

Two Sections—Including Space Buyers' Charts and Market Survey of Delaware]



# EDITOR & PUBLISHER



1864 *The Oldest Publishers' and Advertisers' Journal in America* 1919

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Weekly: \$3 a Year; 10c Per Copy

NEW YORK, THURSDAY, DEC. 4, 1919

Vol. 52. No. 27

## Selling Henry K. Chicago

Henry K. Chicago is the easiest man in the world to sell if you go at him in the right way.

Henry K. is a busy man. He is on a split-second schedule from the instant Big Ben gets

him up until the day's work is done.

Then Henry K. "lets down" like all other men. He makes the 5:10 without effort, and on the way home what does he do? Reads. And what does he read?

### Seven Times Out of Nine The Daily News

He *loafs* through The Daily News at a time when his mind is not crowded with his own business problems. He *reads* instead of scans, and if he does happen to finish his reading of The Daily News before he reaches his home station, he doesn't leave it on the train. Not Henry K. He takes it home to the family, and frequently takes a second look at it himself after supper.

*That's the time to get Henry K.---*

on his way home, or *at* home, in the evening.

That's the time his mind is wide open to *your* argument---the time of all times to *sell* him.

Nearly every clear-visioned advertiser who goes after Henry K. Chicago's business goes after it through The Daily News, for forty-four years Chicago's leading home newspaper.

(Circulation for October, 1919, 387,467;  
94% Concentrated in Chicago and Suburbs.)

## THE DAILY NEWS

*FIRST in Chicago*

## SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522			
	Circu- lation	2,500 lines	10,000 lines
Attleboro Sun .....(E)	4,512	.025	.0125
Boston Advertiser and American .....(S)	353,988	.40	.40
Boston American .....(E)	301,270	.42	.42
Boston Globe .....(ME)	282,172	.35	.35
Boston Globe .....(S)	327,924	.45	.45
Boston Post .....(M)	407,787	.45	.45
Boston Post .....(S)	342,524	.35	.35
Boston Record .....(E)	40,392	.15	.15
Boston Transcript .....(E)	32,837	.20	.20
Fall River Herald.....(E)	9,439	.025	.025
Fitchburg Daily News (E)	5,525	.01785	.01785
Fitchburg Sentinel... (E)	7,073	.02857	.025
Haverhill Gazette ... (E)	13,791	.035	.025
†Lynn Item .....(E)	14,855	.05	.0333
Lynn Telegram- News .....(E&S)	16,015	.04	.04
Lowell Courier- Citizen .....(M&E)	16,975	.045	.045
New Bedford Standard- Mercury .....(ME)	26,622	.05	.05
Salem News .....(E)	18,407	.055	.04
Worcester Tele- gram .....(M&S)	33,570	.09†	.07
MAINE—Population, 762,787			
Bangor Daily Commer- cial .....(E)	14,426	.035†	.025
Portland Daily Press .....(M&S)	14,092	.03	.03
Portland Express .....(E)	23,674	.07	.05
Portland Telegram... (S)	21,942	.06	.045
NEW HAMPSHIRE—Population 500,510			
Concord Daily Pa- triot .....(M&E)	4,130	.025	.015
‡Manchester Union- Leader .....(M&E)	25,375	.08	.05
RHODE ISLAND—Population 652,335			
Newport Daily News.(E)	6,260	.033571	.029286
Pawtucket Times .....(E)	23,142	.06	.04
Pawtucket Valley Daily Times (Arctic).....(E)	2,230	.021429	.021429
Providence Bulletin.(E)	52,274	.135	.135
Providence Journal (M'S)	31,702	.08*.12	.08*.12
Providence Tribune..(E)	25,877	.08	.07
Westerly Sun .....(E)	4,309	.02	.015
‡Woonsocket Call-Re- porter .....(E)	12,158	.04	.03
VERMONT—Population, 361,205			
Barre Times .....(E)	6,678	.0225*	.0175
Burlington Daily News (E)	7,890	.02	.02
Burlington Free Press (M)	10,921	.025	.025
‡Rutland Herald .....(M)	7,626	.025	.025
St. Johnsbury Caledonian & Newport Herald..(E)	2,230	.013	.013
CONNECTICUT—Population, 1,114,756			
Bridgeport Post-Stand- ard-Telegram ..(M&E)	45,294	.095	.09
Bridgeport Post .....(S)	13,715	.045	.04
Hartford Courant ..(MS)	25,746	.06	.05
Hartford Times .....(E)	35,092	.08	.08
‡New Haven Register .....(E&S)	27,405	.065	.055
New London Day....(E)	10,493	.0357	.03
New London Tele- graph .....(M)	4,830	.0128	.0128
Norwich Evening Rec- ord .....(E)	3,339	.025	.015
‡Norwalk Hour .....(E)	3,364	.021429	.021429
‡Stamford Advocate..(E)	7,552	.03	.0225
Waterbury Republican .....(M)	10,992	.035*	.025
Waterbury Republican .....(S)	11,425	.035*	.025
Government Statements, October 1st, 1919.			
‡A. B. C. Statement, October 1st, 1919.			
*Rate on 3,500 lines.			
†Rate on 3,000 lines.			

# City Trade

differs from Country Trade in ways too well known and numerous to require specification to National advertisers.

*It will be sufficient to say that New England as a territory leads the United States in the large proportion of its population that is bona fide CITY TRADE.*

Only *one-third* of the people of the United States live in the 227 cities having 30,000 or more inhabitants, whereas *more than half* of the New England people dwell in 36 of such cities.

In other words, "advertising wise" as one might say, you **CONCENTRATE** when you use the New England dailies. Their upwards of 2,000,000 daily circulation enlightens not only the cities of 30,000 or more but the 600 manufacturing towns, and also the great "outdoors."

Use the dailies intensively and you will

Get your goods called for  
by name all over  
New England





# Philadelphia

*has about 16,000 manufacturing places  
which in size and variety mark it as  
"the world's workshop."*

Its production of shipping, locomotives, warships, and other iron and steel products, and of carpets, woolen and textiles is enormous.

Philadelphia's "captains of industry" are big buyers of supplies of all kinds for their plants and homes.

## Dominate Philadelphia

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

# The Bulletin

NET PAID AVERAGE

November  
Circulation

**450,509**

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. Charter Member Audit Bureau of Circulations.

Vol. 52

NEW YORK, THURSDAY, DECEMBER 4, 1919

No. 27

## NEWSPAPERS MUST BLAZE THE NEW WAY, SAYS DIRECTING HEAD OF N. E. A.

### Alfred O. Andersson, Who Started Journalistic Career With "Okeh W. W.," Declares There Must Be a Continuity In Our Foreign Policy—Press Must Take Lead For Constructive Action

By BEN MELLON

HAVING been given his first push career-ward by one of the 27 greatest-of-all-Americans, it was only natural that Alfred O. Andersson—the double s is correct and to make it emphatic he always writes the figure 2 below them—should climb in his chosen profession.

After graduation from the Kansas City High School, Mr. Andersson cast a benevolent eye over the universe and decided that journalism would be his vocation and selected Princeton as his place of preparation.

It so happened that when he presented himself at Old Nassau they had nothing to offer him offhand that would meet all his requirements, one of which, by the way, was that two years in college would have to be his limit. The man he talked with was very nice, however, and suggested that the applicant have a talk with the Senior Ranking Professor, on the ground.

The Senior Ranking Professor greeted him cordially. Young Mr. Andersson explained his present hopes and ambitions and his immediate desires. The Senior Ranking Professor was frankly interested, explained that Princeton did not have a course along the line desired, but in view of the fact that Andersson had picked Princeton in preference to several universities that had just the course desired he, the professor, would outline a course of study that would help in the attainment of journalistic success.

#### Woodrow Wilson S. R. P.

It was all completed in a very short time—that is, so far as it pertained to journalism—except compliance with a certain requirement of Princeton at that time.

"How are you in mathematics?" asked the Senior Ranking Professor when they reached the point of final requirement.

"Not very strong," replied Mr. Andersson.

"Well, what do you say to adding mechanical drawing?" came back the S. R. P., tossing in a knowing wink and friendly smile.

Mr. Andersson entered Princeton with the class of '95 and for two years and followed the course outlined by the S. R. P. and met all the requirements of Old Nassau by drawing beautiful pictures of steel rails and other things that are only indirectly related to newspaper making.

Yes, the Senior Ranking Professor, on the ground, was Woodrow Wilson.

Mr. Andersson is the new president and general manager of the Newspaper Enterprise Association. He talks and

has the actions of a man well under thirty—but we know better than that. It is possible he has never straddled a horse, but his walk is expressive of the plains of Texas. He is serious enough to read daily the Congressional Record from cover to cover for diversion.

Having been born in England, received his early education in Germany, spent his bonfire days in Kansas City, entered journalism overflowing with ambition backed by preparation okehed by Woodrow Wilson, it is only natural that Mr. Andersson should have a beyond-boundary vision as well as a hand upraised reaching for the new high rung of international understanding through newspaper truths.

"There must be a continuity in America's foreign policy," declared Mr. Andersson in discussing the mission of the

newspaper in the new era. "For the good of America that policy cannot be permitted to be made the play-thing of politicians of any party in the manner of our internal affairs. That policy must be established on a basis of understanding and justice above the reach of partisanship. With almost all of the gold in the world and products to sell to the rest of the world we must have an established foreign policy that will be understood and lasting if our country is to take its place in the world. In other words we must have an established and recognized method of doing business in foreign affairs with other nations instead of a changeable, shifting, unreliable policy that is subject to partisan whim.

"What the world needs today is international democracy. It must be

founded on courtesy and friendly and broader viewpoints among nations as they look upon one another," he continued. "In reading the speeches made in the United States Senate and House during the last few months we cannot help but be startled by the petty attacks that have been made and the slurs that have been cast on nations that are at heart our friends—some nations that were even fighting shoulder to shoulder with us a few months ago in a common cause.

"Attacks of public men, during partisan debate, upon nations and the peoples of nations whose friendship we must have—not only nations like France, Japan and Mexico but even Canada and Australia who have always been our friends—is destructive to the future prosperity of America and the peace of the entire world.

"It is the duty of the newspapers of America for the good of America to take the broader view, the constructive view, of international affairs and build through education by the presentation of facts about other nations that will give an understanding which will be the foundation for justice through knowledge of the traditions, habits, living conditions and ideals of other nations of the world.

"American public men must drop their petty bickering in international affairs," concluded Mr. Anderson, "and America must take her place in the front rank in establishing friendship throughout the world if the efforts of the last three years are to be crowned with success. The American newspaper must blaze the way."

#### A War Correspondent

Mr. Andersson, who has succeeded B. H. Canfield as directing head of the Newspaper Enterprise Association, says that he has found the business organization of that organization to be 100 per cent perfect and that he will devote his time almost entirely to editorial development.

After leaving Princeton Andersson joined the reportorial staff of the Kansas City World. When the United States and Spain went to war he was sent with the American Army as a war correspondent for the Scripps-McRae League, working under the direction of Ed. L. Keane who is at present London manager of the United Press.

At the close of the Spanish-American war Andersson returned to the staff of the World but at every opportunity im-



ALFRED O. ANDERSSON

(Continued on Page 35)

## DAILY PAPERS MERGED IN FOUR CITIES TO MEET PAPER AND COST CRISIS

**Shortage of News Print Becomes More Marked Everywhere—What Publishers Are Doing to Conserve—Some Suggestions.**

NEWS print shortage and the increasing costs of production caused consolidation of interests by daily newspapers in four prominent cities of the country within the past week. The papers involved are the New York Staats-Zeitung and the Herold; the Ithaca (N. Y.) Journal and News, the Piqua (Ohio) Call, Press and Dispatch and the White Plains (N. Y.) Reporter, Argus and Daily Record.

In addition, reports were received by EDITOR & PUBLISHER from many cities indicating that newspapers are falling into line with the news print conservation recommendations of the American Newspaper Publishers' Association and the Southern Newspaper Publishers' Association in the way of reducing consumption and raising advertising rates and subscription prices.

### Increased Advertising Rates and Prices

Manager L. B. Palmer of the A. N. P. A. announced this week that Governor Henry J. Allen of Kansas, editor of the Wichita Beacon, had accepted appointment on the A. N. P. A. committee on conservation and conciliation. The committee is still incomplete.

Following are some of the newspapers announcing increases in advertising rates in addition to those listed last week: Gloversville-Johnstown (N. Y.) Morning Herald, effective December 1, 1919.

Meadville (Pa.) Tribune-Republican, increase of 30 per cent effective January 1, 1920.

Tarentum (Pa.) News, increase of 25 per cent, effective December 1, 1919.

Sharon (Pa.) Telegraph.

Los Angeles (Cal.) Examiner, in sending new rate card, effective December 1, 1919, calls attention to the fact that it "has made quite a departure from past cards in that you will note we have put in a flat rate for both daily and Sunday on all foreign advertising, with the exception of political, public notices and medical."

Salem (Mass.) Evening News has prepared an "emergency advertising schedule," to go into effect January 1, 1920. One cent per line will be added to the present rate, with the understanding that the price is guaranteed for only three months, and contracts or agreements will be for that period only.

Bradford (Pa.) Evening Star has raised advertising rates 15 per cent.

Madison (Ind.) Courier, increase of 30 per cent.

Hamilton (Ohio) Journal, increase of 33 1/3 per cent.

Wausau (Wis.) Record-Herald, effective January 1.

### Increased Selling Prices

The following have made announcements of increased selling prices:

Alpena (Mich.) News, from 10 to 15 cents by carrier, and from 2 to 3 cents on street.

Meadville (Pa.) Tribune-Republican, to 3 cents beginning January 1.

Sharon (Pa.) Telegraph, to 3 cents.

New Castle (Pa.) News, to 3 cents.

Madison (Ind.) Courier, subscription rates increased from 30 per cent to 33 1/3 per cent.

Hamilton (Ohio) Evening Journal, from 10 to 12 cents a week, effective January 31.

Wausau (Wis.) Record-Herald.

ATLANTA, Ga.—Though the publishers of the three Atlanta newspapers, Hearst's Georgian and American, the Constitution and the Journal, have held

no conference as yet relative to the news print paper shortage, it is understood that immediate action will be taken by these three Atlanta dailies to curtail the use of white print paper insofar as it is possible to do so.

W. M. Clemens, managing editor of the Georgian and Sunday American, announced that while it was intended to continue the publication of the same number of editions daily, that the ratio of reading matter to advertising would be reduced. It is expected that the other papers will take the same action. Whether or not local newspapers will increase advertising and subscription rates has not yet been definitely decided. A meeting of the local publishers will probably be held in the near future at which time this matter will be considered.

DOVER, N. H.—The Democrat, the only daily newspaper published in this section of New Hampshire, recently blazed the trail for a revision upward of the sales and subscription rates of daily newspapers in the Granite State, a matter which many of them are considering, although few have yet made any statement to their readers to this effect. In a frank editorial talk to its subscribers and readers in general, the Democrat (which, by the way, is radically Republican), stated that it was evident to all that the high cost of living had affected everything else but the cost of newspapers to the public, while the publisher's bills had kept pace with those of other concerns whose wares cost more than ever to the ultimate consumer.

A clear and concise statement of the newsprint situation at the present time, and a terse portrayal of the losing fight that any newspaper would wage unless his income exceeded his outgo, ended with the declaration that the Democrat at a later date, might advance in price from two cents to three cents per copy, with a correspondingly increased rate to subscribers. It declared that the decision to raise the price of the Democrat had not yet been made, but that if this step was finally decided upon, that due notice would be given its patrons before the new rate went into effect.

A feeling of relief was noticeable in the editorials printed, commenting on this article, in that some daily newspaper publisher had been willing to take the initiative in a matter which is causing circulation managers in New Hampshire much uneasiness of mind.

ST. LOUIS, Mo.—The Post-Dispatch and Globe-Democrat announce an ad-

vance in their rates for classified advertisements, beginning December 1. The papers stated that the advance was "because of the present world-wide shortage of white paper, which has advanced the cost of news print paper to unprecedented prices and has necessitated radical curtailment in the volume of advertising that may be carried by newspapers."

The Globe-Democrat made the following announcement on the front page of its issue of November 27:

On account of the white paper situation, it has become compulsory to omit features and interesting photographs of world's news events, also more than ten columns of paid advertising from today's Globe-Democrat. Some of the features omitted today will be used tomorrow. The inadequate supply of news print, due to conditions entirely beyond our control, has become so acute that it was impossible to enlarge this edition to the number of pages necessary to print all of the advertising, features and photographs which had been prepared and presented for publication.—Publishers St. Louis Globe-Democrat.

In its issue of November 28, the Star stated, under the heading of, "An Explanation:"

By reason of the alarming shortage of white paper, the Star is forced today to reduce many of its features to a minimum of space, after having been compelled to refuse several columns of paid advertising. The news of the day, although appearing in compact form, will be found to be complete and comprehensive.

B. C. Dow writes to EDITOR & PUBLISHER:

We can tell you in a few words how to relieve the print situation in short order, and the only way to accomplish it in a marked degree.

Get together about fifty or more of the big  
(Continued on Page 16)

## OKLAHOMA PAPERS ARE FOUR CARS SHORT

**Many May Suspend or Skip Issues to Eke Out December Supply—Decide on Higher Rates at Once**

OKLAHOMA CITY, Dec. 3.—That many Oklahoma newspapers will have to suspend publication or skip issues between now and January 1, unless there is a let-up in the print paper shortage, was the consensus of publishers of the State at a meeting here last Saturday. The meeting, which was called when individual publishers had exhausted all means to get more print paper, developed several startling facts. They were:

In order to continue the newspapers represented at the meeting at their normal size four carloads of print paper more than is now in sight is necessary before January 1.

A committee was appointed to make an effort to secure three more carloads of paper. An advertising rate of 20 cents an inch for each 1,000 circulation and a subscription rate of 15 cents per week for 6-day papers was looked upon as reasonable to take care of the increased cost.

### "That Is a Fine Editorial Page"

A. W. Peterson, President of the Inland Daily Press Association, writes:

"That is a fine editorial page in your issue of Nov. 13. I just must stop long enough to say so, altho I know it is not news to you.

"I particularly commend your presentation of the matter of the International Paper Company under the heading, 'To Start With a Clean Slate.' Your writer has led us around to a viewpoint of the situation that is impressive."

## S. N. P. A. WILL MEET IN JANUARY

**Another Special Convention to Be Called—Officers Pleased with Birmingham Session—Some Sidelines**

"The attendance at our extraordinary news print convention last week in Birmingham was equal to that at some of our annual conventions," writes Secretary W. C. Johnson to EDITOR & PUBLISHER. "I anticipated as much, for immediately after I had sent out the telegram to the members, I began to receive telegrams and letters from members indicating that they would attend. Arriving in Birmingham Sunday afternoon, I began to receive telegrams and letters and this kept up until my departure. In fact, I received so many that I was almost compelled to miss reading them, as our time was so taken up with discussions on the news print crisis.

"The noticeable feature of our meeting was the attendance of so many members from distant points. We had several from Texas and others from Florida. In fact, there were about sixteen present at the Birmingham meeting that have never attended one of our annual conventions. They were all very much interested in the discussions, and I am quite sure that they will attend our annual convention next July.

"We are planning a special meeting in January. I do not know where it will be held, but there were some suggestions of Memphis and others of Chattanooga.

"Our Birmingham meeting was all business from start to finish. There wasn't a dull moment. There were several invitations for sight-seeing trips extended, etc., but our members were unable to take advantage of them, as they felt that they were there to transact important business and could not take the time to see the sights or enjoy the courtesies extended them by Birmingham publishers. Some of them, however, did go over and gave the Birmingham News office the 'once-over.'"

Marcellus E. Foster of the Houston (Tex.) Chronicle told the publishers that all talks or plans for conserving were a waste of time; that the only thing to do was to pass resolutions calling for a 10 per cent. reduction in the amount of white paper used; that it did not matter how the paper was saved, whether by decreased circulation, decreased number of pages or what method was used, the paper had to be saved. He said in his case he had found out by issuing an average of 16 pages a week or not more than 100 pages in six days and not more than 60 pages on Sunday, the latter to include rotogravure section and comic supplement, he could make a fair amount of profit; that the trouble was that many publishers are accepting all the business they could get, making excess profits, and are too "hoggish." He pointed out that paper manufacturers are not selling more of their product than they could produce and that publishers should not sell more of their product than they could furnish to advertisers.

"As a matter of fact," said Mr. Foster, "the Chronicle does not print any 'extras,' and its editions are no more limited than at any time in the past ten years. I am now contemplating raising our street sale price on the daily to 5 cents and to either 8 or 10 cents on the

(Continued on Page 14)



# CANADIAN PRESS ASSOCIATION REORGANIZED IN BEST INTERESTS OF ALL PUBLISHERS

Though Central Body Will Be Maintained, Daily, Weekly Trade and Class Sections are Practically Autonomous---Jennings President and Imrie Manager of Daily Association---Masterful Address by W. J. Taylor

BY W. C. CRAICK

TORONTO, Nov. 29.

THE Canadian Press Association, Inc., still lives.

Despite predictions that the sixty-first annual meeting might witness its dissolution, it has emerged more virile than ever, though the form of its organization has been radically altered.

In a word, the central body has delegated such extensive powers to its three sections—daily, weekly and trade and class—that these bodies have become practically autonomous.

There emerge three new associations, independent in their powers, but federated together through a central council into the Canadian Press Association. The change went through in the most amicable fashion and the utmost satisfaction is felt with the solution of a difficulty that was threatening the life of the organization.

### Best Attendance

From the attendance standpoint the meeting was one of the best in the history of the association. Well on to 300 members were in attendance, with every province of the Dominion represented. With the exception of editorial night and one or two brief periods when other matters were under consideration, the whole time of the convention was absorbed in reorganization proceedings.

The amount of detail connected with the drafting of a basis of organization, together with the work of getting the three new associations under way, precluded the possibility of taking up other matters, which in ordinary course would have filled in the program.

As it was the daily publishers found it necessary to remain over for a third day in order to finish their work.

W. J. Taylor, retiring president, in his address at the opening of the convention, prefaced his remarks with a reference to the reasons for the postponement of the meeting from June to November and then dealt particularly with the work of the press in connection with the two Victory Loans which had been floated during his tenure of office. Special tributes were paid to the men who had assisted in the work of direction.

### Duty of Press in New Era

"So much for the past," declared Mr. Taylor. "Now what of the future? What work can the press of Canada do, in what undertaking can it engage, to make Canada a better place to live in and more attractive to desirable emigrants from countries whose peoples are so constituted that assimilation with ourselves is possible and advisable?" He continued:

"If I were asked to suggest something that the press of Canada might do to pave the way for such a condition, I would say that amongst other things the press should cultivate a keen eye for social and industrial justice, that it should advocate and continue to advocate the abolition of privilege and concern itself with the interest of the masses; and I would say that the press should prepare itself to speak in a way that succeeding generations will reap the benefit, and thus leave behind memorials of an imperishable service to the Canadians who will come after us. To do this newspapers require, above all other things, courage and energy and a sincerity and honesty of purpose. They must show character and leadership, and, last, but not least, a sincere anxiety to serve the people.

Given these there is no limit to what they can accomplish.

"I have no desire to be looked upon as a pessimist, nor do I desire to sound any unnecessary note of alarm. At the same time I believe that I would be shirking my responsibility if I did not say that I believe that too much of the prosperity that we see about us is unduly inflated, and of too artificial a nature, and therefore ephemeral. I do not believe that the present inflated prices of commodities can continue indefinitely. The sooner we realize this, the better it will be for all of us.

### Thrift and Economy

"It seems to me that if there ever was a time when the press should persist in preaching the necessity for thrift and economy, the present is the opportune moment. Governments, both Federal and Provincial; Corporations, both large and small; and individuals as a whole have been spending money as though there were no limits to its source. In my judgment unless the nation as a whole and the people as individuals stop for a time and take stock and begin to make some provision for the morrow, the day of reckoning will surely come. My remarks apply just as much to newspaper proprietors as to any other class in the community.

"We all know or should know that we too have caught the contagion and have been spending money on plant, equipment and services as though there were no end of prosperity in sight. The present is a time for serious stock taking.

"Another matter I would like to refer to briefly. Canada is a sparsely settled country. Its eight million people, scattered over a territory four thousand miles wide, carry a national debt, to say nothing of provincial, municipal and private debts, now approaching two billion dollars, this with an unfavorable trade balance with our rich neighbor to the south of us.

"To meet the interest charges on these obligations and to right this trade balance we must, where possible, decrease our imports of things unnecessary, and at the same time increase our exports to our neighbor to the south.

"An increase of exports cannot be accomplished without an increase in production;

and increased production and further decrease in the number of working hours do not go hand in hand. I sympathize with the man who tries to get all he can for his labor. In my judgment he is entitled to all he can get, but, he must earn it if the getting is to be of any real value to him.

"The present is the opportune time, it seems to me, for him to earn it, and he must be taught to think so. Canada's future is secure if the people as a whole can be brought to realize that wealth is created by brain and muscle and that the harder one works, the greater is the reward.

"Here the newspapers have a golden opportunity, the newspapers are the text books of the masses, and the masses are those who produce the wealth, and they look to the newspapers for counsel and guidance.

"The opportunity to serve the state once more rests in the hands of the men who are assembled here today, an opportunity to preach day in and day out not only the advisability but the actual necessity of the doctrine of thrift and economy, the doctrine of work and production. The agitation for shorter hours and higher pay at the same time seems to have become a disease.

### Keystone of Prosperity

"The continuance of this joint demand means to me that in the final analysis labor is after all merely committing suicide.

"It has been proven time and time again that thrift, economy and a desire on the part of the people to work and earn what they receive are after all the keys which will open the doors of happiness and prosperity for any nation and people."

Mr. Taylor concluded his remarks with an appeal for fair and frank consideration of the proposed amendments to the constitution and expressed his appreciation of the honors that had been conferred upon him as head of the association.

The report of the board of directors was presented by the manager, John M.

Innie. It dealt in detail with the work done by the C. P. A. in handling the advertising campaigns of the 1918 and 1919 Victory Loans and showed that the results gave abundant proof of the efficiency of newspaper publicity.

### Imperial Press Conference

Reference followed to the impending Imperial Press Conference, which was to be held in Canada next summer as the outcome of an invitation extended by the Canadian Press Association. Preliminary arrangements, it was stated, were in the hands of a special committee, of which Lord Atholstan, Montreal Star, was chairman and J. E. Atkinson, Toronto Star; P. D. Ross, Ottawa Journal, and W. J. Taylor, Woodstock Sentinel-Review, members, and good headway was being made.

Mention was made in the report of the visit to Western Canada of the president and his attendance at the annual meetings of the Western divisions; of the attendance of the president and manager at the annual meeting of the Maritime Division and of the tour of the Maritime Provinces by E. Roy Sayles, Port Elgin Times, chairman of the Weekly Section, in the interests of the organization.

It was stated that during the year 140 bulletins of 368 pages had been issued to members. Reference was made to the net loss of 22 in the membership, but it was pointed out that this was largely due to amalgamations, there having been 50 changes of ownership during the year. Honorary membership in the association was conferred on J. F. MacKay, former business manager Toronto Globe; M. A. James, Bournonville Statesman; Lieutenant-Colonel John A. Cooper, former editor Canadian Courier; J. A. McKay, former manager Windsor Record, and W. G. Rook, late of Canadian Home Journal, all of whom had retired from active newspaper work.

### The Jennings' Amendment

The various printed reports were next submitted by the chairman of the standing committees, in each case being supplemented by verbal or written reports on developments since June. (These reports were summarized in the issue of EDITOR & PUBLISHER for November 20.)

George E. Scroggie, chairman of the Anson McKim Memorial Committee, reported that, after consultation with Mrs. McKim and members of the McKim Agency, it had been agreed that the memorial should take the form of a gift of books dealing with advertising to each of the fifteen principal public libraries in Canada. An Anson McKim Section would be placed in each library and sufficient money invested to provide a fund out of which new volumes would be purchased from time to time. The libraries had all agreed to the proposal.

Following the presentation of reports it was decided to take up the first amendment to the constitution, that presented by M. R. Jennings, Edmonton Journal, and reading: "That the association be dissolved and its charter surrendered, or that the present by-laws be

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## MEXICAN JOURNALISTS APPEAL TO U. S. EDITORS

PROBABLY a better demonstration of the possibilities for good through better understanding of other nations by newspaper makers was never given than in the case of the appeal of Mexico's leading journalists to the journalists of America that they join in maintaining peace between the two nations.

It is a practical demonstration of the future possibilities of an International League of Newspapers as advocated by EDITOR & PUBLISHER. It is the first step in the newspaper's new sphere of world usefulness as EDITOR & PUBLISHER sees it.

It is noteworthy that a majority of the journalists who signed the appeal to American editors are men who recently visited this country and studied our country and our ideals first hand. They ask no favors but plead for an open hearing that will bring understanding. The newspaper men of all countries are sure to continue to meet the demands of the new era. The cablegram from Mexican journalists, which follows, deserves serious consideration at the hands of American editors—makers of peace or war:

MEXICO CITY, Dec. 1.—The undersigned, representatives of the most important newspapers of the Republic of Mexico, are well aware of the possible imminence of a rupture in the relations between the United States and Mexico. We believe that such a rupture would be due to a lack of mutual knowledge of both people.

Whereupon we have today applied to President Carranza, suggesting to him the appointment of a delegation formed by two Secretaries of his Cabinet, two Senators, two Representatives of the House, and three private citizens, who may put itself in touch with a similar delegation appointed by the United States Government, in order that this delegation may discuss and clear any difference between both Governments, thus avoiding the consequences that may befall upon our countries as an outcome of enmity.

We earnestly invite you, invoking the world partnership of the press, to give your support to this motion and to ask President Wilson to accept the move we are here proposing. Thanks.

El Universal, periodico independiente, Felix F. Palavicini.

Elcelsior, periodico independiente, Rafael Alducin.

El Herald de Mexico, periodico independiente, Manuel Carpio.

El Democrat, periodico independiente, Fabrique Lopez.

El Monitor Republicano, organo de la candidatura del C. Alvaro Obregon, Miguel Peralta.

Mexico Nuevo, organo de la candidatura del Gral Pablo Gonzalez, Juan Sanchez Azcona.



## SAVING COLUMNS OF SPACE DAILY BY REDUCING HEAD SIZES

Oklahoma City Newspapers' News Print Economy Methods Can Be Applied to Almost Any Metropolitan Daily in America.

By WALTER M. HARRISON,

MANAGING EDITOR THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES

IF I were to drop in on Clark Howell of the Atlanta Constitution and tell him I could save him half a roll of 72-inch news print daily without decreasing the reader value of his publication, he might listen to me and he might not.

I can do it with the Constitution, the Knoxville Sentinel, the Seattle Times or any other of a score of big newspapers that haven't any use for a display type below 120-point on the first page.

In a lesser degree a sensible conservatism in the revision of head styles to meet the grief of the constantly contracting news hole in more than 90 per cent of the newspapers of the United States will enable the managing editor to approach the production of a complete newspaper on half of the space he was working with six months ago.

### A 20-Page Paper with 35 Columns of Reading Matter

When the business office began to crowd me I was slow to co-operate. I liked banner lines and good display from cover to cover. I thought the management was trying to get rich quick while the getting was good and was loath to part with my loose style.

Once convinced that the news print shortage was not a ruse of the business office to jam my department into an unbelievably small space, I made plans to meet the grade.

After resorting to every known method of condensation and elimination, after seeing good features thrown overboard and crying in vain for the relief that has not come, I am proud to say that we can get out an interesting, bright and fairly complete 20-page newspaper on 35 open columns.

Six months ago the news department roared a mighty roar if the business office tried to force us into 45 columns in sixteen pages.

#### Basis of 75-25

Six months ago we averaged a 50-50 split between the news and advertising. Today we are on a 75-25 basis, with the news department on the short end, of course. If you have never put out a newspaper on such a basis, you will say it can't be done. You don't know what you can do until you try it.

E. K. Gaylord, president of the Oklahoma Publishing Company, told the special meeting of the Southern Newspaper Publishers' Association at Birmingham, Ala., November 24, what the Oklahoman and Times has done in the matter of space saving in such a forceful way that the association adopted resolutions by a unanimous vote pledging the publishers to reduction in the size of type, limiting the space for news heads and reducing reading matter and illustrations, as means of reducing consumption.

#### Use of Leaded 6-Point

Mr. Gaylord ought to be made president of the National Space Saver's Association, for I really believe he was the pioneer. He made the first suggestion to me more than three months ago and it was under his authority and approval that I cut into the style of our papers with a sharp cleaver.

We had been using an 8-point face for our body type, which ran 180 lines, or 1,000 words to a column. We changed to a leaded 6-point face, which gives us 230 lines or 1,300 words to a column.

We are setting markets and sports in solid six point.

It must be admitted that the 8-point face is much easier to read. We have had less than a dozen spoken complaints about the change of face. Three columns of 6-point leaded is almost equal to four columns of solid 8-point. The loss in legibility is more than offset by the great saving.

Often a break of two columns in advertising space means going up two pages to the edition. This is always true in the shop that maintains, let us say, a 45-column minimum for news space. In order to give the news end the 45-column minimum, the business office must go up two pages, making a loose paper in which the news space may be 57 columns.

#### Any Paper Can Save 4 Columns

With the exception of the Kansas City Star and Times, I do not believe there is a metropolitan daily newspaper in the country that cannot save a minimum of four columns daily by a revision downward of the editorial department's ideas of display.

Display is relative.

That statement is a truism that has been proven in advertising and reproven in newspapers.

Too many of the members of the managing editors' fraternity were run off their feet by W. R. Hearst during the Spanish-American war and have never returned to a conservative focus on the presentation of news.

Our news is grossly overdisplayed.

I have seen the Chicago Tribune use an 8-column 120-point banner line on the rejection of the peace treaty one morning and on the following day use the same banner line for the presentation of a cheap murder story.

#### No Means of Display

Most of us cry "wolf" six days a week and on the seventh day, when we have a "wolf" to sell in the shape of a really big story, we are destitute of means of display.

Before the big pinch we were guilty of vulgar and coarse overdisplay. Banner lines are the exception rather than the rule with us now. We save the banner lines for big stories and find we can display the ordinary news in a single column head as well as in the stereotyped way.

Few publishers have considered that a 120-point banner line robs the page of a column of type.

I mean no affront to the Atlanta Constitution. It is a fine newspaper, it has to meet competition, but as a conservator of news print, the Constitution is a good example of the many big dailies that seem willing to "let George do it." George in this instance being the small daily and the country papers.

#### Chart Shows Figures

An examination of the Constitution for five days out of the past seven shows less than one column of body type above the fold on the front page. A typical issue is registered in the accompanying chart attached, showing 77 inches of head space and 83 inches of news type on the front page. The top fold is occupied by three banner lines, a first, second and third play, stepping down, in succession, from an 8-column 96-point line to a 72-point 6-column spread and a 5-column 60-point spread.

Each banner runs to a 4-bank head topped with a 36-point letter. The dingbats, rules and slugs occupy the rest of the space.

The Kansas City Times in the same chart shows 24 inches of head space on its window—the front page.

The efficient newspaper in this crisis will trim its heads so that the heads will not occupy more than one-fifth of the total space on the front page.

Pacific coast papers, from Portland down to San Diego, with San Francisco and Los Angeles spreading a full portion of the ink, are overdisplayed without exception.

For the life of me I fail to see why such great newspapers as the Cincinnati

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## "PARTY ORGAN" GONE, SAYS GANNETT

In Merging Ithaca Dailies, Their Publisher Declares Modern Newspaper Must Not Be Tied Down by Political Lines

ITHACA, N. Y., Dec. 1.—Confronted by the staggering and constantly increasing cost of everything that is required in producing a newspaper it has been found impossible to continue longer the publication in Ithaca of two separate daily newspapers. Beginning to-day the two papers, the Ithaca Journal and the Ithaca Daily News, therefore were merged into one to be known henceforth as the Ithaca Journal-News.

