

THE WASHINGTON TIMES

Washington, D. C.

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