This consolidation has been brought about by the sale of the Ithaca Daily News to Frank E. Gannett, one of the owners of the Elmira Star-Gazette and the Rochester Times-Union, by Bert R. Mitchell, who recently purchased that property.

The Journal-News will be published at the Journal Building. John W. Baker, who has been manager of the Journal, will be manager of the Journal-News. Harry G. Stutz, managing editor of the Journal, will be managing editor. Just as soon as possible the two local plants will be merged.

An interesting feature of the Ithaca merger is the announcement by the new owner that the Journal-News will have no set political policies. Mr. Gannett says:

"The Ithaca Journal-News must not be and will not be the organ of any party, clique, faction or individual. Its columns will be open to all of whatever politics, race or creed and every item will be as free from bias or prejudice as human effort can make it.

"Editorially the Journal-News will be independent in its policy, entirely free from any outside influence. Issues will be discussed in a fair, broad-minded manner, with full tolerance for all who are not of the same opinion, and with realization that seldom is any one all right or all wrong, and that party tags have no effect on the facts or the merits of a question.

"The day of the party organ has passed and any newspaper that wishes to be successful must treat all with equal consideration. This does not mean that the Journal-News will not take sides on a public question, for it will have a vigorous policy, but it does mean that it will choose its position with only one thing in view: the greatest good to the greatest number and the welfare of the city, county, state and nation, regardless of all other considerations.

"In other words, the position of the Journal-News will not be determined in advance, as often is the case with party organs, but will depend entirely on the merits of the issue and be for the best interests of the public as is given the light to see.

"That people are thinking along different lines, politically, than they used to is evident everywhere. Party lines, partisanship, especially in local affairs is giving way to a broader conception of citizenship, as was strikingly illustrated in the last municipal election when the mayor and members of the board of aldermen were chosen by all the people, without regard to party affiliations as citizens and not as members of any political faith.

"Good citizenship, pride in Ithaca and faith in its future, co-operation and team work for the common good, these are the practical expressions of the spirit of the times. It is in such a spirit and for the encouragement and development of these ideals that the Journal-News accepts this opportunity for greater service to the community."

#### Almost Jailed As a "Red"

HARTFORD, CONN., Dec. 3.—During the recent round-up of radicals here, Sam Hartenberg, a reporter on the Courant, was sent to the jail to look over the captured Reds. He secured admission to the cell row where the alleged Bolsheviks were confined through application to the State Guardsman at the door. When he had seen all he wanted to and was ready to come out, he found that the guard had been changed and the new soldier refused to pass him out of the jail. Seeing visions of possible deportation, Sam managed to telephone his office for identification.

## Head Space in a Typical Issue of Some Leading Daily Newspapers

(Compiled by Walter M. Harrison)

Name of Paper.	Measurements in Inches							
	No. of Pages.	Page 1 of Head Space.	Page 1 of News Space.	Inside Head Space.	Inside News Space.	No. Stories First Page.	In- side.	
Kansas City Times...	18	24	119	66	530	28	91	
Atlanta Constitution	22	77	83	334	1,903	14	219	
Philadelphia Record	24	36	150	192	1,428	25	232	
Cincinnati Enquirer	16	58	120	168	1,326	13	120	
Joplin News-Herald	12	37	115	76	592	17	76	
Des Moines Register	12	42	116	120	863	15	88	
Muskogee Phoenix...	8	46	87	83	504	21	70	
New York Herald...	22	51	88	250	1,677	11	200	
Dallas News...	24	29	112	63	1,574	15	252	
Washington Times...	18	66	86	153	1,199	16	125	
Chicago Tribune...	48	41	125	258	1,635	20	175	
Detroit Free Press...	24	36	124	129	1,275	36	148	

# PRESS GALLERY PLAYED IMPORTANT PART IN SHAPING TREATY STRUGGLE

Correspondents for Newspapers and Services Stuck to Task for a Year and Made Clear Intricate Issues to Members of Senate, Their Editors and the Reading Public.

BY ROBERT T. BARRY

STAFF CORRESPONDENT

WASHINGTON, Nov. 30. WHEN Clio sits down to her typewriter to write the story of the greatest debate of modern parliaments—the treaty fight in the United States Senate—she will be remiss in her duty should she fail to tell the part that the Press Gallery played in the contest.

It is easy enough for Senate leaders to dwell upon the "great influence" of the editorial writers in the instruction of the public as to the issues involved in the treaty discussion, but the compliments that are being passed about the Senate corridors and offices for a small group of Washington correspondents are not so prominent in the public exchange. The Press Gallery group must depend largely upon personal knowledge of its own achievement for its rewards.

## "Regulars" Unsung Heroes

It was first of all a thankless task and a tiresome one. Ask any newspaper man how he would like to stick to a transit fight, a public utilities merger, an election contest, a long legal fight or some other prolonged assignment and you can obtain a fair idea of what it meant to the Senate correspondents to stick to "treaty" day in and day out for a solid year, during the greater part of which the story was "front page" for almost every paper in the country.

The men who had the assignment were Robert B. Smith, of the Chicago Tribune; Charles Albert, of the New York World; Carter Field, of the New York Tribune; Edmund Taylor, first for the Philadelphia Public Ledger and later for the New York Tribune; Bond Geddes and William E. Hall, of the Associated Press; Bart Campbell, of the International News Service; James R. Nourse, of the Universal Service; Larry Martin, of the United Press until his sight became impaired; Angus McSween of the Philadelphia North American; Bassett Blackley, of the Philadelphia Inquirer; Judson C. Welliver and George Edmunds, of the New York Sun; John B. Pratt, of the New York Times; James L. Wright, of the Cleveland Plain Dealer; Edgar Markham, of the St. Paul Dispatch; Maurice Judd, of the New York Evening Sun; Alexander J. Montgomery, of the Christian Science Monitor; and Robert T. Barry, of the Philadelphia Public Ledger.

## Bitter Feelings in Gallery

Of these correspondents "Bob" Smith, "Jim" Nourse, "Jack" Pratt, "Charley" Albert, "Jim" Wright, "Gus" McSween, "Ed" Taylor, Carter Field, George Edmunds and Bart Campbell seldom missed a day at the Senate and they had to write "situation" stories seemingly without end.

The Senate gallery divided on the treaty along much the same lines as did the Senate floor. There were "irreconcilables" and "the battalion of death" and "reservationists" both "mild" and "wild." It is safe to say, however, that the ratio of "bitter enders" who did not want the treaty ratified in any form was greater than on the floor, even though the correspondents, in most in-

stances, did not permit their personal sentiments to mislead them in writing dispatches for their papers which held different views editorially.

To these correspondents, however, must go a very material credit for leading the policy of their papers. They reported the developments in a convincing manner and little by little constructed the structure of treaty policy on which the papers stood at the end of the long grind.

For the Senate correspondents the treaty fight began in earnest when the armistice was signed, although there had been considerable discussion of the Presidents "fourteen points" even prior to that date. When the President went to Paris in December, 1918, the real work began and the Senate reporters did little else than live and breathe in an atmosphere of treaty discussion until a few days ago, and to all appearances they are not yet at the end of their labors in this respect.

They had to begin on an issue on which there was very meager public instruction. After Senator Reed of Missouri made his first speech against American participation in a league of

nations, on November 20, 1918, it was the task of the Senate correspondents to pry into the mail of the Senators to discover the trend of public sentiment.

Senators were doing the same, but they were shaping their courses on what the public would believe was proper, while the press gallery was setting out to instruct and guide the people. It was in this respect that the correspondents performed their greatest historical service. They created sentiment for the Senators to follow.

## Where Diplomacy Was Needed

When the treaty was presented to the Senate in July the debate began to get down to real issues and the questions of amendments and reservations supplanted the more academic speeches on the general idea of a league of nations. The gallery began to place Senators in distinct groups. There were the insurgents on the Democratic side led by Reed and Gore, and the gradual withdrawal from the ranks of "ratification without reservation" of such Senators as Hoke Smith of Georgia, Walsh of Massachusetts, and Shields of Tennessee. It was not an easy matter to

handle the news on the opinions of these Senators without offending them, yet it was of great importance to the public to know just how they were leaning.

It was not difficult to select the "bitter enders" on the Republican side, as most of those Senators had indicated by their speeches just how they stood, but it was less easy to figure on how many would stand out to the end against voting for ratification in any form and that answer was necessary in order to justify any predictions as to the ultimate outcome of the fight.

The "mild reservationists" were the chief source of trouble. The Republican Senators, composing that group were standing between two extremes, because they wanted to get the treaty ratified in some form or other. They were not always one day where they stood the previous day, nor was it sure that they would be in the same place on the next. It was hard to make any predictions on the textual amendments approved by the committee on foreign relations. This was especially true of the Johnson amendment, which appeared at one time to have the necessary votes to carry. But in this as in many other cases, there were overnight changes which put a new light on things and sent the Senate jumping over new and surprising hurdles in order to catch up with the "latest situation."

## Senator Moses Helped "The Boys"

In addition to watching the developments on the floor, there were daily conferences, many of them confidential, with Senator Lodge, the majority leader, and Senator Hitchcock, the Administration spokesman, and frequent chats with various other leaders in the fight. Senator George Moses, of New Hampshire, a newspaper man of long experience, was a constant help to the newspaper men and frequently went out of his way to aid them in some ticklish situation. There were so many shades of opinion in the "mild reservation" camp for a long time that it was necessary to keep in almost constant touch with the dozen or so Senators so classified.

Back of all that was happening in the Senate was a skillful game of politics being played, and as if the Senate correspondents did not have their hands full, there were prominent men outside to be watched, notably Mr. Taft, Mr. Root, Mr. Hughes, and Mr. Hays.

The White House became a center of interest to the newspaper men as the President had a way of slipping up to the Capitol for conferences at unexpected times, and his series of conferences with Republican senators upon his return with the treaty, as well as his two appearances before the committee on foreign relations at the White House made big stories requiring careful interpretation as to their effect upon the Senate situation.

The average reader was at sea in reading such discussions, and it was the task of the gallery to set forth their significance. Thrown into this great

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## EDITORIAL

### IN THE FULL LIGHT

IN a special supplement to last week's issue EDITOR & PUBLISHER presented its semi-annual list of the English-language dailies of the United States, with the advertising rates of the individual papers in effect November 1, 1919, and with circulation statistics (A. B. C. and Government statements), showing the daily average net paid for individual papers for the six months' period ending September 30, 1919.

The first complete statistics of this character ever given to the public were shown in the issue of EDITOR & PUBLISHER for January 11, 1919. This was followed on January 18 with a summary showing the number of papers—Morning, Evening and Sunday—by states, with total circulations of each state group and joint advertising rates. The states were arranged in major market groups, and rates and circulations also indicated for such territories.

Circulations of magazines were analyzed by states and market groups, and nationally, in the issue of March 22; woman's and class magazines March 29, and dominant weekly periodicals April 3. On April 17 an exhaustive comparative analysis was given, contrasting the circulations and advertising rates of magazines and periodicals with daily newspapers by the same system of states and market groups.

This latter service feature exploded for all time the fallacy that magazines and periodicals were less expensive as advertising mediums than daily newspapers. It was shown that the magazine rate averaged about three times that of the newspaper rate. This analysis, presenting the cold facts instead of the traditional "selling arguments," served to "make history" in an advertising way. It accelerated the "trend" of national advertising toward the newspapers. It silenced the old cry that "the newspapers are too expensive for national advertising campaigns" by showing that they were by far the least expensive of all media.

The research work involved in the presentation of these features was expensive and arduous. During the year EDITOR & PUBLISHER has expended more than \$2,000 in cash as compensation for the work of expert accountants (of the staff of Perley Morse & Co.), and of Barbour's Advertising Rate Sheets, in securing and arranging the necessary data for these features.

This educational work has been carried on exclusively by EDITOR & PUBLISHER, and has borne rich fruitage—not only for the newspapers of the country but for the national advertisers more particularly. For these buyers of space are vitally concerned in knowing the truth about mediums and costs—and EDITOR & PUBLISHER has given it to them. This service will be continued.



## "BUSINESS ONLY" AT BIGGEST A. N. A. CONVENTION IN HISTORY

### Lakewood Gathering Numbers Almost 300 Advertising Men at Opening Meeting—Daily Newspaper Gives Each Session's Program.

BY JOHN F. REDMOND

Lakewood, N. J., Dec. 3.

THE annual convention of the Association of National Advertisers which opened today in Lakewood, N. J., is already the best attended of any in the history of the organization—290 representatives of membership concerns have made reservations. Most of this number were on hand for the opening session and every train is bringing in more. The previous high mark of attendance was 167. The meetings will continue tomorrow and Friday and many members plan to stay over for the week-end and to avail themselves of the beautiful weather and the golf and other recreations for which Lakewood is famous.

### Program Announced Each Morning

The gathering is a typical "peppy," President W. A. McDermid, convention. "Brass tacks" is the keynote of the proceedings. Not a second of time was wasted during the two sessions of the first day. Formal reports were eliminated entirely—not even the president presenting one. Constructive talks and discussions were the order. Nor is there any formal program to follow. The program is being made up from day to day—being announced in the "A. N. A. Herald," a daily paper being issued by the association each morning for the information of the members.

The "A. N. A. Herald" is published under the editorship of Wilbur T. Chollar, manager of the service department of the Atlas Portland Cement Company, with the co-operation of a staff consisting of Brainard Dyer, Alan C. Keiley, L. B. Jones, and E. I. LaBeaume, Paul Wing, Carl J. Schumann, J. C. McQuiston, S. Roland Hall, J. D. Ellsworth and G. F. McClelland. It is a real worth-while innovation at A. N. A. meetings and has made a popular hit with the members and all others interested in the proceedings of the convention.

The idea of holding the meeting at Lakewood is to take it out of range of the big cities and their attractions, so that the members can get down to A. N. A. business and give their sole attention to the consideration of big advertising and selling problems. The idea, judging by the size of the attendance and the comment of members, when they emerged from their executive session, is one of the best of the A. N. A. has ever carried into effect.

### "Wilson's Double" Present

Tonight, the members took part in a smoker, in which James G. McCabe, a associate superintendent of schools in Brooklyn, N. Y., and who is famed as President Wilson's "double," was the principal guest and speaker. His entrance into the hall astounded the audience and it found itself slow to believe that Mr. McCabe was not the President of the United States, who, according to their best information, was seriously ill at the White House in Washington.

Finally T. L. Thompson of the Western Electric Company allayed all suspicions by introducing Mr. McCabe, who gave a most enjoyable lecture and music recital.

The first speaker on the program of the opening morning business session was H. W. Prentiss, Jr., of the Armstrong Cork Company, on the "Need for Better Copy." He presented numerous examples of bad copy and pointed out the faults of each. He declared that essentials of good advertising copy

must be: sincerity, plausibility and simplicity.

W. W. Wheeler of the Pompeian Company told how, once a product is established in the minds of people, its advertising can be practically dropped in favor of other products manufactured under the same trade-name. He showed how, despite the fact that the advertising appropriation on Pompeian Massage Cream had been reduced from \$125,000 in 1913 to nothing in 1919, the sales this year had multiplied many times over those of any other year. This has allowed the Pompeian Company to push other Pompeian goods by advertising and at the same time, Pompeian Massage Cream is being carried along under the impetus of forceful advertising of the right kind of earlier days.

Practically the same experience was related by W. S. Ashby of the Western Clock Company. Mr. Ashby told how his company has been relating its entire line of goods to the "Big Ben" clock prestige.

### Reaching Future Car Owners

Brainard Dyer of the Aluminum Casting Company told how his company finds it profitable to advertise nationally in big amounts, even though there are only 300 possible buyers of its product—the automobile manufacturers. He explained this policy by saying that every man in the United States hoped some day to own an automobile and the company aims to impress aluminum castings on each man's mind, so that when he buys his car he will demand that it have such equipment.

O. C. Harn of the National Lead Company told how magazine circulation can be used to cover the entire country for an advertiser.

Outdoor and poster advertising discussions opened the afternoon session, being led by a report presented by Fred W. Nash of the General Chemical Company and an expression of views by Miss M. G. Webber of the Fisk Rubber Company.

### Will Furnish Export Data

Speaking on "Planning for Export Trade," J. B. Benson of the Advance-Rumely Company said that the export committee of the A. N. A. aims to make the A. N. A. the center of information that is not to be obtained from ordinary outside sources—information that is a really intensive factor in building American export business.

The election is scheduled for Friday afternoon. Indications are that President W. A. McDermid of the

Mennen Company will be nominated for re-election, with the following as vice-presidents: J. P. McQuiston, of the Westinghouse Electric & Manufacturing Company; M. H. Wright of the John B. Stetson Company; and R. W. Fellows, of the Addressograph Company.

The probable directors are: J. F. Wichert, Mellen Food Company; T. L. Thomson, General Electric Company; Wilbur T. Chollar, Atlas Portland Cement Company; George F. Fowler, Colgate & Co.; W. H. Marsh, Burroughs Adding Machine Company; Don Francisco, California Fruit Growers' Exchange; (Messrs. Wichert and Thomson to succeed themselves).

If Mr. McDermid declines the nomination for a second term as president, indications are that Mr. McQuiston will be nominated for the presidency and J. D. Ellsworth of the American Telegraph & Telephone Company will be nominated as vice-president in Mr. McQuiston's place.

Those present at the opening session were:

K. L. Zimmerman, Henry Disston & Sons, Inc.  
Edgar K. Woodrow, Krohm-Sechheimer Co.  
W. J. Abel, Baker-Vawter Co.  
Walter J. Rogers, Kops Bros.  
Brainard Dyer, Aluminum Casting Co.  
E. J. Welsh, Goodyear Tire & Rubber Co.  
W. Kronach, Aluminum Casting Co.  
W. W. Wheeler, Pompeian Co.  
H. J. Winklen, Black Co.  
E. Wortman, Yawman & Erbe Mfg. Co.  
M. H. Wright, John B. Stetson Co.  
S. H. Yeoman, Prudential Life Insurance Co.  
R. H. Young, Stanley Works.  
J. G. Acker, Byrne Mfg. Co.  
M. T. Ackerland, Mennen Co.  
J. R. Allen, Mint Products Co.  
C. F. Alward, H-O Co.  
R. D. Baldwin, Simonds Mfg. Co.  
C. H. Barr, Crocker-McElwain Co.  
Paul V. Barrett, International Correspondence School  
E. B. Bedford, Oneida Community, Ltd.  
J. B. Benson, Advance-Rumely Co.  
J. C. Bently, E. I. duPont de Nemours & Co.  
W. E. Blodgett, Auto Car Co.  
Charles L. Bowman, Standard Oil Co.  
O. L. Brilliant, Burroughs Adding Machine Co.  
A. O. Brock, Keystone Steel & Wire Co.  
D. L. Brown, Goodyear Tire & Rubber Co.  
Miss M. L. Browne, Amory-Browne Co.  
C. W. Burnham, Oneida Community, Ltd.  
H. C. Bursley, Murphy Varnish Co.  
O. B. Carson, American Hard Rubber Co.  
W. C. Choller, Atlas Portland Cement Co.  
Miss S. E. Clotworthy, secretary, Association Canadian Advertisers, Inc.  
Frank H. Cole, Peter Henderson Company.  
A. M. Cossitt, Strouse-Baer Co.  
J. N. Cummins, Gilbert & Barker Mfg. Co.  
G. M. Davis, Cleveland Metal Products Co.  
A. L. Deward, Jr., Welch Grape Juice Co.  
E. D. Doty, Domestic Engineering Co.  
M. J. Dowling, Atlas Powder Co.  
F. H. Eddington, Puckett Tobacco Company, Ltd.  
L. D. Field, Anso Co.  
Paul B. Findley, Fairbanks Co.  
A. A. Fisk, Fisk Rubber Co.  
Geo. S. Fowler, Colgate Co.  
H. F. French, Champion Spark Plug Co.  
S. Harmon, Baker-Vawter Co.  
O. C. Harn, National Lead Co.  
Garrett P. Hynson, S. D. Warren & Co.  
L. Jamme, Hyllo Varnish Corp.  
A. B. Jenks, S. M. Hoyt Shoe Co.  
Mark Kellogg, Burroughs Adding Machine Co.  
E. B. Kemble, National Cash Register Co.  
H. B. Kohorn, Kayne Co.  
D. H. Kohr, Lowe Brothers Co.  
A. P. Laine, Remington Arms Union Metallic Cartridge Co.  
Harold M. Brown, Corona Typewriter Co.  
F. W. McElroy, Alpha Portland Cement Co.  
B. C. Naercklein, Aetna Life Insurance Co.  
S. Malcolm, American Railway Express Co.  
Lloyd Mansfield, Buffalo Specialty Co.  
A. R. Metcalf, Fisk Rubber Co.  
H. P. Muelendyke, National Lead Co.  
R. E. Miller, Hamilton Watch Co.  
Malcolm Moore, Blaisdell Pencil Co.  
Millard H. Newton, White Co.  
C. A. Palmer, Insurance Company of North America  
Clifford H. Pangburn, Henry Pelow Co.  
S. L. Pierce, Remington Typewriter Co.  
R. W. Prentiss, Jr., Armstrong Cork Co.  
E. J. Presby, Aluminum Cooking Utensil Co.  
E. M. Price, Henry Pelow Co.  
Frederick W. Prince, Westinghouse Lamp Co.  
A. D. Reid, Poch Brothers  
R. K. Russell, Duplicator Mfg. Co.  
M. H. Salisbury, Edison Storage Battery Co.  
C. W. Santes, Goodyear Tire & Rubber Co.  
Carl J. Schuman, Hyllo Varnish Co.  
G. C. Sebree, General Fire Proofing Co.  
A. C. Searth, International Harvester Co.  
Jack W. Spear, Todd Protectograph Co.  
H. V. Jamison, American Sheet & Tin Plate Co.  
A. W. Spore, Goodyear Tire & Rubber Co.  
E. R. Strouse, Strouse-Baer Co.  
Harvey Thomas, Credential Life Insurance Co.  
P. L. Thomson, Western Electric Co.  
Tim Thrift, American Multigraph Sales Co.  
Schuyler Van Ness, Dennison Mfg. Co.  
B. R. Walter, Joseph & Spiess Co.  
H. F. Wauters, Lowe Brothers Co.  
Robert Clark, Jr., Petroleum Iron Works Co.

Horace Cleveland, Cheney Brothers.  
A. W. Spore, Goodyear Tire & Rubber Co.  
P. F. Eichhorn, DeVoe & Reynolds Co.  
R. C. Haws, Baker-Vawter Co.  
E. A. Olds, Jr., Packer Mfg. Co.  
W. S. Ashby, Western Clock Co.  
J. F. Barlow, Remington Arms Union Metallic Cartridge Co.  
A. P. Haessela, Shipman Knitting Mills  
A. H. Barasch, American Bosch Magneto Corp.  
J. S. Wichert, Mellen Food Co.  
A. H. Stewart, Thomas Leeming & Co.  
H. L. Corey, Champion Spark Plug Co.  
W. M. Sawyer, National City Co.  
W. A. McDermid, Mennen Co.  
R. G. Sheeler, John Lucas Co.  
Charles Chase, Brown Co.  
Austin D. Kilben, Bird & Co.  
S. L. LaBounty, Genesee Pure Food Co.  
W. L. Schaeffer, National Tube Co.  
S. K. Barnes, Armstrong Cork Co.  
L. R. Greene, Puckett Tobacco Company, Ltd.  
W. A. McLauthin, Walter Baker Co.  
John F. Soby, Hammond Typewriter Co.  
T. F. Pevear, Stein-Block Co.  
W. G. Snow, International Silver Co.  
W. K. Burlen, New England Confectionery Co.  
Carl Kendig, Whitman & Barnes Mfg. Co.  
John M. Graham, Lowe Brothers Co.  
J. D. Ellsworth, American Telephone & Telegraph Co.  
E. I. LaBeaume, Hercules Powder Co.  
R. D. Freeman, Carter White Lead Co.  
James G. Lamb, Scott Paper Co.  
Hugh A. Smith, Bausch & Lomb Optical Co.  
R. C. Byler, SKF Industries  
C. A. Stedman, New Jersey Zinc Co.  
R. N. Fellows, Addressograph Co.  
N. R. Maas, Autostiron Co.  
A. H. Hinds, A. S. Hinds.  
A. Raff, Indian Tacking Corp.  
George M. Marshall, Warner Brothers Co.  
Harry R. Wellman, Amos Tuck School, Dartmouth College  
Phillip Will, Sill Stove Works  
Walter Will, Sill Stove Works  
Robert F. Woods, Auto Car Co.  
T. J. Wright, Felt & Tarrant Mfg. Co.  
A. L. Zeitung, International Silver Co.  
N. A. Truslow, Hercules Powder Co.  
Dale E. Andrews, Sharples Separator Co.  
C. S. Landes, Hercules Powder Co.  
Arthur W. Wilson, Hercules Powder Co.  
George B. Sharpe, Cleveland Tractor Co.  
S. E. Baldwin, Willard Storage Battery Co.  
O. A. Keyser, Hygenic Products Co.  
W. B. Morris, Northwestern Knitting Co.  
M. L. Pierce, Hoover Suction Sweeper Co.  
Howard Rhode, Lehigh Portland Cement Co.  
Arthur Rosenheimer, Belber Trunk & Bag Co.  
Miss M. G. Webber, Fisk Rubber Co.  
Grant Davis, National Fire Proofing Co.  
A. A. Athison, Atlas Powder Co.  
W. H. Dawson, Atlas Powder Co.  
Francis Boger, Smith, Kline & French Co.  
W. N. Bayless, Conklin Pen Mfg. Co.  
V. R. Howard, Krohn-Fechheimer Co.

### St. Louis Republic Quits

(BY TELEGRAPH)

ST. LOUIS, Dec. 4.—The Republic, oldest newspaper west of the Mississippi, published its last issue today, having been absorbed by the Globe-Democrat in a deal which was concluded early this morning.

The Republic was the oldest Democratic paper in the country. In 1915 it was purchased from Charles W. Knapp by David R. Francis, Ambassador to Russia.

### Linn a "Special"

ST. LOUIS, Dec. 1.—M. P. Linn has resigned as general manager of the St. Louis Republic after thirty years' service to become manager of the St. Louis office of the S. C. Beckwith Special Agency. In connection with his new work Mr. Linn will conduct a special agency of his own, representing publications located outside of St. Louis.

### Steen's Resignation Announced

(BY TELEGRAPH)

Chicago, Ill., Dec. 3.—The International Editorial Association has opened headquarters here in the offices of Charles C. Grant, Marquette Building, and a general reorganization is said to be under way. Mr. Grant, who is in charge, says that Clyde P. Steen has resigned from the organization. Steen is here. Albert N. Eastman, of the law firm of Eastman, Whitehurst and Hauxhurst, and Julian Armstrong, of the Armstrong Bureau of Related Industries, are acting in a voluntary advisory capacity in the reorganization, according to Grant. It is claimed the affairs of the organization are in good shape.



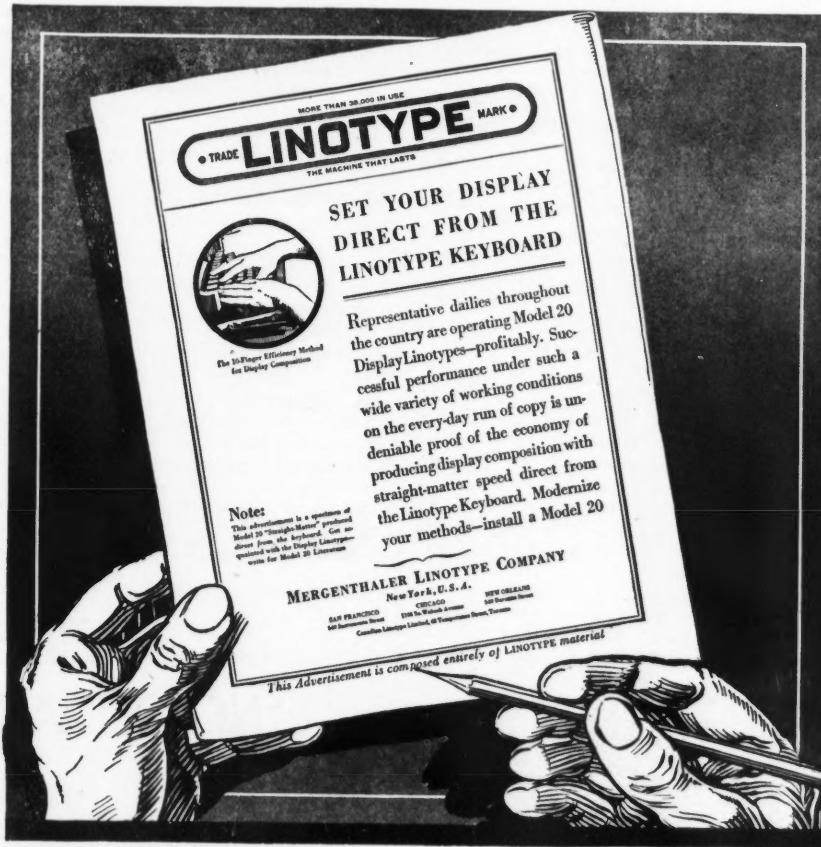
MORE THAN 38,000 IN USE

TRADE

# LINOTYPE

MARK

THE MACHINE THAT LASTS



## Watch Linotype Advertising

Every advertisement which carries the imprint "Composed entirely of LINOTYPE material" is a specimen of composition produced direct from the Linotype Keyboard

*Watch LINOTYPE Advertising*

### MERGENTHALER LINOTYPE CO.

*New York, U. S. A.*

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Ltd., Toronto

## PRESS OF THE WORLD IS DRAWING CLOSER TOGETHER

### French Journalists in London Meet British Confreres and Inaugurate L'Entente Cordiale of Press of Both Countries.

By **HERBERT C. RIDOUT**  
London Editor of Editor & Publisher

LONDON, NOV. 27.

NOTHING more auspicious for the future of international relationships between the journalists of the world can be found than the meeting of the French journalists who accompanied President Poincare on his visit to London with a large number of British editors and journalists. Some of the best names in French and British newspaper circles were represented, Viscount Burnham being the president of the gathering, with M. Mayer of the Agence Fournier and M. le Comte d'Ormesson of the French Embassy supporting him.

#### The Press vs. 600 Stomachs—Which Won?

Sir George A. Riddell, who was in charge of the press arrangements at the Peace Conference, and acknowledged the courtesy and kindness of the French journalists during the whole of his stay in Paris, told an amusing story of M. Clemenceau. When the arrangements for the signing of the treaty were being made, he went to the French Premier and suggested that the hour should be fixed at eleven o'clock for the convenience of the press. M. Clemenceau replied, "No, it is impossible; what about dejeuner," Sir George asked: "What is dejeuner to the Press?" To which the Premier answered, "What is the Press to 600 suffering stomachs; the thing is impossible. You are much too young to express any opinion on such an important matter as that. It will be three o'clock on Saturday afternoon, and I hope the question will not be raised again."

#### All "Hommes Libres" Now

Viscount Burnham, in welcoming the visitors, said they were doubly welcome—as Frenchmen and as journalists. We are all now "Hommes Libres." The "Maison de la Presse" is now also "the Mansion House of Liberty." That makes our responsibilities the greater, because we cannot plead that we are tied down by the bonds of State, nor can we plead that the censor's blue pencil accounts for the deficiencies of our own service. It is not enough now to be patriotic; we have to be intelligent as well.

The French press has been as patriotic throughout the war as the French Government, and has supported unflinching the indomitable spirit of the French nation.

#### An English-French Press Society

M. Mayer, acknowledging the sympathy and fraternal cordiality which has been shown them as visitors—a reception that charmed and astonished them—said:

"Whilst our soldiers were at the front the newspapers of Great Britain and of France were like the journals of one country, though of two languages. It is to be wished that a permanent organization may make still more close our reciprocal activities. I hope there may be established a society of the English-French press in order to continue in peace that collaboration which is so necessary and so useful in order that our two peoples may become better acquainted.

"I should like to take advantage of this happy reunion to congratulate the journalists who represented the British press on the French front, and who have just been awarded the Cross of the

French Legion of Honor. They will be able to wear that decoration with pride, because it was often at peril of their lives that they wrote the history of the war and recorded many deeds of heroism which would never have been known but for their presence."

How representative the meeting of these French and British journalists was may be seen from the fact that the French visitors included:

#### List of Visitors

M. M. Ruffin, Agence Havas; M. Guillaux, Agence Fournier; M. Baide, Agence Aadio; M. de Valfor, Information; M. Fourvel, Paris Telegramme; M. Mathieu, Le Matin; M. Maxime Girard, Le Figaro; M. de Marsillae, Le Journal; M. Henry, Le Petit Journal; M. C. Morice, Le Petit Parisien; M. Clair Guyot, L'Echo de Paris; M. Baudon, Le Pays; M. Brissy, Monde Illustre; M. Piston, Excelsior; M. Andre Glauer, Exchange Telegraphic; M. Branger, Petite Gironde; M. Pages, Agence Francaise; Madame Sorgues, La Victoire; M. Gazzoni, Les Debats; M. Massip, Depeche de Toulouse, and M. Gillot, official artist of the Musee de l'Armee.

The British section included such familiar names in journalism as M. Sauerwein, vice-president, Foreign Press Association; M. Davry, Anglo-French Society; T. P. O'Connor, M. P.; Sir Theodore Cook, M. Julien, Petit Parisien; Sir Campbell Stuart, Perey Hurd, M. P.; N. K. Kerney and H. E. Turner, Canadian Press Conference Committee; Sir Stanley Reed, Frederick Hinde, president Institute of Journalists; Frederick Peaker, chairman London District; J. Sewell, honorable secretary, and Herbert Cornish, secretary; W. A. Campbell, W. Lints Smith, the Times; Fred Miller and J. Hall Richardson, the Daily Telegraph; T. Marlowe and W. J. Evans, Associated Newspapers; F. J. Hillier, Daily News; James Douglas, The Star.

#### For International Press League

A. E. Perris, Daily Chronicle; R. D. Blumenfield, A. W. Rider and E. A. Robbes, Daily Express; W. Will and A. Netting, Daily Graphic; W. D. Roome and E. Flynn, Daily Mirror; A. H. Watson, Westminster Gazette; Robert Donald, the Globe; Charles E. Roche, Morning Post; G. E. Slocombe, Daily Herald; W. Morley Brown, Sporting Life; H. Batty-Smith, the Sportsman; Dr. Ellis Powell, Financial News; Sir Emsley Carr and E. Fifoot, News of the World; J. S. Elias and E. T. Cook, National News; Colonel Arthur Bellamy, the People; J. M. Blanch, the Observer; F. Howe, the Referee; H. C. Robbins, the Press Association; J. E. Rose, Central News; Valentine Knapp and F. Bird,

Newspaper Society; J. Bone and R. Keir, Northern Federation; J. Reburn, Southern Federation; A. Mackintosh and J. A. W. Mudie, Scottish Newspaper Society.

It was openly expressed that this meeting promised to be the first of many such functions and that the occasion was one that signalized in no uncertain fashion the coming of an International League of Newspaper Men whose interests would be the interchange of sentiments that would consolidate the peace and friendly relations of the world.

### Suter Is Thanked for Work for Press in Paris

#### Newspaper Men and Peace Conference Officials Send Appreciations to "C. P. I." Executive

Herman Suter, who recently returned from Paris where he was for some months in charge of the Paris office of the American Committee on Public Information, has been receiving congratulations of his newspaper friends upon his success in winning the good will and esteem of the American newspaper correspondents at the Peace Conference.

The secretary of the executive committee of the Correspondents Association in Paris recently wrote Mr. Suter in appreciation of his "untiring efforts in assisting us in our work at the Peace Conference and also in facilitating distribution of news and features."

Mr. Parkinson wrote that at a recent meeting of the executive committee the secretary was instructed to say to Mr. Suter that his services in supervision of wireless transmission and otherwise have been of inestimable value to both press and public.

Upon the closing of the office of the Paris office of the American Committee on Public Information Mr. Suter and his force formed the staff of the American Commission to Negotiate Peace. Upon completion of his work there, Mr. Suter received the following letter from J. C. Grew, secretary-general of the American Peace Commission:

"The American Commissioners to Negotiate Peace (Hon. Robert Lansing, Hon. Henry White, Hon. Edward M. House and Gen. Tasker H. Bliss) have directed me to convey to you their warm appreciation of the manner in which you have performed your duties while connected with the commission. Your loyal service has been of genuine value to your country and the commissioners are glad to take the opportunity of saying so to you. As secretary-general of the American Commission I beg to add to that of the Commissioners my own appreciation of your services."

#### Ad Clubs Have Serious Mission

CHICAGO, Dec. 3.—"The most important innovation in the advertising world in years is the amalgamation of advertising organizations with associations of commerce," W. Frank McClure, chairman of the advertising council of the Chicago Association of Commerce, said in an address at a luncheon of the advertising division of the Milwaukee Association of Commerce.

#### Newell Joins the "N. E. A."

OKLAHOMA CITY, OKLA., Nov. 29.—Charles H. Newell, for the past two years editor of the Dallas (Tex.) Dispatch, but who secured his first newspaper experience on the Daily Oklahoman here, has joined the Newspaper Enterprise Association staff in Cleveland.

No. 6

## NOVEL-A-MONTH

# The Heart of Thunder Mountain

one of the best, if not the best, newspaper serials ever written. Love, action, mystery. Outdoors in the great West. 70,000 words, 14 installments, 5,000 words each. A two, seven, or eight column title, and a two or four column cut.

For use as a serial in the Saturday or Sunday papers, or as a serial running through the daily and the Sunday.

Copy with mats of title and illustration or whole-page mats.

See our catalogue and price list.

## The Sloan Syndicate, Inc.

1834 Broadway

New York, N. Y.



# An Orgy of Buying in Wichita Falls, Texas

There is a condition in Wichita Falls, Texas, that defies description and strains belief. So unbelievably prosperous are conditions, special items have appeared in practically every city in the country. A series of articles appeared in the New York Globe and Saturday Evening Post. Indeed, the talk of all the exchanges concerned the fortunes in Wichita Falls.

Within 12 months:

Population increase, 300% ; from 18,000 to 50,000.

Bank deposit increase, 300% ; from \$8,965,805 September, 1918, to \$32,148,904 September, 1919.

Property valuation increase, 100% ; \$10,500,000, 1918—\$22,000,000, 1919.

Telegraph business increase, 300% ; Monthly business now \$35,000.

Railroad ticket increase, 200% ; Union Station receipts—August, 1918, \$76,306.93 ; August, 1919, \$226,673.98.

2,000 new residences and many business buildings 8 to 12 stories high.

**Why? —————> OIL !**

Oil, to the extent of \$49,011,984, for the first nine months of 1919.

## PERMANENCY

But before oil had wrought this wondrous change, Wichita Falls was already a substantial manufacturing, jobbing and railroad city.

Now numerous refineries have been established to insure forever the benefits of oil regardless of its source.

With the city has grown the

# Wichita Falls Daily Times

*Evening and Sunday Morning*

*(A. B. C. Membership applied for)*

**PAID CIRCULATION, 8,500 (going up)**

**Rate 3½¢ per line flat, 15% commission, 2% cash discount**

The Times (at first a weekly) has been under the same ownership and conservative management for 35 years. To handle the effect of this national prominence thrust upon the city, the Times increased its press facilities at a cost of \$25,000.

The Times leads in volume of circulation, advertising, local and national, and prestige.

## BUYING POWER AND INCLINATION

A wonderful market awaits you. There is such an orgy of buying, you have but to show your merchandise.

Take advantage of this condition. It will justify a

special appropriation. You can clean up a big profit immediately and lay plans for an assured future.

Send your contract NOW for the Wichita Falls Times and cash in on the flood tide.

## E. Katz Special Advertising Agency

ESTABLISHED 1888

New York

Chicago

Kansas City

San Francisco



## AD AGENCIES CAN AID IN PAPER CRISIS

Allowance of Flexible Ad Insertion Schedule Saves 10 to 12 Pages Weekly for Indianapolis News

By FRANK T. CARROLL.

(Advertising Manager Indianapolis News)

The situation with reference to news print does not seem to be getting any better. In fact, the only way through which newspapers are going to be able to take care of advertising in the immediate future seems to be through a course of the strictest economy.

As EDITOR & PUBLISHER has always been foremost in reforms effecting the newspaper business, I would like to suggest that you call to the attention of advertising agencies the fact that an enormous savings in print paper may be effected through co-operation of every advertising agency with every newspaper.

Practically every paper in the country has a definite minimum of news or editorial matter carried in a paper of a certain size. For instance, the majority of the large papers figure a minimum of news space which can be carried in a 16-page issue and then base editorial space allowed for a 20, 22, 24, etc., page paper on a percentage.

If, therefore, every newspaper in the country can go to press with a maximum of advertising matter and a minimum of news matter, it is obvious that the savings in print paper to the entire newspaper industry will help relieve the present situation.

To this end the Indianapolis News, in common with papers such as the Chicago Tribune, Chicago Daily News, etc., has been requesting advertising agencies the past two weeks to schedule all foreign business on basis of optional days. In other words, if our paper Monday is light, we reserve the option of carrying foreign advertising which may have been originally scheduled any day from Tuesday to Saturday, so that the paper will carry the greatest possible volume of advertising.

Working on the same basis in the local field, the News has been able to show a savings of 10 to 12 pages during the past week with practically the same total volume of advertising handled.

I believe if this practice was made universal the advertising agencies would be glad to co-operate and it would simply mean that the papers would be obliged to advise the agencies each week days on which advertisements have been taken care of, sending checking copies of those particular issues.

In fairness to the agencies and advertisers where copy is carried on more than one day of the week, the paper should see that advertising is not inserted on consecutive days.

### S. N. P. A. WILL MEET IN JANUARY

(Continued from Page 6)

Sunday. I also contemplate adding 5 cents a week to our carrier delivery price and to our agents' price. We have refused an average of 20 columns of advertising daily for the past two weeks."

Mrs. Lois K. Mayes of the Pensacola (Fla.) Journal was present. She was an interested observer and made many notes of the proceedings.

An Augusta (Ga.) publisher presented

an unanswerable problem during the discussion on the necessity of a general increase of advertising rates: "How am I to ask my advertisers to pay an increased rate when I haven't anything on which to print their advertisements," he exclaimed amid applause.

E. K. Gaylord of the Oklahoma City (Okla.) Oklahoman and Times gave an interesting talk on the percentage of space given over to heads. It was his judgment that great saving may be affected by a careful study of "heads" in the average newspaper office. "Look at this Seattle paper," exclaimed Mr. Gaylord, unfolding a paper with flaring streamer headlines in red ink, "there's about 40 per cent. of headlines on the front page."

Texas had the largest and most aggressive delegation in attendance. Col. Louis J. Wortham of the Fort Worth Star-Telegram was one executive who combined logic with wit in his review of the print paper situation, and his comments on second class postal matters and the League of Nations. "I would be willing to back my judgment with a reasonable bet," replied Colonel Wortham amid laughter when some one interrupted his remarks about the League of Nations.

"Why couldn't the multiple system used on typewriters and news sending telegraph machines be used in connection with typesetting machines," asked Mr. B. H. Pease of the Greenville News. "We already face a shortage of printers and operators and apprentices are almost extinct. If the operator of a typewriter can have his writing automatically recorded in newspaper offices from coast to coast why couldn't a typesetting operator operate machines in offices in several cities from one central place?"

The publishers represented were in the main the stronger papers of the South, but they all voiced the need of helping every paper that is publishing today. Speaker after speaker stressed the point that while they might drag themselves along by making reductions, something must be done for the small men who were struggling in the face of almost impossible odds.

"Newspaper publishers have created a problem by the prodigal use of news print paper," said Frank Glass of the Birmingham News, "and the solution of that problem must be found by the publishers. It has been demonstrated time and again that the comparative cost of newspaper advertising is too low and out of all proportion to magazines and other media. The only hope is a growing realization among newspaper publishers that no other medium can successfully compete with the daily newspapers in the local territory and that a circulation and advertising rate must be charged to cover cost of production, irrespective of any and all competition, plus a reasonable margin of profit, which is the only assurance of independence from outside influence."

#### Plan New "B. C." Paper Mill

SEATTLE, Nov. 14.—Establishment of a new paper mill in British Columbia, in the heart of the great pulpwood belt that has been but little developed, is reported to be under discussion by a combination of Northwest interests. The Provincial Government of British Columbia is said to be looking favorably upon the proposed project and offering to co-operate in every feasible way.

## Net Profit Advertising

Of what avail is an over-sized market in a disputed newspaper territory?

How much actual money do you make by entering a vast city where to dominate you must increase your selling cost with several mediums?

### Erie Pennsylvania

The Market, 157,000

Erie Population, 105,000; Suburban (35 mile radius) 52,000

Erie is a **net profit** territory. There you can reach practically all worth-while families with one newspaper.

## Erie Daily Times

(A. B. C. Member)

Paid Circulation, 27,079

Line Rate 6c. flat. Evenings except Sunday  
(7c flat Jan. 1, 1920)

The Erie Times has 50% **more** than the **combined** paid circulations of its two daily competitors and over **treble** the circulation of either.

Erie, Pa., and the Times should be in every national campaign. The territory is big, concentrated and prosperous; one newspaper saturates the field—which reduces your selling expense to a minimum—and increases your actual net profit even above that in larger cities where keen newspaper competition increases your **selling cost**.

Determine your campaign on a **net profit** advertising basis.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

15 E. 26th St. New York	Harris Trust Bldg. Chicago	Waldheim Bldg. Kansas City	Monadnock Bldg. San Francisco
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# PASSING A MILESTONE

## New York's Great Morning Newspaper



*Now Across the 150,000 Line—  
A Notable Record of Circulation Growth*

Note the figures for the past six months. They are significant:

	1919	1918	GAIN
November	150,108	128,453	+21,655
October	146,238	126,210	+20,028
September	144,888	122,204	+22,684
August	143,796	122,773	+21,023
July	140,637	120,584	+20,053
June	136,955	125,757	+11,198

The Seal of a covenant with red blooded Americanism



## DAILY PAPERS MERGE IN FOUR CITIES

(Continued from Page 6)

city papers that are now wasting thousands and thousands of tons of print paper in their magazines and feature sections of their Sunday editions, all the way from 35 to 50 pages each issue of magazine and miscellaneous matter, and getting stronger each week, regardless of the print shortage.

These Chicago papers can get together and cut out over 50 per cent of this class of matter for a period of three or four months and more print paper will be conserved than all the smaller publishers combined use in a year.

This is nothing new for a suggestion, but it is food for thought and I would like to see the A. N. P. A. get behind it for action.

**EVANSVILLE, IND.**—The Courier makes the following announcement to advertisers:

"In view of the very serious and dangerous news print situation, the Courier asks its advertisers to reduce and limit the size of its display advertisements. Publication of advertisements on any designated day cannot be guaranteed. In order to prevent increased consumption of white paper caused by increasing circulation, the Courier will announce shortly a temporary advance in subscription rates.

"The size of the Courier will be temporarily reduced. It is impossible for the present to guarantee positions of advertisements. We beg the cheerful acceptance by the public of extraordinary conditions of publication over which we have no control."

**DALLAS, TEX.**—The Dispatch has increased its subscription rate to 10 cents a week and street sales from 1 cent to 2 cents a copy. In making the announcement the Dispatch says the increase is made for several reasons, chief among which are:

"To enable carrier boys and newsboys to earn more money.

"To render better service.

"To make a better and more interesting newspaper.

"To meet the great increase in the cost of material and labor in the publishing business.

"The Dispatch, being the first penny newspaper ever published in Texas, leaves the one cent field reluctantly. It is a matter of great pride to its management that a successful penny newspaper was established thirteen years ago in this community when the prevailing price was five cents. Thirteen years ago, when the Dispatch started, it was a four-page paper. Since then, while the price of white paper has more than doubled, the number of pages per copy has also more than doubled, on the average, so that today, the subscriber of thirteen years ago is getting twice as many pages as formerly, each costing more than twice as much, making a four-fold increase in costs, which up to this time the Dispatch has borne with the determination to continue as a penny newspaper as long as it was physically possible."

**KANE, PA.**—The Republican has announced an increase in both subscription and price, by mail 15 cents a week and by mail 50 cents a month.

**TITUSVILLE, PA.**—The Titusville Herald has announced an increase in both advertising and subscription rates. Beginning December 1 the subscription price of the paper delivered in the city will be 15 cents a week. To mail subscribers inside the first and second zones the price will be \$4 a year. In other zones it will be \$5 a year.

**SACRAMENTO, CAL.**—The news print situation in Sacramento is not so serious as is the case in the East and the Southern States, for the reason that the close proximity of the mills in the great Northwest insures a more prompt delivery.

Sacramento publishers, however, are conserving, and this particularly is true of the Bee, which set in on white paper restrictions long before any conservatory policy was adopted; in fact the publishers even before the European war had progressed very far cut off all free papers and exchanges and from that day have paid for all the newspapers and magazines that come to its desks.

In addition to this there are no returns on the Bee, which also restricts the distribution to the actual bed-rock de-

mand, with no padding or surplus waste, so states W. H. James, assistant to V. S. McClatchy, publisher.

It is also stated that for the past two years the policy of holding down the news and reading text on a reasonable ratio with the advertising patronage has been followed.

The Star, the Scripps-McRae paper, also claims to have pursued a policy of saving over a long period, which literally reduces its reading matter to little short of a digest of the daily events.

The Morning Union announces a program of conservation is and has been followed, and no white paper—not an extra page—is being printed that is not justified. Ben Allen, editor, declared there was no disposition to "hog" news print just because his paper happened to have contracts, which insured a supply so long as the mills are in operation.

**PROVIDENCE, R. I.**—The Providence Journal Company on December 1 put into effect a new series of advertising rates. The display rate, which was formerly 7½ cents in the Journal, goes to 8 cents, while the Sunday rate goes from 10 cents to 12 cents. The Evening Bulletin rate, which was 12 cents, goes to 13½ cents per line. In the want ad sections the new rate will be 15 cents a line for one insertion, 13 cents for three consecutive insertions and 12 cents for seven consecutive insertions and 10 cents per line for insertion every day for one year. White space display is 50 per cent additional.

**WOONSOCKET, R. I.**—A. H. Crowell, managing editor of the Call, says relative to EDITOR & PUBLISHER'S questions regarding the news print situation:

"Our paper, as a member of the American Newspaper Publishers' Association, is following that organization's policy in the newsprint situation. The matter of increasing advertising and subscription rates to meet present cost is now being considered but no definite action has been taken. We have kept our paper within conservative size and will continue to do so. Instructions have been given to reduce size of issue whenever possible.

"While we try to follow along general lines, we cannot keep definitely and closely to the plan of establishing the ratio of reading matter to advertising. We are of the opinion that the newsprint situation could be readily adjusted if the Metropolitan Sunday papers would cut out one, two, or three sections every Sunday. They could do so without losing a subscriber."

**OTTAWA, ONT.**—A recreation that gets a considerable space in the sporting columns of a newspaper, but which contributes little to the revenue was recently turned to good account by the Citizen, which ran a "Bowling and Billiards" page that boosted the advertising lineage. C. W. Pomeroy sold it.

**MEADVILLE, PA.**—The Tribune-Republican and the Evening Republican have increased their subscription rates to 3 cents a copy and \$7 a year by carrier. By mail the price in Crawford County will be \$4 a year and outside the county \$5. The publishers say:

"We also announce that hereafter, on account of the scarcity of news print and the inability of publishers to secure as much paper as they desire, a restricted number of papers will be printed. No matter what the demand, it will be necessary to keep the papers printed down to the lowest number possible. Readers of these papers who are on our list as regular subscribers will be given first consideration. The transient sales will be continued only as long as there are papers left after our regular subscribers are served."

**OKLAHOMA CITY, OKLA.**—Increases in advertising and subscription rates, reduction of features, and news space, cutting down of heads and the substitution of a smaller face of type are some of the means resorted to by the publishers of Oklahoma City to reduce the consumption of news print.

The subscription price of the Daily Oklahoman has been increased \$1.50 a

year. Effective November 15, the advertising rates on both the Daily Oklahoman, the Times and the News were increased 25 per cent. From an 8-point body face the Oklahoman and the Times have returned to a 6-pt. on a 7-pt. slug.

All three newspapers are cutting news and feature space to unprecedented points. Heretofore the break has been 50-50, the papers giving equal space to advertising and news. At the present time the papers are averaging only 25 per cent news space to 75 per cent advertising space.

The Oklahoman and Times have abandoned the regular use of banner lines in all editions and by chopping off banks and substituting smaller faces of head type inside have made a daily saving of 3 columns in head space alone.

**PADUCAH, KY.**—In a communication to advertisers, the Paducah Sun and the Paducah Democrat advise that the newspapers of Paducah, in common with about 80 per cent. of the publications of the country, are confronted with a crisis which they very frankly place before the advertisers, with plans for meeting the situation jointly. The communication recites the conditions, stating that when they had increased their rates on September 1, it was based on paper costing \$3.75 per hundred pounds, whereas for paper received in November each of the Paducah papers was

paying \$5.50, an increase of 46.666 per cent. They advise that their next car, coming in December, will cost them probably \$6 to \$7 per hundred pounds.

They advise that since the rate they are now charging would be fair if they would continue to buy paper at the price they paid in August and September, they have concluded the proper method is to leave that rate stand and to add a surcharge each month, just sufficient to take care of the increased paper price. This extra charge will be added to all bills, regardless of the advertiser and quantity of space used. They state that while their paper cost for November has increased over 46 per cent. they shall make the November charge only 10 per cent.

The communication advises further that should there be a reduction in price any month the extra charge will be reduced or entirely left off. As a check on what this extra charge will be they propose to lay their paper invoices before the Secretary of the Retail Merchants' Association for their inspection, and to throw their books open for a detailed examination.

Who can use half size rolls? A Wisconsin mill says:

"Like all other mills, we have been experiencing some difficulty in supplying all of our customers with the portion of the paper they would 'like to use,' and as a result of our conference with them, we have worked out

(Continued on Page 20)

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

Our Permanent Weekly Industrial Review Page is at present running with remarkable success in the leading dailies of the following cities:

NEW YORK  
BROOKLYN  
DETROIT  
CINCINNATI  
HARRISBURG, PA.  
HARTFORD, CT.

PHILADELPHIA  
BOSTON  
BALTIMORE  
DES MOINES  
SCRANTON, PA.  
LYNN, MASS.

This feature has helped publishers build up their Monday and Saturday Editions—giving them approximately ten thousand lines of new advertising in these issues every month.

Mr. Publisher: If you need lineage on these days you can secure this feature for your newspaper.

Our representative will call on request.

**John B. Gallagher Company**

Home Office, Ninth Floor, Dexter Bldg., Boston



# Are You Represented in the South?



A. D. GRANT

ANNOUNCING CHANGE IN OUR

## ATLANTA OFFICE

For the past seven years we have had a branch office in Atlanta and were the first Special Agents to recognize the importance of the Southern field in national advertising. Because of the enormous growth in national advertising in the South we have opened our own exclusive office in Atlanta, with Mr. A. D. Grant, in charge, at Room 409, Chamber of Commerce Building, Atlanta, Ga.

Mr. Grant has had over twenty years experience in the advertising business; the first ten years having been spent in the general advertising agency business and the balance of the time in the national advertising departments of leading publications in the North and on The Constitution and The Journal in

Atlanta, in the South. For the past seven years Mr. Grant has made his headquarters in Atlanta, covering the South for national advertising for either The Constitution or The Journal, and he knows all the advertisers and advertising agencies in the South, as well as having a very complete knowledge of the advertising business in all its details. Mr. Grant will devote his entire time to the papers we represent and will cover the South in their interests, making his headquarters in Atlanta, because it is the most centrally located city in the South and leads in national advertising, and traveling from Atlanta makes it possible for him to cover all the leading points of the South in the shortest possible time.

This will give to the papers on our list one hundred per cent. efficient service and representation in the Southern field.

The volume of national advertising from the South has increased one thousand per cent. in the past year and there is every indication that it will double that percentage of increase in the next year.

We can accept for Southern representation only, if desired, a few papers not now on our list. If Southern papers, morning papers only will be considered. Any publisher not represented in Atlanta will find it to his interest to communicate with us.



E. S. CONE, New York



A. F. LORENZEN, Chicago



J. E. WOODMAN, Chicago

## CONE, LORENZEN & WOODMAN

*Leading Representatives of Daily Newspapers, in Class and Total Circulation,  
Volume of Advertising Secured, Offices Maintained  
and Active Solicitors Employed.*

NEW YORK, 225 Fifth Ave.  
Phone, Mad. Sq. 4713

CHICAGO, Edison Bldg.  
Phone, Randolph 258

DETROIT, American Bldg.  
Phone, Main 4951

KANSAS CITY, Victor Bldg.  
Phone, Main 1023

ATLANTA, Chamber of Commerce Bldg.  
Phone, Ivy 953

## COMPELLED TO MERGE PIQUA DAILIES

**Ridenour and Chew Buy Up Call—  
Tell Some Straight Facts  
on Problems Confronting  
Newspapers**

PIQUA, OHIO, Nov. 28.—C. F. Ridenour and J. A. Chew, who recently purchased two newspapers in Piqua, have become the owners of a third, the Piqua Call, giving them control of all of the newspapers in the city. The papers will be consolidated and published from one plant.

A new company is to be incorporated at once and amply financed for the purpose of publishing the consolidated papers. The Daily Call will remain an evening paper and the Daily Press-Dispatch will be made a morning paper.

In making the announcement the Piqua papers say in part:

"Increased costs of labor, newsprint and other paper stock, ink, metals, types, machinery and, in fact, everything else that figures in the production of a daily newspaper have made the merging of the Piqua newspapers a business necessity.

"Piqua is one of the few cities of Ohio that has been tardy in effecting what publishers in every city in the country have foreseen for years to be a vital necessity.

"During the past few years, daily newspapers have been consolidating in all parts of the country, and many others are planning to consolidate in the near future. Many cities considerably larger than Piqua have found that only one daily newspaper can be operated successfully within their trading territory.

"While Piqua still will have two daily newspapers, their publication from the same plant will have a tendency to eliminate some of the excessive overhead expense necessary in two separately operated plants. The reason for conducting both papers is a desire to give rural subscribers as prompt service as the city subscribers and to accomplish it seems necessary to publish a morning paper which will contain items of news-interest of the previous night.

"Within recent weeks daily newspapers in

Zanesville, Elyria, Lorain, Cambridge and Wooster have been consolidated, leaving but one newspaper in each city.

"In Zanesville, a city of 30,000, three papers were consolidated.

"In Lorain, over 50,000 population, Cambridge, with 17,000 population, two dailies were consolidated in each city.

"In all instances the consolidations were brought about largely because of business necessity, and in all of these cities it was found two separate and distinct daily newspaper enterprises could not profitably exist.

"Among many other cities in the state which have but one daily newspaper are Alliance, 24,000 population; Portsmouth, 30,000; Martins Ferry, 15,000; Massillon, 17,000; Ashtabula, 23,000; Mansfield, 25,000; Urhona, Washington C. H., Xenia, Conneaut and Coshocton, each approximating 12,000 population.

"In all of these cities and in hundreds of others of equal importance throughout the country, it has been found that one good daily newspaper is much to be preferred to two that are forced to conduct a losing fight for profitable existence.

"In Michigan, a dozen of the largest cities have but one daily newspaper in each. Saginaw, Bay City, Flint, Kalamazoo, and Lansing are cities ranging in population from 50,000 to 70,000, and all are one newspaper towns.

"In Illinois, New York, New England, the middle west and the far west, there has been a continuous succession of newspaper consolidations during the last few years as evidence that the condition is not confined to any one section of the country.

"It is the experience of all communities that it requires more capital to publish a daily newspaper than any other enterprise of its size, that the daily newspaper brings in less returns on the capital invested than any other business of similar magnitude, and more than that, more money is lost in efforts to establish newspapers than in any other business venture."

### MERGER IN WHITE PLAINS

**Reporter, Argus and Record Combine  
As Reporter**

WHITE PLAINS, N. Y., Nov. 30.—The Daily Argus and the Daily Reporter consolidated on November 28 under the name of the Daily Reporter and the Daily Record will suspend publication, in accordance with the terms of the merger, on December 31. The new paper is published by the White-Plains Publishing Company, Inc., which has

taken over the three plants. W. Lee Tuller, publisher, and Walter V. Hogan, editor of the Reporter, will hold the same positions on the new daily.

The Record, oldest of the three papers, started sixteen years ago, the Argus last week celebrated its twelfth anniversary and the Reporter re-entered the daily field in October, 1917, after a suspension of about two years. It is thirteen years old.

### WEEKLIES WOULD EXPAND

**Ontario Body Desires to Give  
Advertisers Better Service**

TORONTO, Dec. 3.—Prior to the holding of the annual convention of the Canadian Press Association members of the Ontario Select Town Weeklies' organization held a dinner at the Ontario Club. The chair was occupied by Howard Fleming, Owen Sound Sun-Times, and a report was presented by Milton J. Bergey, advertising representative of the group. Mr. Bergey regarded the outlook as favorable, but felt that it was desirable to include more papers in unrepresented sections of the province in order to give advertisers better distribution.

After some discussion it was decided to make an effort to get in all eligible papers in Ontario, the requirements being a circulation of at least 1,500 copies a week and all home-print. The meeting was also addressed by M. R. Jennings, Edmonton Journal, who dealt with the proposed reorganization of the Canadian Press Association.

WINSTON-SALEM, N. C., Nov. 25.—The Sentinel will add 4,000 square feet of floor space to its plant by an annex to cost \$25,000.

### Sun Departments Move

The New York Sun and Evening Sun publication office, business office and advertising and circulation departments have been moved to 280 Broadway.

## Keeping Up With The Times

A FACT A WEEK

Don't let your advertising in Washington stand on one leg.

No one Washington paper covers the town. A glance at the A. B. C. audit of circulation and population figures shows that plainly enough—and a careful inquiry emphasizes it.

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

**The Washington Times**  
WASHINGTON, D. C.

# AUSTRALIA

## A Fertile Market for American Products

If you are seeking business expansion you cannot afford to overlook the opportunities which Australia and New Zealand offer. The people are intelligent, prosperous and progressive and decidedly friendly to America and American products. Get in touch with the buying public.

### The Sunday Times Group of Newspapers

A publicity service which dominates the buying public of Australia.

#### THE SUNDAY TIMES PUBLICITY SERVICE

"The Sunday Times"

Australia's leading Sunday  
Newspaper

"The Mirror"

Sunday—illustrated.  
Goes everywhere.

"The Referee"

The most popular British  
sporting weekly

"The Green Room"

Australia's most popular theatrical  
magazine

"The Arrow"

The pith of week-end  
sport items

**BRITISH & COLONIAL PRESS, Inc.**

140 N. Dearborn St.,  
Chicago, Illinois.

150 Nassau St.,  
New York City, N. Y.



# FRANK H. SIMONDS

## Preparatory To Another Trip to Europe Has Gone To Washington

*From which center he will write his daily and weekly interpretative articles on present national and international affairs and their probable effect on the future of the world.*

Senator Lodge has announced that the Treaty of Versailles and particularly the League of Nations will be the issue of the next national campaign.

THIS IS THE FIRST TIME IN THE HISTORY OF THIS COUNTRY THAT FOREIGN AFFAIRS ARE TO BE PRE-EMINENT IN A NATIONAL CAMPAIGN.

This means that only such a writer as Frank H. Simonds, who was in Paris throughout the Conference, who has inside knowledge as to what actually happened, who associates on terms of intimacy with such men as Clemenceau, Poincare, Lloyd George, Balfour, Bryce, Bonar Law, Northcliffe, etc., and who has been decorated with the Legion of Honor in recognition of his brilliant work as a war correspondent and author, CAN INTELLIGENTLY DISCUSS, EXPLAIN AND INTERPRET the present extraordinary situation, which will be more puzzling and more vital as we approach the coming political campaign.

Every French statesman who has commented upon

the failure of the League of Nation's Treaty, has expressed the opinion that, notwithstanding the action of the Senate, Washington has become the center, or the United States the controlling power in world situations, political, industrial, and economic, for many years to come. That is why Mr. Simonds is going to make his headquarters in Washington for the present.

Mr. Simonds plans to be in London for the New Peace Conference to settle Turkish affairs that has been announced for March. He will visit Italy, Poland, Roumania and the Balkans, as well as England, France and probably Germany, returning to America in time to discuss and interpret in their latest phases these European problems as they come up in the campaign of 1920.

No other newspaper writer, by natural ability, early training and most recent contact with his subjects can compare with Frank H. Simonds as an interpreter of America and Europe during a phase that promises to be protracted and is not less hazardous than the terrible war years.

*Only a Few Territories Are Open  
Wire At Once*

McClure Newspaper Syndicate, 373 Fourth Avenue, New York

## DAILY PAPERS MERGE IN FOUR CITIES

(Continued from Page 16)

a plan, which to our mill is almost the equivalent of increasing the output of same 15 or 20 per cent.

"Most of our customers use 33½ inch and 16½ inch or 36¼ inch and 18½ inch and it has been their practice in the past to run 4, 8, 12 or 16 page papers, and they have felt that it was absolutely necessary that they get long sized rolls for issue containing the above number of pages. The result has been that ordinarily on account of their not taking the half size rolls, we had a side run, varying from 18 to 20 inches, which we were obliged to market as wrapping paper, thereby depriving the publishing trade of this part of our output. Some of our customers, at our suggestion, began taking these half size rolls, and find that they can use two small rolls instead of one large, provided they run them so that they are folded on the inside of the paper."

The A. N. P. A. sets forth the paper problem in a "nutshell" as follows:

There is a news print shortage throughout the world.

The production capacity of the operating paper mills of the world is not equal to the consumption demand. There are no reserve stocks of news print.

The present consumption demand of American publications is largely in excess of the production capacity of American and Canadian news print mills.

Buyers are in this market from South America, from Australia, from the Orient, from South Africa.

Competitive offers in the open market simply raise prices but do not increase present production by a single ton.

There is but one present remedy—every publication large and small must reduce its consumption of news print—every economy of paper is vital.

The remedy is in your hands; the financial dangers of this situation are your own; each publisher must act now without waiting to see what the other fellow does:

Cut out returns,  
No free copies,  
Increase the ratio of columns of advertising to that of reading,  
Eliminate and abridge features, give preference only to live news;  
Raise your advertising rates so as to decrease volume of advertising space without sacrificing advertising revenues.

If the housewives of America, in answer to Hoover's request, cut down the consumption of foodstuffs 25 per cent during the war, the publishers of this country certainly can cut down their consumption of news print more than 10 per cent.

It is your problem and your business danger. Don't wait for the other fellow. Do it now.

The American Newspaper Publishers' Association offers some suggestions as to how publishers shall proceed in asking for higher subscription prices and advertising rates. The best of them follow:

### INCREASE ADVERTISING RATES.

Resolution Adopted by the Advertising Committee of the S. N. P. A.

"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."

How it is done in England—The Associated Newspapers have advertisers sign this blank.

To Associated Newspapers Ltd., Carmelite House, E. C. Dated.....19....

Dear Sirs:

Our Order Number.....for.....  
We agree that this order is given by us subject to the following conditions:

(1) That in the event of your altering your scale rate for advertisements the Order shall either be revised accordingly, or alternatively you shall be entitled to cancel it.

(2) That it is understood and agreed that no guarantee can be given by you regularly to insert or to insert on any particular date or dates although we rely upon you, to do your best to meet our requirements in this respect.

We agree that this letter shall form part of our Order No. ....

Yours faithfully,

Bartlesville (Okla.) Examiner protects itself by this rider to contracts.

Owing to unsettled paper and manufacturing conditions THIS CONTRACT IS ACCEPTED ONLY ON THE FOLLOWING CONDITIONS:

Should the Morning Examiner find it necessary to increase its advertising rates during the life of this contract, the advertiser will either pay the new rate or cancel this contract upon thirty days' notice.

THE MORNING EXAMINER,  
Publisher.....

Here is a suggested standard clause for adjustable advertising rate:

Following the resolution adopted by the convention, it is suggested that publishers accept future contracts for advertising during the advancing cost period only upon the acceptance of the following condition which can be affixed to contracts by a rubber stamp and advertisers and agents notified to that effect.

"This contract is accepted upon the condition that the rate payable for the advertising to be published pursuant to these terms shall be..... cents per line (or inch) for the first ..... months and that the rate payable for each.....months thereafter shall be mutually agreed upon. Failure of the parties to agree as to the rate to be paid at least ten days in advance of any such period, shall give to either the right to terminate the contract."

Here is a method of increasing advertising rates from the A. N. P. A. Bulletin, October 25, 1919:

The necessity of securing increased revenues from advertising with which to meet the increased cost of paper, labor, etc., has resulted in many publications issuing new rate cards showing substantial increases and has also resulted in many inquiries being made at this office as to whether or not it is possible to put the increased rates into immediate effect without notice, or if necessary to give notice so that advertisers may have an opportunity of continuing on the old rate for the next twelve months.

In some cases, it is stated that the advertising representatives insist that such notice must be given and yet this seems improbable because, from the very nature of things, the increased rate must be secured now for service

rendered from now on and not for the advertising of 1921.

Suffice it to say that, from such inquiries as we have been able to make, it seems to be the custom, and in any event, now necessary, to increase the rate without notice to the end that all advertising not now on contract shall produce the necessary revenue for 1920.

Here is a suggestion for an advertisement to reclaim old newspapers:

A CHANCE TO MAKE MONEY.  
Until further notice we will pay for old copies of any newspapers at the rate of....., when delivered at .....

We make this offer for the purpose of collecting old paper to be used again in the manufacture of paper to help relieve the present shortage.

Tell your friends to save all their papers for you.

Papers are to be delivered at.....on .....

.....mornings.  
Payment will be made at above rate for any number of papers delivered.

### WESTCHESTER PAPERS UNITE

F. A. Merriam of Mt. Vernon Elected President

MOUNT VERNON, N. Y., Dec. 3.—Publishers of daily newspapers in Westchester County have organized for united action in respect to the abnormal price conditions prevailing for news print, wages and supplies and at a meeting held in Mount Vernon, N. Y., this week launched the Westchester County Newspaper Association. Officers were chosen as follows: President, F. A. Merriam, of the Mount Vernon Daily Argus; vice-president, Wallace Odell,

Tarrytown Daily News; secretary-treasurer, Thomas J. Blaine, Portchester Item. There will be an executive committee to consist of the officers and two members. Cities represented include Mount Vernon, Yonkers, Tarrytown, Ossining, White Plains, New Rochelle and Port Chester.

Close attention is to be given to newspapers making costs.

### AD VETERANS TO DINE

"Daily Newspaper Highbinders" May Form a Club

Old-timers in New York newspaper advertising circles, numbering the "daily newspaper highbinders" of the Sun, World, Tribune, Journal and American, are giving a dinner at Keene's Chop House on December 13. Martin C. Ready, who is chairman, announces that there will be some unusual features and high class entertainment, and that set speeches will be altogether taboo.

Reservations can be made, at \$10 a plate, by application to R. W. Cook in the Tribune Building.

Among the notable ones who are expected to grace the board are Howard Davis, Hal Fink, Dick Adams, Millard Fillmore Taylor, Enar Peterson, Harry Ahern and Billy Haskell, and it is also believed in well-informed circles that Abraham Lincoln Kahnfelder will sail from Hoboken in time to attend.

**Bank  
Deposits  
Increase  
50 Per Cent  
In Kentucky**



During the past three years, bank deposits have increased fifty per cent in Kentucky. A recent report of the Comptroller of Currency shows that since the first of the current year Kentucky stands fourth among the States in its increase of national bank deposits.

Louisville, Kentucky's largest city, has four national and ten state banks and trust companies, with a combined capital of \$9,181,000.00, a surplus of \$7,759,390.00 and deposits of \$95,788,800.00. The bank clearings for 1918 were \$1,159,922,941.00.

Kentucky was never so prosperous before, and its prosperity is general, coming, as it does, from a most flourishing condition of its agricultural, commercial, mining and manufacturing interests.

Louisville is the natural center of Kentucky's wealth and commercial activities. To profitably market your product thru this section, use the advertising columns of Kentucky's largest morning circulation—

**The Louisville Herald**  
Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York  
Western Representative: John Glass, Peoples Gas Bldg., Chicago  
Pacific Coast Representative: R. J. Bidwell San Francisco, Cal.

### The Shaffer Group

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

## Morning Record Meriden, Conn.

The only A. B. C. paper in the city;

Large lead in circulation—proved;

Biggest circulation in the Homes;

Biggest City Circulation;

Biggest Suburban Circulation.

Largest volume of local display advertising;

Largest volume of Paid local "Want" advertising;

Largest volume of National advertising;

Lowest advertising rates per thousand of circulation.

Eastern business handled from the HOME OFFICE  
Gilman, Nicoll & Ruthman, Western Advertising Representatives,  
Tribune Building, Chicago



## What Every Manufacturer Ought to Know

The place for fiction is in literature.—The place for facts is in business.  
All great opportunities carry corresponding hazards.

The Metropolitan area of New York is the Mecca for "Million Making"—which no one denies; particularly the manufacturer catering to the fundamental wants of nearly ten million people within this zone.

The great market of the world is New York.

To win it, requires a good organization, a worthy product and business strategy.

Strategy implies a knowledge of facts and a disposition to utilize them.

In the battle for business, neither bias nor bunk makes for success.

As in other affairs of life, it is the Truth that makes us free—Free to Win.

**DO YOU KNOW** that all the daily papers are compelled to make sworn statements of their circulations twice a year to the United States Government? These sworn statements indicate the average daily circulation of these papers for the past six months. They are as follows:

<b>NEW YORK EVENING JOURNAL</b> . . . . .	685,428 copies
Evening World . . . . .	339,199 copies
Evening Sun . . . . .	198,491 copies
Globe . . . . .	188,780 copies
Evening Telegram . . . . .	181,519 copies
Mail . . . . .	155,160 copies
Post . . . . .	30,026 copies

**DO YOU KNOW** that these statements establish the **FACT** that:

The Evening Journal sells daily 346,229 MORE papers than the Evening World.

The Evening Journal sells daily 486,937 MORE papers than the Evening Sun.

The Evening Journal sells daily 496,648 MORE papers than the Globe.

The Evening Journal sells daily 530,268 MORE papers than the Mail.

The Evening Journal sells daily 503,909 MORE papers than the Telegram.

The Evening Journal sells daily 655,402 MORE papers than the Post?

**IN FACT—**

The Evening Journal sells daily 112,971 MORE papers than the Globe, Sun, Mail and Post combined.

**DO YOU KNOW** there is an Audit Bureau of Circulations which investigates yearly the circulations of all newspapers wishing to have their United States Government-statements verified? If you desire to know where the daily New York newspapers circulate, whether in city, suburbs or country, become a member of the Audit Bureau of Circulations, Century Building, Chicago, Illinois. It would pay you to join and receive these statements as they are issued. All New York newspapers, morning and evening, are members of this bureau, with the exception of the Morning World, the Evening World, the New York Herald and the Telegram.

From all of which **FACTS** there is only one deduction to be drawn:

The Manufacturer wishing to sell *his* goods in the New York Market should advertise his wares in the paper not only *printed* in New York but *sold* in New York.

That paper is the **New York Evening Journal**.

Over 650,000 copies at 2c a copy are sold in New York every day.

When you want to reach New Yorkers use the paper New Yorkers reach for

**THE NEW YORK EVENING JOURNAL**

**DO YOU KNOW** the circulation today of the New York Evening Journal within a radius of fifty miles of the heart of N. Y. is over 650,000?

**DO YOU KNOW** this concentrated circulation is more than twice the circulation of the New York Evening World in this district?

**DO YOU KNOW** the circulation of the New York Evening Journal in this territory exceeds the New York Sunday Times by more than 350,000?

**DO YOU KNOW** the circulation of the New York Evening Journal in Brooklyn is more than the combined circulation of all Brooklyn daily papers published in Brooklyn?

**DO YOU KNOW** (if you are a manufacturer of goods sold over the grocers' counters) the New York Evening Journal, through its Merchandising Service Department, offers to its advertisers without cost an opportunity to talk every thirty days to every grocer and delicatessen dealer in this territory through the columns of its trade paper, **TRADE NEWS, Grocery Edition?**

**DO YOU KNOW** this Merchandising Service Department furnishes a route list of this territory that is checked and re-checked every thirty days, and kept as nearly perfect as possible in a territory as large as this?

**DO YOU KNOW** this service is offered to manufacturers whose wares are sold through Men's Shops and Haberdashery Stores?

**DO YOU KNOW** this service is also offered to manufacturers, whose products are sold through Drug Stores.

**DO YOU KNOW** that manufacturers of automobile accessories whose units of distribution are represented by Garages, Hardware and Accessory Stores are provided with similar merchandising co-operation?

New York Evening Journal

2 Columbus Circle  
New York, N. Y.

Gentlemen: Send me without obligation full particulars regarding your Merchandising Service to introduce or stimulate the sale of my product, which is . . . . .

Name . . . . .  
Address . . . . .

# A SENSATIONAL SUNDAY FEATURE

# MOPPING UP

By MAJOR ROBERT DAVIS

An American eye witness of the exact intentions, workings, and results of Bolshevism in action---the work of

Jack London at his best never conceived more dramatic situations, or appalling tragedies

Major Davis in 1917 was on the War Council of the A.R.C., appointed and sent to France by President Wilson to plan and organize the work of the Red Cross in Europe. Except for two hurried official trips to the United States he was constantly in the war country, being within the firing zone for weeks at a time. In June, 1919, he went to the South of Russia for the Red Cross and the Associated Press. He was for three months with General Denekin and the volunteer armies of the South opposing the Bolsheviks. He returned to Paris late in October of this year and was immediately sent to Northern Russian Provinces (where he now is) in an attempt to reach Petrograd.

MOPPING UP BOLSHEVISM, a series specially written for first publication in the newspapers, is the clearest, most realistic and extraordinary account of the actual workings of the Bolshevik that has ever appeared in newspaper, magazine or book form. Were it not for the seriousness of the subject one might say that it is as fascinating as some fairy-tale of ogres and demons. And yet it is the absolute truth as it has never yet been told.

In "FOR EXAMPLE, LET'S TAKE KHARKOV" Major Davis takes his readers right into the city of Kharkov in Russia, which holds an ordinarily prosperous population of 800,000 people, and shows from the first entrance and the first day exactly what Bolshevism did to that city and how it was done, beginning with the removal of public shoe-blacks, so that one free soul should not kneel before another free soul to wipe his shoes. From this point he tells all that happened to the inhabitants of Kharkov, the government, the hospitals, the schools, the stores, the factories and the whole life of the people.

**THE SERIES CONSISTS OF EIGHT ARTICLES**

Fully illustrated by Special Photographs

*Released for Weekly Use beginning*

The fourth article is a personal, intimate "Dairy With Denekin," the great general leads his army against

*Write at once for Option and Sample Proofs*

**THE McCLURE NEWSPAPER SYNDICATE**



# OF MOST TIMELY IMPORTANCE

# BOLSHEVISM

DAVIS, A.R.C.

development and outcome of Bolshevik rule in Russia.

tragedies than Major Davis describes in his true and authoritative story of the world's menace of today

There have been numerous detached and disconnected accounts of the results of Bolshevism---mostly one tale of horror exceeding another in frightfulness. But Major Davis reveals Bolshevism (some of the incidents are humorous and some tragic) and all its insidious doctrines so dramatically and impressively that the reader sees their logical outcome as if in a picture.

Major Davis gives a most thrilling diary account of his three months with General Denekin, of the adventurous Volunteer Armies of the South and of the wild and daring Cossock troops. Every line of this series grips the reader and carries him on to one amazing fact after another.

## TITLES OF THE EIGHT ARTICLES IN THE SERIES

- I. For Example, Let's Take Kharkov
- II. How the Kharkov Experiment Turned Out
- III. A War That is a Sporting Event
- IV. A Diary With Denekin
- V. The Sons of the Dragon's Teeth
- VI. "If I Were King of Russia"
- VII. Conversations on the Kiev Road
- VIII. The March of the Ragged Nobleman

ARTICLES OF 4,000 TO 5,000 WORDS EACH

photographs brought from Russia by Major Davis

beginning Sunday, January 11

at general who is now figuring in the newspaper headlines every day as he fights against the Bolsheviks

copies of the first two articles in the series

: 373 FOURTH AVENUE, NEW YORK

**THESE PAPERS LEAD IN CIRCULATION**

**Lists of Morning, Evening and Sunday Issues With Six-Months' Average in Excess of 100,000 Copies**

The lists following show the morning, evening and Sunday newspapers of the United States having circulations in excess of 100,000 copies. The figures given are the averages for the six months' period ending September 30, 1919.

In the cases of a few of the papers listed, where figures covering the seven-day average are shown, Government statements have been quoted. These have failed to indicate Sunday circulations separately, and thus in such instances the figures given for the Sunday issues are doubtless below the actual ones.

AS EDITOR & PUBLISHER pointed out in last week's issue, this policy of reporting seven-day averages usually operates to give to the Sunday issues a lower rating than they are entitled to, and thus most mislead advertisers who use Sunday papers exclusively. Of course, in the case of A. B. C. statements, this objection is overcome.

**Morning Papers Having an Average Net Paid Circulation of Over 100,000**

Chicago	†Tribune	424,588
Boston	†Post	407,787
New York	†Times	339,858
New York	†World	339,190
Chicago	†Herald-Examiner	311,831
New York	†American	301,942
Kansas City	†Times	210,077
Philadelphia	†Inquirer	189,194
Cleveland	†Plain-Dealer	181,480
St. Louis	†Globe Democrat	162,094
Detroit	†Free Press	150,947
Philadelphia	†No. American	148,022
San Francisco	†Examiner	140,255
New York	†Sun	136,485
New York	†Tribune	118,386
Philadelphia	†Record	113,064
Boston	†Herald	111,829
New York	†Herald	109,267

†A. B. C. figures.  
\*Seven day average.  
\*\*Publisher's statement.  
All other figures are from reports to the Government. The circulation figures represent the net paid average for six months' period ending September 30, 1919.

**Evening Papers of Over 100,000 Circulation**

New York	†Journal	685,428
Philadelphia	†Bulletin	446,311
Chicago	†News	377,769
New York	†American	339,721
New York	†World	339,190
Boston	†American	278,063
Detroit	†News	220,290
Kansas City	†Star	214,726

New York	†Sun	198,266
New York	†Globe	188,780
Cleveland	†Press	188,590
Boston	†Globe	188,061
New York	†Telegram	181,519
Cincinnati	†Post	176,555
St. Louis	†Post Dispatch	160,043
New York	†Mail	155,160
Cincinnati	†Times-Star	154,391
Kansas City	†Post	139,111
Cleveland	†News	136,644
Los Angeles	†Herald	123,305
Boston	†Traveler	118,793
Chicago	†Journal	115,932
Denver	†Post	112,245
Pittsburgh	†Press	111,651
Indianapolis	†News	110,552
Philadelphia	†Ledger	109,972
Detroit	†Journal	107,442
Milwaukee	†Journal	101,994

†A. B. C. figures.  
\*Seven day average.  
\*\*Publisher's statement.

All other figures are from reports to the Government. The circulation figures represent the net paid average for six months' period ending September 30, 1919.

**Sunday Papers of Over 100,000 Circulation**

New York	†American	876,094
Chicago	†Tribune	666,496
Chicago	†Herald-Examiner	593,170
New York	†World	556,880
New York	†Times	501,650
Boston	†Adv. & American	353,988
Philadelphia	†Inquirer	350,634
Boston	†Post	342,524
St. Louis	†Post Dispatch	335,401
Boston	†Globe	327,924
Kansas City	†Times	213,753
Philadelphia	†No. American	191,014
Detroit	†News	190,854
New York	†Telegram	181,519
Cleveland	†Plain-Dealer	181,480
Detroit	†Free Press	162,579
Cleveland	†News-Leader	158,388
Los Angeles	†Examiner	155,434
St. Louis	†Globe-Democrat	152,030
Kansas City	†Post	146,678
Denver	†Post	143,222
San Francisco	†Examiner	140,255
Philadelphia	†Record	127,370
Minneapolis	†Tribune	126,147
Boston	†Herald	125,618
Baltimore	†Sun	124,416
Philadelphia	†Public Ledger	116,835
Los Angeles	†Times	115,951
Buffalo	†Courier	114,400
Pittsburgh	†Herald	113,074
New York	†Herald	109,267
Memphis	†Commercial Appeal	109,031
New York	†Tribune	108,999
Pittsburgh	†Post	101,080

†A. B. C. figures.  
\*Seven day average.  
\*\*Publisher's statement.  
All other figures are from reports to the Government. The circulation figures represent the net paid average for six months' period ending September 30, 1919.

**Birmingham Prices Up**

BIRMINGHAM, ALA., Dec. 3.—The three daily newspapers have increased their retail copy price, due to the paper situation. The News and Ledger, afternoon papers, have advanced the daily price from 3 to 5 cents. The Ledger's Sunday paper goes from 5 to 10 cents and the News and Age-Herald Sunday editions from 7 to 10 cents. The Daily Age-Herald remains at 5 cents.

**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 World	556,880
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

**Arthur Myrhum Comes East**

Arthur Myrhum, who has been connected with the home office of the Chicago Tribune on local and foreign advertising for the past 14 years, has been appointed advertising manager of the News, New York, which is the new name for the Illustrated Daily News. Mr. Myrhum's office will be at 512 5th avenue.

broken all Michigan records for Sunday advertising lineage in a four-Sunday month. The Sunday News carried 686,100 lines instead of 666,100, as stated in the advertisement.

**Portland Printers Get Raise**

PORTLAND, ORE., Dec. 3.—Portland job printers, after an arbitration extending over several weeks, have been granted a \$41 wage for a 48 hour week. Their previous wage was \$36 for the same working week. The printers had demanded \$42 for a 42 hour week, and arbitration was brought about after a long controversy in which a strike seemed almost certain.

**Printed 686,100 Lines**

A typographical error occurred in the advertisement of the Detroit Sunday News in EDITOR & PUBLISHER of November 20, in connection with the statement that the Sunday News had in October



**THE Service and Co-operation Department of the Houston Chronicle** can give your salesmen an effective introduction to Houston's dealers and jobbers. It's effective because jobbers and retailers in Houston know the advantage of Chronicle co-operation. This has been proven to them in every campaign.

This department has the information you want when you begin your campaign in this section. With this information it will help you solve your marketing problems in the Gulf Coast and Central Texas—a region of magnificent opportunities.

The Service and Co-operation Department is composed of men with real merchandising experience—and their services are available for the manufacturer and distributor who seeks to gain an effective introduction to this market.

On your next schedule—

**THE HOUSTON CHRONICLE**

M. E. FOSTER  
President

J. E. McCOMB, Jr.  
Manager National Advertising

HOUSTON, TEXAS

JOHN M. BRANHAM COMPANY, Representatives  
Brunswick Bldg., New York

Mallers Bldg., Chicago  
Candler Bldg., Atlanta

Chemical Bldg., St. Louis  
Kresge Bldg., Detroit

**EFFECTIVE JAN. 1, 1920**

the Display Advertising Rate of the

**Waterloo Evening Courier**

AND WATERLOO DAILY REPORTER  
WATERLOO, IOWA

will be

**FOUR CENTS FLAT.**

Contracts made previous to that date will carry the old rate to Jan. 1, 1920 and the new rate thereafter.

Average Net Paid Circulation 12 Months  
Ending Sept. 30, 1919 - - - - - 14,638

**STORY, BROOKS and FINLEY**

Representatives

New York

Philadelphia

Chicago



**UNSOLICITED**—this splendid tribute to Goodrich "ONE-SET" Automatic Suction Rollers comes as further convincing evidence of remarkable performance. It is but one of the many letters of sincere praise we are receiving from newspapers all over the country.

The fact that "ONE-SET" requires no readjustments, no wash-ups, is immune from temperature changes and wears indefinitely, will eventually make it the logical choice of all keen, far-seeing publishers.

**THE B. F. GOODRICH RUBBER COMPANY**  
The City of Goodrich—AKRON, OHIO

**ROCHESTER TIMES-UNION**  
AND ADVERTISER

Rochester, N. Y.

Sept. 25, 1919.

E. R. DAVENPORT  
Manager

Goodrich Rubber Co.,  
Akron, Ohio.

Gentlemen:

It occurs to us that you might be interested in knowing that the rubber rollers that you sold us last spring have been highly satisfactory. We use them as dividers on one of our machines where the temperature during the summer months runs from 100 to 116 degrees and where heretofore we have had endless trouble with composition rollers. Our daily average circulation is about 65,000 copies. We are glad to say that the rubber rollers are in as good condition as the day we put them on the press and that they give every indication of lasting for months to come.

We will certainly buy additional rubber rollers when our present composition rollers need replacing.

With best wishes, we remain,

Very truly yours,

ROCHESTER TIMES-UNION INC.

*E. R. Davenport*

ERD/z



**GOODRICH** **ONE-SET**  
AUTOMATIC **ROLLERS**  
SUCTION

**TIPS FOR AD MANAGERS**

**FIDELITY ADVERTISING AGENCY, 322 Euclid avenue, Cleveland.** Will place the account of Weideman Company, food products, Cleveland, using newspapers.

**ELLIOTT ADVERTISING SERVICE, Inc., 262 East avenue, Rochester, N. Y.** Will make up lists during the next thirty to sixty days, using newspapers, for Shynola Company, 10 Jay street, Rochester.

**HOYT'S SERVICE, INC., 116 W. 32d street, New York.** Will make up lists during January for A. C. Gilbert Company, Blatchley avenue, New Haven ("Gilbert" Toys).

**GEORGE L. DYER COMPANY, 42 Broadway, New York.** Will make up lists during January, using newspapers, for Gillette Safety Razor Company, Boston.

**FIDELITY ADVERTISING AGENCY, 322 Euclid avenue, Cleveland.** Will make up lists during December, using newspapers, for Telling-Belle-Vernon Company (ice cream), Cleveland.

**CHARLES F. W. NICHOLS COMPANY, 20 E. Jackson Blvd., Chicago.** Will make up lists during next thirty days, using newspapers, for "H. & H. Cleanser" Company, Des Moines.

**ELMER L. ALLEN, 32 Union Square, New York.** Will handle account of S. B. Goff & Sons Company (cough syrup), Camden, N. J.; placing copy with Pittsburgh papers now.

**FEDERAL ADVERTISING AGENCY, 6 E. 39th street, New York.** Will make up lists during next thirty to sixty days, using newspapers, for E. & Z. Van Raalte, 83 Fifth avenue, New York, manufacturer of veilings, nets, silk gloves, etc.; making contracts with some Pacific Coast newspapers for Log Cabin Products Company, "Log Cabin Syrup," St. Paul.

**N. W. AYER & SON, 300 Chestnut street, Philadelphia.** Placing orders with newspapers for F. W. Vogt & Sons, "Vogt's Philadelphia Scrapple," 30th and Race streets, Philadelphia.

**J. H. CROSS COMPANY, 214 S. 12th street, Philadelphia.** Placing orders with newspapers for Gilpin, Langdon & Co., medicine, 300 W. Lombard street, Baltimore.

**D'ARCY ADVERTISING COMPANY, International Life Bldg., St. Louis.** Making contracts with some Ohio newspapers for General Tire & Rubber Company, Akron.

**DAUCHY COMPANY, 9 Murray street, New York.** Again renewing newspaper contracts for Hiscox Chemical Company ("Parker's Hair Balsam"), Patchogue, N. Y.

**DONOVAN & ARMSTRONG, Commonwealth Bldg., Philadelphia.** Making 5,000 line contracts with Pennsylvania newspapers for "Forty-four" Cigar Company, Adlon Cigar, Philadelphia.

**HANFF-METZGER, INC., 95 Madison ave., New York.** Again placing orders with newspapers for Hotel Chamberlain, Fortress Monroe, Va.

**KIRTLAND-ENGEL COMPANY, 14 E. Jackson Blvd., Chicago.** Placing orders with newspapers for De Luxe Manufacturing Company ("Tabs" Dyes), Chicago.

**PHILIP KOBBE COMPANY, 208 Fifth ave., New York.** Placing orders with newspapers for Indiana Truck Corporation, Marion, Ind.

**HERBERT M. MORRIS AGENCY, 400 Chestnut street, Philadelphia.** Placing orders with a few newspapers for Sharpless Dairy Products ("Ancre" Cheese), Philadelphia; placing orders with Pennsylvania newspapers for I. Press & Sons,

jewelry, 8th and Chestnut streets, Philadelphia.

**NATIONAL ADVERTISER AGENCY, 243 W. 47th street, New York.** Again placing new schedules with newspapers for Emergency Laboratories ("Poslam"), 243 W. 47th street, N. Y.

**P. F. O'KEEFE AGENCY, 45 Bromfield street, Boston.** Placing orders with newspapers for K. A. Hughes Company ("Salicon"), Boston.

**HARRY PORTER COMPANY, 18 E. 41st street, New York.** Renewing contracts with newspapers where they have expired for International Consolidated Chemical Corporation, "Nuxated Iron," 11 E. 36th street, N. Y.

**F. P. SHUMWAY COMPANY, 453 Washington street, Boston.** Placing orders with New York State newspapers for William G. Bell Company's spices, Boston.

**J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York.** Placing special holiday copy with Western newspapers for Andrew Jergens Company, Cincinnati ("Woodbury's Soap" and other toilet preparations).

**WALES ADVERTISING COMPANY, 110 W. 40th street, New York.** Placing orders with some Pennsylvania newspapers for John T. Stanley, Inc., soaps, 642 West 30th street, New York City.

**WALTON ADVERTISING & PRINTING COMPANY, 141 Milk street, Boston.** Again placing orders with newspapers for Brown's Beach Jacket Company, Worcester, Mass.

**F. WALLIS ARMSTRONG AGENCY, North American Bldg., Philadelphia.** Reported will make up list during December, using newspapers for Antonio Roig & Langsdorf ("Girard Cigars"), 315 North 7th street, Philadelphia.

**N. W. AYER & SON, 300 Chestnut street, Philadelphia.** Placing orders with Ohio newspapers for Louisville Food Products Company.

**CALKINS & HOLDEN, 250 Fifth avenue, New York.** Renewing newspaper contracts for Pierce-Arrow Motor Car Company, 1695 Elmwood avenue, Buffalo, N. Y.; also placing orders with Pennsylvania, Ohio and some Middle West newspapers for Crowell Publishing Company, 381 4th avenue, New York City, on "The Woman's Home Companion Magazine."

**CORMAN COMPANY, 19 West 44th street, New York.** Reported will make up lists during January, using newspapers, for Mennen Chemical Company (toilet preparation), Newark, N. J.

**J. H. CROSS COMPANY, 214 South 12th street, Philadelphia.** Again making contracts with newspapers generally for Munyon's Homeopathic Home Remedy Company, Philadelphia.

**D'ARCY ADVERTISING COMPANY, International Life Bldg., St. Louis.** Orders with some New York City newspapers for Monsanto Chemical Company ("Sacharin"), St. Louis, Mo.

**GEORGE L. DYER COMPANY, 42 Broadway, New York.** Placing schedules with newspapers generally for Corn Products Refining Company's "Karo Corn Syrup," 17 Battery place, New York City.

**ERWIN & WASEY COMPANY, 58 East Washington street, Chicago.** Placing orders with newspapers for La Fayette Motors Company, Mars Hill, Indianapolis.

**GEORGE F. PROTZMAN, 1302 Union Bank Bldg., Pittsburgh.** Placing orders with Western newspapers for Independent Breweries Company.

**FRANK SEAMAN, INC., 470 Fourth avenue, New York.** Making contracts with newspapers for Goldwyn Picture Corporation, 469 Fifth avenue, N. Y.

## Pin Your Faith To New Jersey Newspapers

There is no element of speculation in any contract for advertising made with any of New Jersey's excellent newspapers.

There is a high standard of quality maintained by all of these papers—due partly, no doubt, to the direct competition of newspapers in the Metropolitan centers on either side of the state—and they are edited and printed admirably.

No advertisers can hope to cover New Jersey adequately without including the papers listed below.

### New Jersey Newspapers

	Circulation 5,000 lines	Rate
Asbury Park Press (E).....	7,651	.0225
Atlantic City Press (M) Union (E).....	16,591	.035
Elizabeth Journal (E).....	17,516	.05143
Hackensack Record (E).....	4,868	.0179
†Hudson Observer (Hoboken) E).....	42,799	.08
†Passaic Herald (E).....	7,453	.025
†Passaic News (E).....	7,967	.025
†Paterson Press-Guadian (E).....	11,705	.03
Perth Amboy Evening News (E).....	8,312	.03
Plainfield Courier-News (E).....	7,749	.0214

Government Statements, October 1st, 1919.  
†A. B. C. Report, October 1st, 1919.



# OHIO FIRST

One year ago thousands of Ohio boys were spending the holiday season abroad; thousands of Ohio mothers, heavy hearted, got through the holidays "somehow"—fighting every minute to keep the tears back; thousands of "the only girl in the world" dreamed through the holidays—lonely, lonesome, utterly wretched; thousands of business men and manufacturers went through the holiday season wondering how in thunder they were going to deliver the goods, when they had nothing but money, raw material shortage, labor shortage and too many orders to fill.

And still, Ohio was a pretty good market last year.

Ohio daily newspapers (and no state boasts of better) keep Ohio people in constant touch with Ohio activities, more particularly local activities—and are best fitted to be of service to national advertisers who have a message to deliver to Ohio people.

These daily newspapers, covering Ohio as they do, carry your story to the people you want for customers, and their service charges are remarkably low, when one considers the matter on a per cent. basis, together with a circulation basis, which is the fairest and best way to consider advertising.

This holiday season finds Ohio boys back home; mothers, their dear old hearts singing for joy, preparing for a double celebration; "the only girl in the world" spending more than one evening a week with "the boy who helped Pershing;" business men speeding up and catching up with orders.

The boys, in their new clothes, and new jobs, are making more money than they ever did; the girls have new dresses, and shoes, and hats—you see, there is an excuse for dressing up now—a tremendously important excuse. It simply has to be done, you know.

The holiday season is full of holiday spirit in Ohio this year.

	Circulation	2,500 lines	10,000 lines
Akron Beacon Journal.....(E)	31,781	.06	.06
Akron Times .....	21,254	.035	.035
Bellaire Daily Leader.....(E)	4,462	.02	.0125
Cambridge Daily Jeffersonian (E)	7,768	.02	.02
Chillicothe News-Advertiser....(E)	3,081	.00714	.00857
Cincinnati Enquirer, 5c....(M&S)	64,598	.12	.12
Cleveland Plain Dealer.....(M)	177,421	.26	.26
Cleveland Plain Dealer.....(S)	205,985	.30	.30
Columbus Dispatch .....	75,662	.125	.115
Columbus Dispatch .....	70,492	.125	.115
Columbus (O.) State Journal (M)	53,597	.10	.09
Columbus (O.) State Journal..(S)	28,399	.10	.09
*Dayton News .....	35,858	.065	.065
*Dayton News .....	28,904	.045	.045
East Liverpool Tribune.....(M)	5,829	.015	.015
*Lima Daily News.....(E&S)	11,415	.0286	.0214
Lima Republican Gazette..(M&S)	10,103	.02	.02
Middletown Journal .....	4,234	.01143	.01143
Newark American Tribune... (E)	6,178	.0179	.0179
New Philadelphia Daily Times (E)	4,379	.0129	.0129
Piqua Daily Call.....(E)	4,086	.0115	.0115
*Springfield News .....	14,791	.03	.03
*Springfield News .....	11,986	.03	.03
Toledo Blade .....	86,033	.17	.15
Warren Daily Chronicle.....(E)	5,300	.02	.02
*Youngstown Telegram .....	20,950	.05	.05
Youngstown Vindicator .....	23,654	.06	.06
Youngstown Vindicator .....	22,053	.06	.06

\*A. B. C. Report, October 1st, 1919.  
Government Statements, October 1st, 1919.

# EDITORIAL

## "PAPER GOVERNS THE SITUATION"

IN the course of an interview of striking and timely interest, featured in last week's *EDITOR & PUBLISHER*, Wareham Smith, one of England's foremost newspaper executives, says that newsprint supply "entirely governs" the British publisher and that sizes of issues and amount of advertising are fixed accordingly.

Mr. Smith says that it is the aim of advertising managers over there to sell their space well in advance; and that they are enabled to do this because they know exactly how much space they have to sell. For example: In May all available space for the issues covering the November automobile show was sold. Copy came along on schedule time.

How many publishers and advertising managers in America "know exactly how much space they have to sell?" In making contracts are we in the habit of considering carefully our prospective ability to deliver the space nominated in the bonds? Rather, it has been our policy to sell space up to the limit of the advertiser's inclination to buy; and, of course, we have usually found a way to "deliver." English advertisers are limited to two columns of space.

New conditions in America are operating to change this policy, and to bring us nearer to the British practice. With a definite limit set—for the first time—upon the amount of newsprint available, a newspaper must recognize that this paper problem must, in effect, govern. It must govern the sizes of issues and the amount of distribution; and it must govern, necessarily, the ratio of text and advertising matter in an issue. It makes imperative a more even balance of volume of advertising throughout the week.

Standards must not only be established but enforced. The fear of the competitor must be eliminated. If he persists in running wild, he will pay the penalty.

There is a vast educational work to be done among advertisers in readjusting rates and in rationing space. Newspaper space must be placed on a new basis of value, its service possibilities better understood. The illusion that an advertisement occupying less than a page of space will be "lost" must be corrected—for it is an illusion. We must "sell" to advertisers an appreciation of the new trends toward better copy, more intensive use of smaller space—and the acceptance of a rate which shall mean a reasonable profit to the newspaper. The London Daily Mail—a 6-day morning newspaper—has a circulation of 1,150,000 copies. Its advertising rate is about \$1.50 per agate line.

A new day in advertising has dawned—almost unforeseen and unsuspected. It brings new conditions to which newspapers must adjust themselves. We are to have a regulated and rationed advertising volume, better advertising, better newspapers—consequently, better returns for advertisers. And, with it all, we shall have adequate revenues with which to uphold the best of the old standards in journalism and to make possible the still higher standards required by the new days—the days in which unsound business policies in publishing are to be discarded like outworn garments.

THE small-city dailies are quite generally convinced that the metropolitan newspapers are the real offenders in the matter of wasting news print. They resent the enormous sizes of Sunday issues, particularly, and are sure that these serve no useful purpose whatever. They should consider, however, that the sizes of their own papers would be similarly open to criticism if they were published in cities or towns of smaller importance. Most publishers try to produce newspapers which conform to the needs of their field, in sizes of issues and in variety of contents. This applies with equal force to the publisher of a big-city newspaper and the publisher of a country weekly.

SMALLER headlines are to rule. First pages of newspapers will gain in interest through a more sparing use of elephantine type. Space thus saved may be given to vital feature matter.



## THE A. N. A. CONVENTION

MEN who spend a hundred million a year for advertising are meeting in convention this week at Lakewood. They are considering, as Secretary John Sullivan so aptly puts it, "the practice of advertising and selling," not the reformation of society.

And the subject is big enough to engage the devoted attention of the Association of National Advertisers—one of the most important and useful organizations in the business world. The members have always contended that advertising was of interest to them only as a means to an end—that end being *selling*. In spite of this view the association is designated as one of Advertisers, not of Salesmen.

And, indeed, without the aid of advertising, selling would still be on a primitive basis. Wide distribution, making possible production on a big scale, would be unknown. Thus advertising, even if properly considered as but a means of selling, claims the larger share of attention at a convention of this character.

Just at this time the members of the A. N. A. will find themselves interested perforce in the new conditions which are coming to control advertising. Particularly are they concerned with the evolutionary policies upon which the newspapers are entering.

The interests of national advertisers are interlocked with those of the newspapers. And this means that the present situation in the newsprint market affects them very directly. It is a matter of sound policy with them to co-operate fully with the newspapers in measures of curtailment which have become essential in order to avert long threatened disaster.

The national advertisers are already aware that many newspapers are asking users of large space to conserve—to get their selling messages into more compact form. Unless national advertisers co-operate in this many of them will suffer from unsatisfactory service—perhaps be barred from overflowing newspapers entirely for important periods. They will aid the newspapers greatly by consenting to schedules of publication which will secure a more even balance of advertising volume day by day.

The members of the A. N. A. should find the news of newspaper conditions, as told week by week in *EDITOR & PUBLISHER*, of vital and intimate interest. The newspapers are the mightiest factors in selling. Whatever affects them affects those who utilize them as a major sales force. And just now they are peculiarly affected by existing economic conditions. These should be understood by all national advertisers, and advertising programs and campaigns should be formulated accordingly.

There is no cause for serious alarm. There is no actual famine in advertising space—but there is a shortage, automatically created by the shortage of newsprint. With proper team-work between publisher and advertiser, however, real service to advertisers will continue unimpaired.

## THE WORTH OF "RESOLUTIONS"

WHEN *EDITOR & PUBLISHER*, early in the present year, sounded a warning to publishers in regard to the then prospective and now actual newsprint shortage, the conviction was strong that the men who direct our newspapers would find ways and means to avert a general calamity. That conviction, based upon a very close acquaintance with the newspaper executives of the country, has been justified.

There is no general disaster. There will be none. The resourcefulness and common sense of our publishers are asserting themselves. The resolutions passed by the extraordinary convention of the A. N. P. A. and the Southern Publishers show a keen appreciation of the existing situation and of the measures necessary to meet it.

If the policies outlined at these conventions, and approved by unanimous vote of the members present, shall become living things—if they shall constitute a programme of daily practice to which all publishers shall loyally conform—then the menace shall have been met.

But the value of a set of resolutions depends upon the good faith of those who subscribe to their provisions. Resolutions are not self-acting. They afford only a programme. Unless this programme becomes a working creed it has no value.

These resolutions, however, show that the publishers know what should be done. That much is assured. If the policies outlined are followed, the solution is at hand. If they are ignored—if the publishers who formulated them had in mind solely "the other fellow," and shall continue to violate them in spirit and in letter in their own offices—then the time and expense involved in attendance upon these special conventions might better have been saved.

Put these resolutions into practice—for they will work!

HAS ever poet played such fantastic pranks on the stage of the world as D'Annunzio, Italy's mad adventurer? Loved by his countrymen for his audacity, his fiery patriotism and his contempt of consequences, they are slow to call a halt on his grotesque effort to hold the world at bay while he works his own sweet will in the settlement of international problems. Drunken with apparent success, he has been indulging the prerogative of autocrats in expelling from his conquered domains some American newspaper correspondents who, evidently, have offended his vanity through telling the world the truth about his campaigns. This, of course, will serve only to hasten the end of the tragic melodrama which he has staged in stricken Dalmatia.

THE newspapermen of France and Great Britain are finding occasions for getting together and for knowing each other better. When the French President visited England recently he was accompanied by a representative delegation of French journalists, and these were entertained by their British friends with a cordiality born of the great war. The great Republic of Europe and the greatest of the world's monarchical democracies are just as truly "Allies" today as in the grim hours of the war against wars—and for this the press of the two nations must have chief credit.

WE shall see numerous mergers of dailies, in the smaller cities particularly, in the near future. Newsprint conditions will bring these about. White Plains is to have one daily instead of three and Ithaca one instead of two. Once merged, newspapers are never divorced. Certain identities are lost. But mergers of newspapers, like marriages, are usually "for the best."

NOW and then it is the privilege of *EDITOR & PUBLISHER* to assure earnest inquirers that proposed campaigns of propaganda cannot be carried on through the press news associations, no matter how cleverly disguised. The amazing thing about it is that anybody should ever think it worth while to attempt it.

December 4, 1919. Volume 52, No. 27.

**EDITOR & PUBLISHER**

Published weekly by

THE EDITOR & PUBLISHER CO.

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James Wright Brown, publisher;  
J. W. Ferguson, advertising; Fenton Dowling, circulation.

London: Herbert C. Ridout, 42 Kimberly Gardens, N. 4.  
Paris: F. B. Grundy.  
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Chicago: D. F. Cass.  
San Francisco: H. C. Bernstein.  
Washington: Robert T. Barry.

10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.



**PERSONALS**

**RICHARD H. WALDO**, former business manager of the New York Tribune and now associated with the American Association of Foreign Language Newspapers, has been elected a director of the City Club, New York.

Dan R. Hanna, proprietor of the Cleveland Leader and News, has assumed the directorship of the campaign of General Leonard Wood for the Republican Presidential nomination in 1920. His offices will be in Cleveland.

William Findlay, advertising manager of the Toronto Globe, has been promoted to business manager, the functions of which office have been performed, since the retirement of J. F. Mackay, by the president, W. G. Jaffray.

J. C. Hamilton, for thirteen years financial manager of the Sacramento (Cal.) Bee, has become business manager of the Santa Ana (Cal.) Register. For five years prior to joining the Bee, Mr. Hamilton was business manager of the Tacoma (Wash.) Ledger.

Z. L. Potter, formerly advertising manager for the National Cash Register Company, who saw service in Washington during the war as a major in the army and as assistant director of the Central Bureau of Planning and Statistics, will become business manager of the New York Evening Post in place of J. S. Seymour, resigned, who has held the title of publisher.

V. S. McClatchy, publisher of the Sacramento Bee, has returned from Washington, D. C., where he testified before the Foreign Relations Committee relative to the Japanese question.

George G. Radcliff, part owner of the Watsonville (Cal.) Pajaronian and former State Superintendent of Capitol Buildings and Grounds, has purchased an interest in the Sacramento Sunday News.

E. T. Mederith, of Des Moines, Iowa, new president of the Associated Advertising Clubs of the World, will be the guest of the New York Advertising Club at a dinner on December 15.

C. F. Hodge, who last week succeeded John B. Gairing as editor of the Publishers' Auxiliary, weekly trade paper issued by the Western Newspaper Union, Chicago, was formerly connected with the Cleveland, Buffalo, Oklahoma City and New York offices of the organization.

T. J. Duncan Clarke, associate editor of the Chicago Evening Post, gave the first of a series of lectures in Milwaukee under the auspices of the Open Forum. He spoke in favor of the League of Nations.

Frank Harris, editor of Pearson's Magazine, New York, was a Chicago visitor this week. He delivered several public addresses while there.

Bert Hodges, former editor of the Okmulgee (Okla.) Times-Democrat, has been named secretary of the Democratic State Central Committee and has opened headquarters in Oklahoma City.

John V. Lane has returned to the editorship of the Augusta (Me.) Kennebec Journal, succeeding Gilbert R. Chadbourne, after an absence of 21 years. He came to the Journal shortly after graduation from College in 1887 and occupied the positions of night editor and city editor before assuming editorial writing. While serving as editor in 1898, he was appointed assistant postmaster, later serving 12 years as postmaster.

D. O. McCray, veteran Topeka newspaper man and now assistant secretary of state for Kansas, is recovering at his

home in Topeka following an operation for gall stones.

**IN THE EDITORIAL ROOM**

J. Lester Cargill, who has succeeded Earl C. Donegan as editor of the Bridgeport (Conn.) Sunday Post, met with a painful accident in the city room November 25. While attempting to split a piece of wood the knife slipped and cut the entire top from his left thumb, taking the major portion of the thumbnail with it. As he was receiving first aid Mr. Cargill fainted, and Miss Elida Bedell, music editor, who was present, promptly followed suit.

George J. Knoll, jr., for the past year editor of the Northampton (Mass.) Daily Herald, and Miss Helen Stanley Jenks of Providence, R. I., were recently married and upon their return from their wedding trip Mr. Knoll was appointed business manager of the Herald.

Lynn C. Simpson, former part owner of the Sacramento Union is now city editor of that paper.

Fred G. Smith, former news editor of the Albany (N. Y.) Knickerbocker Press, has been appointed telegraph editor of the Detroit Journal.

Rev. Seldon Haynes, former pastor of the Kingston Presbyterian Church, has resigned as editor of the Wilkes-Barre News, and George W. Williams is now acting as editorial writer.

John D. Keator, managing editor of the Scranton (Pa.) Times, is being mentioned in connection with the coming appointments of registration commissioners in this city. It is said Mr. Keator's appointment has been recommended by the Republican city committee.

Edward E. Thompson has resigned as Connecticut bureau manager for the United Press to become a press representative of the Goldwyn Pictures Corporation at Buffalo. Before taking up the bureau managership for the U. P., Mr. Thompson was assistant city editor of the Post. In the past he has been connected with the Lynn (Mass.) Item, Montreal Star, Manchester (N. H.) Union-Leader and Meriden (Conn.) Journal. Louis Barker, city editor of the Post, succeeds Mr. Thompson with the United Press.

Harrison White, formerly with the editorial department of the Philadelphia Public-Ledger, is the new associate editor of the Okmulgee (Okla.) Daily Times.

**IN THE BUSINESS OFFICE**

P. C. Treviranus, who recently resigned as business manager of the Des Moines Register and Tribune Company, has become business manager of the Trade Press Publishing Company of Milwaukee, publisher of Fordowner Magazine and other trade and class journals. The offices are located in the Montgomery Building. Before going to Des Moines, Mr. Treviranus was connected with the Milwaukee Journal.

Whipple Y. Chester, formerly with the Montrose (Colo.) Press and the Miami (Okla.) Daily Record-Herald, has been appointed advertising manager of the Grand Junction (Colo.) Daily News.

Herbert Haas, formerly of the display ad department of the St. Paul Daily News, has become classified advertising manager of the Minneapolis Daily News.

Henry D. Bratter, until recently in charge of rural circulation of the Omaha Daily News, has joined the display advertising force of the St. Paul Daily News.

**"DUD" SIDDALL JOINS NEW YORK SUN**

"DUD" A. Siddall, the bright, "go-get-'em" country circulation man of the Cleveland Plain Dealer, on December 1 became country circulation manager of the New York morning and Sunday Sun.

"Dud" is "an all around" newspaper hustler. When he was younger than he is now he was "cub," reporter, telegraph, city and managing editor of papers in Grand Rapids and other Michigan dailies. He blew into Cleveland eight years ago, and was a "star" reporter on the Leader and Plain Dealer until he returned to Michigan newspaper making and selling. Two years ago he went back to Cleveland and has made a "rep" among rural circulation getters in Ohio.

In putting across a circulation "stunt" like big dailies used with Guy Empey, Siddall demonstrated that he is a "whirlwind." He is still young, full of pep and never tires of talking about "them were the days, boys, when we were all back in Kalamazoo getting out the Gazoot."

"Sid" loves the game of getting circulation and knows the value of a hunch, which will convince rural readers that he has "just the paper" for them. He is long on "market quotations," which he says have big drawing power among farmers.

Lieutenant Elwood H. Gallien has just returned to the business staff of the Portland Oregonian after two and one-half years' service in the United States Marine Corps.

Earl A. Buckley has left the staff of the Philadelphia Evening Ledger to take up advertising work with the Richard A. Foley Agency.

Miss Stella Gude, who has been secretary to Val Fisher of the Advertising World in the New York office of that publication, sails on the Emperor for England about December 8th, after

three years' stay in this country. During the war Miss Gude was with the British Bureau of Information in the United States.

Dan G. Fisher has resigned as editor in chief of O. K'd Copy, the official organ of the Dallas Advertising League, and Don Sterling has been appointed.

Herbert Everett and Capt. F. A. Biederman have been transferred from the Chicago office to the New York staff of the William H. Rankin Company. Another New York addition is Palmer Terhune, late of the Van Cleave Company and Maxwell Motors Company.

J. V. Ambrose and M. J. Pessin, formerly connected with the American Association of Foreign Language Newspapers, is now associated with the H. L. Winer Special Agency, New York.

H. T. Madden has been elected vice-president of the Betting-Thompson Agency, St. Paul, Minn.

Louis Stephenson, for four and a half years advertising manager of Landers, Frary & Clark of New Britain, Conn., last month joined the staff of the H. K. McCann Company, New York.

H. S. Baker, for two years in the United States army, is now advertising manager of the big Chamberlin-Johnson-DuBose Company store, Atlanta.

E. W. Brainard, formerly of the Cosmopolitan and Hearst Magazines, has joined the Liberty Advertising Agency, New York. Mr. Brainard during the war was engaged in war work at Washington as a dollar-a-year man.

I. G. Cashing has resigned as advertising manager of the Standard Motor Truck Company, Baltimore, to assume similar duties with the Acacon Motor Truck Company in the same city, succeeding Donald F. Whittaker, who has been appointed assistant to the vice-president.

Nat G. Rothstein, for the past five years advertising director of the Universal Film Manufacturing Company, has been appointed advertising director of the Equity Pictures Corporation and of Clara Kimball Young.

Allen H. Clark has joined the Gardner Advertising Company's staff in St. Louis. He is active in the Advertising Club of St. Louis and is president of the Better Business Bureau.

Albert L. Gale has been admitted to membership in the Fred M. Randall Company, Detroit and Chicago.



"Dud" A. SIDDALL

**WITH THE AD FOLKS**

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**Facts about the Haskin Service**



The Springfield (O) Sun has signed a contract for the Haskin Service for one year

Last week's returns from the Free Information Bureau show that the Cincinnati Post led in the number of questions asked and that the Chicago Daily News moved the most booklets

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

# EDITOR & PUBLISHER

"The Newspaper Advocate"

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

## INTERNATIONAL IN SCOPE *and* RESULTS

### The Metropolitan Newspaper Service

432 FOURTH AVENUE NEW YORK

MAXIMILIAN ELSER, JR.  
General Manager

October 29th, 1919

FRANK B. ELSER  
Editor

Editor & Publisher,  
63 Park Row,  
New York City.

Gentlemen :-

You may be interested to know that we have sold the Great Britain rights on our humorous strip, "Dickey's ogs" to the London Daily Mirror, as a direct result of a half-column advertisement in the Editor & Publisher.

With best wishes,

Faithfully,

THE METROPOLITAN NEWSPAPER SERVICE,

By

*Max Elser Jr*

ME:MH



## NEWS IN BRIEF of the NEWSPAPER AND ADVERTISING WORLD

Beginning November 30 the St. Paul Daily News added a tabloid magazine section to its Sunday issue. It is 12 pages, in four colors, and embraces local and national features, art, etc. It is in charge of Howard Kahn, city editor of the News.

The advertising agency of Stavrum, Thomson & Bennett, Chicago, has changed its name to Stavrum & Shafer, Inc.

The striking printers of Paris on November 29 voted 741 to 463 to resume work. The strike committee has decided to approach the directors of the newspapers with a demand that none of the printers be dismissed because of the strike.

The Trade Press Feature Service, Inc., has been chartered with offices at 320 Broadway, New York, to supply editorial features to trade journals. Its officers are President, Godfrey M. Lebar; vice-president, John F. Stern; secretary, Wilson Van Orsdell.

Twenty-two members of the staff of the old Success Magazine, discontinued in 1912, and three members of the New Success Magazine staff met at the Hotel Marlborough on November 20 and organized the Success Alumni, with the following officers and governing board: Honorary president, Dr. O. S. Marden; president, Lynn S. Abbott; vice-president, Robert Macpay; secretary-treasurer, M. O. Smith.

Under the direction of W. F. D. Brown, circulation manager and assistant to the general manager, the Oakland (Cal.) Tribune is conducting a contest in which airplane rides are offered as prizes to successful subscription-getters.

Vigorous protests against legislation which discriminates in any way against the employment of women on an equal plane with men are included in a set of resolutions passed by the New York League of Advertising Women at their last meeting.

Otis Peabody Swift, assistant magazine editor of the New York Evening World, gave an address before the Christ Church Forum Thursday on the "Making of a Modern Newspaper."

The New York Commercial is publishing a series of articles by William C. Redfield, who retired November 1. The articles, which the Commercial has syndicated to a number of leading newspapers, are entitled as follows: "Business and the Government," "The Democratic Drift in Corporate Ownership," "The Present Interest of Labor in the Railroads," "America's Opportunity; Do We See It? Shall We Use It?" "What Have We Learned from Experience at Home and Abroad?" "Practical Attack on Prices; Practical Support of Credit."

The need for human interest in advertising was stressed by Frank J. Rascovar, president of Albert Frank & Co., in his address at the annual dinner to the agency's staff in New York recently.

Wellington Wright of the New York Herald editorial staff, has been appointed

commander of the Don Martin-New York Herald Post No. 666 of the American Legion, which was organized on November 20. Other officers are: Vice-commanders, Charles Hanson, press room; George Gerhardt, Evening Telegram editorial staff; A. H. Freeman, composing room; adjutant, F. J. Sullivan, editorial staff; treasurer, James Fleming, auditing department; executive committee, Ferd Galiani, mailer; Hugh Robertson, representing former Herald men; Nestor Aymong, business office; John Lorenzo, mailer; Robert Boyd, Evening Telegram editorial staff.

The Trib, organization publication for circulation among Chicago Tribune workers in all departments, has been established as a monthly to weld them into a closer esprit de corps and now is "going big." The little publication averages 8 pages per issue, is printed on good quality news stock and punctured for preservation in binders which are furnished by the papers to employees on request at the business survey room. The Trib is devoted to shop talk about the making of the papers and ultimately will be entirely composed of original contributions of staff members.

The Advertising Club of St. Louis had charge of the arrangements for the visit to St. Louis of Commander Read and the NC-4. Frank W. Swann, third vice-president of the club, was chairman of the general committee.

Captain Claude R. Collins, a copy reader on the Philadelphia Press and a member of the New York air police, is planning to offer the services of the Aviators' Club of Pennsylvania to Mayor-elect Moore when he takes office. Collins, who is president of the organization, is confident the fliers could be of great service to the civil authorities especially in emergency cases. The same organization has also offered its services to the United States in the event of war with Mexico.

The annual convention of the Texas Editorial Association will be held in Galveston December 4, 5 and 6. President O. P. Gresham promised an interesting program.

Audit Bureau of Circulations reports have been issued on the following newspapers: Lincoln (Neb.) Star, Lincoln State Journal, Richmond (Va.) News-Leader, Richmond Times-Dispatch, Walla Walla (Wash.) Union, Walla Walla Bulletin, Le Soleil of Quebec.

Rabbi Stephen S. Wise, at the New Jersey State School Conference on Americanization last week, argued that the foreign language newspapers should not be suppressed, as they were more of an Americanizing influence than some of the English language dailies.

Direct cable service to Holland has been restored to its pre-war basis by the British Government's return of the London-Amsterdam cable, requisitioned during the war.

For the year ended August 31, 1919, the American Typefounders Company returned profits of \$518,484, equivalent, after the payment of \$175,785 in pre-

ferred dividends, to \$8.56 a share, earned on the \$4,000,000 common stock, compared with \$446,271, or \$7.02 a share, in 1918.

It is rumored that the old Chicago Herald building is being considered as the new Loop quarters for the Standard Club, the largest Jewish social club of the city.

Twenty-five newspaper men have been elected to seats in the Italian Chamber of Deputies.

Harry Cox, who claimed to be an advertising manager, was arrested in New York last week, charged with the theft of \$3,500 in cash and jewelry from a Chicago hotel.

The Junior Advertising Club of New York at its next meeting at the Advertising Club tomorrow will hear Professor Frank Alvah Parsons. Professor Parsons is past president of the New York School of Fine and Applied Arts, was for several years a professor of psychology at Columbia University, and his more recent work includes lectures on advertising display at New York University, and the preparation of booklets on interior decoration for national advertisers.

The Little Rock (Ark.) Gazette last week celebrated its 100th anniversary.

The Audit Bureau of Circulations has completed reports for the following newspapers: (Clinton (Ia.) Advertiser, Clinton (Ia.) Herald, Concord (N. H.) Patriot, Dunkirk (N. Y.) Evening Observer, Logansport (Ind.) Daily Tribune, Logansport (Ind.) Phares-Reporter, New Orleans Item, North Tonawanda (N. Y.) Evening News.

E. T. Meredith, president of the Associated Advertising Clubs of the World, has appointed the Des Moines Advertising Club as his personal advisory board. A sub-committee will be appointed to consult with Mr. Meredith on national affairs and a speakers' organization will be formed by the Ad Club to present short talks on advertising subjects before all conventions that meet in Des Moines.

W. A. Grant and Philip T. Broughton, New York, have joined the Manternach Company, Hartford, Conn. Edward J. Felt has been transferred from the Hartford office to the Buffalo branch.

The Wilmington (N. C.) Dispatch has been elected an active member of the American Newspaper Publishers Association.

Richard H. Long, Democratic candidate for Governor of Massachusetts, has filed preliminary papers in suits for \$100,000 against the Boston Herald and Boston Transcript, based on stories of alleged profiteering by his company on war orders.

R. F. R. Huntsman, president of the Brooklyn Standard-Union, is on his annual pilgrimage through the districts of Virginia, where wild turkey ripen between Thanksgiving and Christmas. A couple of assistants accompanied him to gather up the birds.

Lowell Mellett, formerly of the United Press, has been appointed managing editor of Collier's Weekly. He began newspaper work in Indianapolis and later went to Cincinnati. Prior to the outbreak of the war Mr. Mellett was manager of the Washington Bureau of the United Press. During the last five years he was at various times connected with the London and Paris bureaus of the same organization and was with the American Army on the Somme.

Ray Stannard Baker has joined the staff of the New York Evening Post on a roving commission to cover the industrial condition of the country. His articles have been syndicated by the Evening Post.

Earl W. Van Deusen has resigned as circulation manager of the Wilmington (N. C.) Dispatch to become manager of the Brooklyn office of the Butterick Seven Reading Club.

R. A. Glass has resigned as circulation manager of Farmers' Dispatch, St. Paul, to become assistant to W. F. Dailey, business and circulation manager of National Alfalfa Journal, Minneapolis. W. E. Sherlock succeeds Mr. Glass on Farmers' Dispatch.

The New York City Publishers' Association held its regular meeting on December 3 and discussed local labor matters and the white paper situation. No definite action followed any of the discussions.

To commemorate the visit of the Prince of Wales to Canada and with the idea of providing a suitable souvenir on the occasion, the Montreal Daily Star obtained a number of copies of a favorite and life-like autographed portrait of the Prince, 16 by 22 inches, and is distributing them to its friends throughout Canada and the United States.

New York Sun war veterans have completed organization of Quincy Mills Post, No. 412, American Legion, named in honor of Lieut. Quincy Mills, a Sun man, who was killed in France while serving with the 166th Infantry. Arthur P. Maher is president.

The Americus (Ga.) Times-Recorder has plans for a one-story brick and concrete building, 40 x 130 feet, and 50 x 35 feet addition, having a combined floor space of 6450 square feet.

The Illinois Women's Press Association has decided upon "The Little Bull" as the most fitting name for its new monthly official bulletin.

E. F. Heisler, 81, veteran editor of the Kansas City (Kan.) Sun, is reported seriously ill at his home.

C. E. Sturgis, news editor of the Kansas City Post, has been confined to his home for several weeks suffering with a nervous trouble, verging on a breakdown.

A. S. Koonce and J. S. Leach, of the Bartlesville (Okla.) Enterprise, will face trial in the federal court at Tulsa in December for the alleged sending of obscene matter through the mails. The story in question, it is charged, was capable of a double meaning.

# GREAT CONSERVATION OF PAPER POSSIBLE BY REDUCING CLASSIFIED HEADINGS

PUBLISHERS are discussing the print paper question and adopting methods of conservation. At this time the reduction of paper consumption is a matter of importance in every newspaper office and many drastic space-saving ideas are being carried out.

Experts on typography tell us that certain type faces and sizes are best fitted for particular uses. According to typographers the reputation of a newspaper depends to a degree upon its type dress. They have proven that type can make or mar an advertisement.

However the publishers in their effort to save paper and the typographers, with their skill in the use of type, have overlooked the classified headings used on the Want Ad pages of daily newspapers.

Herewith are illustrated only a few of the endless variety of headings that appear in the classified columns:

**WANTED—SITUATIONS—**  
Male.  
Miscellaneous.

**SITUATIONS WANTED—FEMALE**  
ACCOUNTANT—Competent, desires responsible position; well educated; eight years' experience;

**SALESMEN WANTED**  
ADVERTISING SALESMEN—Do not sign up until you have investigated the Blanchard

**FLATS TO LET**  
HOLLYWOOD APARTMENTS  
1816 Stevens Ave.

**Situations Wanted—Male. 37**  
A POSITION AS PORTER—Chauffeur or

**DOGS, CATS, BIRDS AND PETS.**  
AIRLEDALES—Pups, grown dogs, pedigreed, eligible. Box 3, Nelson 473 Olive.

**REAL ESTATE—NORTHEAST.**  
FIVE-ROOM double; good location; \$2,750; 99 payments, or \$2,500 cash. Take \$50 down.

**FOR SALE—COUNTRY**  
17 ACRES: State road, near Clinton; fine buildings; all improvements; ideal

**AUTOMOBILES FOR SALE**  
1918 GRANT SIX—"It's a peach," and the condition of the car all the way through is A.

**WANTED—Miscellaneous.**  
A FARM on thirds, with own help; ex-

**Help Wanted—Male.**  
A STRONG BOY to assist packer and

**AUTO ACCESSORIES, REPAIRING.**  
MOTOR TROUBLES  
N. BROADWAY.

**HELP WANTED—MALE**

**MUSICAL INSTRUMENTS—FOR SALE**  
WILL SELL MY BEAUTIFUL CABINET STYLE

## Type Experts and Publishers Have Overlooked Want Ads In Their Efforts to Dress and Save.

BY C. L. PERKINS

ARTICLE VI

The headings in this assortment vary in depth from approximately 60 points to 14 points. The papers from which the smaller heads were taken are all successful classified mediums. Therefore it is logical to conclude that a small head can be used without reducing the result producing power of the pages.

The average number of headings per page in a daily newspaper—as determined by counting them in over one hundred different publications—is above thirty. Very few of the people interested in classified realize the amount of space required to print these heads. The following table will give some idea of this lineage:

Depth of Heading in Points	Lines per year occupied by headings		
	One Page Per Day	Two Pages Per Day	Three Pages Per Day
60	128000	256000	384000
50	106400	212800	319200
40	94600	189200	283800
30	63900	127800	188700
20	42600	85200	127800
18	38300	76600	114900
14	30200	60400	90600

If 60-point heads are used 325 lines of space per page per day are required to print them. This amounts to about 14 per cent of the total classified space.

If 14-point headings are used only 84 lines of space are taken per page which is a saving of 241 lines per day over the space of 60 point headings.

A paper, averaging three pages of

classified per day, with 60 point heads could condense its classified gross space by 293,400 lines per year if it changed to 14-point heads.

The classified head might profitably be given thought, not only in an effort to save space, but with the idea of increasing its strength. Among the examples shown are a variety of type faces and these are used with many different rule combinations.

Some heads have two light rules above the type, others a heavy and light rule, another single rule and one a heavy rule with a wavy rule. Under the type line there is also a variety of rules. Of course a standard head, with the

most efficient combination of type and rules and set in the smallest usable space could not be adopted for all papers as the head is somewhat dependent upon the kind of type that is used under it.

However most papers could save space and at the same time strengthen the classified headings of their Want Ad pages.

## News Value of Classified Ads Builds Circulation

Pulling Power Proven Many Times—Are Great Helpers in Cutting Home Expenses

By H. I. PARISH

Manager Classified Advertising The Birmingham News

That classified advertising means far more to any newspaper than just the cash revenue it earns has been conclusively proven in my mind by a little research work and personal investigation, looking to the number of people who subscribe to leading newspapers for the benefit of their Want Ad sections alone.

In the sixteenth century—before the advent of newspapers—it was no uncommon sight to see such "ads" as the following tacked up in front of the blacksmith shop, or the town hall, or any other place of public gathering in those days: "Wanted:—To exchange a litter of good pigs for a flock of chickens," or "Wanted:—To exchange a five acre farm near Cheltingham Manor for a town house." This was the only recourse. No more effective channel of publicity was available. But the people DEMANDED their Want Ads—demanded a means through which they could spread "town wants" as quickly as possible.

So public necessity was the mother of the Want Ad—and public insistence saw to it that Want Ads were the first extensive advertising ever accepted by a newspaper. It was in the London Gazette along about the year 1666 that the clamor for "news of the masses" was heeded. That notable newspaper had refused time and time again to print the wants of the people, because "to print advertising was beneath the dignity of a paper of intelligence." But London wouldn't take "no" for an answer, so at last the Gazette promised a subsidiary section for the publishing of Want Ads only. Well, the story goes that the subsidiary was soon the "main" and the "main" had replaced the subsidiary in the matter of circulation. Can there be better proof of news value in classified, and its subsequently wonderfully good effect upon circulation?

There's a nationally known newspaper in this country, I am informed, that for years printed all domestic Want Ads free of charge. Such ads as "rooms for rent"—"gas stoves for sale," etc. So many people took advantage of its generosity that pages of domestic news were being run daily. 'Twas too costly, so the old "one cent a word" idea was started. Just three months later a look at circulation figures showed that 65,000 had dwindled to 45,000. JUST 20,000 SUBSCRIBERS, OR 100,000 READERS, HAD BEEN TAKING THAT NEWSPAPER JUST BE-

## CAUSE OF ITS CLASSIFIED ADVERTISING SECTION.

The foregoing paragraphs serve to show the value of classified advertising as a circulation builder and news section. Now let's look into the domestic side of Want Ads and see how closely woven they are with home life.

Mary's lost her dear little wrist watch! She knows not where nor when—just knows it's lost, that's all. So the natural impulse is to look over the Want Ad section of the paper. But no, it was not advertised as being found. The next best thing is to 'phone an ad to her favorite paper, so she does; and behold, the whole community is notified of Mary's loss—all within five short hours!

Mary's paper has indeed made a wonderfully faithful friend now, for it won its way into the very heart of her and proved instrumental in reclaiming the watch she held so dear.

Just help a good housewife to cut home expenses and see how quickly you win her lasting appreciation. Want Ads do more of that kind of friend-making than any other printed word I know of. Just think of the millions of housekeepers throughout the country who reduce rent from 25 to 50 per cent by sub-letting rooms.

I venture that such reductions would mount into hundreds of millions of dollars annually. And now how are these (Continued on Page 36)

## "PETE" OF MINNEAPOLIS SHOWS THEM HOW



P. M. HUGHES

MOST classified managers are certain that credit managers are unnecessary evils whose only accomplishment is to keep classified lineage out of the paper.

But here is P. M. Hughes, who was Credit Manager of the Minneapolis Tribune for seven years, and then in 1913 became classified manager.

Under the regime of Mr. Hughes—they call him "Pete" in Minneapolis—the Tribune has shown a steady gain in classified each year.

Mr. Hughes also finds time to take an active interest in the political and civic interests of Minneapolis. He is the owner of a Ford and his greatest delight is to put Mrs. Hughes and the kiddies into it every Sunday and go fishing.



### HARRIS TAKES CHARGE OF PARIS HERALD

Well Fitted for Important New Post — Mrs. Harris Also Continuing Work With Marked Success

PARIS, Dec. 3.—Julian Harris has just been appointed general manager of the Paris edition of the New York Herald as a part of the reorganization now taking place.

That he is well fitted for such an important post is shown by his record to date. Mr. Harris was reporter,



JULIAN HARRIS

news editor, night editor, city editor (succeeding Robert Adamson) and then managing editor of the Atlanta Constitution.

Accompanied by Mrs. Harris, he spent a year abroad in 1913. Upon his return to the United States in 1914, he joined the staff of the New York Herald and was successively Sunday editor, reporter, advertising manager of the Evening Telegram and in 1916 became editor-in-charge of the Paris Herald.

In April, 1917, Mr. Harris enlisted for war and attended the first Plattsburg training camp as first lieutenant in August, 1917. He was assigned to the 77th Division, but later was transferred to Washington with the rank of captain and placed in charge of a section in the Military Intelligence Division.

Mrs. Julian Harris After nineteen months in the service, he was demobilized in December, 1918, and in February, 1919, returned to the New York Herald as assistant managing editor. He was sent to Paris in May, 1919 to take charge of the Herald's Peace Conference staff and to reorganize European correspondence. He will remain as Paris correspondent in charge of continental correspondence for the Herald.

Mrs. Julian Harris, who is in Paris with her husband, is continuing her journalistic and literary work with success. She was with him in 1916 and at that time, while engaged in assisting with the work of the Student's Hostel, she met Mlle. Ipcar, a

young Roumanian woman who was translating the fairy stories of Ispirescu into French.

Mrs. Harris was struck by their charm and translated them into English. These were published under the title 'The Foundling Prince' by Houghton-Mifflin Company. This firm was so impressed by Mrs. Harris' literary style that they asked her to write the biography of her father-in-law, Joel Chandler Harris. This she did under the name of Julia Collier Harris. The book has just been brought out in England by the Constable Company.

Mrs. Harris having completed a series entitled 'The Uncommon in the Commonplace' is writing a new series called 'Paris Boulevards and Byways,' which is appearing in twenty or more American newspapers, including the New York Herald.

### PRESS GALLERY'S PART IN TREATY STRUGGLE

(Continued from Page 9)

volume of work were hearings and other additional matters which had to be covered.

It is entirely unlikely that the extent of the influence of certain correspondents upon the final shaping of the Lodge program of reservation ever will be stated, since it involves a great amount of confidential discussion with Senate leaders that must remain inviolate.

The "regulars" in the Senate gallery came to enjoy intimate personal relations with Senators and their families. The Senators' wives sat through most of the debates and their was a comradeship between the three groups.

#### "Jim" Preston Always on the Job

It should be unnecessary to add that throughout the long assignment the Senate correspondents were indebted very heavily to the tireless "Jim" Preston, superintendent of the Senate gallery, and his assistants, "Billy" Collins and Melvin Thrift.

Preston learned days in advance when Senators were going to speak on the treaty and, often in spite of the Senators themselves, he obtained advance copies of their speeches, had them printed at the Government printing office and galley proofs delivered in advance to the correspondents. The Senators read their speeches in most instances and it was easy to report the interruptions on the floor.

Whenever the foreign relations committee was deciding some feature of the program Preston was at the door to snatch copies for the gallery and in a very few minutes after any resolution had been offered or a motion made on the floor, the text was on the bulletin board or copies made for the "gang."

#### New Pennsylvania Association

CORRY, PA., Nov. 29.—Eight newspapers of this district were represented at a newspaper publishers' meeting held here today. A like number of publications, though not represented at today's meeting, which was held for forming a publishers' organization, have promised to become affiliated with the new organization formed today, which has been named the Newspaper Publishers of Northwestern Pennsylvania. After the formal organization means of meeting the increasing cost of news print were discussed. W. A. Walker of the Warren Times was elected president and Arthur Colegrove of the Corry Evening Journal secretary-treasurer.

# I o w a

The "pick" of the territories!

Last year Iowa was reported authoritatively to have a farm value in crops and livestock and a factory value in manufactures approaching **Two Billion Dollars.**

We shall have to wait a while for THIS year's figures, but you can be sure they will be GREATER.

YOU need not be afraid

that Iowa is "too good for you," that you will need to "dress up" and pay particular attention, not to over-balance or anything like that.

Some people are always timid about going after the best. But don't you hang back. Just start your advertising in these papers and get right after your distributors and your factory shipments, and leave the Iowa people to keep your goods moving.

	Circulation	Rate for 5,000 Lines
*Boone News-Republican.....(E)	3,287	.0143
Burlington Hawkeye.....(M)	10,008	.03
Burlington Hawkeye.....(S)	11,128	.03
Council Bluffs Nonpareil.....(E&S)	15,821	.035
Davenport Times.....(E)	23,754	.05
Des Moines Capital.....(E)	58,376	.10
Des Moines Sunday Capital.....(S)	42,226	.10
Des Moines Register and Tribune.....(M&E)	104,858	.16
Des Moines Sunday Register.....(S)	71,240	.14
Fort Dodge Messenger and Chronicle.....(E)	8,428	.03
*Iowa City Daily Press.....(E)	3,266	.015
Mason City Globe Gazette-Times.....(E)	9,682	.03
Muscatine Journal and News-Tribune.....(E)	7,930	.025
Sioux City Journal.....(E)	52,520	.08
Sioux City Journal.....(S)	27,725	.08
*Ottumwa Courier.....(E)	12,261	.035
Waterloo Evening Courier.....(E)	14,791	.04

Government Statements, October 1st, 1919.

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

## C. P. A. REORGANIZED TO BENEFIT ALL

(Continued from Page 7)

repealed and new by-laws be enacted to provide for its continuance as a general association with nominal membership fees and without paid officers or staff."

In order to get quick action it was decided that the three sections should meet forthwith, that each should appoint five members to a special committee, and that this committee should determine upon a basis of action and bring in a recommendation.

The recommendation of the committee was that the present organization of the Canadian Press Association be reconstructed on the following lines:

### Basis of Reconstruction

First: That the publishers of daily papers form a Canadian daily paper association affiliated with the C. P. A., establishing their own business office and manager and paying their own expenses.

Second: The publishers of weekly papers form a Canadian weekly paper association, etc.

Third: The publishers of trade and class papers form a trade and class paper association, etc.

Fourth: That each affiliated association shall appoint ten delegates to form a council for the government of the C. P. A.

Fifth: The council of the C. P. A. shall elect annually the President and officers of the Association.

Sixth: That it shall be obligatory upon each affiliated association to constitute all its members, member of the C. P. A. at whatever subscription or subscription rates the council of the C. P. A. shall fix the date and place of the annual meeting each year and that, except by special arrangement of the council of the C. P. A., each affiliated association shall hold its annual meeting at the same period and place.

Mr. Jennings acted as chairman of the committee of fifteen which reached its conclusions by unanimous agreement. The general association reconvened at 2 P. M., and having received the report of the committee of fifteen, adjourned for an hour in order to enable each section to discuss the proposals. When the meeting had reassembled the chairmen of all three sections reported unanimous approval.

A debate followed as to the course of action to be pursued in order that everything should be done on a constitutional basis. It was finally moved in amendment to the Jennings' amendment that the wording should be altered to read simply:

"That the present by-laws of the Canadian Press Association, Inc., be repealed and new by-laws be enacted."

This was carried without a dissenting voice. The special committee was thereupon instructed to draw up by-laws in accordance with its earlier recommendations.

### Editorial Night

The proceedings on Thursday evening were in charge of the Editorial Committee. J. G. Elliott, Kingston Whig, chairman of the committee, presided. Addresses were delivered by J. W. Dafeo, editor Winnipeg Free Press and Canadian Press representative at the Peace Conference; Arthur Elliott Sproul, editor Canadian Section of the New York Sun, and F. M. Chapman, editor Farmers' Magazine.

Mr. Dafeo dealt with the vexed question of Canada's status as a nation, showing the evolution in her position from colonial times down to the present day.

Mr. Sproul spoke on the promotion of international good feeling through the dissemination of knowledge and explained the underlying motives of the Sun in giving space each week to Canadian happenings.

Mr. Chapman's text was the relation

of farm and city in the building up of a prosperous and contented nation.

Following the speeches handsome illuminated addresses were presented to J. F. MacKay, former business manager of the Toronto Globe, and W. E. Smallfield, former proprietor of the Renfrew Journal, both ex-presidents of the association, who had rendered exceptional services to the organization. Both replied feelingly to the testimonials of esteem.

The Editorial Committee, not satisfied with their Thursday night performance, brought forward three additional speakers on the following morning. The chief of these was Hon. E. C. Drury, the new premier of Ontario, who recently came from the farm to take the reins of Government. Mr. Drury created a very favorable impression. He was followed briefly by Lieutenant-Colonel John A. Cooper, director of the Canadian Government's new Bureau of Information in New York, and by Miss C. C. M. White, head of the woman's department, Toronto Globe.

### Woman in Journalism

"You can't get a newspaper woman to go against her convictions," Miss White quoted from the conversation of a very eminent journalist. "Do you suppose I could find a woman to write something for me that she didn't believe to be right? Not on your life. She wouldn't say she wouldn't do it, but when the work was finished I'd find that she'd got round it in some way, and that the thing that didn't satisfy her ethical standards was missing."

The possible disappearance of the woman's page is something upon which Miss White had been asked to speak, and "for some time now," she said, "thoughtful editors, recognizing that women are standing, column by column beside the men on every page of the paper, except the editorial, have discussed the necessity and even the advisability of the women's page as a thing apart. Personally—I may be wrong—I feel the women's page, per se, is still needed, and I will tell you why. The majority of our Canadian women are not yet readers of the paper as a whole. Indeed, to many of our supposedly educated women the foreign news, the debates in our own House of Parliament, the editorial page, are practically unknown quantities. Yet these women have the franchise. They must be taught many things which concern them little now, or they will follow blindly in the wake of the political machine, and merely load the electoral system with greater masses of unthinking voters than have clogged it in the past."

For the remainder of Friday morning sectional meetings took place, when organization matters again took up most of the time. Representatives of the Canadian Advertising Agents' Association were present and in each section discussed problems that had arisen in the relations between agents and publishers.

The meetings of the general association were brought to a conclusion early in the afternoon with the passing of a series of resolutions of congratulation and thanks. It was further resolved that the present officers should remain in charge until the end of the year, taking such steps as were necessary to wind up the affairs of the association in its existing shape, and that on January 1 the new system should go into effect.

Pursuant to the new by-laws, the three associations met again and elected ten members to the new central council or board of directors. These were the following:

### Central Committee

Representing the Daily Newspaper Association—M. R. Jennings, Edmonton (Alta.) Journal; F. J. Burd, Vancouver (B. C.) Province; J. E. Atkinson, Toronto (Ont.) Star; J. G. Elliott, Kingston (Ont.) Whig; C. F. Crandall, Montreal (P. Q.) Star; Henri Gagnon, Quebec Le Soleil; John T. Hawke, Moncton (N. B.) Transcript; G. Fred Pearson, Halifax (N. S.) Herald; W. B. Preston, Brantford (Ont.) Expositor.

Representing the Weekly Newspaper Association—A. R. Brennan, Summerside (P. E. I.) Journal; Mrs. P. M. Fielding, Windsor (N. S.) Tribune; R. A. N. Jarvis, Newcastle (N. B.) Union-Advertiser; C. Kerr Stewart, Three Rivers (P. Q.) Chronicle; D. Williams, Collingwood (Ont.) Bulletin; J. L. Cowie,



JOHN M. IMRIE

Carberry (Man.) News-Express; S. N. Wynn, Yorkton (Sask.) Enterprise; H. G. McCrea, Hanna (Alta.) Herald; J. W. Ellis, Merritt (B. C.) Herald.

Representing the Trade and Class Paper Association—John Weld, Farmers' Advocate, London; T. J. Pabin, Canadian Countryman, Toronto; H. V. Tyrrell, MacLean Publishing Co., Limited, Toronto; F. O. Campbell, Canadian Courier, Toronto; J. C. Elder, Presbyterian Publications, Toronto; R. M. Burns, Catholic Record, London; Lieut.-Col. J. B. MacLean, MacLean Publishing Co., Limited, Toronto; Hugh C. MacLean, Hugh C. MacLean, Limited, Toronto; J. J. Salmon, Monetary Times, Toronto; Acton Burrows, Canadian Railway and Marine World, Toronto.

The board of directors convened for its first meeting at 4 P. M. and elected E. Roy Sayles, Port Elgin Times, as president of the Canadian Press Association for 1919-1920, with F. J. Burd, Vancouver Province, vice-president. Messrs. Sayles and Burd were instructed to take all necessary steps to secure a secretary and offices in order to carry on the work of the general organization.

The Weekly Newspaper Association also completed its organization on Friday afternoon by the election of the following officers:

### Weeklies Officers

President, A. E. Calnan, Picton (Ont.) Gazette; Past President, P. George Pearce, Waterford (Ont.) Star; First Vice-President, V. C. French, Wetaskiwin (Alta.) Times; Second Vice-President, A. R. Brennan, Summerside (P. E. I.) Journal; Secretary, A. E. Alloway, Oshawa (Ont.) Reformer. Executive Committee—The foregoing and C. J. McGillivray, Antigonish (N. S.) Casket; Fred H. Stevens, Hartland (N. B.) Observer; Rev. A. H. Moore, St. John's (P. Q.) News; J. E. Hebert, Le Peuple, Montmagny (P. Q.); W. R. Davies, Renfrew (Ont.) Mercury; J. A. MacLaren, Barrie (Ont.) Examiner; Lorne A. Eedy, Walkerton (Ont.) Telescope; P. Monteith, Aylmer (Ont.) Express; Mrs. C. J. Rowe, Manitowish (Man.) Western Canadian; Roy G. Ashwin, Milestone (Sask.) Mail; S. R. Hudson, Okotoks (Alta.) Review; L. J. Ball, Vernon (B. C.) News.

The following were appointed chairmen of the committees of the Canadian Weekly Newspaper Association: Advertising Committee, W. R. Davies, Renfrew (Ont.) Mercury; Circulation Committee, P. George Pearce, Waterford (Ont.) Star; Job Printing and Estimating, A. R. Brennan, Summerside (P. E. I.) Journal; Membership and Field Work, J. J. Hunter, Kincardine (Ont.) Review; Postal and Parliamentary, Rev.

A. H. Moore, St. John's (P. Q.) News; News Print Committee, E. Roy Sayles, Port Elgin (Ont.) Times.

A manager has yet to be appointed, but a special committee has this matter in hand and arrangements will be made to have an office opened by the first of the year.

### Daily Association

The organization of the Canadian Daily Newspapers' Association was completed on Saturday with the adoption of by-laws and the appointment of officers and committees.

M. R. Jennings, Edmonton Journal, was elected president; P. D. Ross, Ottawa Journal, vice-president, and George E. Scroggie, Toronto Mail & Empire, treasurer.

W. J. Taylor, Woodstock Sentinel-Review, was made past president by virtue of his being the retiring president of the Canadian Press Association, Inc., the parent body.

The board of directors will consist of the officers and the following: G. Fred Pearson, Halifax Chronicle; E. W. McCready, St. John Telegraph; Lord Atholstan, Montreal Star; Hon. Smeaton White, Montreal Gazette; Henri Gagnon, Quebec Le Soleil; V. E. Morrill, Sherbrooke Record; Irving E. Robertson, Toronto Telegram; J. E. Atkinson, Toronto Star; T. H. Preston, Brantford Expositor; H. B. Muir, London Free Press; W. R. Givens, Kingston Standard; E. H. Macklin, Winnipeg Free Press; Burford Hooke, Regina Leader; J. H. Woods, Calgary Herald; F. J. Burd, Vancouver Province.

The executive committee of the board selected in accordance with the new by-laws consists of the president, M. R. Jennings, Edmonton Journal; the past president, W. J. Taylor, Woodstock Sentinel-Review; P. D. Ross, Ottawa Journal; J. E. Atkinson, Toronto Star; Hon. Smeaton White, Montreal Gazette.

The board of directors of the new organization also met on Saturday and appointed the following committees:

**Paper Committee:** P. D. Ross, Ottawa Journal; J. E. Atkinson, Toronto Star; E. H. Macklin, Winnipeg Free Press; William Findlay, Toronto Globe and John R. Robinson, Toronto Telegram.

**Advertising Policy Committee:** George E. Scroggie, Toronto Mail and Empire; H. B. Muir, London Free Press; W. B. Preston, Brantford Expositor; M. W. McGillivray, Montreal Star; Col. R. F. Parkinson, Ottawa Journal.

**Advertising Promotion Committee:** W. B. Preston, Brantford Expositor; H. B. Muir, London Free Press; N. T. Bowman, Toronto Telegram; Wesley McCurdy, Winnipeg Free Press; W. S. Marson, Montreal Star.

**Postal and Parliamentary Committee:** Wilson Southam, Ottawa Citizen; J. H. Woods, Calgary Herald; P. D. Ross, Ottawa Journal; W. A. Buchanan, M.P., Lethbridge Herald; Eugene Berthiaume, Montreal La Presse.

**Costs and Records Committee:** F. J. Burd, Vancouver Province; Wesley McCurdy, Winnipeg Free Press; G. A. Disher, Ottawa Citizen; J. E. Atkinson, Toronto Star; W. J. Taylor, Woodstock Sentinel-Review.

J. S. Douglas, Toronto Mail & Empire, was appointed chairman of the Circulation Committee and given power to select that committee.

John W. Imrie has been engaged as secretary and manager of the new organization. Mr. Imrie has been for eight years secretary and manager of the Canadian Press Association, Inc.

### Loan "Stunt" Ends Fatally

OTTAWA, ONT., Nov. 25.—A Victory Loan publicity "stunt" in which the local newspapers co-operated ended in tragedy when an airplane piloted by a war veteran crashed to earth in a fog at Eganville, resulting in the death of both pilot and a passenger. The "stunt" was arranged by the Victory Loan Committee, as one of a series of flights. Several were successfully made.



## PRESS SERVICE MERGER PLANNED IN CANADA

Canadian Press, Ltd. and Canadian Associated Press May Unite Under Latter Name—Slack Again President

TORONTO, Dec. 2.—Important steps in the direction of amalgamating the services of the Canadian Press Limited and the Canadian Associated Press were taken at the annual meeting of the former organization held at the King Edward Hotel here last week.

The Canadian Press Limited is the domestic news service; that of the Canadian Associated Press provides the service from London, England. Both organizations receive Government subsidies to enable them to carry on their work. For some time back the Canadian Press Limited has been operating the Canadian Associated Press, but it was felt that the time had come to merge the two bodies and operate both under the name of the Canadian Associated Press. Some new arrangement with the Government will be necessary and this will be worked out as soon as possible.

### A. P. Co-operating

Frederick Roy Martin, assistant general manager of the Associated Press, was present bearing greetings from his organization, and the friendly relations and close co-operation which has existed between the two bodies will be still further strengthened as a result of his visit. He invited the directors of Canadian Press Limited to attend a meeting of the board of the Associated Press in New York on December 10.

The transatlantic service of the Canadian Associated Press will be extended if a proposal being made to Reuter's Agency is approved. This would provide for the placing of a Canadian Press man in Reuter's London office, who would have access to both the Reuter service and that of the Associated Press.

Owing to the heavy increase in operating costs, assessments levied on the members for the present fiscal year have been considerably increased and the schedule submitted by the management received the approval of the meeting, subject to some amelioration for smaller papers in the Maritime Provinces served by leased wire.

### All Officers Re-elected

The following directors were elected for the ensuing year:

Nova Scotia—G. Fred Pearson, Halifax Chronicle.

New Brunswick—John T. Hawke, Moncton Transcript.

Quebec—H. Gagnon, Le Soleil; C. F. Crandall, Montreal Star, and E. F. Slack, Montreal Gazette.

Ontario—E. Norman Smith, Ottawa Journal; John R. Bone, Toronto Star; Stewart Lyon, Toronto Globe; Irving E. Robertson, Toronto Telegram, and W. J. Southam, Hamilton Spectator.

Manitoba—E. H. Macklin, Winnipeg Manitoba Free Press, and R. L. Richardson, Winnipeg Tribune.

Saskatchewan—W. F. Herman, Saskatoon Star.

Alberta—J. H. Woods, Calgary Herald.

British Columbia—F. J. Burd, Vancouver Province.

Maj.-Gen. Sir David Watson, Quebec Chronicle, was elected a director, but resigned in order to make room

for a representative of the French language press.

At a subsequent meeting of the board of directors, officers for the year were re-elected as follows:

President, E. F. Slack, first vice-president, E. H. Macklin, and second vice-president, G. Fred Pearson.

Owing to the ill-health of the general manager, C. O. Knowles, he was granted three months' leave of absence. F. J. B. Livesay, assistant general manager, Winnipeg, was appointed general manager pro tem.

## NEWSPAPERS MUST BLAZE WAY

(Continued from Page 5)

pressed upon the organization with his well arranged journalistic foundation.

It was only a few years until his opportunity came. The Scripps-McRae people decided to establish a large number of new papers. Their proposition was simple. To men that they knew by trial in their organization they said, in effect:

"If you know a spot that needs our kind of a newspaper and have a desire to struggle through a few hard months, or maybe years, we will furnish the plant and the start, and when you make it arrive you will be declared in."

Alfred O. Andersson grasped his opportunity. Dallas, Texas, was his selected trying ground. The Dispatch was started and in less than three years had "arrived" according to Scripps-McRae requirements. Then he cast his eyes southward to Houston and there launched the Press under similar conditions. At the same time he continued as publisher of the Dispatch and president of the Dallas company. After the Houston Press had reached the "arrived" stage he turned to Memphis and there established another Press. Mr. Anderson was publisher of all three publications, known as the Scripps-McRae Southern Group, and president of the publishing companies with headquarters at Dallas.

Although he is now president of the N. E. A. he also continues as president of the companies of the Southern Group.

He tells a very interesting story about raising the subscription price of the Memphis Press from one cent to two cents, the first of the group to make the change. Mr. Andersson, it has been learned on very good authority, reads EDITOR & PUBLISHER as religiously as he reads his own newspapers, and then files it away for future reference.

When Mr. Andersson announced to his business and circulation staffs in Memphis that he believed the time had arrived to raise the price of the Press to two cents they, collectively and individually went up into the air and yelled "impractical." Mr. Andersson smiled—he does that easily.

When he returned to his office in Dallas he called his secretary in and gave her instructions to get down the files of the EDITOR & PUBLISHER for one year back and to clip out every argument printed showing the advantage in these perilous times of a two cent daily over a one cent daily.

When this work was completed, all of the clippings were pasted together and they made quite a string. Armed with these Mr. Andersson went back to Memphis and asked the men who make the Press to read them. They did.

The following Monday the Memphis Press announced its change to a two cent daily and even to this day everybody is satisfied.

# Indiana In Winter

Indiana's favorite poet wrote of that time:

"When the frost is on the pumpkin,  
And the fodder's in the shock"

That is now. Agricultural Indiana has harvested the greatest crop in Indiana's history; has disposed of it in the greatest "bull" market of our times; has banked the money, and is now ready to spend a long, happy winter enjoying life.

The boys are home from the war—victorious, with new ideas, gained in foreign travel, and with greater love for home folks and home ideas and ideals.

The roads are hard, the automobiles are working fine and there is plenty of gasoline.

Parties, dances, debating societies, all humming.

The girls must have new clothes, and more and more clothes—for they must outshine the French girls the boys saw last year.

The boys must get into "civvies" that have the dash and go of the army uniforms.

The old folks must entertain the young folks. The houses must be furnished with everything possible to think of.

All this is frivolous and superficial, perhaps, but it means a most excellent and active market in Indiana, a responsive, financially strong market, a worth-while market.

Indiana people simply must keep in touch with Indiana, and they do so by reading Indiana daily newspapers.

These daily newspapers work wonders for national advertisers—do so at a very low cost, and are the most effective, economical way of selling goods.

	Circulation	Rate for 5,000 Lines
Elkhart Truth .....	(E) 9,353	.0214
Evansville Courier .....	(M) 22,897	.04
Evansville Courier .....	(S) 20,535	.04
Fort Wayne Journal-Gazette.....	(M) 29,230	.05
Fort Wayne Journal-Gazette.....	(S) 26,000	.05
Indianapolis News .....	(E) 110,552	.18
Indianapolis Star .....	(M) 85,446	.13
Indianapolis Star .....	(S) 96,317	.18
Kokomo Dispatch .....	(M) 5,567	.015
*Lafayette Courier .....	(E) 8,527	.025
*Lafayette Journal .....	(M) 10,669	.025
La Porte Herald.....	(E) 3,472	.0179
Logansport Pharos-Reporter .....	(E) 6,809	.02
Muncie Press .....	(E) 9,140	.025
Muncie Star .....	(M) 25,681	.05
Muncie Star .....	(S) 16,133	.05
Richmond Item .....	(M) 8,206	.03
Richmond Palladium .....	(E) 11,865	.04
South Bend Tribune.....	(E) 16,227	.035
Terre Haute Star.....	(M) 27,334	.04
Terre Haute Star.....	(S) 19,597	.04
*Terre Haute Tribune .....	(E) 23,467	.04
*Terre Haute Tribune .....	(E) 19,035	.04
Vincennes Capital .....	(E) 1,504	.01071
<b>Total Daily Circulation and Rate.....</b>	<b>416,046</b>	<b>.06001</b>
<b>Total Sunday Circulation and Rate.....</b>	<b>197,617</b>	<b>.36</b>
<b>Total Daily and Sunday.....</b>	<b>613,663</b>	<b>1.12001</b>

Government Statements, October 1st, 1919.

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

## PYRAMID AD MAKE-UP CAUSES NO LOSS

Advertisers Are Philosophical When  
Cheyenne Dailies Announce New  
Style and Generally Concede  
Its Fairness

CHEYENNE, WYO., Dec. 3.—The adoption of the pyramid style of makeup for advertisements by the two local daily newspapers, the Cheyenne State Leader, morning, and the Wyoming State Tribune, afternoon, and the discontinuance of the selling of position disturbed the advertisers of Cheyenne less than was anticipated when the two papers announced concertedly the change of policy.

The only direct loss of advertising known to be the result of the change was the loss of an advertiser whose monthly bill for advertising amounted to about \$4. The new style of makeup went into effect Monday afternoon and Tuesday morning, November 17 and 18, and before the week was out, the majority of the advertisers had come to the point where they accepted the arrangement as a matter of course.

The principal objections were voiced when the plan was first announced, and most of these were due to misunderstanding of what was to be done. As the purpose of the change was explained and the results were observed most of the objections died a natural death.

The greatest difficulty was to convince the advertiser or bring him to realize that he did not own the paper in a sense or that he had no constitutional right to demand any space in the paper that he chose except the front page.

### What Advertisers Say

One advertiser half-seriously suggested that now he would discontinue his every-day advertising and would take it in page or half-page lots, thus foiling the machinations of the makeup man. He has continued his daily advertising, however.

The results of the change have been obvious in the appearance of the papers, and the advertisers admit the improvement.

One advertiser has already been converted to the position held by the advertising men on the papers that people will read the ads more when they are grouped together than when they are scattered over the page.

"There is a psychological effect of a half-page of ads grouped together," he said, "that excites the desire to read them and compare them with each other and to note the variety of things advertised. They lend each other a pulling or attracting power when they are together that they can't lend each other when they are separated.

"And besides, there is a suggestion to the reader in a group of ads run together—and whether it is sub-conscious or not it is appreciable—that the adver-

tising is a directory or information bureau, and the attention is invited. When the ads are scattered there is not this invitation to the attention. When an ad is alone it has to shout at the reader to attract attention, but when there are a group of ads in one corner of the page the effect is the same as a crowd of people on the street corner—the reader simply has to investigate."

Another advertiser, while not admitting this and insisting that he would still like to choose the position for his ad, does admit that it is the editor's right to arrange his paper to suit himself and that the pyramid arrangement of advertising improves the appearance of the paper.

"And I am enough of a gambler, or a sport, or whatever you may call it," he adds, "to take my chances with the makeup. Of course the ideal ad might be one entirely surrounded by reading matter—and I am not so sure of that either, since the readers might not like it and might take out their spite by patronizing the other advertiser."

One of the heaviest advertisers said: "It doesn't make a bit of difference to me, nobody can jockey a half or three-quarter page ad out of a good position."

A small advertiser remarked, "Well, at any rate a small ad usually lands on top or next to reading matter on the side, and luck is more often with it than against it."

## CUTTING DOWN HEADS SAVES BIG SPACE

(Continued from Page 8)

Enquirer keep using a succession of banks, sometimes totaling six inches in length, leaving nothing for the body type to tell.

We have eliminated the multiple banked head except for stories of unusual merit, and by that I mean that we don't use a banked and re-banked head more than once a week.

Our head style has been reduced to a single inverted pyramid bank of three lines. We have more than cut our head space in two. On the inside of the paper we have substituted a 2-line 18-point head with a 2-line 10-point bank, for a 36-point 2-line head with a 3-line 12-point bank.

We use more one-line heads, and you'd be surprised to see how many good items you can get into ugly little holes with the one-line or the double-line cap head of your body type.

Departmental standing heads for the automobile pages and the sports pages have gone into the hell box and we have put items in the place of those beautiful adornments, pleasing to the eye and prodigal of space.

This is the time to swat the press agent and the propagandist lusty swats. We have had to hurt the feelings of some of our best friends, fine young lads who have left our office to get a job as press agent largely on the

strength of their acquaintance with the bosses of the paper and their consequent fancied ability to kid us into printing the stuff for which they are paid a salary—but we have done it and saved space.

A great many organizations, nursing a misconception born of war necessity, have assumed that the main object of a daily newspaper is to carry daily publicity for the hundred and one money raising campaigns, of city size, or state size, or nation size. By eliminating much of the propaganda we have managed to give a better newspaper. The quicker the profession gets back to its pre-war basis of judging news values the better off all of us will be.

If your paper is over-featured, organize a questionnaire for your staff, your city readers and country readers, and find out what you can best eliminate.

Condensation and elimination are matters of good editing and reporting. Hence, to get the best results, you must get down to the source of the stream of copy and have every copy-reader, every sub-editor and every reporter give you everything he has.

Now let me tell you how we got that.

We took the whole staff into our conferences.

Instead of settling everything between the publisher and the managing editor, we organized a newspaper soviet and gave the newest cub a vote.

The publisher told the men and women what he was up against—frightful price and not enough paper at any price to put us over until new contract time except by taking the most drastic steps. He asked for their advice and their suggestions. He told us that every line saved counted. He said the folks in the department had to save the situation and he made it sound real by telling the editorial department that he felt everybody would try hard enough and actually participate enough in the saving to make it worth a salary bonus at the end of six months.

Did we get co-operation? You 'phone 'em! We did!

Was a time when everybody cursed the tight paper.

Now the managing editor tells the desk the size of the hole with a smile—the hole is never large—everybody passes the grin along and the word al-

ways comes back—"sure we can cut into it, let's go!"

## REDUCE CLASSIFIED HEADINGS

(Continued from Page 32)

rooms rented? Ninety-nine out of a hundred times through the Want Ad section of these folks' local newspapers. That amounts to a paper's putting money into the very pocketbooks of peoples everywhere who really need such help!

Illustration after illustration along these lines could be given, but what's the use? Suffice it to say that the Want Ad goes more into the very life of a nation's home circles than any other page, feature, or section a newspaper could have. This assertion is made calmly, after having considered carefully the respective merits of local and world news and editorial pages.

In a nutshell, then, the whole argument resolves itself into only this:—that classified advertising is a thing "of the people, by the people and for the people" and as is the case with the government, it "shall not perish from the face of the earth."

So publishers everywhere are giving more thought to classified; are giving more serious attention to its circulation-building possibilities; have awakened long since to the realization that no surer barometer of a paper's standing is wanted in the foreign field than its Want Ad section; and last but not least, these publishers are counting the thousands of stanch and lasting friendships made and held through their classified advertising sections alone.

## Service

National advertisers find the Indianapolis Radius an easy market to cultivate because they can obtain exact information of conditions from the Merchandising Service Department of

THE  
INDIANAPOLIS NEWS

Charter Member A. B. C.

Foreign Representatives

Dan A. Carroll, Tribune Bldg., New York  
J. E. Lutz, First Nat. Bank Bldg., Chicago

## ADVERTISING RECORD

4,732,042 Agate Lines  
of advertising were published in the

## Clarksburg Telegram

WEST VIRGINIA  
during nine months ending Sep-  
tember 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:

We're growing in advertising space sold because we've grown into the confidence of our readers—national advertisers know what that means.

## 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.

## The Pittsburgh Post



has the second largest  
morning and Sunday cir-  
culation in Pittsburgh.

## 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.

## 728,910 Lines Gain

during October. That is the Cleveland high water mark in gains for 1919. No other Cleveland paper, THE PLAIN DEALER included, ever gained as much in one month. THE PLAIN DEALER'S steady progress in continually increasing its lead over the other Cleveland papers conclusively proves

## The Plain Dealer

First in Results in Cleveland



## GATHERED AT RANDOM

WE are spreading out this week. Notice the double column heading. With the assistance of some hundred or more of our other friends we hope to keep it up. Today we have with us H. I. Phillips, of the New York Globe.



H. I. PHILLIPS

He both writes and draws with his right hand. Notice his movie star expression. Some day he is going to write a play. He was born at New Haven, is still young and carefree. Once upon a time and not long ago he was fired from a New England newspaper for using his right hand to make a picture showing President Taft with his left foot in a bowl of soup and his left hand clutching a bunch of celery. Here goes:

### WHITE PAPER—MY JEWEL

By H. I. PHILLIPS



### Even Though It Be a "Narrow" Policy

White paper's causing wide distress—  
A publisher must save and scrape;  
We may yet have to dress the press  
With little rolls of ticker tape!

### How Times Have Changed!

The first thing to do in the white paper economy campaign is to educate the public. The average man doesn't know for a certainty whether white paper is mined, grown, picked, harvested or hunted. He would not feel safe in disputing an assertion that it was secured by sinking shafts in the famous Paper Collar Regions of the celebrated Five-Star-Edition belt in southwest Africa. The average reader thinks white paper is so plentiful publishers give the surplus away to the poor to wrap bundles in.

White paper in the past has been a commodity that worried nobody but the street cleaners. If there was much white paper in the streets today the publishers would take over the street cleaning privileges.

It is not so many years ago that women used white paper to curl their hair with and decorate the pantry shelves. Old maids used to use several layers of it as a protection against pneumonia when navigating against head winds in winter. People used to think paper was primarily for starting fires.

Paper companies used to deliver great truckloads of it at the front doors of

newspaper offices in broad daylight without secrecy or a special form of permit. If a few rolls dropped off the truck while going over a bump in the street, the driver never bothered to go back and pick it up. Now a publisher gets his paper on the "two-lumps-to-a-person" system. In delivering it, a paper house picks the back roads, calls for the protection of the state militia and makes the trip under cover of darkness.

And instead of delivering it in big trucks, they use bicycles.

A pressman these days has to carry a certificate of character and be a bonded employee. A dishonest cashier is a minor matter, but the hand that rocks the white paper department rules the World—and all the other papers.

### The Editorial Room View

"Paper short? . . . Put on the screws!"  
We hear the boss's stern advisements;  
The answer's simple: Run the news  
But not a line of advertisements.

### The Business Office View

Prune your stories to the bone!  
Don't waste space on being funny;  
News may give a paper tone,  
But advertisements bring the money.

Of course there is medium ground between the two extremes, but the amount of correspondence necessary between the business office and the editorial room before the demons at the news end of the sheet would surrender would simply bring on a white-writing-paper shortage.

One of the deplorable things to look back upon is the enormous amount of white paper that has been used in printing pictures of Ludendorf, Von Hindenburg and the ex-kaiser with and without whiskers.

Another thing we could never grasp is the fact that while the purpose of a photograph is to show the public what a man looks like, the men who are so well known that they seem one of the family get their pictures in the average paper the greatest number of times. Take a president or a governor or a mayor frinstance. After the first hundred weeks he is fairly well known. Unless suddenly stricken with total baldness, a full beard, a black eye, short pants, a checkered vest or a hat with feathers in it, we fail to see why about two columns of space should be given to him every time he signs a new bill, vetoes an amendment, marries off a daughter or welcomes the envoy from the Himalayas.

Most mayors, presidents, etc., wear the same face all throughout their term. In some cases this is unfortunate—but why emphasize it?

**PREMIUMS**  
That Are Real Subscription Producers  
**S. BLAKE WILLSDEN**  
Manufacturers and Publishers  
Representative,  
1606 Heyworth Building  
29 E. Madison St. CHICAGO

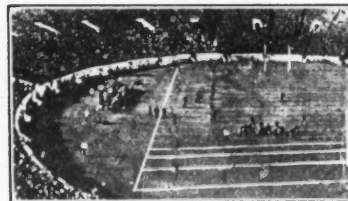
### The B. V. D. Lure

And then there are the department store advertisements with the hundred and one small illustrations. Why the line cuts of baby carriages, kitchen chairs, coal scuttles, frying pans, side-combs, silk stockings, shows, baby-rattles, cake-knives and umbrellas? The women will read the department store ads anyhow, and, as we know why the men read them, our advice is to take out all the cuts save those illustrating the women's underwear department.

### Ways Not to Save White Paper



"When the Gallant Fifty-Fifty Comes Marching Home." A striking snapshot of war veterans passing in review in heavy rain. The man under the left umbrella is Mayor Jones.



Casey of Harvard making his stirring 35 yard run for a touchdown. Casey is the player on the extreme right. Note the position of the ball under his arm and the stern expression on his face. The man flecking the ashes off his cigar on the sideline is Dr. Sharpe, the great coach.

### Why Waste Space with Full Figures of Theatrical Stars

Tessie Toodles, the handsome star of the Follies, rendering one of her fetching songs. Note her personality and her famous dimples (one on each knee.)



### Another Angle

Some publishers call it the "white space shortage." This, to our mind, has a more popular appeal. It is something everyone has noticed. It has invaded every phase of life. Look at the ladies' faces these days—where is the white space?

Look at beer (if they have any of the 2.75 in your town)—where is the fine old four inches of white space that used to form from the top and make the flagon attractive? Gone forever!

### Rubbing It In

The government played a mean trick on the publishers. It put them under a paper ration system during the war. And then when the war was over it made them print the peace treaty and league of nations text. And it has been making them print corrections ever since. Help!

### Where Most White Paper Goes

Though paper's so short we must ration each page

And our plans are all criss-cross and checkered,  
We'd all have enough to go on for an age—

If they'd stop the CONGRESSIONAL RECORD!

## 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

## Time and Money

Both time and money are saved by members of *The Associated Newspapers* who are securing a most effective feature service at a saving over former feature expense. Besides, they are building up for themselves a service of increasing value.

Write or wire for terms of membership. Only a few cities now open.

The Associated Newspapers  
170 Broadway New York

## Sunday Comics That Get Results :

Mr. Dubb,  
Boob McNutt,  
Little Jimmy,  
Shenanigan Kids,

Write for sample pages

## International Feature Service, Inc.

246 West 59th St., New York

## The True News FIRST

Always-Accurately

International News Service  
World Bldg. New York

## Frank G. Menke's Weekly Sports Letter

Timely

Snappy

Authoritative

## Newspaper Feature Service, Inc.

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.

## DOUBLE CELEBRATION FOR M. E. STONE

A. P. Chief Eulogized by Lotos Club Friends, Honoring His Golden Wedding and Bidding Him Bon Voyage

Just before he sailed for Europe last Saturday on the Adriatic about fifty close, Lotos Club friends of Melville E. Stone, general manager of the Associated Press, gave him a dinner at the Club. The special occasion was Mr. Stone's golden wedding anniversary and his prospective departure for Europe. Eulogistic speeches were made by Chester S. Lord, president of the Lotos; Charles F. Hart of the New York Times, Capt. Charles McGhee of the Cotton Exchange, John W. Hutchinson, who was toast-master, and others.

Among those who have known Mr. Stone longest was Edward R. Johnstone, a retired newspaper man, at one time editor of the Cleveland Leader and of the Minneapolis Times and managing editor of the New York Commercial Advertiser, now the Globe. In the early eighties Mr. Johnstone was city editor of the St. Paul Pioneer Press and saw a good deal of Mr. Stone and his entourage. Early in 1898 Mr. Johnstone went to Cuba for the Associated Press and throughout the Spanish-American war had charge of dispatch boats for that organization, of which Mr. Stone was then, as now, chief executive. At the dinner Mr. Johnstone spoke as follows:

### His Alphabetical Suffixes

"The career of your golden guest offers so many salients, so many pinnacles of character, experience and achievement that to touch upon the highest spots alone would consume time and space not at present disposal.

"You all ken something of Melville Elijah Stone, A.M., L.L.D., (and the Lord only knows what other alphabetical affixes) in his personal relations, in his delighting comradeship, in his willingness to share the lighter as the more serious moments of Club life. You all have a very real affection for him.

"In goodly measure you appreciate his importance as publicist, man-of-affairs, journalist and mentor. You would wager that few men now alive have as many friends as he, as wide an acquaintance, as universal a knowledge of world happenings, gained at first hands and assimilated in the alembic of a marvelous experience.

"Perhaps all of you do not realize that Mr. Stone is the greatest reporter that ever lived (I could give him no prouder title) and that for more than a decade he has been the direct or indirect gatherer and purveyor of more real news than any other man in Christendom or out of it.

"We hear much of editorial opinion—and in that field Mr. Stone is no tyro—but the best opinions on matters of great

pith and moment, would be ill-digested if not dangerous, were they not formed from, based upon, facts. What agency since letters were sowed by Cadmus, ever approached the Associated Press of the United States as collector and disseminator of worth-while facts?

### "A. P." An "Open Sesame"

"Of this association Mr. Stone is not only the executive head but is the conspicuous factor in growth, importance, credibility and impartiality until his name is an open sesame for court, camp and chancellerie; in legislative halls and the arcana of high-finance.

"Presidents, kings, czars, emperors, premiers and political potentates of all shades of power have done him honor. He has but to ask an interview to get it and so potent has he made the name 'Associated Press' that his chief subordinates, throughout the world, are granted the same rights of entry as those accorded him. I need not descant upon the quality of mind, the high grade of honor in faith-keeping, that have made this condition possible.

"Mr. Stone was predestined for newspaper work and doubtless felt the capacity for success therein that accompanies an inner sense of fitness. None the less I question whether, when the first issue of the Chicago Daily News appeared on Christmas Day, 1875, either its founder and editor or his business partner, Victor F. Lawson, visioned the success the near future held. In a few years newsmen in distant cities pointed out the News as the first instance of a paying daily that bore on its Northeast corner the legend 'Price One Cent.'

"The News made money and widened and deepened in influence, because Mr. Stone believed in independence, fearlessness and the square deal. He believed in the humaneness of the human and despised not the day's small things. Whether his paper was helping a convict to regain a straight outlook or placarding the plagiarisms of a perfervid preacher by the deadly, published parallel; whether it was urging the resurgent city to greater efforts or victoriously swatting graft-takers, it was always fair and above-board. It won because the great reading-public recognized its deserts.

### The News Galaxy

"And Oh! My masters, what a band of writers Mr. Stone gathered into the somewhat shabby sanctums of the Chicago Daily News in the late seventies and early eighties! I can only name a few samples. Easily first comes Eugene Field, magna cum laude, poet, humorist, satirist, pundit; George Ade, the American Aesop, who pointed his morals and adorned his tales with a slang at once illuminating and convincing, a greater enricher of popular vocabulary than all the bunch of Doctors of Philology who criticized him; Finley Peter Dunne, whose inimitable Dooley voiced more valuable home-spun philosophy in one interview than some congresses we wot

of vocalize in an entire session; Harry B. Smith, that fecund librettist and lyricist who gave us the books of 'Robin Hood,' 'The Serenade' and 'The Highwayman,' countless travesties for the old Weber & Field's Bijou—and a lot of other things not so worthy.

"Then there were the Peattie's, man and wife, Ballantyne, a host of men and women later absorbed by other papers or reaching a less ephemeral clientele between the covers of many-editioned books.

"One shining faculty in Mr. Stone's make-up is his power of obtaining and retaining loyalty. Many men nearly or quite as old as he are proud to refer to themselves as 'One of the chief's boys' and from the time of the Daily News editorship to the executive functioning of the Associated Press in the greatest news podrida the world has ever known, he has had eager coadjutors and faithful friends as subordinates and assistants.

"It would be pleasant to go on and tell of the chief's triumphs in Russia, Germany, France and Italy—to say nothing of the United States and Canada—but enough's too much. We wish the guest of honor bon voyage, successful mission, warm welcome home. We hope to help him celebrate his diamond wedding anniversary and that when there comes to him, as come there must to all, the hour of summons to the grim Charon, the Stygian ferry-man, may he be able heartsofely to say:

"So, in some wise,  
"All things wear round betimes  
"And wind up well."

### PREST-O-LITE ADVERTISING

#### \$600,000 Will Be Spent for Newspaper Space

ATLANTA, Ga., Nov. 30.—Newspaper advertising campaigns, to cost more than \$600,000, will be waged by the Prest-o-Lite Company of New York during the year 1920 in educational work to teach autoists how to take care of their batteries, according to Robert Frothingham, publicity manager for ten Prest-o-Lite conventions that are being held in various cities of the country.

"We look to the newspaper, as a public service institution, to be the chief medium in this campaign," Mr. Frothingham said.

### 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.

### LOS ANGELES

## EVENING HERALD

Carries a greater volume of advertising than any daily on the Pacific coast

### DAILY CIRCULATION

123,305

Charter Member A. B. C.

### CANADA WON'T TAX MAGAZINES

#### Ontario Trades Boards Vote Down Motion on U. S. Publications

TORONTO, Nov. 26.—American magazine publishers need have no fear that Canada is going to interfere with their Canadian circulation. The Associated Boards of Trade of Ontario in annual convention assembled have overwhelmingly voted down a resolution recommending that the Finance Minister of the Dominion be given discretionary power to place a prohibitive tax on all foreign magazines having a circulation in Canada in excess of 10,000 copies, unless they have a Canadian section in which Canadian manufacturers can buy space at a rate based on Canadian circulation.

The sponsor of the motion argued that Canadian buyers were being far too much influenced by American advertisers; that Canadian advertisers were prohibited from using American magazines because of the high rates, and that something should be done to enable them to use these mediums on an equitable cost basis. It was indirectly a powerful tribute to the force of the advertising appearing in the periodical publications of the United States.

However, the proposal met with practically no support. It was countered by the argument that the Canadian manufacturer had ready access to the newspapers, which practically had the field to themselves, and that the public could be reached and influenced quite as well through them as through the foreign magazines.

The hearing attracted wide attention among present national advertisers.

### 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

### The Personal Contact

Few advertising mediums where readers take a personal interest in all the news and advertising excel

## 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

Beloit employs 7500 highly-skilled, highly-paid mechanics in thirty factories whose deposits in local banks total \$7,000,000.

Are you getting your share of this industrial wealth?

Beloit has one paper—the Daily News. Circulation over 7,000. Rate, 2½ cents per agate line.

(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.



## G. M. TROWBRIDGE DIES IN PORTLAND

Oregon Journal Editor Succumbs to Effects of Old-time Malady—Had Long Career on Pacific Coast

(BY TELEGRAPH)

PORTLAND, ORE., Dec. 3.—George M. Trowbridge, editor of the Oregon Journal, died November 29 following an operation performed some time ago. Mr. Trowbridge was first stricken ill in January, 1916, when an operation was performed. After nine months' illness, he recovered and returned to his office. In August of this year a recurrence of the first illness took place and although his condition was serious, he recovered sufficiently to return to his home. Three weeks ago his condition made it necessary for his return to the hospital, where he remained until the time of his death.

Mr. Trowbridge was 58 years of age. He was born in Dubuque, Ia., and graduated from Amherst College in 1883, later studying law in Northwestern University for several years. Mr. Trowbridge practiced law in Chicago and Arizona, but abandoned this practice more than twenty years ago, when he entered newspaper work. He was associated with the Los Angeles Herald as city editor and later was political writer on the San Francisco Bulletin.

After C. S. Jackson took over control of the Oregon Journal in the fall of 1902, Mr. Trowbridge joined its staff and until April, 1906, he served as political writer. He was then made editor. Mr. Trowbridge was unmarried. He is survived by one sister and two brothers.

## Obituary

EDOUARD ABBE, aged 70, well-known Canadian newspaper man, recently died at Quebec, following a paralytic stroke. He had been at various times identified with Le Canada, Le Temps and La Presse, and afterwards was political secretary to Hon. Mr. Ouimet.

O. P. PYLE, editor and publisher of the Belton (Tex.) Journal, died in Belton last week. Mr. Pyle for three years published the National Co-Operator, the official organ of the Farmers' Co-Operative Union, of which he was one of the founders, and he had also been connected with newspapers in Mineola, Dallas and Weatherford.

JAMES BOGEY ROBERTS, aged 33, advertising manager for the Mississippi Valley Publishing Company, publishers of the Mississippi Valley Magazine, St. Louis, was killed in an automobile accident in that city on November 29.

HAROLD A. ACKERMAN, aged 23, formerly connected with the advertising department of P. Lorillard & Co., New

York, died in Brooklyn last week as a result of nephritis contracted while in an army training camp. He had been blind for several months.

ALFRED M. TALLEY, aged 78, son of the editor of the Chicago Democrat, the first local newspaper, which began publication in the fall of 1833, died in Chicago last week.

R. M. BROWN, editor of the Sunset (Cal.) Journal, was struck by an automobile and killed recently in San Francisco. He was 60 years old.

ISIDORE GONIKMAN, city editor and associate editor of the New York Day and Wahrheit, died on November 28 while seated at his desk. He was born in Russia 43 years ago and had been connected with the Wahrheit since 1905.

GEORGE M. BRADT, founder, publisher and proprietor of the Havana (Cuba) Post, died in New York on December 1, aged 54 years. He was one of the most influential Americans in Cuba, where he had lived for the past fifteen years.

JAMES WOTHERSPOON GRAFF, known as "Pop" Graff, perhaps the oldest newspaper man in New York, died November 29 within a few days of his 84th birthday. For more than half a century he had been a writer and newsgatherer for local newspapers. Until five years ago he had for 25 years been a reporter for the City News Association. As a boy he settled in Harlem when Harlem was a village. He founded the Local Reporter, a weekly, but later became correspondent for the downtown dailies.

JOSEPH J. GOODE, a retired newspaper man, died on November 30 in New York, after having been taken suddenly ill in the home of a friend. In one of his rooms the police found an unsigned will in which he gave \$500 to the Press Club and \$5,000 to each of three nieces.

LOUIS R. SOUTHWORTH, aged 63, for twenty-five years on the staff of the New York World, died on November 30 of a complication of diseases in South Woodstock, Conn. Mr. Southworth, after graduating from Brown University joined the staff of a New Haven newspaper, and came to New York in 1890 to join the World. After doing general work for several years he was assigned in 1897 by Charles Edward Russell, then city editor, to cover ship news. He retired in the Summer of 1915. His last story was the departure of the Cunarder Lusitania in May, 1915, on the voyage on which she was torpedoed.

GEORGE E. FERRIS, aged 39, for sixteen years connected with the Manchester (Conn.) Herald, died December 1 after a long illness. He entered the employ of the Herald in 1903 as a reporter.

J. A. WRIGHT, aged 65, a veteran editor of Missouri and Kansas newspapers, and father of H. L. Wright, editor and owner of the Lebanon (Kan.) Times, died suddenly in Lebanon, last week.

Mrs. ARTHUR C. THOMAS, aged 39, wife of Arthur C. Thomas, publicity manager of the Wichita (Kan.) Chamber of Commerce, died last week fol-

lowing an operation in a Wichita hospital.

J. FRANK SHERWOOD, aged 49, formerly a newspaper man in Philadelphia, died in Norristown, Pa., last week. Mr. Sherwood served two terms as a member of Common Council, and was a member of the Legislature from 1910 to 1913.

COLONEL TAYLOR McRAE, aged 78, one of the best known of the old-time Texas newspaper men, died in Fort Worth last week.

## ED. THIERRY INJURED

Train Wreck in Belgian Congo Claims Many American Victims

CLEVELAND, Dec. 3.—Word was received here today that Edward M. Thierry, staff correspondent of the Newspaper Enterprise Association with the joint exploring expedition of the Smithsonian Institute and the Universal Film Company, suffered lacerations of the head and bruises and two men were killed and many injured in a railroad wreck in the Engo forest, Belgian Congo.

The dead are Dr. Joseph R. Armstrong, of Los Angeles, medical director of the expedition, and William Stowell, of Los Angeles, motion picture director. The injured included several Americans and more than twelve natives. All were without medical attention for more than 16 hours. The exploring party left America for South Africa several months ago. The wreck was caused by a runaway tank car crashing into the special train of the exploring party on a steep grade.

## BARNES BUYS PAPER MILL

Former Grain Administrator Controls Stock of Pejepscot Company

PORTLAND, ME., Dec. 2.—Julius H. Barnes of Chicago, former United States Wheat Director, has purchased the controlling interest in the Pejepscot Paper Company from the W. H. Parsons Company, of New York, the holding company. The sale price was estimated to be more than \$750,000.

Local stockholders have received notice that five-eighths of the stock has been acquired by the new purchaser. It also is understood that minority stockholders have been offered \$65 a share

## Syndicate Buys Nashua Daily

(BY TELEGRAPH)

NASHUA, N. H., Dec. 1.—Controlling interest in the Daily Telegraph has been purchased by a Boston syndicate. The controlling interest has been until recently held by Fred W. Esterbrook, Republican National Committeeman, and ex-Governor Samuel W. McCall of Massachusetts. The paper was established fifty years ago by the late Congressman Orren Moore. Details of the sale are meagre as yet, but it is said that the new owners of the Telegraph also own and publish dailies in the cities of Newburyport, Mass., and Gloucester, Mass. The price, while not announced, is said to be about \$50,000.

## Nashua Sale Denied

NASHUA, N. H., Dec. 3.—F. W. Estabrooks, publisher of the Telegraph, greeted announcements of its sale with the following statement: "You may say in answer to possible inquirers that I have not sold one share of stock in the Telegraph."

## SIX MORE NEWSPAPERS

Deliver their N. Y. Agency Copies by "S. & M. Insured Agency Delivery Service—on Check-Copies."

Atlanta Constitution—Atlanta Georgian—American—Hartford Times—Hartford Post—Hartford Courant—Albany Times-Union.

"The Service that INSURES PROMPT—FULL Payment of Publishers' Bills"

Ask any Prominent N. Y. Agency about Schworm-Mandel Service.

## 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.

**CLINCHING THE CAMPAIGN**  
The Merchandising Service Department of the  
**BOSTON AMERICAN**  
Helps to assure and insure dealer co-operation and the successful clinching of your advertising and sales campaign  
Govt. Statement for Six Months Ending April 1st  
**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.  
Representatives  
Payne-Burns & Smith, New York—Boston  
J. Logan Payne Co. Chicago—Detroit

## Perth Amboy, N. J.

Most Rapidly Growing City in East  
Thoroughly Covered by the

## Evening News

Member A. N. P. A., A. B. C., A. P.  
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 363 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

## SEATTLE "P. I." DENIES RULE BY UNIONS

It Published Mechanical Manifesto to  
Reveal Extremist Leanings  
and Unfair Methods of  
Local Labor

SEATTLE, Dec. 2.—An impression gathering considerable headway that the Post-Intelligencer had submitted to dictation at the hands of its unionized employes, following publication in full of resolutions adopted by the workers in the mechanical departments which scored the publishers in torrid terms, as noted in EDITOR & PUBLISHER last week, led the paper to the issuance of a statement to the public, setting forth its views on the internal situation it is facing.

The statement follows:

Good friends of the Post-Intelligencer, having read a set of resolutions printed on this page, which had been adopted by some of the persons employed on this newspaper and to which five of these persons signed their names, seem to have hurriedly concluded that the Post-Intelligencer had been forced to give space to unwarranted defamation of itself and inferentially to admit a weakening of its policies in respect of matters of public interest.

Therefore, so that all may read and have no misunderstanding, the purposes of the Post-Intelligencer in publishing the resolutions are now stated:

First—To make all its readers aware of the extreme nature and intemperate language of the resolutions and forestall any garbling of them by other newspapers.

Second—To indicate the animus behind the resolutions by showing them to have been adopted twenty-four hours after the matter chiefly complained of had been remedied by the Post-Intelligencer of its own volition.

Third—To indicate something of the conditions under which the Post-Intelligencer is published.

These purposes we believe to have been served by publishing the resolutions in full and with no more comment than was necessary to establish facts.

The Post-Intelligencer now declares that its editorial utterances will continue unrestrained by any attempted dictation, and that it will continue to publish whatever news and advertising its management sees fit to print.

Those who have read this newspaper during the past fourteen months know what its policies are and what it stands for. It will not deviate by a hair's breadth from the course it has been following and which it knows to be the right course.

Edwin Selvin, editor of the Business Chronicle, a weekly financial magazine published here and formerly financial editor of the Post-Intelligencer, was arrested by federal agents this week on charges of sending matter through the mails that was designed to "ignite arson and assassination." The charges grew out of the publication of an editorial in Selvin's paper entitled "The Thing, The Cause, The Cure," in which the editor gave his views on the elimination of the Bolshevik menace. Selvin claimed there was no intention in writing or publishing the editorial to incite trouble and declares that an erroneous construction had been placed on its contents.

Selvin was released from custody on \$1,000 bail after appearing before the U. S. Commissioner.

The advertisement in question was published in early editions of the Post-Intelligencer and Star but was killed by both papers from their home editions as objectionable matter.

### New Press in Little Rock

LITTLE ROCK, ARK., Nov. 25.—The new press of the News has arrived and is being set up in its new building.

## 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.

### French Tri-Weekly in Maine

LEWISTON, ME., Nov. 11.—L'Echo du Maine is a new tri-weekly publication owned by Prof. H. F. Roy and Charles Morneau. Joseph Michaud, for many years connected with Le Messenger, is editor-in-chief; Charles Morneau, Jr., is advertising manager, and Joseph Fortin circulation manager.

### Plan Mexican Daily

SAN ANTONIO, TEX., Nov. 18.—Establishment of a Mexican daily newspaper here, the purpose of which will be to promote the candidacy of Pablo Gonzales for the Mexican presidency, is being considered by a party of wealthy Mexicans.

### New Press for Cheyenne Daily

CHEYENNE, WYO., Nov. 25.—The State Leader Publishing Company has placed an order for a 12-page Duplex flat-bed press.

### New Daily in Aurora

AURORA, MO., Nov. 25.—The Daily News has made its appearance here, with M. D. Steiner as editor. Another daily soon is forecasted.

## INCORPORATIONS

NEW YORK.—Black Cat Magazine; \$15,000; I. J. Evans, P. Heiliger, M. L. Stein, 112 East 72d street.

Cross-Atlantic Newspaper Service (Delaware corporation); \$50,000; M. L. Horty, M. C. Kelly, S. L. Mackey, Wilmington.

Evans & Barnhill; 375 shares preferred stock, \$100 each; 2,000 shares common stock, no par value; active capital, \$77,000.

HOLLY SPRINGS, MISS.—South Reporter Publishing Company; \$10,000; C. H. Curd, F. C. Mattison.

CHATTANOOGA, TENN.—Target Printing Company; \$10,000; D. H. Griswold, E. Y. Chapin and R. H. Henry.

LITTLE FALLS, N. Y.—Burrows Paper Company; \$100,000; J. J. Gilbert, L. Burrell, C. H. Burrows.

YONKERS, N. Y.—Yonkers Paper Warehouse; \$5,000; L. A. Rudolph, G. B. Klein, M. Rosenberg.

AYDEN, N. C.—Andrews-Hooks Printing Company; \$10,000; J. C. Andrews, K. A. Pittman, W. E. Hooks.

FORT WORTH, TEX.—Hornet Publishing Company; \$6,000; J. L. Dotson.

OKEECHOBEE, FLA.—News; \$5,000; J. H. Walker, Sr., W. R. Gary, L. A. Hough.

COMMERCE, OKLA.—King Publishing Company; \$9,000; R. S. Warthen, Cleavely Hoover and Ross Bayless.

GREENVILLE, S. C.—Southeastern Publishing Company; \$50,000; S. E. Bomar, G. Bomar, F. R. Willis.

EDITOR & PUBLISHER Classified Advertisements reach thinking newspaper makers.

## For Sale

Two Hoe Sextuple Presses with two folders. Each press prints an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rollin Machines can be shipped at once.

Walter Scott & Company  
Plainfield, N. J.

### 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

## For Prompt Service

## TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by  
Selling Houses conveniently located

"American Type the Best in Any Case"

## AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Printing Plants and Business  
BOUGHT AND SOLD  
Printers' Outfitters  
American Typefounders' Products  
Printers and Bookbinders Machinery  
of Every Description  
CONNOR, FENDLER & CO  
26 Beekman St. New York City

## GOSS

the name that stands for  
SPEED, DEPENDABILITY,  
SERVICE

### THE GOSS

"High Speed Straightline" Press

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

### THE GOSS

Rotary Half Tone and Color Magazine Press

Specially designed for Mail Order,  
Catalogue and Magazine Work.

### THE GOSS

"Comet" Flat Bed Web Perfecting Press

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

### GOSS STEROTYPE MACHINERY

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

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

## THE GOSS PRINTING PRESS CO.

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

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



## CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

### SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

#### 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 be glad to supply full information and references. Excellent reason for making change. Address A-967, care of Editor and Publisher.

#### 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.

#### Advertising Manager

Wanted—A promising future for a young man twenty-five years of age, as advertising manager. Five years' experience, best of references, willing worker, strong personality. Will consider a position anywhere with a live paper, willing to begin at a moderate salary. Address A-977, care of Editor & Publisher.

#### Circulation Manager

Capable, active and experienced in every branch and detail of circulation work, desires connection with big eastern daily. Many years of newspaper work equip him for position as confidential man, business manager or assistant to publisher. Address A-976, care of Editor & Publisher.

#### Newspaperman

Newspaper man, experienced, middle-aged, good habits, best of references, wants position as managing editor of Republican daily in town of 25,000 or 30,000, or as editor or editorial writer in larger town. At present employed but have good reasons for making change. Address A-975, care of Editor & Publisher.

#### Circulation Manager

Successful circulation manager, 14 years' experience, now employed, wants position on good southern paper of 10,000 or more circulation. Best of references. Address A-982, care of Editor & 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.

#### Hustling Reporter

Energetic news gatherer, 30, unmarried, dependable, steady habits, any assignment, now on weekly, seeks daily field. Address A-983, care of Editor & Publisher.

#### Circulation Manager

Age 32, married, now employed on daily with 19,000 circulation, wishes to make change about January 1st. Capable and experienced. Address A-984, care of Editor & Publisher.

#### Reporter

I am now editor of a morning newspaper, prosperous and alive, in a big Ohio city but want to return to my field as a reporter. College graduate, good writer, can make friends. Address, stating salary and all in first letter. A-985, care of Editor & Publisher.

### SITUATIONS WANTED

#### Writer and Editor

One of the leading writers and editors in the business magazine world, now and for several past years employed by one of the foremost publications on work of broad national and industrial character, will entertain proposals for his services. Experience includes previous broad based and business newspaper activities. Present salary \$7,000 but more interested in securing a position that will lead to a financial interest or one that carries immediate interest in some publication that has arrived or can be driven to success by proper editorial control, than in immediate remuneration. Address Box No. A-989, care of Editor & Publisher.

#### Editorial Assistant

Editorial assistant, reporter, rewrite man, desires connection in or near New York City. Has had four years' practical experience, on daily and weekly publications. Address A-988, care of Editor & 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.

### HELP WANTED

Advertisements under this classification, twenty-five cents per line. Count six words to the line.

#### Advertising Man

Who can not only write advertising that will bring returns to the user and convince him of the greater value in the development of his business the use of descriptive, price quoting advertising for a specific purpose as compared with catch phrases and collections of words even though they are well put and displayed, but be able to teach him how to prepare it for himself. The man who can "put this over" is the one who is now doing it somewhere else, presumably on a larger daily newspaper, but who wants to get where living conditions are better for himself and family. A man not over middle age who can accomplish the foregoing and is dependable and right can make satisfactory connections with a six-eight page afternoon newspaper that completely dominates a rich inland field open for immediate development. Firm financially strong and progressive. Equipment adequate. City 6,000 and growing. Population wholly American. College, fine schools and churches. Rents low and living costs comparatively reasonable. "Hot air" peddlers kindly save stamps as position can be filled only by person who can make space worth more to the buyer than it costs him. Give full particulars to A-981, care of Editor & Publisher.

#### 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.

#### Advertising Man

Young, college trained man with some newspaper or agency experience desired to make place for himself in advertising department of prominent manufacturer. Small salary to start. Address A-987, care of Editor & Publisher.

#### Advertising Manager

Position open January 1. State experience, salary wanted. The Daily Times, Crookston, Minn.

#### 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.

#### Wanted At Once

Young man with pep and experience to take position at city desk with a live morning paper in one of the best little cities in middle west Georgia. Inexperienced or has been need not apply. Good salary to start on. Address A-978, care of Editor and Publisher.

#### Experienced Copywriter

Wanted who is familiar with retail selling methods and knows merchandise. Must be of good appearance, clean cut, versatile writer and capable of inspiring confidence—married man preferred. Good position available with leading newspaper in midwestern city of 80,000 population. Address A-979, care of Editor & Publisher.

### HELP WANTED

#### A Newspaperman Wanted

Who is thoroughly experienced in all branches of the newspaper business and competent to take charge of the service department of progressive feature syndicate. Here is an opening for an ambitious, energetic executive which will yield more than a salary if services prove satisfactory. State minimum salary at start, detailed information of past activity and references. Address A-980, care of Editor & Publisher.

#### Special Edition Men

An unusual opportunity for big returns is offered to live men in all sections to sell my anti-Bolshevik campaign to the manufacturing interests through the local papers. Exceptionally strong copy and easily sold. Exclusive territory to the right men. For information address, stating experience, Thomas A. Carr, So. Logan Square, Philadelphia.

#### Wanted—Competent Bookkeeper

And auditor for permanent position on large daily newspaper in North Carolina. Attractive salary to A-1 competent man. Give references, experience and salary expected in first letter. Address A-986, care of Editor & Publisher.

#### Advertising Solicitors

Advertising solicitors wanted. Give references. The Minneapolis Post, Minneapolis, Minn.

### BUSINESS OPPORTUNITY

Advertisements under this classification, forty cents per line. Count six words to the line.

#### Publishers—Attention!

We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. Address Literary Bureau, M O J 4, Hannibal, Mo.

### FEATURE SERVICES

Advertisements under this classification thirty cents per line. Count six words to the line.

#### Get More Local Features

No newspaper can carry too many live local features. Let "Tips for Local News Stories" monthly give you ideas. Twenty or more hunches monthly for features that can be developed in any city. Backed by three years' record, 250 papers using. One month will convince you. \$1.00 a month. The Inland Syndicate, Findlay, Ohio.

#### Brighten Up Your Paper

Strong, convincing editorials written about matters in the world's eye today, augmented with snappy comment in an optimistic vein, will make your editorial page talked about. We'll mail samples and quote terms for the asking. Exclusive territory. The Souhan Service, Vineland, N. J.

### 10 PER CENT CUT URGED

#### A. P. MEETING

J. H. Allison Presents Need for Drastic Conservation to Gathering of Managing Editors in Dallas

(BY TELEGRAPH)

DALLAS, TEX., Dec. 1.—Managing editors of Associated Press papers of Texas and Oklahoma met here for a two-day session on November 30, and December 1. A business session Sunday was followed by a dinner at the Dallas Country Club, and the business session Monday was followed by a banquet at the City Club with Judge E. B. Perkins of Dallas as host.

Questions having to do with the Associated Press report in particular and with newspapers in general were discussed, and at the close of the sessions, Arthur L. Perkins, managing editor of the Galveston Tribune, was re-elected president, and E. B. Doran, director of the news and telegraph departments of the Dallas Morning News, was chosen secretary.

#### Must Reduce Pages

The scarcity of news print paper was touched upon along with other subjects, and the opinion was general that Texas and Oklahoma papers must reduce the number of pages in order to conserve print paper.

President J. H. Allison, of the South-

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

### New England Daily

Evening paper in city of over 20,000 population. No competition. Large undeveloped advertising field. Price \$35,000, one-half cash.

#### HARWELL & CANNON

Newspaper and Magazine Properties  
Times Building -:- New York

ern Newspaper Publishers Association and editor of the Fort Worth Record, by special request discussed seriously the print paper problem as it affects newspaper publishers. It has been brought out at conferences of publishers of the A. N. P. A., and other associations, Mr. Allison said, that several newspapers have had to refuse advertising contracts on account of the limited amount of print paper. He told of one Texas newspaper man who had appealed to him for enough waste paper to enable publication on a certain day when the supply was all but exhausted.

#### Allison's Advice

Out of a continued study of the situation, he said, has grown the conviction that newspapers should increase their rate to advertisers and subscribers, reduce the size of heads and pyramid advertising matter. The excess of consumption over production, he said, is so great that the end of the surplus stocks will be reached by the middle of January and that it is almost a necessity that newspapers economize in space 10 per cent over the amount used in July, September and October.

H. W. Blakeslee, news editor of the central division of the Associated Press, was present from Chicago headquarters, as representative of Paul Cowles, superintendent, and took up with the editors many questions looking to improvement of the A. P. report.

Those who attended the meeting were:

Louis J. Wortham, Fort Worth Star Telegram; A. W. Grant, San Antonio Express; K. A. Martin, El Paso Herald; E. K. Williams, Temple Telegram; J. H. Allison, Fort Worth Record; C. E. Palmer, Four States Press, Texarkana; Arthur Jones, Beaumont Enterprise; Walter M. Harrison, Oklahoma City Oklahoman; Frank B. Harrison, Corpus Christi Caller; J. M. North, Fort Worth Star Telegram; Charles G. Norton, Fort Worth Record; L. A. Hoskins, Houston Post; Charles B. Gillespie, Houston Chronicle; Lewis C. Ebert, Galveston News; A. L. Perkins, Galveston Tribune; Bert Love, Ardmore Ardmore; James S. Black, El Paso Times; Herbert W. Blakeslee, Associated Press, Chicago; U. L. McCall, Associated Press, Kansas City.

Dallas men present were: Tom C. Gooch, Bradley Hogue and E. K. Mead, Times-Herald; George B. Dealey, E. B. Doran, Cornelius E. Lombardi and Tom Finty, Jr., News; and M. M. Opeppard, Associated Press.

#### Paper Free to Veterans

WINNIEP, MAN., Dec. 3.—The Telegram is offering to send its daily edition six months free to returned Canadian soldiers.

## W. L. THOMAS RETURNS TO WORCESTER

Will Be Acting Publisher of Telegram Under New Ownership of Theodore T. Ellis—Changes in Manchester

MANCHESTER, N. H., Dec. 3.—Walter L. Thomas, advertising manager of the Union and Leader for several years, has resigned to become assistant to Theodore T. Ellis, the new owner and publisher of the Worcester Telegram. Mr. Thomas will become acting publisher of the Worcester Telegram, with which he



WALTER L. THOMAS

was connected before 1913, when he went to Manchester. He will assume his new duties immediately, but will for a time act in an advisory capacity to the Union and Leader.

Members of the staffs of all the daily newspapers of Manchester joined in a testimonial of regard for Mr. Thomas on the eve of his departure.

Speaking for the proprietors of the Union-Leader, Major Frank Knox, president, told of Mr. Thomas' success and on behalf of the management of the Union-Leader presented him with a gold watch. B. L. Woodbury, advertising manager of the Manchester Mirror, and Ernest A. Bournival, advertising manager of L'Avenir National, brought messages of personal and professional esteem, and Mr. Bournival on behalf of his paper presented Mr. Thomas with a desk clock, accompanied by a well-stocked humidor, the personal gift of Editor Edward J. Bernier. For the staffs of the Union and Leader and the Mirror George L. Kibbee, editorial writer for the Union-Leader, put into Mr. Thomas' hands a purse of gold.

B. L. Woodbury, present advertising manager of the Mirror, will become local advertising manager.

Cornelius Decker has been promoted from office manager to assistant business

manager and foreign advertising manager of the Union and Leader.

## BOISE PAPER WINS SUIT

Sustains Charges of Disloyalty Against Radical Leader

BOISE, IDAHO, Dec. 3.—The Statesman Printing Company and Frank R. Gooding, ex-governor, have won a verdict in the \$50,000 libel suit brought against them by Ray McKaig, leader of the Non-Partisan League in this state.

The suit was based on attacks made on McKaig and the league by Gooding in a campaign last Fall for United States Senator. Gooding charged that the league leaders, particularly McKaig, were disloyal, and his speeches making the charges were printed in the Statesman.

In the trial the defense succeeded in linking McKaig with Kate O'Hare, a North Dakota Socialist sentenced for disloyalty while the country was at war. It was testified that McKaig had said that the Red Cross was a graft and that he as well as other league leaders knew that Socialists and I. W. W. were being employed by the league.

## Ad Commission Meets in Chicago

CHICAGO, Dec. 3.—The National Advertising Commission of the Associated Advertising Clubs of the World met for the first time in this city last week and attended as a body a general meeting of the Chicago Association of Commerce advertising council, at which President E. T. Meredith was the chief speaker. He stressed the need of training young advertising men in order that the present healthy growth of the profession may continue.

## Plan State Ad Club

SCRANTON, PA., Dec. 3.—Officers of the Scranton Advertising club who recently assisted in the organization of a club in Wilkes-Barre now propose the formation of a State Advertising Club. It is planned to have the State body composed of the branches in the various cities. Advertising clubs are to be proposed in all first, second and third class cities in the State, if the plans are carried out.

## New Men With Chicago Agency

CHICAGO, Dec. 3.—Among recent additions to the staff of the Matteson Fogarty Jordan Company, Chicago, are: J. G. Rayley, formerly a newspaper man and an ensign in the Navy, who saw service overseas, as an associate on accounts; A. J. Lindauer, formerly in the aviation service and an advertising man

TO REACH THE RICH  
TRADE OF KANSAS

Topeka  
Daily Capital

Sworn Government Report  
for 6 Months ending Oct. 1, 1919

33,137

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

man before he went into the service, in the investigating department, also serving as an associate on accounts; W. A. Garvey, a former captain of field artillery and winner of the Croix de Guerre, as an associate on accounts; E. J. Sirman, a 33d Division man, as production manager.

## Chamberlain Well Again

A. L. Chamberlain, who has been in Mansfield, La., the past year, getting back his health, is in good shape again. At present he is with the Meteor Motor Car Company, of Piqua, O., of which his brother-in-law is president. He is much interested in welfare work for his employees and has just launched a house organ for their benefit called The Meteor News.

## Postmaster Gets Penny Verdict

EAST ST. LOUIS, ILL., Nov. 29.—Gus Blair, postmaster at Murphysboro, Ill., was awarded a verdict of one cent by a jury in the Federal Court here in his \$50,000 suit against the Republican-Era Printing Company and its editor, L. B. Sheeley of Murphysboro. The basis of the suit was an article published in the Republican-Era.

## New Political Ad Idea

WIPPIEG, MAN., Nov. 29.—The Citizens Committee, which is opposing the election of radical candidates to the Winnipeg city council, has been using a page of advertising each day in the three daily papers. The page is issued as a miniature newspaper, with reports of civic meetings, an editorial, a cartoon and other features.

## Misouri "Scoop" Next Week

COLUMBIA, Mo., Dec. 1.—The annual dinner and fancy dress ball of the University of Missouri school of journalism will be held December 8. It will be called the "Scoop" and a pageant portraying the evolution of journalism will be one of the features.

## Boosting Oregon

SALEM, ORE., Dec. 2.—Murray Wade has established a new monthly publication called the Oregon Magazine. Its purpose primarily is the exploitation of Oregon's attractions to settlers.

## 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 newspaper 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

## 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

## SENDOFF FOR COZZENS

Popular Albany A. P. Man Enters Banking in N. Y.

ALBANY, N. Y., Dec. 1.—George R. Cozzens, who has resigned as a member of the staff of the Albany bureau of the Associated Press after a service of eight years, was given a farewell dinner recently at the Ten Eyck hotel by the Legislative Correspondents' Association, of which he was treasurer. John D. Whish of the Syracuse Journal was toastmaster and the speakers were Russell M. Hathaway, manager of the Albany bureau of the Associated Press; Warren W. Wheaton, manager of the Albany bureau of the International News, and Percy Scott, manager of the United Press Albany bureau.

Mr. Cozzens was presented with a shavin set by the association through William J. Conway, in charge of the publicity work of the attorney general's office. Mr. Cozzens will immediately assume his new duties in the service department of the New York National Bank of Commerce.

## French Lift Paper Ban

PARIS, Nov. 20.—The Official Journal published this week a decree rescinding from November 18 the prohibition against importing paper known as "newspaper paper."

## Madrid Papers Settle Trouble

MADRID, SPAIN, Dec. 1.—Directors of newspapers and the newspaper employees' union signed an agreement today, resulting in a compromise of the labor situation, which almost resulted in a strike.

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

We can increase your business—you want it increased.

You have thought of press clipping 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.

דער טאג  
ווארײט

The National Jewish Daily



# Is Canada A Good Customer ?

## *We'll Say She Is !*

During September, 1919, Canada purchased from the United States merchandise amounting to

# \$77,980,468.00

During the first nine months of 1919 Canada's purchases from the United States amounted to

# \$519,620,000.00

This figures an average business (eliminating Sundays), for every business day of

# \$2,129,590.17

Is Canada a good customer?

We'll say she is !

Canadian people read Canadian daily newspapers for Canadian news and views, and these Canadian daily newspapers are equipped to carry your business message to them.

Use Canadian Daily Newspapers for Canada.

PROVINCE OF ONTARIO									
Population 2,523,274									
Lines					Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		Circulation
Border Cities Star (Windsor).....(E)	12,403	.03	.03	London Free Press.....(MN&E)	37,481	.07	.06		
Brantford Expositor.....(E)	10,100	.025	.025	Peterborough Examiner.....(E)	6,100	.02	.015		
Brockville Recorder-Times.....(E)	4,225	.17857	.107	St. Catharines Standard.....(E)	7,736	.0275	.02		
Chatham Daily News.....(E)	2,512	.015	.00875	St. Thomas Times-Journal.....(E)	9,115	.0275	.02		
†Galt Reporter.....(E)	3,974	.015	.0125	*Toronto Globe.....(M)	86,388	.15	.11		
Guelph Mercury.....(E)	3,921	.015	.01	*Toronto Star.....(E)	91,176	.15	.13		
†Hamilton Spectator.....(E)	31,932	.065	.065	*Toronto Star.....(S)	81,035	.15	.13		
Hamilton Times.....(E)	11,200	.035	.03	Toronto World.....(M)	39,981	.09	.06		
Kingston British Whig.....(E)	6,328	.025	.02	Toronto World.....(S)	98,208	.12	.09		
PROVINCE OF QUEBEC									
Population 2,002,731—English 397,392									
French 1,605,339									
Lines					Lines				
	Circulation	2,500	10,000		Circulation	2,500	10,000		Circulation
*Montreal Gazette (3c-\$9 yr.).....(M)	32,140	.085	.07	Quebec Le Soleil.....(E)	41,462	.07	.07		
†Montreal La Presse (2c per copy)(E)	144,040	.13	.11						

Publishers' Statements.  
 \*A. B. C. Reports, April 1st, 1919.  
 †A. B. C. Reports, October 1st, 1919.

# THE NEW YORK GLOBE

*Offers the general advertiser the opportunity  
of addressing 180,000 families of the  
kind that buy advertised goods.*

The New York Globe is a unique newspaper in many ways. It is distinctly an independent newspaper. It discusses and handles matters of vital importance to the people which other newspapers have not the courage or liberty to handle.

While a small newspaper in a circulation way compared with some of its competitors, it carries more advertising from the twenty leading big retail stores of New York than any other New York newspaper.

Its constituency has been brought to have as much confidence in the advertising it accepts and prints as in its news and editorial reviews.

The Globe makes no pretense of being the "biggest" or the "best," but goes quietly on its way recording worth-while achievement as part of its every-day work.

To-day's Globe is a better newspaper and will produce larger returns for the advertiser than that of a year ago, and it will be still better and more productive a year hence.

*The Globe Is Now Nearly 126 Years Old and  
America's Oldest Established Daily Newspaper.*

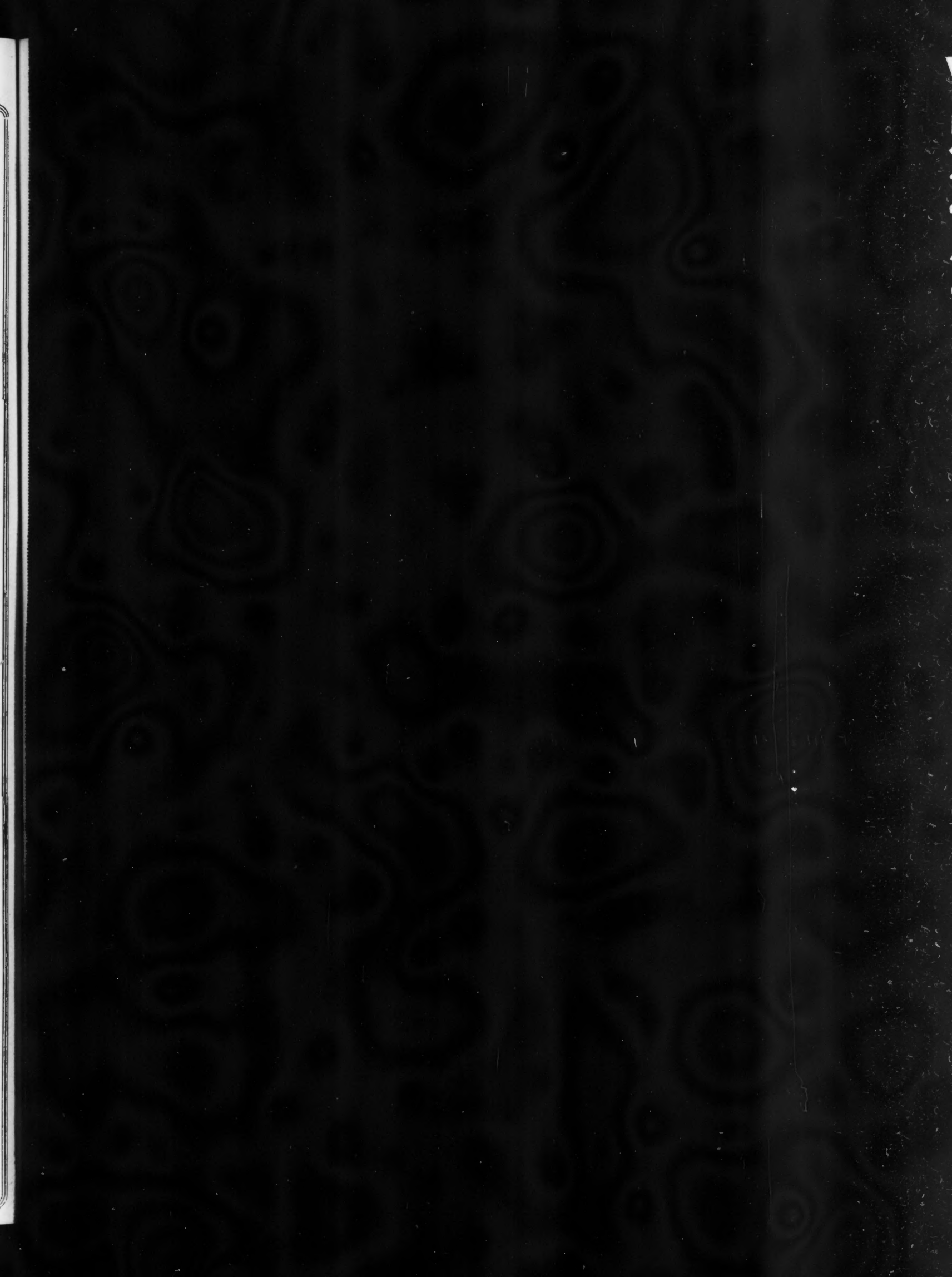
MEMBER  
A. B. C.

## THE NEW YORK GLOBE

180,000  
A DAY

JASON ROGERS, PUBLISHER







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# EDITOR & PUBLISHER



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

## Space-Buyers' Chart and Market Survey of the STATE OF DELAWARE

Second Section

NEW YORK, THURSDAY, DECEMBER 4, 1919

Vol. 52. No. 27

### DELAWARE MARKET RICH IN POSSIBILITIES AND CAPABLE OF QUICK DEVELOPMENT

State Covered by Newspapers of Wilmington, in Which City Are Located the Chief Industries---Claims Larger Proportion of Home-Owners Than Any Other City in Country

DELAWARE ranks tenth among the states in density of population, having 103 inhabitants to the square mile. In area it ranks forty-seventh, with a land surface of 1,965 square miles. It is one of the original thirteen states of the union.

In pre-revolution days the territory forming the colony of Delaware was the object of lively contention between Virginia, Pennsylvania, Maryland and New York, each holding in turn what were considered valid titles. These disputes were accommodated in time to permit Delaware to become an independent state in the new Federal Union.

Delaware's farm crops run above ten million a year in value, and the industrial character of the state is indicated by the fact that in 1914 the value of manufactured products was \$56,034,966; and the value added by manufacture was \$24,385,701.

The number of wage earners employed in the industries in the same year was 22,155, and the wage payroll amounted to \$11,382,160.

There are 335 miles of steam railroads in the state. The Delaware River and the Atlantic Ocean, forming the eastern boundary, afford excellent shipping facilities.

#### Leading Industries of State

The leading industry of the state is the manufacture of leather. Twenty establishments, employing 2,382 wage earners, turned out in 1914 a product valued at \$9,183,205.

The value of leather, tanned and finished, represented in 1914 16.4 per cent. of the total manufactures of the state.

Second among the industries of Delaware is foundry and machine shop products. Fifty-one establishments employ an average of 2,522 wage earners and turn out products valued at \$6,120,441. These concerns include automobile repairing, structural ironwork, plumbers' supplies, steam fittings, heating apparatus, steam, gas and water engines and hardware.

The manufacture of steam railroad cars and general shop construction and repairs gave employment in 1914 to an average of 4,169 workmen and

MANUFACTURING INDUSTRIES OF DELAWARE				
INDUSTRY.	Number of establishments.	CENSUS OF 1914		
		Average number of wage earners	Value of products	Value added by manufacture
All industries .....	808	22,155	\$56,034,966	\$24,385,701
Leather, tanned, curried, and finished.....	20	2,382	9,183,205	2,709,151
Foundry and machine-shop products.....	51	2,522	6,120,441	2,978,518
Cars, steam-railroad, not including operations of railroad companies.....	3	2,110	4,944,309	2,161,459
Cars and general shop construction and repairs by steam-railroad companies.....	3	2,059	3,551,424	1,787,516
Canning and preserving.....	100	1,831	3,361,008	1,003,304
Paper and wood pulp.....	7	591	2,483,785	730,636
Pulp goods .....	8	892	2,144,603	1,117,039
Slaughtering and meat packing.....	19	125	1,710,741	211,717
Iron and steel, steel works and rolling mills .....	5	818	1,669,004	736,900
Flour-mill and gristmill products.....	60	127	1,483,410	280,810
Tobacco, cigars and snuff.....	18	525	1,390,924	844,045
Liquors, malt.....	3	118	975,346	713,992
Bread and other bakery products.....	67	257	953,936	332,413
Lumber and timber products.....	102	786	828,760	483,809
Printing and publishing.....	54	360	675,553	464,089
Paper and other specified.....	5	138	602,823	265,252
Gas, illuminating and heating.....	8	125	570,426	365,416
Fertilizers.....	9	64	510,036	128,299
Hosiery and knit goods.....	3	496	505,668	191,994
Furnishing goods, men's.....	5	234	324,067	114,338
Baskets, and rattan and willow ware.....	6	347	294,658	163,117
Ice, manufactured.....	18	151	293,660	235,054
Butter.....	10	45	242,096	59,168
All other industries.....	224	5,052	11,215,083	6,307,665

the value of their products was \$8,495,733.

Canning and preserving, the fifth industry of the state, has steadily grown in importance until now 100 establishments are engaged in this line, employing 1,831 workers, with an annual output valued at \$3,361,008.

Following these leading lines in the order of their importance the principal industries of the state are: Paper and pulp and pulp goods, meat packing, iron and steel, flour mill products, tobacco, bakery products, lumber, printing and publishing, oil, gas, fertilizers, hosiery and knit goods, men's furnishings, willow ware, ice and butter.

Among the wage earners of the state 80.9 per cent. are male and 19.1 per cent. female. •

In a majority of the state's industries the average number of employees varies but little during the year. In canning and preserving, however, the months of August, September and October embrace the period of full activity and show a great variance

from other months in the number of workers engaged.

Out of a total of 22,155 wage earners engaged in the industries of the state, 8,444 work nine hours a day, 1,263 work eight hours a day or less, 2,050 between 48 and 54 hours, and 6,000 between 54 and 60 hours per week. These figures are as of 1914. Since then the tendency has been toward the eight-hour day.

While only 29.7 per cent. of the

state's industries are owned by corporations, the establishments so controlled reported 81.6 per cent. of the total value of products and 82.6 per cent. of the total number of wage earners.

There were eight establishments in the state in 1914 whose products were valued above \$1,000,000 each, and 81 whose products ranged in value from \$100,000 to \$1,000,000 each.

In Wilmington 78.2 per cent. of the wage earners are employed in establishments reporting more than 100 employees each.

Of the total population of Delaware 63.2 per cent. are native whites of native parentage; 12.8 per cent. native whites of foreign or mixed parentage; 8.6 per cent. foreign born whites and 15.4 per cent. colored, practically all native born.

In the state there are 104.6 males to 100 females. In the urban population there are 100.4 males to 100 females.

Of the foreign-born white population of Delaware, persons born in Ireland represent 22.9 per cent.; Russia, 19.7; Italy, 16.6; Germany, 14.8; England, 8.9; Austria, 5.7; Canada, 2.9; all other countries, 6.5 per cent.

The percentage of illiteracy among native whites is 2.9; among negroes, 25.6; and among foreign born whites, 19.8.

The total illiteracy, including those over ten years of age who cannot write, is 8.1 per cent. of the state's total population.

(Continued on Page II)



Section of du Pont Dye Plant, Wilmington

The number of dwellings in Delaware, as enumerated in the 1910 census, was 43,183 and the total number of families was 44,951. This would show that a vast majority of the people live in one-family houses. The average number per dwelling is 4.7, and the average number per family is 4.5.

**One-Family Homes**

Delaware has always been noted for the quality and extent of its peach crop. If an unseasonable frost grips the eastern coast we are always told, in the news dispatches, of its probable effect on the Delaware peach. In 1910 there were in the



LOWER MARKET STREET, WILMINGTON. SECTION OF SHOPPING DISTRICT.

state 1,177,402 peach trees of bearing age. Pears and apples, next to peaches, are the most important orchard fruits. There are about half a million trees of each of bearing age in the state. Small fruits, such as strawberries and blackberries, are extensively cultivated.

The annual harvest of wheat, corn and other cereals approximates in value \$5,000,000. Hay and forage yield about two millions annually, and potatoes half a million.

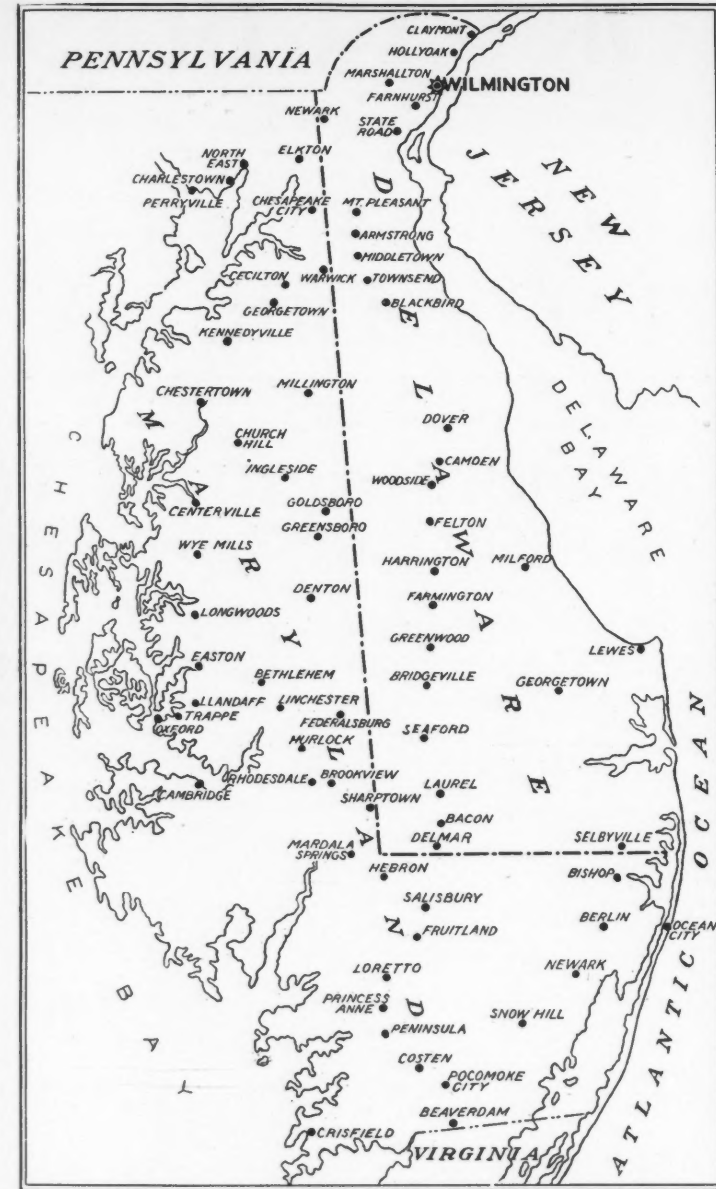
The total value of domestic animals on farms in 1910, including poultry and bees, was \$6,817,000. There were 54,986 head of cattle, 33,065 horses, 49,260 hogs and 7,806 sheep. These totals were made up of reports from 8,498 farms in the state.

**Wilmington the Dominating City**

Delaware has but one city of commanding importance — Wilmington. Ideally situated for almost unlimited development as a world port, Wilmington is a city of prospects as well as of solid achievement.

The calls of the world war had a special significance to Wilmington. Indeed it has been said that, without the supplies of powder and explosives shipped to the Allies from this city in the first year of the struggle, the German onslaught might have crushed down the allied defense. In certain governmental circles overseas it is freely admitted that "Wilmington helped mightily in winning the war."

The first powder mill in America was constructed in 1802 on the banks of the Brandywine. This mill is still standing, and out of it and around it grew up the powder industry. Today Wilmington is the headquarters of three of the greatest powder companies in the world. From Carney's Point, just across the river, there were shipped overseas during the period of the war a daily average of one million pounds of smokeless powder.



MAP OF DELAWARE AND ADJOINING TRADE TERRITORY

The demands of the war brought about a sudden and amazing growth in Wilmington. The city became one of the most important industrial centers in America, so far as the production of war supplies was concerned. High wages drew to her factories skilled workmen from all over the country.

**No Paralysis of Industry**

That this war activity was destined, at its close, to leave the city in an industrial torpor was anticipated by some, but this did not happen. While the readjustment necessarily involved some loss of employment, this has been largely overcome through the far-seeing policies of the leaders of industry.

As an example, the great du Pont Company, while still retaining its leadership in the production of powder, entered upon a program of diversified production, taking up many and varied lines of manufacture, all with the purpose of utilizing the great equipment created for meeting the war emergency. This corporation, one of the greatest in the world, has become a leader in the production of chemicals and paints. In a very real sense this company has beaten its swords into pruning hooks, turned its fearsome processes of making articulate the grim guns of the West-

ern Front to the creation of those things which make home and home life more attractive.

To show how well Wilmington has fared in the matter of holding the fruits of her industrial expansion in war time, it is now estimated that there are employed in the city's industries about 40,000 wage earners, as compared with 15,048 in 1914. The figures for to-day are those of the Wilmington Chamber of Commerce; those of 1914 by the U. S. Census Bureau. Thus it would appear that the conversion of greatly expanded war time manufacturing plants to the

needs of peace has provided employment for a great army of workers in Wilmington, adding nearly 25,000 to the pre-war payrolls.

And this, it would seem, is the significant thing to consider in any analysis of Wilmington as a market unit: The city has held a great part of its war-time activities and is steadily progressing toward still greater achievement in production.

**The City of the du Ponts**

One does not think of Wilmington without thinking of the du Pont family and corporations. From 1802 the history of the family and that of the city have been closely linked. In every forward movement in the city's life the du Ponts have taken the lead. As an example of the public spirit they have always shown may be cited the Coleman du Pont Road, which is to stretch south from Wil-



PARK, WILMINGTON RESIDENTIAL DISTRICT, ADJOINING CITY

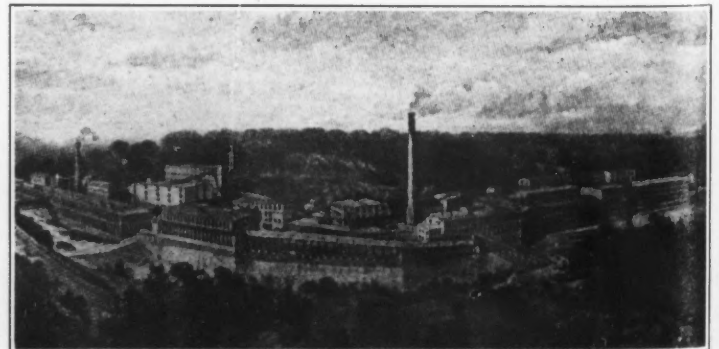
mington the length of the state, one hundred and ten miles. It is fourteen feet wide, of reinforced concrete, one of the most beautiful of American highways. General Coleman du Pont bears the entire cost of this road personally.

One of the finest business structures in the country is the "Du Pont," Wilmington's chief office, hotel and theatre building. Here are housed the offices of the three largest powder companies in the world.

The Atlas Powder Company has its headquarters in Wilmington. Like the du Pont Company this great corporation is broadening its activities, so that the great investments in manufacturing equipment called for by the war may be utilized in peace. It has undertaken the production of chemicals on a vast scale and has entered the wood and metal lacquer business in a big way. Leather cloth is another product of this corporation for which there is a growing demand. This is used chiefly by furniture and automobile manufacturers. The company specializes in dynamite and controls the giant powder companies of the Pacific Coast and Canada.

The Hercules Powder Company is the third of this dominating group,

(Continued on Page VI)



Great Plant of the Bancroft Company, Wilmington



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

PART I

# Wilmington, Del.

### Population

1910 Census.....	87,411
A. B. C. (date February, 1919) City.....	115,000
A. B. C. City and Suburban.....	250,000
Chamber of Commerce Estimate, City.....	120,000
Chamber of Commerce, City and Suburban.....	170,000
Native Whites.....	76%
Negroes.....	15.4%
Foreign Born.....	8.6%
Students.....	Few
Industrial Workers.....	40%
English Reading.....	90%
Home Owners.....	35%
Summer Residents.....	Few

### Suburban and Farm Residents

Suburban Wilmington is largely garden farms, very rich and productive river land, with splendid markets both in Wilmington and Philadelphia.

Many beautiful country homes are scattered in the immediate vicinity, and along the river there are shipyards and factories; this all makes a splendid trading area.

### City Classed As

Industrial

### Location

28 miles southwest of Philadelphia, on the Delaware River; on the Pennsylvania; Baltimore and Ohio, and Philadelphia and Reading Railroads.

### Banks

Savings.....	Resources.....	\$19,628,433.96
State Banks and Trust Co.'s.....	Resources.....	47,301,573.23
National.....	Resources.....	10,733,280.41

The Wilmington financial institutions are splendidly managed and very strong. The many big industries require exceptional banking facilities.

### Theatres

1 legitimate theatre (one of the finest in the east); 1 vaudeville and pictures and 9 moving picture theatres; average seating capacity 1,000.

### Schools

Public Grade.....	30	No. Pupils.....	11,332
High.....	2	No. Pupils.....	1,271

### Hotels

The finest and best equipped hotel in the United States.

### Churches

Methodist Episcopal, 20; Baptist, 14; Roman Catholic, 13; Presbyterian, 11; Episcopal, 8; Lutheran, 3; Hebrew, 3; Methodist Protestant, 2; Christian Science, 1; Reformed Episcopal, 1; Friends, 1; United Presbyterian, 1; Seventh Day Advent, 1; Unitarian, 1.

### Principal Industries

Wilmington is the seat of the powder industry of the United States. Glazed kid, leather, steel and wooden ships, lifeboats, railroad cars, car wheels, iron, steel and brass castings, plate and sheet steel, vulcanized fibre, machine tools, rubber and cotton hose, paints, chemicals, boilers, engines, jute, paper and wood pulp, cotton goods and textiles are the principal products manufactured in the city.

It is the world's largest producer of hard fibre and the second largest producer of glazed kid and a very important shipbuilding city.

### Special Information

The war created a great deal of business for Wilmington, turning many factories into war work and compelling the holding back on orders for peace business.

Many smaller plants were enlarged, and the new machinery installed was purchased with a view of converting it into peace time pursuits.

Wilmington, like other manufacturing cities, has enough business in sight now to keep it busy for years to come, and, with the proposed improvements to the port is going to develop into one of the great shipping ports of the United States.

**NOTE:** This information obtained from the Wilmington Chamber of Commerce, Bankers' Association, City Directory, Telephone Directory, and other sources.

# The Wilmington Morning News

The Only Morning Newspaper in the State of Delaware

Member A. B. C.

Associated Press

The buying power of readers of morning newspapers is admittedly greater, per reader, than the buying power of readers of evening newspapers, per reader.

This is particularly true when it comes to quality merchandise of any kind, for the morning newspaper is the newspaper of the man of affairs—the woman at home—the big buying power.

In most communities it is a question of choosing which particular morning newspaper is the better. In Delaware The Wilmington Morning News is such a good newspaper that there is no other morning newspaper in the state.

Pride in this unique standing keeps The Wilmington Morning News up to the standard utterly discouraging to competition. It stands absolutely supreme.

Delaware, with 1,965 square miles, has over 225,000 people—about 109 people to the square mile. Delaware has 461 grocery and delicatessen stores, 7 wholesale grocers, 8 retail hardware stores, 5 wholesale hardware houses, 4 sporting goods stores, 62 retail druggists, 1 wholesale drug house, 68 dry goods stores and 379 general stores.

And Only One Morning Newspaper

## THE WILMINGTON MORNING NEWS

The Wilmington Morning News, being the only morning newspaper published in the State of Delaware, is supreme in its field.

Being a Delaware publication, great care is taken to have Delaware news in plenty, and, aside from carrying the comprehensive Associated Press report of the world news, The Wilmington Morning News is the localized newspaper of the state.

Wilmington being the largest city in the state, is the commercial, social and financial center of Delaware, and headquarters for a great deal of big business.

Daily newspapers published outside of the state naturally have their news columns flavored with the atmosphere of the state in which they are published—which is just and proper, but of small interest to the citizens of Delaware—hence the lack of appeal.

Clean, progressive, well printed, well edited, the Wilmington Morning News goes to the right kind of people in Delaware—and is the medium for National Advertisers who wish to reach the better class of trade—and whose advertising measures up to the standard.

Rate .03c per Line

Robert E. Ward

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225 Fifth Avenue, New York

--

1801 Mollers Building, Chicago

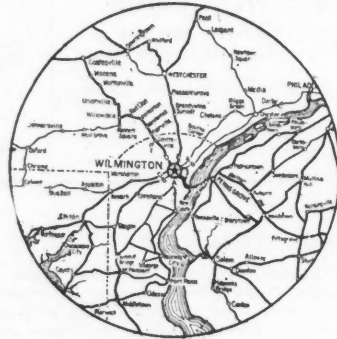
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Foreign Representative

# Wilmington, Del.

Is in the Heart of the Industrial Centre of the East.  
The Map Shows it---and the Facts *PROVE* it.

One of the wealthiest cities per capita in America, surrounded by an agricultural community that is absolutely unequalled anywhere in productiveness—**THAT IS WILMINGTON.**



## EVERY EVENING

THE FIRST Newspaper in the Field.

Every Evening has long been recognized as the leading newspaper in Delaware—in prestige, in influence, and in all those essential characteristics which go to make a newspaper valuable, to reader and advertiser alike.

Every Evening leads every other newspaper in Wilmington in the better class of advertising—Amusement, Automobile, Financial, Hotel and Resort, Musical, Railroad, Etc. Objectionable medical copy, fake financial and similar copy is not accepted.

The lineage measurements of DeLisser Bros., Newspaper Accountants, New York, for the first nine months of 1919 show that Every Evening made a total gain for that period of considerably more than ONE MILLION LINES.

It gives advertisers what they want and what they pay for—namely, RESULTS.

Every Evening will be glad to furnish information regarding Wilmington and its markets upon request.

## EVERY EVENING

More Than a Newspaper---an Institution.

Member of American Newspaper Publishers Association, The Associated Press and the Audit Bureau of Circulation.

BRYANT, GRIFFITH & BRUNSON, Inc.

Foreign Representatives  
NEW YORK and CHICAGO

Over 13,600 in the Homes



**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~

PART 2

**Wilmington, Del.**

**Wholesale Houses**

- 7 Meat Dealers
- 7 Grocers
- 5 Confectionery
- 5 Hardware
- 4 Flour and Feed
- 3 Notions
- 1 Drugs
- 1 Dry Goods
- 2 Butter, Cheese and Eggs

These wholesale houses cover the entire Wilmington territory and most of the State of Delaware.

The excellence of transportation facilities make it possible to quickly establish all lines of merchandise backed by advertising in the local newspapers.

**Retail Section**

The principal retail section of Wilmington is along Market Street for over a mile, and the two adjoining streets, as well as the cross streets.

The stores are up-to-date and do good business. The windows are well trimmed and lighted and trade is handled in a thoroughly up-to-date manner.

Well paved, well lighted and with good traction facilities, Wilmington is thoroughly up-to-date in a retail way.

**Residential Section**

There is a large number of wealthy residents of Wilmington, and the resident sections of the city are particularly attractive.

An abundance of fine old shade trees, together with beautiful, well kept lawns, add materially to the attractiveness of the city.

The beautiful churches and other public buildings are particularly pleasing.

**Trading Area**

The trading area of Wilmington embraces the surrounding towns in Delaware, Maryland, Pennsylvania and New Jersey and the farming country is particularly productive, especially in garden truck and small fruits.

Wilmington being the principal city of the state, is the logical trade center and is "fed" by several railroad and interurban roads as well as by very excellent turnpike for automobiles.

Being the largest city between Philadelphia and Baltimore it draws retail trade for many miles, particularly on the south and west.

Many farmers ship to Wilmington, and naturally make it their trading headquarters.

Practically all of Southern Delaware trades in Wilmington as does much of the Eastern Shore of Maryland.

**Retail Outlet for Nationally Advertised Product**

Automobile (Passenger) Agencies... 18	Delicatessen ..... 13	Garages ..... 38	Millinery ..... 25
Automobile (Truck) Agencies..... 15	Dressmakers ..... 124	Grocers ..... 450	Opticians ..... 28
Automobile (Tire) Agencies ..... 26	Druggists ..... 63	Hardware ..... 8	Photographers ..... 9
Automobile (Parts) Agencies..... 95	Dry Goods ..... 58	Hats and Caps..... 7	Pianos ..... 5
Bakers ..... 32	Department Stores ..... 8	Jewelers ..... 36	Plumbers ..... 40
Cigar Stores ..... 127	Electrical Supplies ..... 6	Ladies' Tailors ..... 5	Restaurants and Lunch Rooms..... 77
Cloaks and Suits..... 18	Florists ..... 9	Meat Markets ..... 74	Shoe Dealers ..... 32
Clothiers ..... 29	Furniture ..... 18	Men's Furnishings ..... 25	Sporting Goods ..... 6
Confectioners ..... 78	Furriers ..... 3	Merchant Tailors ..... 40	Stationers ..... 4

**Morning Newspapers**

Morning News

**Evening Newspapers**

Every Evening  
Evening Journal

**Sunday Newspapers**

The Sunday Star

**Weeklies**

Delmarvia eLader  
Labor Herald

**THE WILMINGTON DELAWARE  
 EVENING JOURNAL**  
 Is the Leading Home Newspaper

*40 Per Cent Greater in Circulation*

**OVER 18,000 DAILY**

An Important Factor in the Midst of One of the Greatest  
 Industrial Centers in the East

No Advertising Campaign in Delaware Can Be Comprehensive Unless THE EVENING JOURNAL Is Included.

J. P. McKINNEY and SON, Representatives

333 Fifth Avenue, New York

222 Michigan Boulevard, Chicago

## MARKET SURVEY OF DELAWARE

(Continued from Page II)

operating thirteen plants, with headquarters in Wilmington. This corporation, the first in America to manufacture cordite, has undertaken diversified production, specializing in chemical products.

Wilmington leads the world in the manufacture of vulcanized fibre. This product has a great variety of uses. The industry originated in this city.

Wilmington is the second most important glazed kid manufacturing city in the world. Fourteen factories are engaged in this industry.

One of the industries of which Wilmington is particularly proud is the bleaching, dyeing and finishing of cotton goods, in which the firm of Joseph Bancroft Sons and Company dominate. This firm, established in 1831, employs over 1,800 people in normal times. One of its chief products is "Sun-Fast Hollands," the



THE DU PONT BUILDING, WILMINGTON'S FINEST BUSINESS STRUCTURE

material from which window shades are made.

War needs served to make Wilmington a great center of shipbuilding. The plant of Pusey & Jones alone built and turned over to the Emergency Fleet Corporation during 1918 six four-thousand ton steamers, and will deliver eight more vessels of this size during 1919. The firm also builds mine sweepers for the Navy.

The Harlan Company built for the Government in 1918 ten ships, ranging in size from four thousand to eleven thousand tons each.

During the great war-time activity the housing problem became acute and a housing board was organized. Homes were built for workers and the whole problem was handled in a way to reflect great credit on the city.

### A City of Splendid Homes

The residence districts of the city are exceptionally picturesque and beautiful. It is claimed that in no other city of the country is there so large a proportion of home owners.

The Du Pont Company has purchased a desirable section in which the executives of the corporation are building splendid homes. When this development is completed it will constitute one of the finest residential sections of the city.

At the present time it is said the prevailing working hours in Wilmington are eight to nine hours for five days and five hours on Saturday. About 15 per cent. of the workers are members of trades unions. It is a city, generally speaking, of the "open shop," and is subject but very



PLANT OF THE HARLAN COMPANY, SHIPBUILDERS, WILMINGTON

infrequently to strikes and labor troubles.

The bank clearings for Wilmington for the year ending October 1, 1918, were \$160,140,682. There are eight banks and trust companies with total deposits of \$40,433,212; and two savings banks, with total deposits of \$15,742,122.

The newspapers of Wilmington dominate the state, and reach also a considerable trading area outside the state boundaries. These papers are quite characteristic of the city—live, progressive, growing. They are single-purposed in their allegiance to Wilmington and to Delaware, and rightly enjoy complete public confidence.

National advertisers, bearing in mind that Delaware is the smallest in area of all the states, with but one exception, will realize that this market may be reached very effectually through the use of space in the daily newspapers of the one important city—Wilmington. For, in a newspaper sense, Wilmington is Delaware.

### HUDSON'S BAY USING NEWSPAPER ADS

Oldest Corporation in World Decides to Enhance Its Influence and Sales by Modern Full-Page Campaign

CHICAGO, Nov. 30.—The Hudson's Bay Company, oldest corporation in the world, has become a national advertiser. With 250 years of romance and tradition behind it, this old trading giant of the North has launched a modern mail sales campaign in full pages in United States newspapers and farm journals. The campaign is being handled by Vanderhoof & Co., Marquette Building, Chicago, which comments on its new account as follows:

"To the advertising world generally, this campaign is of more than ordinary significance for it demonstrates that great wealth and dignity with the finest historic setting are not incompatible with advertising and that no business is so 'different' that it cannot be benefitted by modern advertising methods. In the choice of media newspapers welcome the tribute that comes from such a source.

"Unquestionably the entrance of the Hudson's Bay Company into the lists of big advertisers will have its effect on

old concerns in the United States who have held fast to the idea that advertising is not for them because their business is 'different.' Since the incorporation of Hudson's Bay Company in 1670 by charter of King Charles II of England, it has been engaged in administration of government, in exploring, in fur-trading, shipping and store-keeping, and its operations have covered the major portion of the North American continent. Under its own flag it introduced civilization to a vast wilderness—not with arms but with trade. It swept the frontier westward and northward; it always found a place for the missionary and priest.

"And it operated then as now under the insignia of the square deal—'pro pello cutem,' meaning, in the fur trade, 'skin for skin' or, as we would say, dollar for dollar—even exchange."

### Japanese Editors Impressed by American Marvels

On Visit to Philadelphia, They Inspect Ledger Plant and Swap Stories

PHILADELPHIA, Nov. 30.—The Japanese alphabet of more than four thousand letters presents the greatest problem to newspaper publishers in Japan. It makes impossible the use of linotype machines in the composing rooms and typewriters in the editorial rooms.

Yet, despite the fact that all the writing is done in long-hand and all the type is hand-set, it is possible to get an extra on the streets in twenty minutes.

Hikoichi Fukaya, assistant city editor of the Osaka Mainichi, came to this city this week to inspect the home of the Ledger, and told of the difficulties newspaper men in the flowery kingdom overcame. He is here with Miki Sugiyama, correspondent for the Osaka Mainichi and the Tokio Nichinichi. Mr. Sugiyama is studying financial conditions in New York.

The Osaka Mainichi is a three-sheet daily, with a morning and evening edition. The Sunday edition is two sheets. It has a circulation of 500,000, and employs a staff of 200 men and women, including eighty reporters and a business department of 100.

"Newspapermen in our country are greatly respected," Mr. Fukaya said. "It is our belief that in their hands is the

best opportunity to cement national and international friendly relations."

All newspapermen ride on the trams without paying fares, it was explained. They present cards showing them to be duly accredited journalists. All the employes have life insurance for which payment is made by their offices. They receive their salaries regularly when they are ill. The payments continue three months, if their illness keeps them from their offices that length of time. Should they be forced to remain absent for a longer period, the salary ceases, but the insurance policies remain in effect.

Mr. Fukaya is special correspondent for his paper at the international labor conference. He will remain in this country two months to study labor conditions here and newspaper and periodical methods.

### TO REMEDY EXCHANGE BY ADVERTISING

American Chamber of Commerce in London Is Developing British Exports to U. S. to Bolster Pound Sterling

LONDON, Nov. 27.—The advertising advisory committee of the American Chamber of Commerce in London is developing a British-American reciprocity advertising information service, to supply exporters in either country with general information as to the marketing of their goods, the existing or potential demand, competition, etc., in the other country.

The committee is now laying the greater stress on the development of British trade in America, because, in common with all other bodies interested in Anglo-American trade, it is deeply concerned with the menace that the present low rate of sterling exchange holds for the immediate future of the American export trade. Realizing that the only remedy lies in British exports to the United States, the committee is giving special attention to the subject so far as it relates to proprietary and trademarked articles, the sale of which is commonly assisted by advertising.

As a result of letters sent out by the American Chamber in London, the cooperation of several of the foremost American organizations is already pledged in obtaining for British manufacturers the general information outlined above as to the market in America for their goods. Among them are the:

American Manufacturers' Export Association, Associated Business Papers, Inc., American Newspaper Publishers' Association, American Association of Advertising Agencies, Associated Advertising Clubs of the World, Periodical Publishers' Association.

The American Chamber is now requesting the Federation of British Industries to supply a few cases, as test cases, in order to insure the smooth working of the service in the future. The following leading British organizations have already signified their interest:

Federation of British Industries (Industrial Publicity Service), National Union of Manufacturers, Association of British Advertising Agents, London Chamber of Commerce.

The advertising committee of the American Chamber hopes to have the reciprocal information service fully established within a short time.



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